

**DOMESTIC TOURISM STATUS IN TANZANIA: A CASE STUDY OF  
TANZANIA NATIONAL PARKS**

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**A THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF SCIENCE IN  
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LONDON, UNITED KINGDOM**

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## **DEDICATION**

**This work is dedicated to my parents John and Stella, my dear wife Carol, and my children Eric, Alfred, Kelvin and Arnold for their enduring tolerance and support during the time of my study.**

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## **ABSTRACT**

Although tourism is a major economic undertaking in the world, however, domestic tourism has not received adequate attention especially in many developing countries. This study focused on domestic tourism in Tanzania looking at issues relating to the promotion of domestic tourism.

The study rationale is based on the fact that, despite Tanzania being recognized for its wildlife-rich national parks for tourism, the majority of tourists are foreigners. Domestic tourism has received little attention. The study therefore, was designed to bridge this gap in knowledge by assessing the current status of domestic tourism.

The overall aim of this study is to document means of improving domestic tourism in Tanzania as an alternative way of supporting the country's National Parks as well as raising the level of conservation awareness of Tanzanians.

The study used social surveys (questionnaires and interviews) as the main method of gathering information. Three National Parks that are close to each other were chosen for sampling as well as urban dwellers of two major urban centers close to these Parks. Five target groups living close to the Parks were surveyed, which included, primary school teachers, local community leaders, domestic tourists, urban dwellers and Parks officials. A total of 336 questionnaires were administered to these groups between June-August 2005. Field visits and interviews were conducted during the same period.

The main findings of the study indicated that tourism policies needed harmonization to be in line with the prevailing situation. The results further showed that there is slow growth of domestic tourism in Tanzania. On the other hand there is reluctance by Tanzanians to pay Park entry fees. At the National and Park level, the study showed that the sources of public information were not fully utilized resulting in a weakness in domestic tourism promotion.

Local communities leaders adjacent to the Parks studied valued their existence but were not ready to contribute to conservation. For the future the prevailing image for the primary school

teachers showed general support on the establishment of conservation education in schools and wildlife clubs.

Economic hardship stood high as a determinant factor in planning Parks visits and the major areas of concerns were transport, food and accommodation. Park entry fees appeared to be a problem to a segment in the sampled target groups.

As for domestic tourists' statistics, there is little information available so far, sometimes creating confusion even in determining who really is a domestic tourist. This is due to the way statistics are collected and interpreted. That aside, it appears that urban dwellers were more knowledgeable about the Parks and ready to pay the current Park fees rates although some were ready to pay more.

Based on the main findings for this study, the report concludes that domestic tourism is poorly promoted due to weak policies, strategies and plans. It is further ascertained that the current slow growth in domestic tourism needs to be reversed so that its contribution to Parks' income increases.

The study concludes with the justifications to promote domestic tourism, encourage conservation education in schools and find ways to reduce costs for Tanzanians of visiting National Parks.

Lastly, it is recommended to harmonize the national tourism policies to be in line with the public, private sectors and the communities. At the same time, it is necessary to initiate domestic tourism research, regional tourism, to undertake aggressive marketing and to provide conservation education curricula in schools for the youth.

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## **ABBREVIATIONS AND ACRONYMS**

<b>CCM</b>	-	Chama cha Mapinduzi
<b>CBD</b>	-	Convention on Biological Diversity
<b>CIA</b>	-	Criminal Investigation Agency
<b>GDP</b>	-	Gross Domestic Product
<b>IUCN</b>	-	Internal Union for Conservation of Nature
<b>MNRT</b>	-	Ministry of Natural Resources and Tourism
<b>NGO</b>	-	Non Governmental Organization
<b>SADC</b>	-	South, African Development Countries
<b>TANAPA</b>	-	Tanzania National Parks
<b>TCT</b>	-	Tanzania Confederation of Tourism
<b>TDF</b>	-	Tanzania Development Fund
<b>TMC</b>	-	Tanzania Malihai Clubs
<b>TTB</b>	-	Tanzania Tourist Board
<b>WTO</b>	-	World Tourism Organization
<b>UNEP</b>	-	United National Environment Programme
<b>USA</b>	-	United States of America
<b>USD</b>	-	United State Dollar

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# **CHAPTER 1: INTRODUCTION**

## **1.0 General Background**

The evolution of modern tourism dates back to the 1800's when individuals travelled for pleasure and out of curiosity. However, tourism 'per se' goes back further in history, as humankind has had always a desire to travel, visit exotic places, and encounter different cultures and on pilgrimage (Ceballos-Lascurain, 1992). In the middle ages, people travelled mainly for religious purposes. Later on, they began to travel in masses for pleasure and knowledge facilitated by social-technological development (Wood & House, 1991).

In the early 20<sup>th</sup> century improvement in technology facilitated haulage and movement of many people in short time to places of leisure interest, thus allowing people to begin enjoying the benefit of leisure time. Initially, however, 'modern tourism' was mainly domestic in the sense that tourists within a country visited places of interest within their own country (Burkart & Medlik, 1981 p.43). For a century domestic tourism was a norm with foreign travel being reserved for the rich (<http://en.wikipedia.org/wiki/Tourism>).

In many countries, domestic tourism runs concurrently with international tourism. However, whereas it is highly developed in many developed nations, it is just picking up in developing nations (Sindiga, 1999). International tourism includes tourists from one country visiting another country. It gained popularity in the latter half of the 20<sup>th</sup> Century as air travel and package tours became cheap and widespread. It is one of the most developed categories of tourism with great impact worldwide (Lawrence, 1992).

Tourism has become increasingly influential in the global realm of major disciplines. Global tourism is presently one of the world's largest and fastest growing industries with annual revenue of almost \$3 trillion. The impact of the industry is second only to that of the weapons (MacLaren, 1998: Theobald, 1994). For example, gross tourism sales in 1992 reached 8.7 % exceeding both world and service sector Gross Domestic Product (GDP) growths. This growing tourism trend has attracted the attention of most governments, the private sector and the international community at large (WTO, 1998; Poon, 1998). The World Tourism Organization (WTO) forecasts that international tourism will continue growing at the average annual rate of 4

% ([http://www.worldtourism.org/market\\_research/facts/market\\_trends.htm](http://www.worldtourism.org/market_research/facts/market_trends.htm)). Global tourism has multiplier effects where it contributes to the GDP of many nations boosting the economy as well as creating jobs (Vellas & Becherel, 1995; Christie&Crompton, 2001).

Regional tourism travel patterns and trends are important indicators of the way proximity and land size of a region affects international and domestic tourism destinations (Gee, & Fayos-Sola 1997). East Africa presents one of the favoured destinations for international visitors. This is partly because the countries of Kenya, Uganda and Tanzania have abundant and unique wildlife attractions (Ceballos-Lascurain, 1996). For Tanzania, tourism remains the main source of revenue for managing conservation areas (TANAPA, 2004a)

## **1.1 The Importance of Tourism in Tanzania**

### **1.1.1 International Tourism**

In Tanzania, international tourism which is the foundation of tourism industry is the second major revenue earner after agriculture (Fitzpatrick, 2002). Over the years, it has generated increased foreign currency (Table 1.1), created jobs and generated tax revenue for the government. It has also linked strongly to other sectors of the economy and brought about tangible economic benefits to the local communities. It is estimated that the tourism directly accounted for about 7.5 %, 16% and 25% of Tanzania's (GDP) in the year 1995, 2002 and 2004, respectively (Tanzania Tourism Master Plan, 2002).

**Table 1.1 International Arrivals and Revenue in Tanzania, 1995-2004 (Source: MNRT, 2004)**

<b>Year</b>	<b># of Arrivals</b>	<b>Annual Change (%)</b>	<b>Revenue (US \$ Mill)</b>
1995	295,312	12.89	259.55
1996	326,188	10.46	322.37
1997	359,096	10.09	392.39
1998	482,331	34.32	570.00
1999	627,325	30.06	733.28
2000	501,669	20.03	739.06
2001	525,000	4.65	725.00
2002	575,000	9.52	730.00
2003	576,000	0.17	731.00
2004	582,807	1.18	746.02

### **1.1.2 Domestic Tourism**

Domestic tourism is another category of tourism that is important for Tanzania. However, it does not even come close to international tourism as a source of income, although if well managed and promoted it can be a reliable source of revenue during the unlikely events of international tourism failure (Wangui, 2005; Sindiga, 1994). It is therefore considered an alternative remedy to declining international tourism. Domestic tourism not only brings about financial gains to the Tanzanian government, but also domestic tourists learn and enjoy nature and acquire a sense of awareness about wildlife conservation.

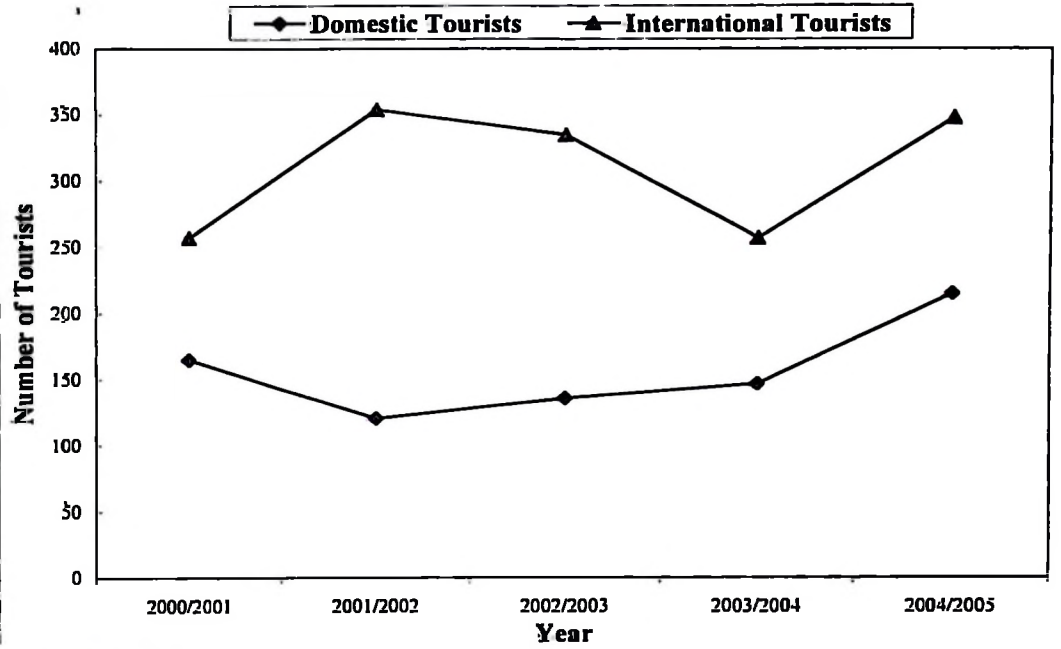
### **1.2 The Importance of Tourism to TANAPA**

Tanzania National Parks (TANAPA) has a specific mandate to manage and regulate the use of areas designated as National Parks, by such means and measures to preserve the country's heritage encompassing natural and cultural resources, both tangible and intangible resource values. In the past, TANAPA used to receive a subvention from the Tanzanian government. However, since 1985 it has been self-sustaining as a result of improved visits into the Parks and revenue. Ironically, however, the bulk of such revenue comes from foreign tourists. Currently, international tourism contributes about 80% of the total TANAPA revenue in a year (TANAPA, 2004a). Figure 1.1 shows the number of domestic and international tourists visiting Tanzania National Parks whereas Figure 1.2 shows revenue trends by TANAPA for the past five years. The revenue trend clearly indicates that tourism has great importance in income generation.

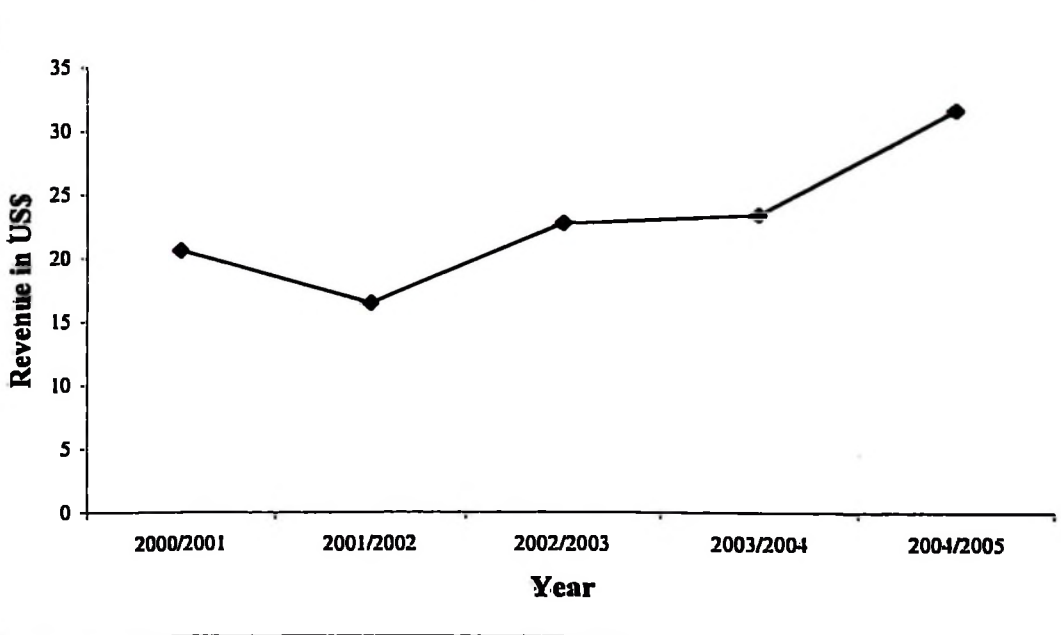
### **1.3 The Vulnerability of International Tourism**

While international tourism is important for protected area management, it is also complex and highly dynamic hence unpredictable economically. For instance, it may fail miserably due to insecurity or natural catastrophes such as terrorism, wars, floods, earthquakes, Tsunamis, typhoons, economic recessions and pandemic diseases. Likewise, competition from other countries offering similar products may also disturb international tourism trends. Therefore, it is necessary to examine alternative ways of supporting protected areas in addition to international tourism. From this end, it is important to promote domestic tourism.

**Figure 1.1 Domestic and International Tourists into Tanzania National Parks, 2000-2005 (Figures in '000')**



**Figure 1.2 TANAPA: Annual Revenue 2000-2005 (Figures in Million US\$)**



#### **1.4 Statement of the Research Problem**

Whereas Tanzanian Parks are amongst the most popular tourism destinations internationally, unfortunately, few Tanzanians visit them for a variety of reasons. Currently, for instance, about 80% of TANAPA visitors are international tourists (TANAPA, 2005). This scenario has enabled TANAPA to collect relatively higher revenues, especially over the recent few years. But given the fragility of international tourism (see 1.3 above), these efforts need to be complemented by a matched growth in domestic tourism, which is considered less vulnerable to global social economic uncertainties. Unfortunately, however, despite the increasing popularity of tourism in Tanzania, there is a widespread scarcity of studies on domestic tourism. This study was therefore designed to bridge this gap in our knowledge by documenting the current status of domestic tourism in Tanzania and explore ways of promoting it.

#### **1.5 Research Hypotheses**

- There lacks enthusiasm and awareness about the conservation of wildlife in Tanzanian National Parks by domestic tourists.
- Insufficient income hampers visitation into Tanzanian National Parks and is a constraint hindering the growth of domestic tourism in Tanzania.
- Strategies used to promote domestic tourism in Tanzanian National Parks are inappropriate or insufficient.

#### **1.6 Rationale of the Study**

As stated above, for some reasons, Tanzania National Parks attracts only a handful of domestic tourists annually. This trend compromises the country's efforts at improving revenue collection from tourism as one of the leading industries. Consequently, it is important to explore opportunities for improving domestic tourism in Tanzanian National Parks. This study examined both the current status and the possible ways of improving domestic tourism in Tanzania. The results of the study were considered useful for devising or implementing proper strategies for promoting domestic tourism in Tanzania. It is considered that improved domestic tourism will instigate a sense of environmental awareness and conservation amongst the local Tanzanians. At present, TANAPA has limited information and inadequate strategies in place for promoting domestic tourism.

## **1.7 Study Aims and Objectives**

This study aimed to explore ways of promoting domestic tourism in protected areas in Tanzania. This will in turn support conservation efforts in terms of revenue earnings but at the same time utilize the opportunity for Tanzanians to visit National Parks for education, leisure and the enjoyment of the aesthetic beauty of these wilderness areas.

The study had the following specific objectives:

1. To assess the current trends in domestic tourism.
2. To explore reasons for these trends.
3. To identify peoples awareness concerning National Parks as a place to visit.
4. To establish whether protected areas meet recreational expectations by Tanzanians and if not why.
5. To identify appropriate intervention strategies needed to promote domestic tourism.
6. To evaluate whether there is room for further improving domestic tourism.

## **1.8 Study Area**

The study was carried out in three National Parks (Arusha, Lake Manyara and Tarangire) and their immediate surrounding areas. These Parks are amongst the most visited by both international and domestic tourists. In addition, they are all located close to major urban centers.

## **1.9 Research Methods**

### **1.9.1 Secondary Data Collection**

Secondary data were gathered through literature. This involved accessing published material such as books, articles, and journals. Secondary data were also gathered by accessing visitors' statistics, reports, case studies, and minutes of meetings.

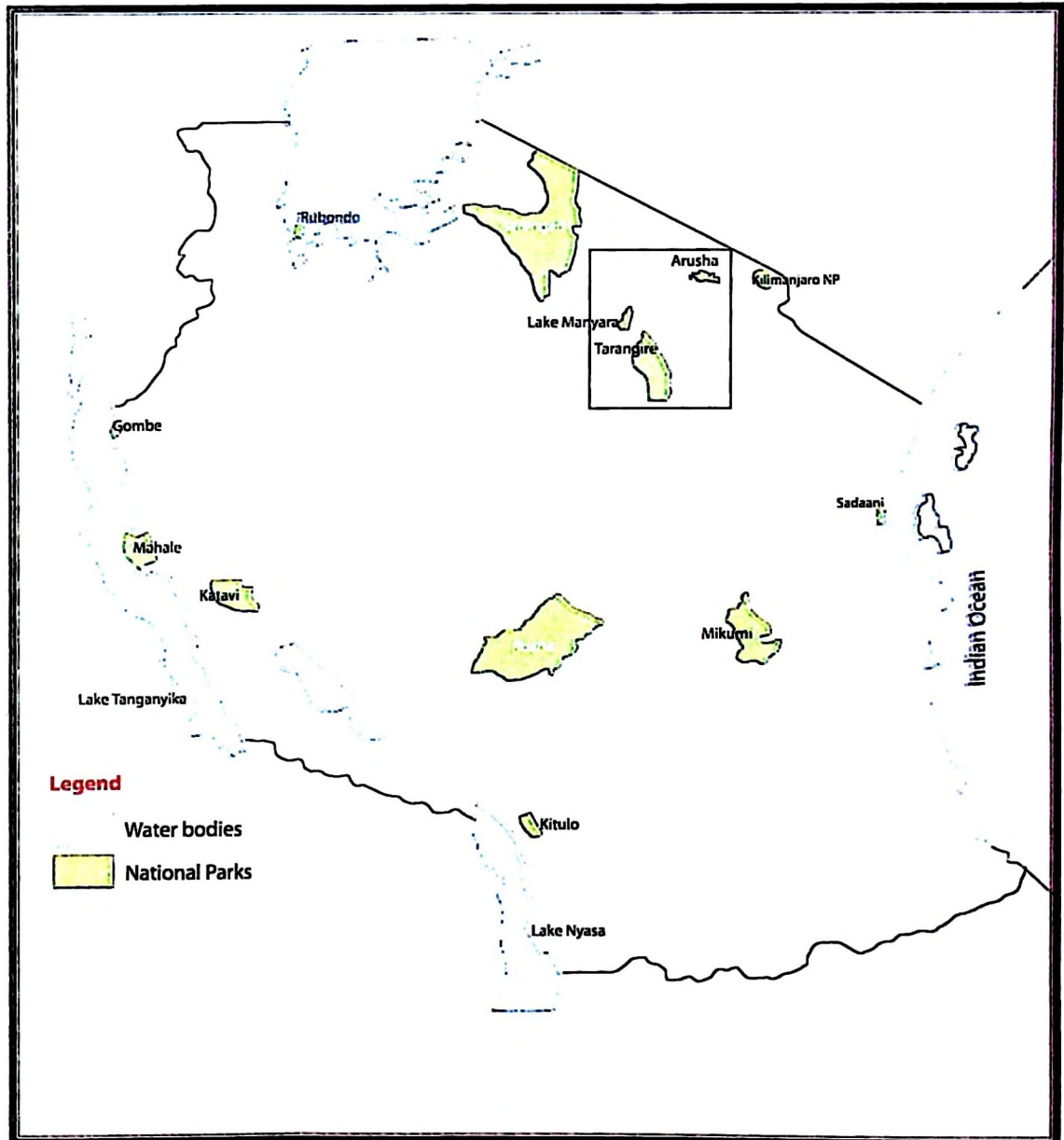
### **1.9.2 Primary Data Collection**

Primary data were obtained through questionnaires and interviews. Specifically, the study targeted the urban dwellers, National Park officials, primary school teachers and community leaders living close to national parks. In addition, domestic visitors into the three protected areas were also served with questionnaires. For details on data collection methods, see chapter four.

**Figure 1.3 Location of Tanzania in Africa**

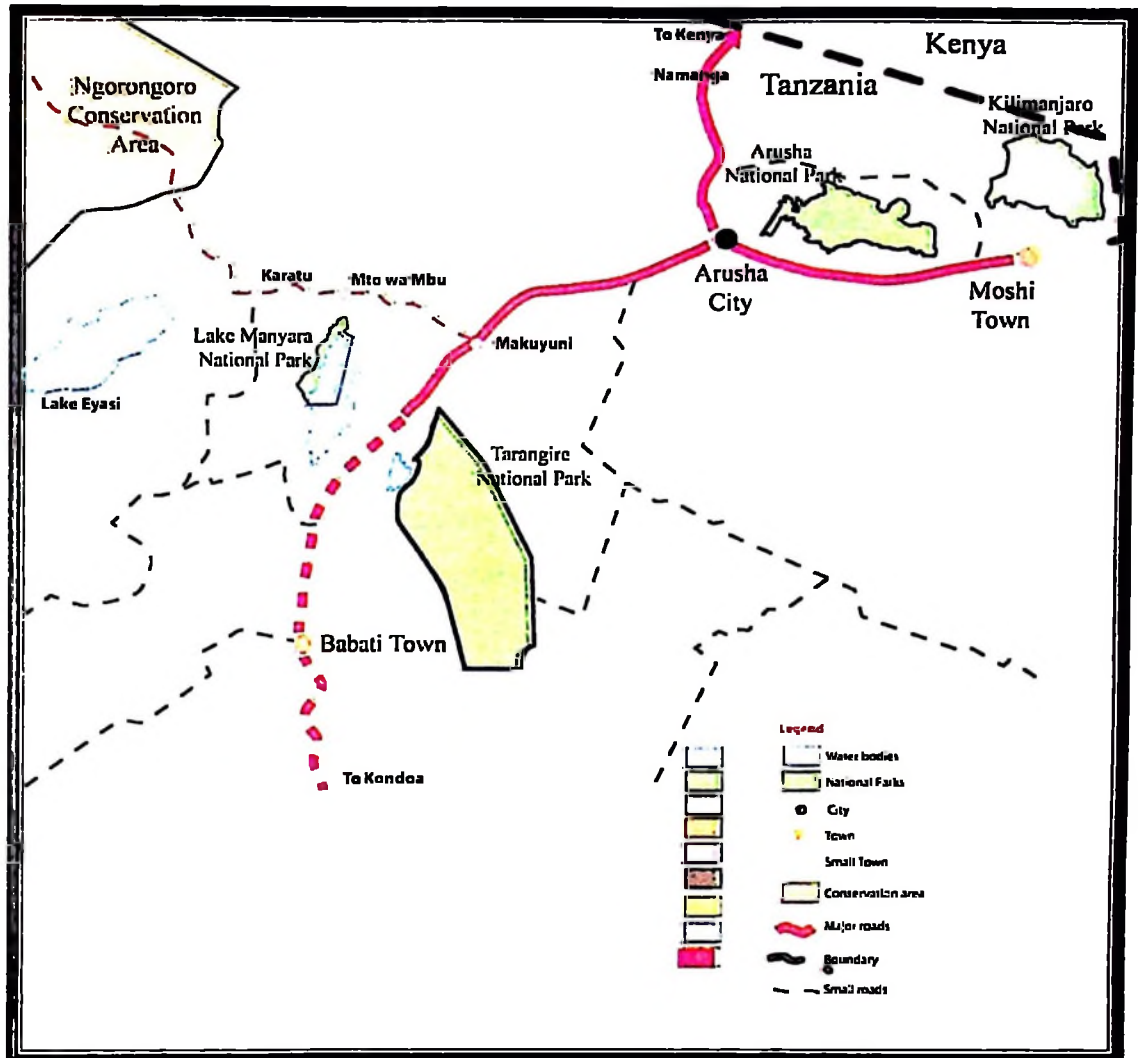


**Figure 1.4 Location of Study area in Tanzania**



Source: TANAPA Publishing Unit

**Figure 1.5 The Study Area**



Source: Tarangire National Park General Management Plan

### **1.10 Thesis Structure**

This thesis is divided into 10 chapters as follows:

Chapter 1 covers the general background of the study including an overview and the historical perspective of tourism and the importance of tourism globally, regionally and nationally. The chapter also covers the role and importance of both domestic and international tourism to TANAPA and Tanzania at large. The chapter also explains the vulnerability of international tourism. It details the statement of the problem, hypotheses, justification for the study, and the study aims and objectives. The chapter concludes by briefly describing the study area, research methods and the thesis structure.

Chapter 2 covers the conceptual framework whereby tourism is defined and its evolution briefly explained. It explores the emergence of different forms of tourism, its growth and demand. The chapter also gives the historical account of protected areas and their importance as tourist destinations. The chapter further explains about the problems and opportunities associated with tourism (both domestic and international) and protected areas, and the need for sustainable tourism. It also revisits the role of the government, public and private sectors at promoting tourism globally. The chapter concludes by explaining the merits and demerits of international tourism as well as the role of local communities in tourism and management of protected areas.

Chapter 3 covers the general background of Tanzania describing its size and location, climate and physical features, vegetation, population, political and economic history respectively. The chapter further explains the country's conservation approach including a description of its tourism status. The chapter concludes by explaining the potentials of domestic tourism as a major source of revenue and conservation awareness. Lastly, explains on TANAPA policies on tourism.

Chapter 4 details the study design, methodologies and justification for the methods used in the study. It also describes in detail the field data collection procedures, data analysis and the mode of presentation of the results. Finally, the chapter gives an account of the limitation of the methodologies used and concludes with emerging issues.

Chapter 5, 6 and 7 looks at the specific research findings for Arusha, Lake Manyara and Tarangire National Park, respectively. Apart from briefly introducing each Park, information is also provided on its location in Tanzania, physical description, visitor origins, revenue status and facilities for visitors. The respective chapters also describe in detail the results of the survey for each of the Parks.

Chapter 8 looks at the research findings for the urban dwellers of Arusha city and Babati Town, respectively.

Chapter 9 synthesizes the results of chapters 5-8 combined. Lastly, Chapter 10 offers conclusions and recommendations for the study.

## **CHAPTER 2: CONCEPTUAL FRAMEWORK**

### **2.0 Introduction**

This study focuses on tourism and in particular domestic tourism. Tourism has an interesting historical background, having been developed for many years. It has enormous importance as the world's major civil industry. Just like tourism, protected areas are a cultural artifact, and have a long history dating back over two millennia (Holdgate, 1999). The link between protected areas and tourism is as old as the history of protected areas themselves creating a parable that protected areas need tourism and tourism need protected areas (Eagles et al, 2002).

For the past two decades forms and concepts of tourism have developed in line with protected areas and some are still emerging amid international debate on the tourism industry. Of late, focus has shifted to promoting tourism without compromising the quality of the natural environment (Tourism Canada, 1995). This chapter highlights on the key concepts regarding tourism and its linkage to sustainable protection and utilization of protected areas.

### **2.1 Definition of Tourism**

Tourism is a term that is difficult to define exhaustively because it embraces a variety of activities, which are undertaken in diverse environments aimed at satisfying a variety of consumer demands and needs. Tourism ranges from an informal recreation by local people to a highly organized form of mass tourism, adventures or group travel to far places. In all these aspects, tourism involves leisure, recreation and travel (Filion et al, 1994). Fennell (2003), cautions that there is no acceptable definition of what constitutes tourism; any definition runs a risk of some form of distortion. However, Murphy (1985) argues that "tourism" and "tourist" comes from the word "tour" and has defined tourism as a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned. Leisure constitutes holiday, sports and study while business constitutes mission, conference or visit.

### **2.2 Historical Account of Tourism**

The history of tourism can be traced back when wealthy people travelled to distant places for a variety of purposes such as to see great buildings or other works of arts, to learn new languages

or to taste new cuisines. Other purposes included trading, fighting wars and education (Davidson, 1996). Davidson (1996) also maintains that until the 20<sup>th</sup> century, only the rich and leisured people in the society had free time and money for travelling outside their own immediate areas. For example the wealthy Romans in ancient times travelled to seaside resorts in Greece and Egypt for sight seeing. The sons and daughters of the British aristocracy also travelled throughout Europe for periods of time lasting up to three years in order to improve their knowledge.

In the past tourism involved mainly the top of the social ladder and one can say there were rather more travellers than tourists. It was not until about the 19<sup>th</sup> century that leisure tourism emerged in Britain facilitated by the fast industrialization pace at the time (Ceballos-Lascurain, 1996). Britain was also the first to offer time for leisure to growing number of her citizens, especially the factory and the economic oligarchy, the traders and the middle class. However, the initial form of tourism in Britain was mainly domestic. This was due to lack of modern forms of transport to facilitate distant transportation. As a result, tourism was mainly limited to spots in Britain with relatively developed infrastructure. For example domestic tourists travelled from Leicester to a rally in Loughborough twenty miles away. Later on, a combination of short holiday periods developed in seaside and industrial towns.

### **2.3 Types of Tourism**

Thomas Cook has been cited as the father of what is called “modern tourism” when he organized the first historical package tour in 1841. By 1901 there was an improvement of tourist travel abroad. This was due to the evolution of package tour arrangements. International mass tourism increased after 1963 when air travel became increasingly cheap (Ceballos-Lascurian, 1996).

There are several types of tourism that are practiced worldwide. These have different motives and dimensions. Smith (1978) describes five types of tourism, which reflect on marketing and social-environmental aspects. These include ethical, cultural, historical environmental and recreational tourism, respectively. The philosophy of ‘sustainable tourism’ and ‘eco-tourism’ developed in the 1980 accelerated by a global paradigm shift in advocating tourism that support natural and cultural resource management, while ensuring that economic, social and aesthetic needs are met (Keating, 1993). In recent years, however, additional categories such as nature-

based tourism, responsible tourism, green-tourism, cultural tourism and beach tourism have emerged (Goodwin, 1998; Fennel, 2003; Lawrence, 1994; Rogers et al, 1998). These categories notwithstanding, eco-tourism is more focused at enhancing the maintenance of natural ecosystems. These categories of tourism may however be influenced by environmental, social-economic and human resource factors (Ng'walali, 2004).

It is important to note that these types of tourism are actually overlapping and can be applicable to both international and domestic tourism. For instance, eco-tourism is defined variously but a closer look shows a more or less similar picture (Shrestha and Walinga, 2003). Fennel (1998) argues that eco-tourism depicts a situation whereby many places and ecologically minded people independently respond to the need for more nature travel (Fennel, 1998 p.234).

#### **2.4 Historical Account of Protected Areas**

A protected area is defined as an area of land and or sea especially dedicated to the protection and maintenance of biological diversity and of natural and associated cultural resources and managed through legal or other effective means (IUCN, 1994). Due to a complexity that arose in their establishment, IUCN developed six-category of protected areas identified by their primary management objectives, which include recreation and tourism.

Protected areas have a long history dating back nearly two millennia ago. Historians claim that some areas were specifically set aside in India for protection of natural resources. In Europe, some areas were protected as hunting grounds for the rich and Kings nearly 1000 years ago (Holdgate, 1999). The idea of protection of special places was universal in many parts of the world. For example it occurred among the traditions of communities in the Pacific and some parts of Africa (Eagles et al 2002). While many societies set aside the special areas for culture and resource use, protected areas were mainly set aside by Kings and other national rulers in Europe early in the Renaissance typically as royal hunting reserve. In the then Tanganyika (Tanzania) the Germans colonial rulers made laws to control hunting to avoid the depletion of wildlife species in 1891. The British carried the idea forward by establishing game reserves for further protection of wildlife (Wildlife Policy of Tanzania, 1998). However, in so doing, the local communities residing in the reserves were evicted and restricted from using resources on the pretext that the protected areas were Britain Queen's farms. This move of denying

communities access to their former areas led to an antagonistic relationship that is still felt even today in many parts of Tanzania and many other parts of the world (World Rainforest Movement, 2004).

The monopoly of using the protected areas by Kings notwithstanding, the areas slowly became open for public use, providing the basis for community involvement and tourism. In 1872 the first national park (Yellowstone National Park) emerged in the United States of America as a pleasure ground for the benefit and enjoyment of the people. This triggered the philosophy of national park all over the world. The thinking behind the establishment of protected areas developed rapidly globally leading to systems approach to resource planning and management. Today protected areas cover more than 10% of the earth's surface (Eagles et al 2002). Apart from economic impact, they are important by providing environmental services such as water supply, flood control and mitigation of the effect of climate change (IUCN, 1998; IUCN, 2000). The adoption of Convention of Biological Diversity (CBD) in 1992 has put more emphasis on development of national systems of protected areas as a means of conserving biodiversity *in situ* and for other purposes (Davey, 1998). This achievement notwithstanding, protected areas are faced with immense problems and opportunities as will be described later.

## **2.5 Protected Areas as Tourist Destinations**

Tourism in protected areas has grown rapidly within a relatively short period of time and more demand is envisaged in the future. It is estimated that by year 2020 three times as many people as now will travel internationally (Robinson, 2003; Goodwin, 1998). This growth is partly due to effective worldwide travel, and improved global socio-economic conditions. Other factors include political stability, development and promotion of new destinations, improved global awareness, spread of technology and great interest in eco-tourism and nature based tourism (Canadian Tourism Commission, 2004). Increased interest in sustainable tourism and eco-tourism reflects a rising tide of social concern about the quality of the natural environment and the effects of tourism.

Activities closely associated with experiencing natural environments are very popular (Tourism Canada, 1995). Some trends complement each other and while some operate at global level some do at local level. The quest for nature-based tourism for example, is particularly important for

many developing countries in Africa, Asia and Latin America where wildlife and wilderness areas have provided an opportunity for increased visits by many overseas visitors (Eagles et al, 2002). Asia and Latin America are known to attract more domestic visitors too. Higher educational levels are associated with demand for outdoor recreation activities leading to changes in patterns of recreation and tourism. Similarly the ageing population especially in the European countries is increasingly more interested in protected area recreation opportunities thus boosting the growth of both domestic and international tourism. In the present globalize economy; individual countries and communities are often influenced by decisions and economic conditions elsewhere. This more often influences overseas travels.

Recently, international tourism plays a pivotal role in trade and monetary flows in most countries worldwide. Success in domestic tourism, on the other hand, remains mainly limited to some Asian and Caribbean countries as it outstrips international tourism (Ghimire, 2001). However in many African countries lack of information on domestic tourism, poor or lack of research and interest has been the cause of its failure (Ashley, 2000; Ghimire, 2002). These notions notwithstanding, international and domestic tourism are related and sometimes inseparable (Lickorish & Jenkins, 2002).

A complexity of intra-regional as well as domestic traffic mostly dominates world tourism arrivals. There are six major travel regions globally: Europe, Asia and the Pacific, South Asia, America, Middle East and Africa. However, global tourism trends are vulnerable to factors such as socio-demographic changes, technological advances, environmental instabilities, safety, health concerns and various levels of human resource development (Vellas & Becherel, 1995). For instance, African protected areas as a destination has been hit by a widespread political instability and prolonged civil war in some sub-Saharan countries thus creating a negative image to potential tourists (Ghee, & Fayos-Sola 1997).

## **2.6 Management of Protected Areas for Sustainable Tourism**

Although tourism is a major undertaking in protected areas, it is associated with problems and opportunities. In many developing countries, Governments initially funded the management of protected areas. The funding was in some cases not adequate resulting in mismanagement of the protected areas. But as tourism picked up, some of the revenue was channeled to manage some

of the activities. Tourism in protected areas produces benefits and costs and more often the interaction between the two is complex leading to the options of maximizing the benefits while minimizing the costs. Despite these setbacks, tourism has remained a key agenda of government policies in most developing countries (Ceballos-Lascurain, 1996). Revenue from tourism comes from multiple sources such as entry fees, concession for tourism services and selling of souvenirs. The money accrued is ploughed back for managing protected areas in various forms such as payment of staff salaries and maintenance of infrastructure.

Its social-economic contribution apart, tourism has potential problems to protected areas if not planned properly. Increased visitation means increased costs to the protected area management. Tourism can be responsible for social costs where increased numbers of tourists can cause congestion, littering and vandalism. Excessive and uncontrolled tourism in terms of tourists and physical development can cause severe environmental degradation such as in Galapagos National Park (Ecuador), Yellowstone National Park (USA), and Masai Mara Game Reserve (Kenya) (De Groot, 1983; Muthee, 1992).

That situation notwithstanding, there have been efforts by some international institutions such as the United Nation Environmental Programme (UNEP) who are working to promote sustainable tourism. Sustainable tourism advocates change of development and is considered not to be environmentally harmless (Butler, 1993). Although its definition remains controversial, eco-tourism is recognized as a tool for environmental protection and development (Towards Earth Summit, 2002).

Although the relationship between sustainable tourism and protected areas is complex and sometimes adversarial, tourism is always a critical component to consider is the establishment of protected areas. To ensure that tourism follow a sustainable path, a clear leadership at all level particularly between the tourism industry and relevant government and non-government agencies is important. Since protected areas face many problems, it is important that their sustainability is maintained.

## **2.7 The Role of Government, Public, Private Sectors and Citizens in Promoting International and Domestic Tourism**

Nations worldwide have a role to create an enabling environment for the promotion of tourism (Lea, 2001). However, for long, promotion of tourism was taken as a responsibility of the private sector. The public sector often refrained from directly investing its meager resources in the tourism industry. More recently, governments have increasingly recognized the economic importance of tourism especially as an “engine of employment” and as a source of tax revenue (Gee, & Fayos-Sola 1997.) The level of tourism in a country depends mainly on the political willingness to give it a leading role in development (Vella, 2001). Most governments have now developed policies that promote tourism as an important industry with both the public as well as the private sectors as investment partners. This requires an open dialogue between government, private sector and civil society in order to achieve sustainable tourism (Lea, 2001) Thus, the citizens of a country notwithstanding, have a leading role in the promotion of both domestic and international tourism by being tourists in their country and taking part in tourism development.

## **2.8 Merits and Demerits of International Tourism**

International tourism refers to visiting a country other than that which is a usual place of residence for a specified period (Gee, & Fayos-Sola 1997; Lea, 2001; Fennel, 2003). Revenue accrued from international tourism has been a major financial source for conservation of protected areas in many developing countries. However, where mass tourism is the type of tourism practiced, degradation of resources has ensued.

Another disadvantage of international tourism is that it can fail miserably in some circumstances such as wars, terrorism, accidents and diseases. Such a failure may then compromise conservation efforts, as protected areas will be under funded. Insecurity also poses a problem in international tourism. For instance, two hijacked planes in different cities in USA were used to bomb twin towers of the World Trade Center, New York in 11<sup>th</sup> September 2001. The tourists' resorts bombings in Bali, Indonesia in 2002 and Mombasa in Kenya are vivid examples of terrorists' acts. The Tsunami catastrophe in East Asia in 2004 which, destroyed tourists' hotels and public residences, is a testimony of unforeseen natural disaster. All the examples above had some effects on international tourism to a number of destinations (Cabrini, 2002).

## **2.9 Merits and Demerits of Domestic Tourism**

Domestic tourism is a kind of tourism that involves residents of a given country traveling within their own country for holiday and recreation (WTO, 1994). It is the fundamental base for tourism we see today as initially all tourism was domestic. Even today the majority of tourists are domestic as in the case of North America, Europe and some parts of Asia and Latin America (Ghee&Fayo- Sola, 1997; Ghimire, 2001). Globally the number of domestic tourists surpasses international tourists by far.

It is however, a kind of tourism that has not been well developed in many developing countries due to the past history, lack of awareness and poor economy. If well planned however, domestic tourism can be a good source of revenue for management of protected areas especially in the failure of international tourism. For some African countries such as South Africa, domestic tourism has grown well to the extent of forming a major revenue input in the protected areas budgets ([www.southafrica.net](http://www.southafrica.net)). In addition domestic tourism is crucial for sensitizing citizens of a country to visit protected areas in order to learn about nature, enjoy aesthetic and scenic beauties of the parks as well as acquire a sense of wildlife conservation ownership. This is a major failure to many developing countries so far.

The major demerits about domestic tourism is when visitation is uncontrolled leading to mass tourism. This in turn leads to degradation of the environment as in the case of the north east province of Ceara in Brazil as well as in Thailand and India (Ghimire,2001). Probably another demerit is that revenue accrued from domestic tourism is so meager to potentially manage the protected areas because the entry fees charged in many developing countries are at a concessionary rate so as to attract more citizens to visit protected areas.

## **2.10 The Importance of Local Communities in Tourism and Management of Protected Areas**

Local communities adjacent to protected areas have dual responsibilities. First, their participation is an essential component of both domestic and international tourism. More emphasis needs to be put in domestic tourism that lags behind the popularly favoured international tourism.

Participation in sustainable tourism by the local communities is advantageous as it contributes to the local economy. Secondly, the local communities play a significant role in protected areas resources management. Their support is crucial for effective resource protection. Many developing countries have developed benefit-sharing policies between conservation agencies and local communities. This is achieved by sharing the revenue accrued from tourism considering that the local communities were evicted from protected areas and in most cases denied access to the resources.

It is important to note that this philosophy of involving local communities to participate in resources management in protected areas is now widespread worldwide. The communities are sensitized to become partners to safeguard protected areas and treated as equal partners rather than enemies (TANAPA, 1994). In turn, communities reciprocate by assisting in conservation. In other countries such as Kenya, community participation has become a national policy (Okunga, 2002).

## CHAPTER 3: TANZANIAN PROFILE AND DOMESTIC TOURISM OVERVIEW

### 3.0 Introduction

This chapter provides a brief description of the study country, including its size and location, climate, physical features, vegetation, historical background, socio-economic dimension and the conservation profile. It also gives a detailed account of tourism profile (especially domestic tourism) in the country. Further, it explores the strengths and weaknesses of the country's Tourism policy.

### 3.1 Background of Tanzania

#### 3.1.1 Size and Location

Tanzania is situated just below the equator line between 1°-11° S and 30°-40° E. It is bordered by nine countries i.e. Kenya, Mozambique, Uganda, Rwanda, Burundi, Democratic Republic of Congo Zambia and Malawi (Figure 3.1 & 3.2). To the east lies the Indian Ocean. Tanzania has an area of approximately 945,087 km<sup>2</sup> of which 886,037 km<sup>2</sup> is terrestrial and the rest is aquatic.

#### 3.1.2 Climate & Physiography

The climate of Tanzania varies from hot and humid along the coast to moderate in the highlands with ranges between 15°-40°C. The amount and distribution of rainfall also fluctuates temporally and spatially. For example in semi-arid areas the annual rainfall is less than 500mm while mountainous and costal areas receive rainfall between 1000 and 1900mm annually. The variability of rainfall results in a variety of ecological conditions for arable agriculture. The terrain is an extensive plain along the coast and a plateau at the center and highlands in the north and south, respectively. The highest mountain in Africa (Kilimanjaro) is situated to the North East of the country

#### 3.1.3 Vegetation

The vegetation of Tanzania is heterogeneous and ranges from dry open grassland, bush land, thicket, wetland swamps, and woodland to montane and alpine vegetation. Miombo woodland is extensive countrywide covering two thirds of the Tanzania. It is mainly dominated by *Brachystegia* and *Jubernadia* species with pockets of *Acacia* species (Lind, E & Morrison, M, 1974). Most protected areas are in areas that are unsuitable for agriculture.

**Figure 3.1 Location of Tanzania in Africa**



**Figure 3.2 Tanzania and the Neighboring Countries**



**Source: World Fact Book, 2005**

#### **3.1.4 Demography & Ethnicity**

Tanzania, where there also exist remains of the early modern man is home to a mosaic of ethnic groups. Historically, it had been a meeting point of Africans, Arabs, Asians and European

cultures. In the year 2002, Tanzania's population was estimated at 33,736,632 people. Population estimates in the year 2005 showed that the population rose to 36,766,356 indicating an annual growth rate of 1.83% (World Fact Book, 2005 p. 4). In Tanzania, the native Africans constitute 99% of the population of which 95% are Bantus. Asians, Europeans and Arabs altogether constitute about 1%. Table 3.1 below shows some basic demographic statistics for Tanzania. There are about 130 different tribes as well as a number of religious denominations. Christians make up 30% of the population whereas Muslims make 35%. (World Fact Book, 2005). Both English and Kiswahili are official languages but the latter is the National language. It is a mother tongue for the Bantu people living in Zanzibar and nearby coastal Tanzania.

**Table 3.1 Tanzania: Demographic Profile**

<b>Population Characteristic</b>	<b>Index</b>
Population (2000)	33,736,632
Projected Population (2025)	58,600,000
Population density (no./sq. km)	38
Urban population % (2000)	33
Population Capital	159,000
Birth rate/1000 (2001)	41
*Death rate/1000 (2001)	13
Life expectancy Males	50.1
Life expectancy Females (2000)	52

**Source: United Nations Estimates, 2004 \*Under one year per 1000 live births**

## **3.2 Tanzania's Political and Economic History**

### **3.2.1 Tanzania's Historical Background**

Tanzania got her independence from Britain in 1961. Shortly after independence in 1964 Tanzania (then Tanganyika) and Zanzibar merged to form the United Republic of Tanzania. In 1967, Tanzania adopted a socialist policy based on self – reliance coined the “Ujamaa.” This policy did not foster tourism development. Indeed, the country was politically sensitive to tourist arrivals from other countries. At that time many developing countries of a socialist political arm

were particularly sensitive to tourists arrivals from developed countries, as they perceived a problem of cultural shock (Vella, 2001). In Tanzania, there was little international tourism and domestic tourism was virtually non-existent.

A free market economy was introduced in the country in the late 1980's followed by multiparty politics in 1995. Both these reforms promoted both international tourism and domestic tourism. It is important to note that the Ujamaa policy that was adopted before these reforms retarded the promotion of tourism in Tanzania for many years amid debates that involved institutes of higher learning on the subject of tourism and economic development (Lea, 2002 p38).

In the last few years the ruling party has specifically put the promotion of domestic tourism in the Election manifesto (CCM Election Manifesto, 1995). Therefore, the change of political system has had a positive impact on domestic tourism in Tanzania.

### **3.2.2 Tanzania's Economy**

Economically, Tanzania is one of the poorest countries in the World. At present, the country's economy depends heavily on agriculture, which accounts for almost half of the Gross Domestic Product (GDP), provides 80% of exports and employs 80% of the work force (Bureau of African Affairs, August 2005). Agricultural products include cash crops such as coffee, sisal, tea, cotton, pyrethrum, cashew nuts, cloves and tobacco, and account for the majority of export earnings. However, poor pricing and unreliable cash flow to farmers continue to frustrate the agricultural sector. Furthermore, topography and climatic conditions together limit arable land to only 4.23% of the country's area (<http://www.odci.gov/cia/publication/factbook/geos/tz/html>).

In 2005, the GDP per capita in Tanzania was USD 700, which grew at 5.8% annually (<http://www.joinafrica.com/countries1/Tanzania/economy/htm>.) Tanzania's industrial sector account for only 10% of the GDP and as such, is one of the smallest in Africa (Table 3.2). Most industries are for processing items such as sugar, beer, cigarettes, oil refinery, and cement and wood products. Despite this relatively poor economic base, Tanzania is rich in natural resources including large deposits of minerals such as tin, phosphate, iron, coal diamond, gemstones, gold, natural gas and nickel. However, most of the above mineral reserves are unexploited (World Fact Book-Tanzania, 2005 p. 4).

**Table: 3.2 Comparative GDP for Tanzania and her neighboring African countries**

Country	Growth Rate (%)	Per Capita (US \$)	GDP by Sector (%)		
			Agriculture	Industry	Service
Burundi	3.0	600	48.1	19.0	32.9
DRC	7.5	700	55	11.0	34.0
Kenya	2.2	1,100	19.3	18.5	62.4
Malawi	4.0	600	54.8	19.2	26.0
Mozambique	8.2	1,200	21.1	32.1	49.9
Rwanda	6.9	1,300	41.1	21.2	37.7
Tanzania	5.8	700	43.2	17.2	39.6
Uganda	5.0	1,500	35.8	20.8	43.6
Zambia	4.6	900	14.9	28.9	56.1

**Source: World Fact Book (2004).**

In order to improve her economic base, Tanzania liberalized her economy along market lines since 1986 so as to encourage both foreign and domestic private investment. The aim was to improve and expand local and international markets for the country's local products including tourism. There have been some achievements so far and it is expected that more will be realized in future.

### **3.3 Natural Resources and Tourism**

Tanzania is also rich in pristine forests and protected areas that support a diversity of wildlife. The network of protected areas has steadily expanded since independence, to about 32% of the total Tanzanian area (Figure 3.3), indicating a continued commitment of the country to conservation (Wildlife Policy of Tanzania, 1998).

The Wildlife Conservation Act of 1974 governs wildlife conservation in Tanzania. At independence, Tanzania showed her commitment to wildlife conservation when the President of

the then Tanganyika released a popular declaration christened as the “Arusha Manifesto” which emphasized the need for Tanzania to do its utmost to conserve her wildlife resources for the present and future generations. The Arusha Manifesto has been the blueprint guiding wildlife conservation in Tanzania to date. The country has since committed to conservation in various forms (Table 3.3)

### **Box 3.0: Arusha Manifesto**

*“The survival of our wildlife is a matter of grave concern to all of us in Africa. These wild creatures amid the wild places they inhabit are not only important as a source of wonder and inspiration but are an integral part of our natural resources and of our future livelihood and well being.*

*In accepting the trusteeship of our wildlife we solemnly declare that we will do everything in our power to make sure that our children’s grand-children will be able to enjoy this rich and precious inheritance.*

*The conservation of wildlife and wild places call for the specialist knowledge, trained manpower, and money, and we look to other nations to co-operate with us in this important task the success or failure of which not only affects the continent of Africa but the rest of the world as well”.*

*Mwalimu J.K. Nyerere 1961*

The Forest Department is also under the Ministry of Natural Resources and Tourism (MNRT) and has a number of Forest Reserves, which attract tourists. There are also Marine Parks, which are charged with responsibilities of managing marine protected areas and marine reserves.

Despite having a diversity of potential tourists’ attractions, which include spectacular sceneries and historical and archaeological sites, unfortunately Tanzania has for long not fully exploited the economic potential of the tourism market for various reasons (see section 3.2.1. However more recently, Tanzania has realized that tourism is a strong economic pillar such as is the case in many other countries.

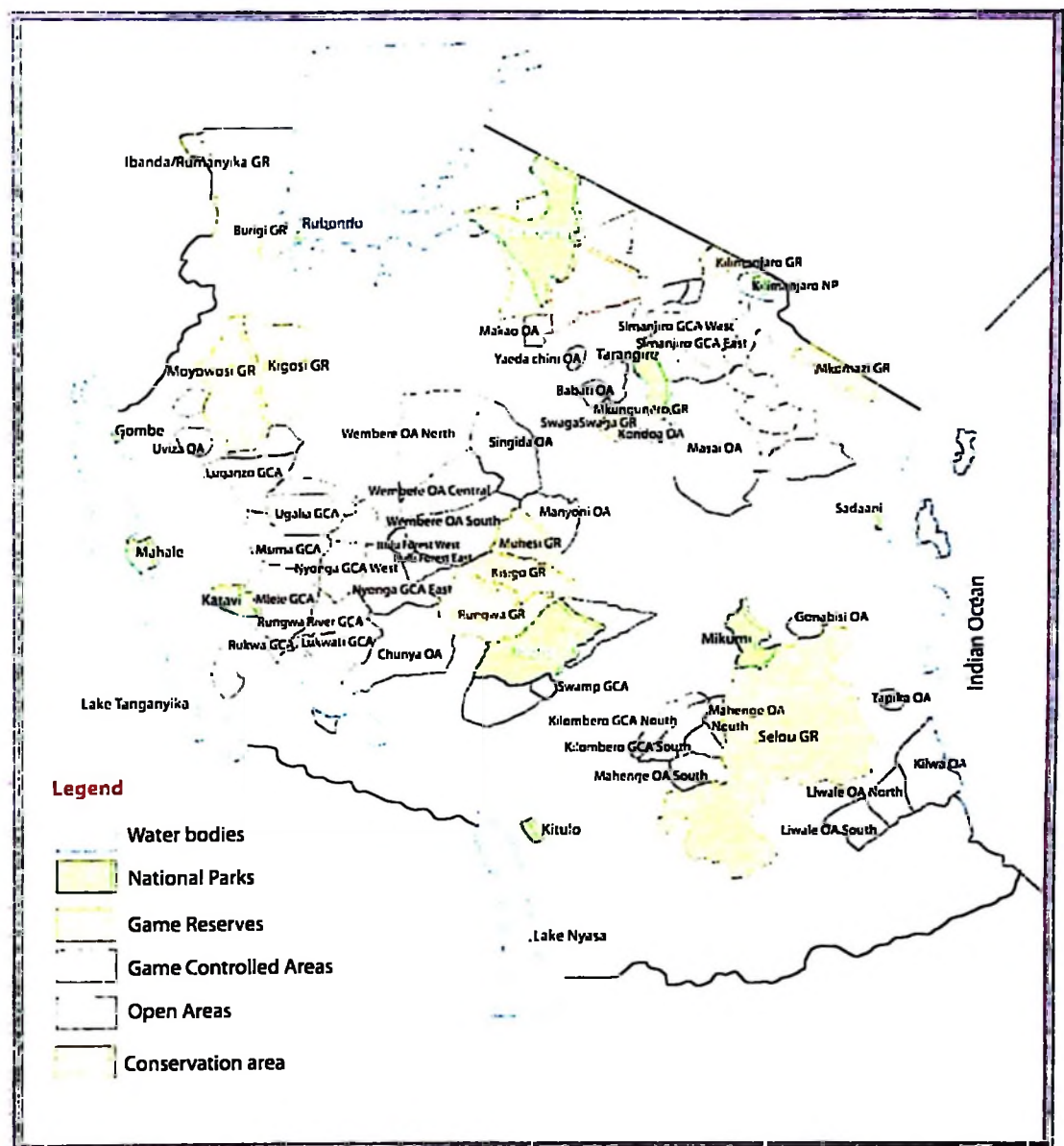
**Table 3.3 Wildlife Management Categories in Tanzania**

S/N	Protected Area Category	Authority	Authorized Activities	Restricted Activities	IUCN Category	Remarks
1.	National Parks	Tanzania National Parks	Non-consumptive utilization	Hunting and residing restricted	ii	Protected area managed mainly for ecosystem protection and recreation
2.	Multiple Land Use	Ngorongoro Conservation Area Authority	Indigenous people allowed to live in the area with their livestock	Hunting restricted	iv	Managed for conservation through management intervention. Maasai pastrolists interests considered
3	Game Reserves	Wildlife Division	Consumptive utilization, (Hunting and capturing wildlife)/non-consumptive in some specific areas	Residing and agriculture restricted	iv	Managed through management intervention.
4	Game Controlled Area	Wildlife Division	Wildlife co-exist with people	No hunting without a license	iv	Governed by Wildlife Act (1974)
5	Open Areas	Wildlife Division	Wildlife co-exist with people	No hunting without a license	No classification	No legal status

### 3.4 Tourism Policies and Promotion

The National Tourism Policy guides tourism activities in Tanzania. The policy seeks to assist in the promotion of the economy and livelihood of people, through encouraging the development of sustainable tourism (National Tourism Policy of Tanzania, 1999). It also seeks to market Tanzania as a favored tourist destination for touring and adventure. The policy also advocates deliberate plans for promoting domestic tourism. The Tourism Master Plan for Tanzania evaluates the tourism resource base, revisits the major tourism policy issues, explores tourism market potentials, and outlines a plan of action including schedule of implementation for the period 1996-2005 (Tourism Master Plan, 2002).

**Figure 3.3 Protected Area Network in Tanzania**



The Tourism Master Plan was formulated by the assistance of the European Union. The core of the plan was to develop an integrated tourism product that is capable of attracting a low volume, high yield segment of the international tourism market to spend their entire holiday in Tanzania. There were virtually no comprehensive details for domestic tourism although local participation on international tourism was noted. In addition, Tanzania Tourist Board (TTB), initiated in 1993, is charged with promoting tourism in Tanzania. Together with the government and other public and private institutions it regularly sells Tanzania as a destination within the country and abroad.

Despite these efforts, Tanzania's desire to promote domestic tourism has met with limited success. Conversely, there has been significant achievement in international tourism (Tourism Master Plan, 2002). More efforts are needed to ensure that the successes of international tourism are emulated in domestic tourism in Tanzania. The government, public and private sector together have a role to promote tourism in Tanzania.

### **3.5 The Significance of International Tourism to Tanzania**

Tanzania is among those countries that have been in the forefront in conservation of wildlife. In the past two decades many developing countries have set aside potential areas for conservation of biodiversity. Most of these areas have also been used for international tourism, whereby tourists from abroad visit to see the scenery as well as their natural wildlife resources. Managing protected areas is in most cases costly and requires financial support from government and other sources. As such, international tourism has played a major role as a source of income. Today in Tanzania, tourism in protected areas is regarded as a leading tool for conservation, building community support and generating the much-needed income for supporting conservation. At a local level, international tourism contributes greatly to the quality of life of indigenous and local communities around protected areas especially in developing countries (Eagles et al., 2002).

### **3.6 Domestic Tourism as a Potential Means of Revenue in Tanzania**

Domestic tourism involves residents of a given country travelling within their country for holiday and recreation (Jaffari, 1986; Lickorish & Jenkins, 2002). It is a kind of tourism that has not picked up well in most developing countries for a variety of reasons including historical circumstances, poverty and lack of awareness. If domestic tourism is well planned in a country it can be a good source of revenue for management of protected areas. For some African countries such as South Africa, domestic tourism has grown to an extent that it forms a major revenue input of the protected area budgets. In 1995, South Africa, for example, was leading in Sub-Saharan Africa for tourism with an average of three million domestic tourists (Velles & Eccherel, 1995). However, in Tanzania as well as many other African countries domestic tourism is weak. Therefore concerted efforts are needed to promote domestic tourism.

### **3.7 Domestic Tourism as a Means for Improving Conservation Awareness in Tanzania**

Revenue generation apart, it is important to sensitize the local communities so that they can visit protected areas in order to learn about nature, enjoy the aesthetics and the scenic beauty of the Parks as well as acquire a sense of awareness about and ownership of wildlife. This is vital for sustainable management of natural resources. To be able to support conservation today, Tanzanians must learn to adopt wildlife resources as theirs, and understand the value of their protection. In general, domestic tourism is crucial as a means of generating community support and collaboration in management of protected areas (TANAPA, 1994).

### **3.3 TANAPA's Policy on International and Domestic Tourism**

TANAPA advocates the need to promote both international and domestic tourism by actively involving stakeholders. This commitment spells out clearly the need to have quality tourism and thus a low volume of high quality rather as opposed to mass tourism (TANAPA, 1994). TANAPA has also started working on strategies to promote domestic tourism so as to ensure that Tanzanians not only understand the value of wildlife but also actually visit into the national Parks (TANAPA, 2001a).

## **CHAPTER 4: METHODOLOGY**

### **4.0 Introduction**

This chapter details the various methods applied in this study. It describes in detail the research design, field data collection procedures, data analysis and presentation of results together with justification of the same. The chapter also gives an account of problems of applying the methods and explains important considerations with regard to the methods adopted.

### **4.1 Study Design**

This study was designed to collect ideas from selected conservation stakeholders regarding the status of domestic tourism in Tanzania National Parks. Three National Parks were chosen as case studies due to close proximity and the relatively large volume of tourists they attract annually. The stakeholders were primary school teachers, domestic tourists, urban dwellers, community leaders living adjacent to National Parks and Park officials. Issues explored included affordability of Park fees, willingness to pay Park fee, importance of Parks to conservation, tourism policies, visitors' facilities, tourism information, obstacles for planning Park visits, tourism conservation awareness and promotion of domestic tourism. The sample size of the respondents for each group of study subjects varied depending on a number of factors (explained in respective sections).

### **4.2 Selection of Study Area**

Three National Parks, namely Arusha, Manyara, and Tarangire (all located in Northern Tanzania, Figure 5) were chosen as case studies. However, the study was not limited to within the National Parks, but also involved the primary school teachers and local communities living close to their boundaries. The urban centers of Arusha and Babati were also included in the sampling because urban residents regularly visit the National Parks. Therefore, it was considered important to have their views on domestic tourism in these Parks.

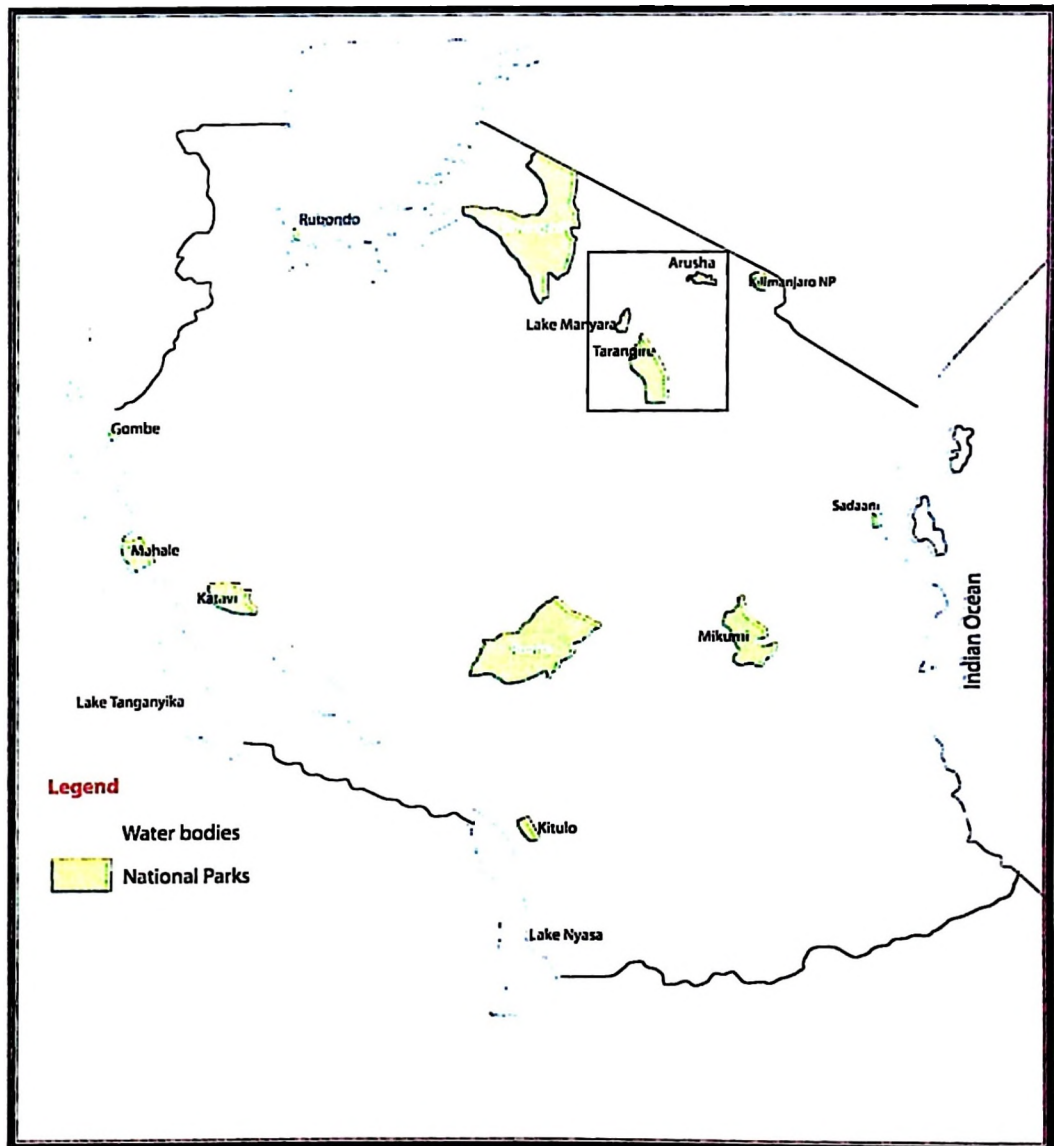
The three selected National Parks have relatively developed tourist facilities and good road networks. In addition, compared to the rest of Tanzania's National Parks, they attract a relatively higher number of both international as well as domestic tourists. Another important consideration was that they are all located close to each other and to the headquarters of

Tanzania National Parks Authority (TANAPA). They were thus conveniently located for the author in terms of data collection.

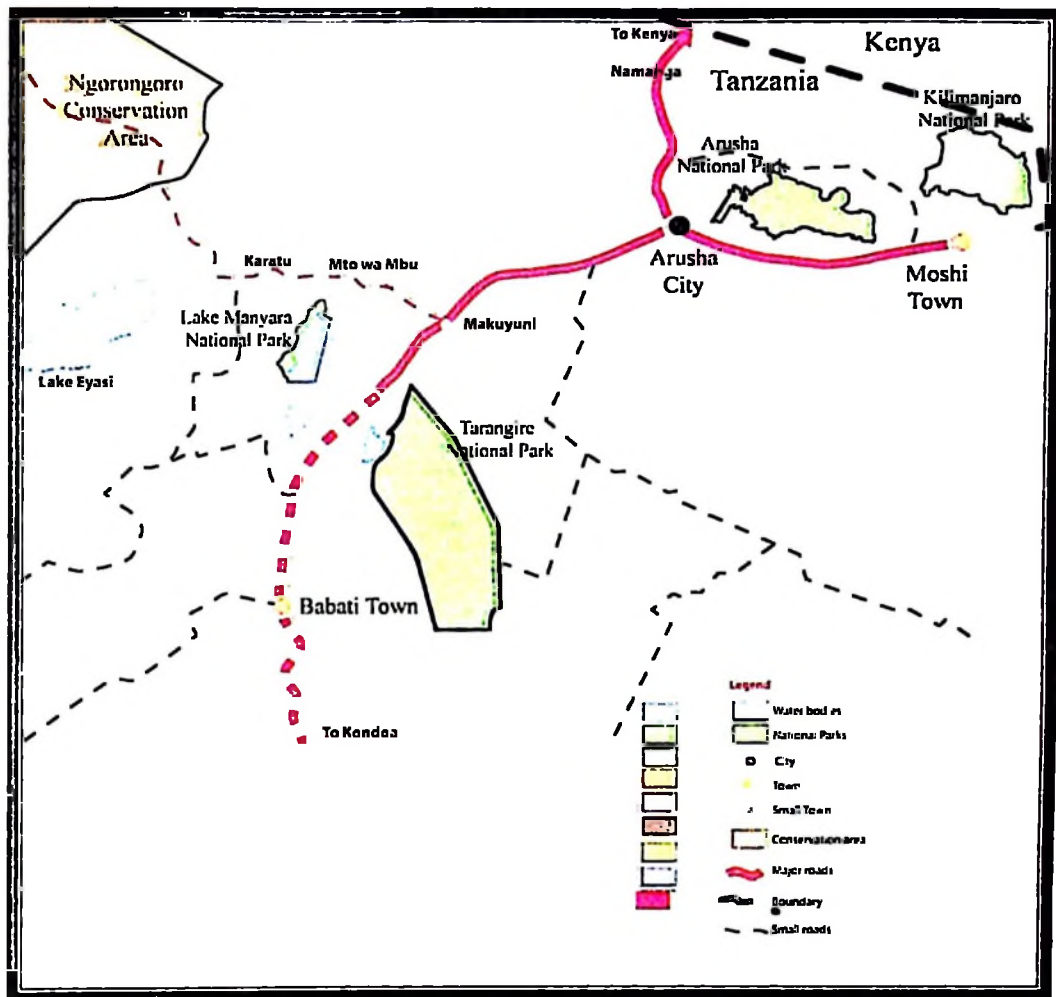
**Figure 4.1 Map of Africa Showing Tanzania**



**Figure 4.2 Map of Tanzania in Relation to Study Area**



**Figure 4.3 Location of the Study Area**



Source: Tarangire National Park General Management Plan

### 4.3 Data Variables

The main types of data variables for both domestic and international visitors were (1) Visitor numbers (2) Source of Visitors (3) Visitor facilities in the Parks and (4) Revenue. The collection of data was mainly influenced by the way data was available in the three case study national parks (i.e. Arusha, Lake Manyara and Tarangire), at Tanzania National Parks Headquarters as well as the Ministry of Natural Resources and Tourism.

## **4.4 Methodology**

### **4.4.1 Research Methods**

In this study both qualitative and quantitative research methods were used in order to gather information on domestic tourism in Tanzanian National Parks. This combination of research methods was considered appropriate compared to qualitative or quantitative methods alone (Gugu, 2002). Jones (1997) argues that the justification of mixed methodologies is that both single methodologies (qualitative only or quantitative only) have strengths and weaknesses. A combination of methodologies, on the other hand, can focus on their relevant strengths. It should be recollected that quantitative and qualitative methods often overlaps in some aspects such as for studies on attitudes, opinions, perceptions, willingness and the ability to collaborate. Quantitative data collection involved desk surveys, literature reviews, as well as questionnaires that were completed by the five sample stakeholder groups. Qualitative data were obtained from formal interviews of Park Officials of respective national parks. Additional qualitative data were gathered from questionnaires earmarked for the stakeholders groups.

### **4.4.2 Sampling Approach**

In this study probabilistic sampling techniques were used for data collection. Probabilistic sampling techniques include a variety of techniques in which the sample element has an equal chance of being selected within a population. The probabilistic sampling eliminates systematic errors and provides the basis for warranted application of inferential statistics (Jongman et al, 1995). A random administration of questionnaires was attempted for all the sample groups. However, since the Park officials were few, all of them were necessarily sampled. It took these target groups eight weeks to complete all the questionnaires.

### **4.4.3 Sample Size**

A total of 336 subjects of different target groups were sampled. The number sampled per target group differed but due consideration was given to sampling a reasonable section of each group being researched. The specific sample sizes for each target group are presented in Table 4.2 below.

**Table 4.2 Sample Sizes for Target Groups in the Study Area**

<b>SN</b>	<b>Type of Questionnaire</b>	<b>Target Community</b>	<b>Target Area</b>	<b>Number of Questionnaires</b>
1	Structured	Community Leaders	Adjacent villages to study areas (3 National Parks)	58
2	Structured	Urban Dwellers	Babati and Arusha Urban Areas	117
3	Structured	Primary School Teachers	Schools adjacent to study areas	45
4	Structured	Domestic Tourists	Study areas (3 National Parks)	90
5	Structured	Park Officials	Study areas (3 National Parks)	26

#### **4.4.4 Data Collection Methods**

After making decision on the sampling methods for this study, it was further decided that secondary and primary methods of data collection be used.

##### **4.4.4.1 Secondary Data Collection**

Secondary data collection was carried out at the Tanzania National Parks Headquarters and the three individual sample National Parks selected for this study. Data were gathered from library, reports, case studies, survey reports, meeting records and interviews.

##### **4.4.4.2 Primary Data Collection**

A range of questionnaires (see appendix 1), were used to collect data from different target groups. In order to simplify data collection and elicit answers that reflect the actual situation, questionnaires were translated into Kiswahili that is the Tanzanian national language. This is because not all people are fluent in written and spoken English in Tanzania but almost all are good in Kiswahili. Therefore, it was assumed that the respondents could easily understand the

questions hence respond appropriately. Questions were aimed at testing the knowledge of different target groups on domestic tourism as outlined below:

***Domestic Tourists & Urban Residents:*** Testing their knowledge of wildlife conservation, Parks services, domestic tourism, value of wildlife, importance of tourism, ability and willingness to pay Park fees and their general views on conservation.

***Primary School Teachers:*** Knowledge on conservation education, Wildlife Clubs<sup>1</sup>, conservation awareness, ability and willingness to pay Park fees, school children parent attitude towards conservation.

***Local Community Leaders:*** Perception of Parks resources, knowledge on domestic tourism, ability and willingness to pay Park fees, value of wildlife and importance of Parks in their livelihood.

***Park Officials:*** Management of domestic tourism, tourism policies, role of domestic tourism in the Park, strategies for domestic tourism promotion and the involvement of local communities in Park conservation.

#### **4.4.4.3 Field Visits**

Field visits were conducted to the three sample Parks as necessary to interview the Wardens in Charge and Tourism Warden in order to supplement information gathered through questionnaires. However, these were limited only to the dual because these were the most knowledgeable on tourism issues within their respective parks.

#### **4.5 The Validity and Reliability of Data**

The questionnaire comprised of mainly closed questions but for a few open-ended ones. This was done to improve data reliability. Open-ended questions targeted those issues that needed more information from respondents. In most cases, open-ended questions followed major closed

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<sup>1</sup> Wildlife Clubs also known as Malihai Club in Tanzania are education clubs started in schools to sensitize children on conservation issues.

questions. In general, an open question at the end of a closed one is likely to increase the response rate and elaborative responses to closed questions (Kate, 2004). Therefore a cautionary questionnaire design approach was attempted in this study so as to gather responses that reflected the actual situation with regard to domestic tourism in Tanzania.

#### **4.6 Data Analysis & Presentation of Results**

The gathered raw data was typed into a database on computer using Excel 2000 spread sheets and then exported to Statview® 1998 statistical package for a detailed analysis. Data was first analyzed for descriptive statistics and nominal frequency distributions were tabulated. Coding of questionnaire responses was also performed to facilitate data analysis. The results were presented both in a tabular form and graphically.

#### **4.7 Limitation of the Methodology**

This study did not cover the entire Tanzania National Parks system and was thus limited in coverage. A much better approach could have been to include a much larger sample of National Parks and other protected areas in Tanzania conducting tourism such as Ngorongoro Conservation Area Authority and some Game Reserves. However, time and resources did not allow. It is recommended therefore, where possible similar studies in future should include more Parks and other conservation areas.

#### **4.8. Emerging Issue**

While conducting the research a parcel of questionnaires from Arusha National Park got lost and that the process had to be repeated hence a delaying in the data collection process.

## **CHAPTER 5: DOMESTIC TOURISM IN ARUSHA NATIONAL PARK**

### **5.0 Introduction**

This chapter provides a description of the study area and research findings for Arusha National Park. Specifically, it focuses on the existing tourist facilities, visitor experiences, visitor statistics and revenue trends. Finally the information is discussed in relation to the views of various stakeholder groups regarding domestic tourism.

### **5.1 Description of Study Area**

#### **5.1.1 Location, Size and Physiography**

Arusha National Park (542sq km) is a small Park that lies between the peaks of Kilimanjaro and Meru mountains respectively, about 26 km south of Arusha city in Northern Tanzania (Figure 5.1). The Park was officially established in 1960. However, thereafter, there has been a series of annexations to expand its boundary in order to include the hitherto left-out surrounding forest catchments due to their major ecological importance. There are three distinct physical features within the Park namely Momella Lakes, Ngurdoto Crater, and Mount Meru peak. The altitude ranges from 1,400 m to 4,565 m. The latter, which is generally rugged due to the past volcanic activities and long-term, weathering, is the second highest mountain in Tanzania and the fifth in Africa. With its extensive and dense forest, the Park is hydrologically important due to its region-wide water catchment's value. Water from the Park feeds some of the major rivers in the country, and is traditionally used by the human pastoral communities living adjacent to the Park for various domestic and commercial purposes (TANAPA, 2003).

Arusha National Park is not only close to the metropolitan cities of Arusha and Moshi, but is also easily accessible through an all-weather Arusha- Moshi tarmac road. Unfortunately, however, the Park is situated in a densely populated part of Tanzania, and is almost immediately surrounded by agricultural settlements of the pastoral Meru tribesmen.

In addition, Arusha National Park has a strong cultural link with the Meru tribesman as several traditional sacred sites are situated within the park. These sites are fully protected by the park and permission is required for communities to visit them for conducting rituals (TANAPA, 2001b).

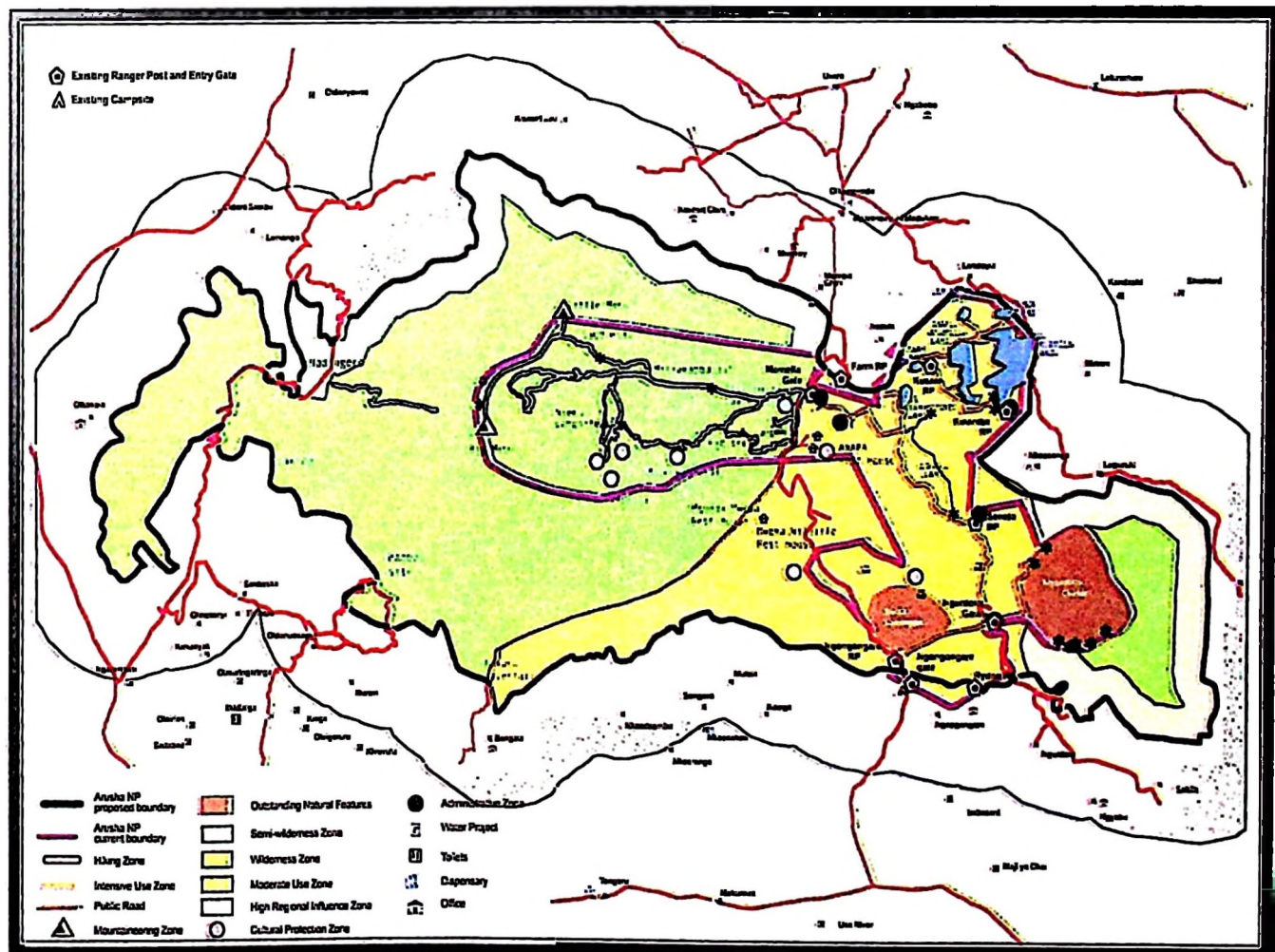
### 5.1.2 Wildlife

In terms of wildlife, the Park has a wealth of animals that includes Colobus monkeys, Vervet monkeys, Bushbucks, Buffaloes, Red forest duikers, Hippos, Elephants and Giraffes. There are also about 500 documented species of birds in the Park, some of which are migrants - coming from as far as Europe (TANAPA, 2003).

### 5.1.3 Vegetation

The Park is also rich in vegetation, with at least 950 recorded plant species. There are about three major vegetation zones: Savannah, Mountain forest and the Alpine.

**Fig 5.1 Map of Arusha National Park**



Source: Arusha National Park General Management Plan

## **5.2 Visitor Information**

### **5.2.1 Visitor Experience**

At present, the leading tourism activities in this Park are mountain climbing and game viewing. Mountain climbing in particular has recently become increasingly popular. Whereas game viewing is in most cases a day's trip, it takes, on average, four days to scale the summit. Interested visitors may also do walking safaris for short distances or canoe ride in Momela lakes.

### **5.2.2 Visitors Facilities**

There are four public campsites and three special campsites that can altogether accommodate up to 150 people per night. Public campsites are those that are available for use by the public at a small fee whereas special campsites are those that are specifically designed to enhance more visitor experience. The latter are often available through booking and are relatively expensive. Hiking visitors may also be accommodated at the two mountain huts of Miriakamba (2,500m) with 48 beds and at Saddle (3,500m) with 56 beds. There is also a rest house within the Park with a total capacity of six beds and two private lodges just adjacent to the Park for overnight tourists. In addition to accommodation facilities, there are public picnic sites and view points. There are basically two gates that cater for visitors' into/out of the Park. A summary of the visitor facilities in this Park is shown in Table 1(TANAPA, 2003).

**Table 5.1.Visitor accommodation facilities for Arusha National Park as of Oct. 2005**

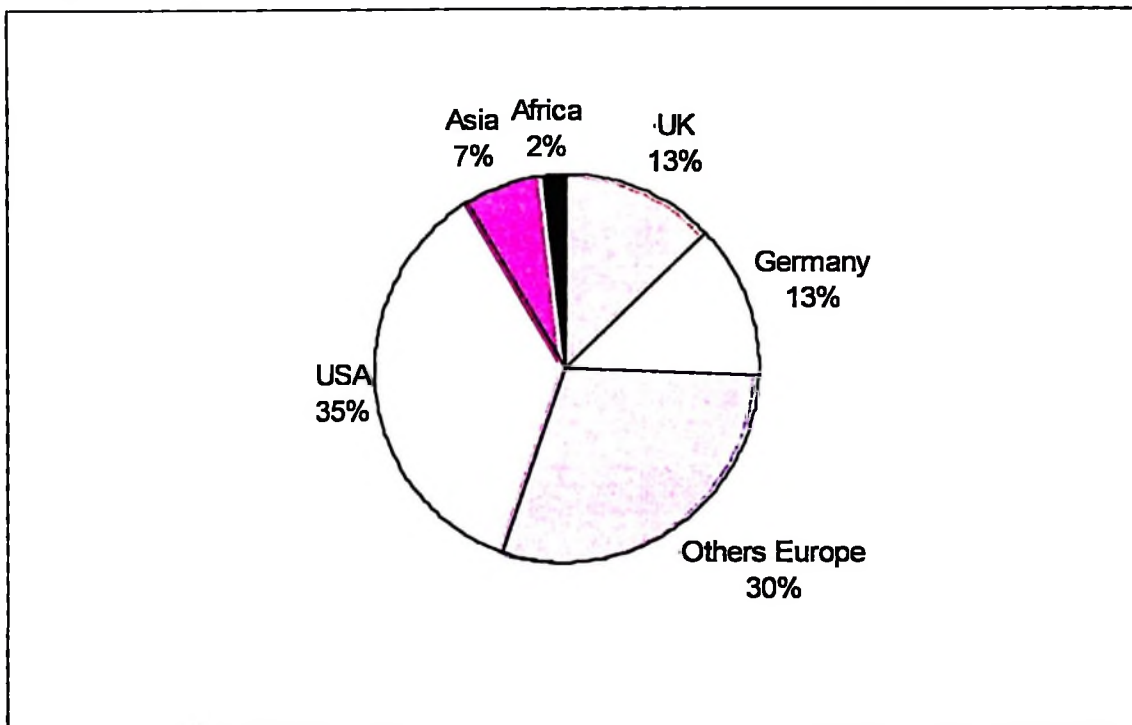
	<b>Facility</b>	<b>No. of Beds</b>
1	Public Campsites*	100
2	Special Campsites*	50
3	(Park) Rest House	6
4	Mountain Huts	104
5	Private Lodges	130
	<b>TOTAL</b>	<b>390</b>

**Source: Arusha National Park. \* For definitions, see text.**

### 5.2.3 Source of Visitors

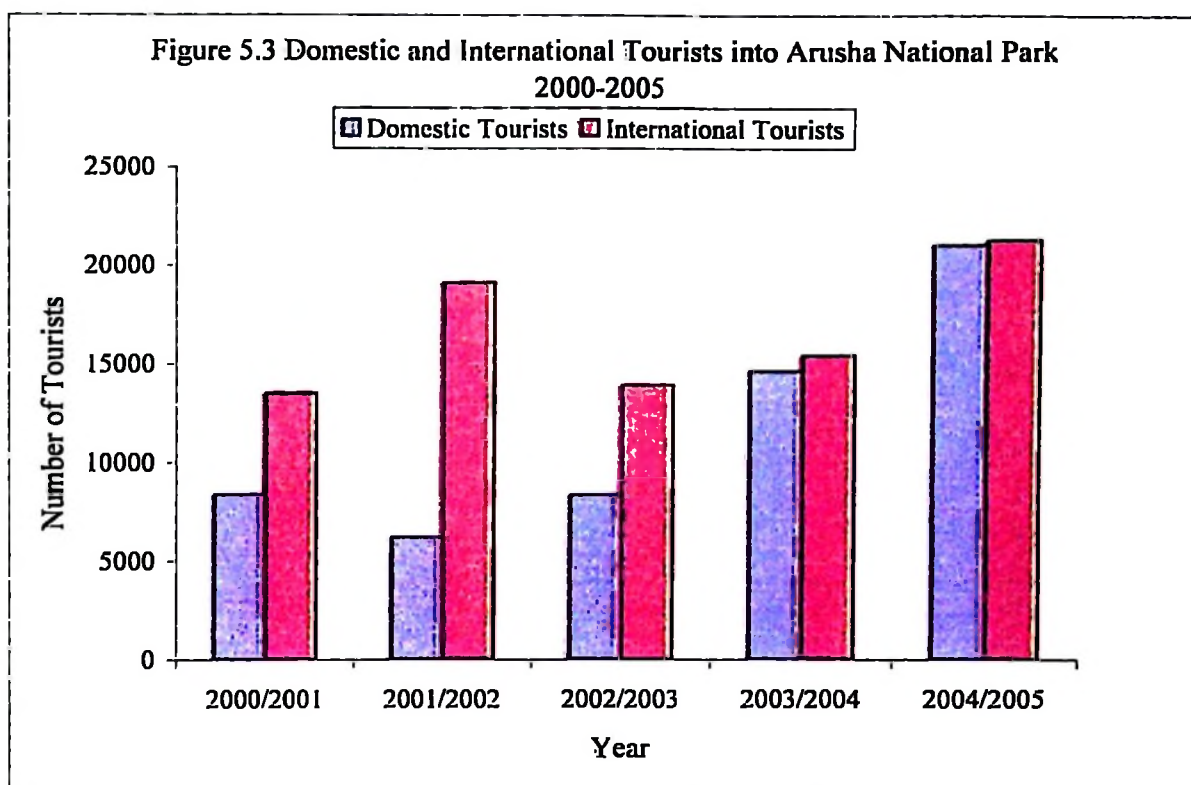
Arusha National Park caters for both international and domestic visitors. Most international visitors come from the United States of America (USA), United Kingdom (UK), and Europe - especially Germany – in that order. This visitation trend is rather conservative and is linked with the history of the Park. For example, prior to establishment of the park, there were farms that were owned by Germans. Thus an outstanding interest for the German tourists to visit Arusha National Park has a historical link to these farms. Similarly, most tourists arriving from USA were probably fascinated by the popular “Hatari” film that was shot by Hardy Kruger before it was officially declared a National Park (Lufungulo, 2006). For the past five years, the Park received a total of 95,223 international visitors. Figure 5.2 below shows a proportion of these visitors by country of origin

**Figure 5.2 International Tourists into Arusha National Park, 2000-2005 by Country of Origin (Total Visitors = 95,223)**



**Source: Arusha National Park, Tourism Reports, 2000-2005.**

Figure 5.3 below compares the annual number of domestic and international tourists into the Park for the period between the years 2000-2005. There has been a steady increase in visitation by both categories over the period.



**Source: Arusha National Park, Tourism Reports 2000-2005**

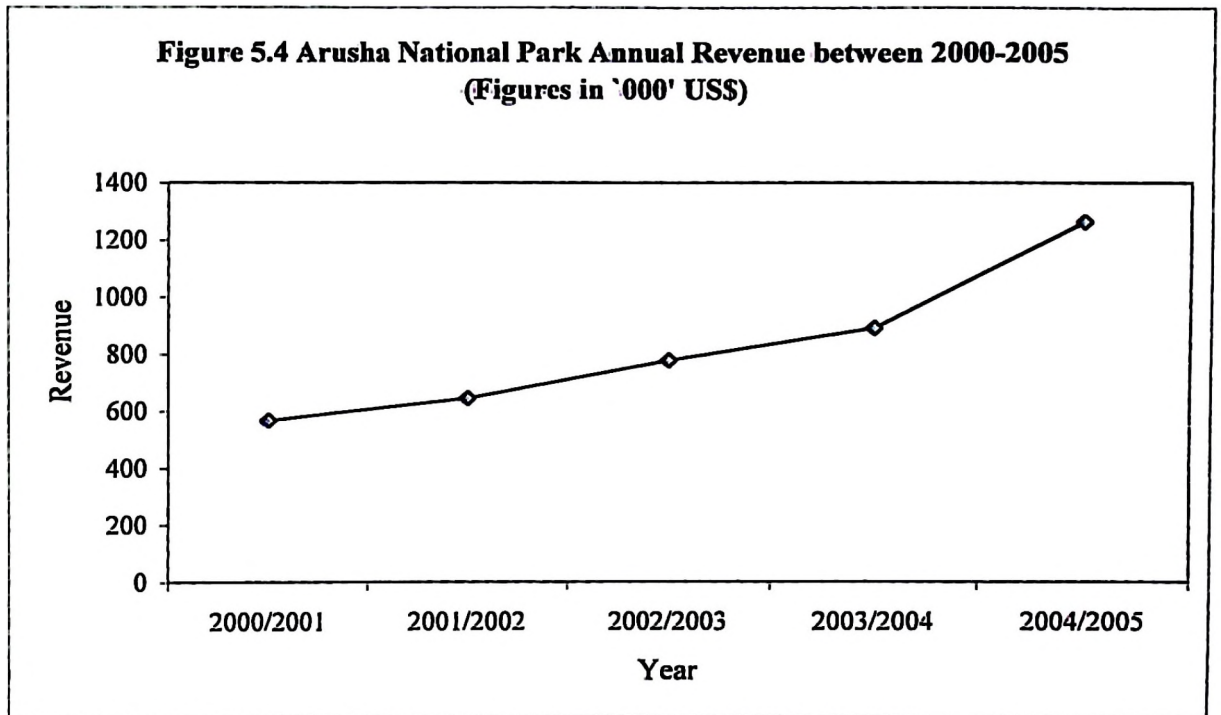
Despite the fact that number of paying tourists who are considered as domestic tourists is high, about 40% of those tourists are tourist support staff in form of drivers, guides and porters. Table 5.1 below shows the number of domestic tourists in relation to tourist support staff.

**Table 5.2 Domestic Visitors into Arusha National Park, 2000-2005**

<b>YEAR</b>	<b>DOMESTIC TOURISTS ON HOLIDAYS</b>	<b>DRIVERS</b>	<b>GUIDES</b>	<b>PORTERS</b>	<b>TOTAL VISITORS</b>
2000/2001	4,993	434	181	2,555	8,445
2001/2002	5,487	477	209	3,222	9,395
2002/2003	7,309	636	258	4,055	12,258
2003/2004	9,540	830	260	4,084	14,714
2004/2005	13,875	1,207	358	5,613	21,053

NB: For comparison, the number of tourist support staff for these visitors are also shown.

In terms of revenue, the Park has in recent years been able to breakeven. Figure 5.3 shows the trend in Park revenue for the past five years (2000-2005).



**Source: Arusha National Park, Financial Reports (2000-2005)**

### **5.3 Research Methodology**

The methods and procedures for questionnaire administration are detailed in the methodology chapter (section 4.4) However for Arusha National Park some questionnaires on domestic visitors got lost making it necessary to repeat the exercise, which took more time and resources. In addition to questionnaires, interviews were made with the Chief Park Warden and Warden Tourism. The sample sizes for questionnaires of different classes for Arusha National Park were as follows: domestic tourists (40), primary school teachers (20), community leaders (20) and Park officials (7). Questionnaire surveys were administered between April and July 2005 whereas the interviews were conducted in August 2005.

## 5.4 Results

### 5.4.1 Sample Size

Table 5.1 below shows the number of respondents to each category of questionnaires. For each type of questionnaire, the response rate was high, ranging from 60-80%. Overall, 71 or 81.6% of all the 87 questionnaires administered were responded to.

**Table 5.3 Responses to Various Questionnaires, Arusha National Park, April-July 2005.**

	<b>Questionnaire Target Group</b>	<b># Questionnaires (n)</b>	<b># Responded</b>	<b># No Response</b>	<b>% Response</b>
1	Community Leaders	20	16	4	80
2	Domestic Tourists	40	36	4	90
3	Head of Departments	7	7	0	100
4	Primary School Teachers	20	12	8	60
	<b>TOTAL</b>	<b>87</b>	<b>71</b>	<b>14</b>	<b>81.6</b>

### 5.4.2 Research Findings

#### 5.4.2.1 Domestic Visitors

##### Park Fees

The study shows that 57.1% of respondents (n= 35) paid entry fees, while 42.8% (n=35) did not. One respondent did not fill the questionnaire. The reasons for these findings are discussed later.

##### Visit to Other Parks

Regarding visits to other parks, the survey showed that 88% (n=36) of domestic tourists who responded to the questionnaire visited other Parks (in particular Tarangire and Lake Manyara National Parks) prior to visiting Arusha National Park while the rest did not have the opportunities.

### **Distance from Origin**

About 58.3% (n=36) of respondents came from near Arusha National Park while 41.7% (n=36) came from far distances. There were no responses from immediate distances.

### **Service Offered by the Park**

As for the services offered, 57.1% (n=35) of domestic visitors reported that the services offered by the Park were very good while 40% (n=35) opined that they were satisfactory. One respondent was not sure whether the services were good or bad.

### **Willingness to Pay Park Fees**

As far as willingness to pay Park fees was concerned, 85.7% (n=35) of the domestic tourists were willing to pay between 1.5 and 2.5 US\$ per day (24 hours). Only 11.4% (n=35) of domestic tourists responded that the park fees were a problem. One respondent was undecided.

### **Major Obstacles in Planning Park Visits**

When the domestic visitors were required to rate a major obstacle for not visiting Arusha National Park, 80% (n=35) of them indicated a difficulty to pay for transport, and the higher charges for food and accommodation in lodges and hotels. Among those sampled, 20% (n=35) of them thought that Park fees were a problem.

### **Promotion of Domestic Tourism**

As far as promotion of domestic tourism for the Park is concerned, 90% of respondents (n=33) agreed to promote the Park and had an opinion that domestic tourism was very important and needed to be strengthened.

### **Source of Information about Arusha National Park**

The respondents received information about the Park from mass media mainly through radio, television and newspapers (71%), TANAPA (14%), friends (8%) and the rest from other sources including Internet (7%).

#### **5.4.2.2 Primary School Teachers**

##### **Introduction of Conservation Education Curriculum and Wildlife Clubs**

Ninety one percent (n=12) of primary school teachers responded positively to the introduction of environmental education in primary school as well as establishment of wildlife clubs. One teacher perceived negatively about the idea.

##### **Success of Wildlife Clubs**

Among the respondents, 66.6% (n=12) felt that the established Wildlife Clubs in schools around Arusha National Park were a failure while 33.4% (n=12) considered that they were successful.

##### **Park Visits and Awareness**

With regard to Park visits and awareness by primary school children, 90% (n=12) of the respondents declared that school children liked the Park visits and the awareness was extremely high.

##### **Willingness to Pay Park Fees**

As far as willingness to pay Park fees is concerned 72% (n=12) of primary school teachers thought that school children were willing to pay between 0.1 -1.0US\$ per day.

### **5.4.2.3 Local Community Leaders**

#### **Knowledge About the Park**

The results of the survey also showed that all community leaders respondents (n=15) knew about the existence of Arusha National Park.

#### **Visit to the Park**

Concerning Park visits by local community leaders, the survey shows that 73% (n=15) of the community leaders had visited the Park although strictly on duty or under special arrangements by the Park authority.

#### **Knowledge about Domestic Tourism**

Surprisingly, about 50% (n=14) of the respondents knew little about domestic tourism, although 86% (n=15) of the local community leaders were ready to visit the Park in groups.

#### **Willingness to Pay Park Fees**

As far as willingness to pay Park fee is concerned, 66% of local community leaders (n=11) were not forthcoming in paying Park fees.

### **5.4.2.4 Park Officials**

#### **Role of Domestic Tourism to Arusha National Park**

Fifty seven percent (n=7) of the park senior staff considered domestic tourism as important for conservation awareness while 43% (n=7) had an opinion that it was crucial for revenue generation.

#### **Success in Promoting Domestic Tourism in the Park**

As for the success in the promotion of domestic tourism, 57.1% (n=7) of the Park officials considered Arusha National Park domestic tourism promotional strategies as very weak while

42.9% (n=7) of the respondents rated the success as average. On the status of promotion for the past three years 71.3% (n=7) opinioned it as poor while 14.2% (n=7) thought it was on average while another 14.2% (n=7) felt it was high.

### **Comments from Tourists on Park Services**

Among the Park Officials, 84% (n=6) considered the general comments from tourists indicated that services offered by the Park were generally satisfactory while the rest considered it to be very good.

### **Park's Future Strategies on Domestic Tourism**

Almost two thirds (n=7) of the Park's Officials thought that there is a serious need to promote domestic tourism while the rest thought that the present efforts are satisfactory.

## **5.5 Interpretation of the Results**

This section presents a critical analysis of the research findings. The focus of the discussions will dwell mainly on the major findings for each target group in the Park.

### **5.5.1. Domestic Tourists**

Research findings show that almost 50% of sampled domestic tourists that visited Arusha National Park did not pay park entry fees. Surprisingly among those who paid fees, 40% were tourists support staff as indicated in Table 5.2. All domestic tourists regardless of whether they support tourists or enter on a complementary basis are regarded as tourists. The interpretation is that those who entered freely into the Park were given concession by the Park. TANAPA has an outreach program for local communities living close to the park. Normally they have low income and are thus allowed free into the Park as a way to motivate communities adjacent to the Park. They are treated as equal partners in conservation (TANAPA, 1994). The low turn up of domestic tourists in this study area thus support the first hypothesis of this study that there is low enthusiasm and awareness among Tanzanian on issues of wildlife conservation that include visit to National Parks.

Another interesting issue is that of willingness to pay Park entry fees. Eighty five percent of domestic tourists were willing to pay 1.5 – 2.5 US\$ per day (24 hours). This rate is low compared to the present fees ranging 25 - 100 US\$ for the international visitors. Despite this apparent gap, the upper ceiling of 2.5 US\$ per day offered by domestic tourists signals a possibility that TANAPA may consider slightly increasing Park entry fees for this Park without a major outcry. Generally, Tanzania has for long discouraged higher fees for domestic visitors in protected areas. The charges have been based upon the philosophy that national heritage should be available free or at a nominal price. Likewise many countries in the world have subsidized the entry fees for domestic tourists to encourage their citizens to visit the Parks. Some least developed countries especially those in Sub- Saharan Africa are lowering entry fees rates to their Parks in order to attract more domestic visitors (Gee, & Fayos-Sola 1997).

Although about 15% of domestic tourists considered that the Park fees were exorbitant, transport and boarding facilities deterred the majority of local Tanzanians from visiting Arusha National Park. This is therefore an area that needs to be critically looked into by TANAPA, the Government and other stakeholders as a whole as this has been one of the bottlenecks in the promotion of domestic tourism. The inability of Tanzanians to visit Parks due to insufficient income is reflected in the second hypothesis of this study. There is thus a direct relationship between domestic Park visits and revenue accrued by the Park from domestic visitors in the logic that few domestic tourists visit the Parks and thus little revenue is collected. This scenario is not solely to Tanzania but also in many other developing countries taking into account their poor economies (Vella, 2001).

While a majority (71%) of visitors had an opportunity to hear about Arusha National Park through the national mass media, there is a great concern for more information to be received from TANAPA itself. The area needs a much greater attention in order to meet public expectations as indicated in the current organization corporate plan (TANAPA, 2001a).

### **5.5.2 Primary School Teachers**

There was a general support for the introduction of conservation education and wildlife clubs in the primary school curricula for the purpose of improving conservation awareness for young children. However, the preferred minimal entry fees to the Park of 0.1US\$ to 1.0 US \$ suggest that cost is an issue for primary school children just as it is for adults. It is thought that every citizen has the obligation to contribute to conservation even at a small cost because if this were given freely as in present case for school children, they would not understand the value of wildlife even when they grow up.

### **5.5.3 Local Community Leaders**

The findings indicate that as neighbours living close to Parks, community leaders have a great sense of awareness of the Parks. This probably reflects the fact that TANAPA's outreach program is effective (Bergin, 1995). However, as for a segment of domestic tourists above (see 5.5.1) the issue of Park fees stood out sharply. From their responses, most local community leaders were especially willing to visit Arusha National Park but only if the visits were *free of charge*. This raises the issue of the willingness to pay Park fees for Tanzanians. In this context, the local community leaders did not support the idea, most likely because of poverty but could be due to past history that protected areas were mostly set a side for white man during colonial era.

### **5.5.4 Park Officials**

About two thirds of Park Officials indicated that domestic tourism was especially valuable as a source of revenue as well as for conservation awareness. However, they also considered the present strategies for promoting domestic tourism as inadequate and there was a need for more efforts at promoting tourism so as to increase revenue, which is important for the day-to-day running of the Park. There has been a consensus that the county's tourism policy needs review. There is an obvious need to develop effective strategies for promoting domestic tourism to a level that is comparable with other parts of the world where domestic tourism is a major base of revenue for protected areas.

## **5.6 Conclusion**

Arusha National Park is a small and beautiful Park close to two metropolitan cities of Arusha and Moshi as well as close to the densely populated area of Arusha and Kilimanjaro regions (Fitzpatric, 2002). It is within an easy reach for Tanzanians with a modest income. However, visitation by domestic tourists appears very low indeed. Looking at the 65,864 domestic visitors who entered the Park for the period of five years, about half of them were for international tourists support staff. These were mainly drivers who work for tour companies and are paid for services rendered. The group also includes porters and guides who direct and carry climbers' baggage when scaling mount Meru.

This monopoly of support staff in the domestic tourist category indicates that there is something wrong with Tanzanians visit to Parks. This could be due to inadequate sensitization of ordinary Tanzanians to visit Arusha National Park. It also reflects the negative attitude of many Tanzanians towards conservation and the general view that the Parks are for foreigners. Normally the northern Tanzanian region has a better economy and people have better income compared to many other regions in Tanzania. One would expect higher visitation, but on the contrary, the Park visits by domestic visitors has not been very encouraging.

Probably, a more challenging issue concerning domestic tourism in Arusha National Park is the ability of Tanzanians to plan visits to the Park. The study shows that transport, food and accommodation are the most important limiting factors. This is therefore an area that needs further attention. Even if the entry fees are low, the other costs for transport and accommodation still deter many Tanzanians from visiting the Parks.

As far as the willingness to pay is concerned, it appears that some of the sampled domestic tourists are willing to pay more than they do at present. The present Park entry fee of 1.5US\$ for domestic tourists is generally low and can be afforded by a segment of the majority of Tanzanians. The limiting factors are mere ignorance and other beliefs that natural heritage should be available free of charge. It is important to note tourists to protected areas have different concepts on willingness to pay fees demanding subsidized services even when they can afford to pay for them (Eagles et al, 2002 p135).

Primary school teachers in Tanzanian villages have special status in the sense that they interact freely with communities and primary school children. They are highly respected and are a dependable group of government servants at the village level. The general concession of establishment of the conservation curricula in schools is a positive attitude of teachers to the Park. The response on education was very positively, indicating the value teachers showed to the Park as an educational resource (Bergin, 1995).

Local community leaders living close to Arusha National Park like teachers command high respects in the villages as they deal with daily affairs of the communities. Their great sense of conservation awareness is contributed by the fact that Arusha National Park has a special program of outreach. This program helps the communities in several socio-economic activities and provides conservation education. Although the communities knew the Park activities, however they did not know much of about domestic tourism program as it is being overshadowed by international tourism.

The Park Officials are the key personnel in the management of the Arusha National Park. As revenue from tourism is the major source of income for Arusha National Park, there has been an agreement that domestic tourism if well promoted can be an added source of revenue as in case of international tourism. Currently revenue from domestic tourism accounts for about 10% of the total revenue accrued for Arusha National Park (TANAPA, 2005). This is quite insignificant when one compares revenue from domestic tourism in India (Goodwin et al, 1998). For a park like Arusha, which has all the qualities of nature, Tanzanians visitation is something that needs to be encouraged. Clear strategies need to be developed to promote domestic tourism to match with other successful nations.

## **CHAPTER 6: DOMESTIC TOURISM IN LAKE MANYARA NATIONAL PARK**

### **6.0 Introduction**

This chapter provides a description of the study area and research findings for Lake Manyara National Park. The main focus of the study is on the existing tourist facilities, visitor experiences and visitor statistics and trends. Finally, the results are discussed in relation to situation of domestic tourism in the Park.

### **6.1 Description of Study Area**

#### **6.1.1 Location and Physiography**

Lake Manyara National Park is a small Park located in northern Tanzania. Geographically, it is sandwiched between Arusha and Manyara regions at 3°30'S and 35°45'E. It is situated between the lake and an escarpment that include part of Lake Manyara and the steeply rising escarpment of the Great Rift Valley (Fig 6.1). The Park is spectacularly set on a narrow band of lakeshore along the western wall of the Great Rift Valley. It is 130 km away from Arusha city and is accessible by tarmac road enroute to the famous Serengeti National Park and Ngorongoro Crater respectively (TANAPA, 2002a).

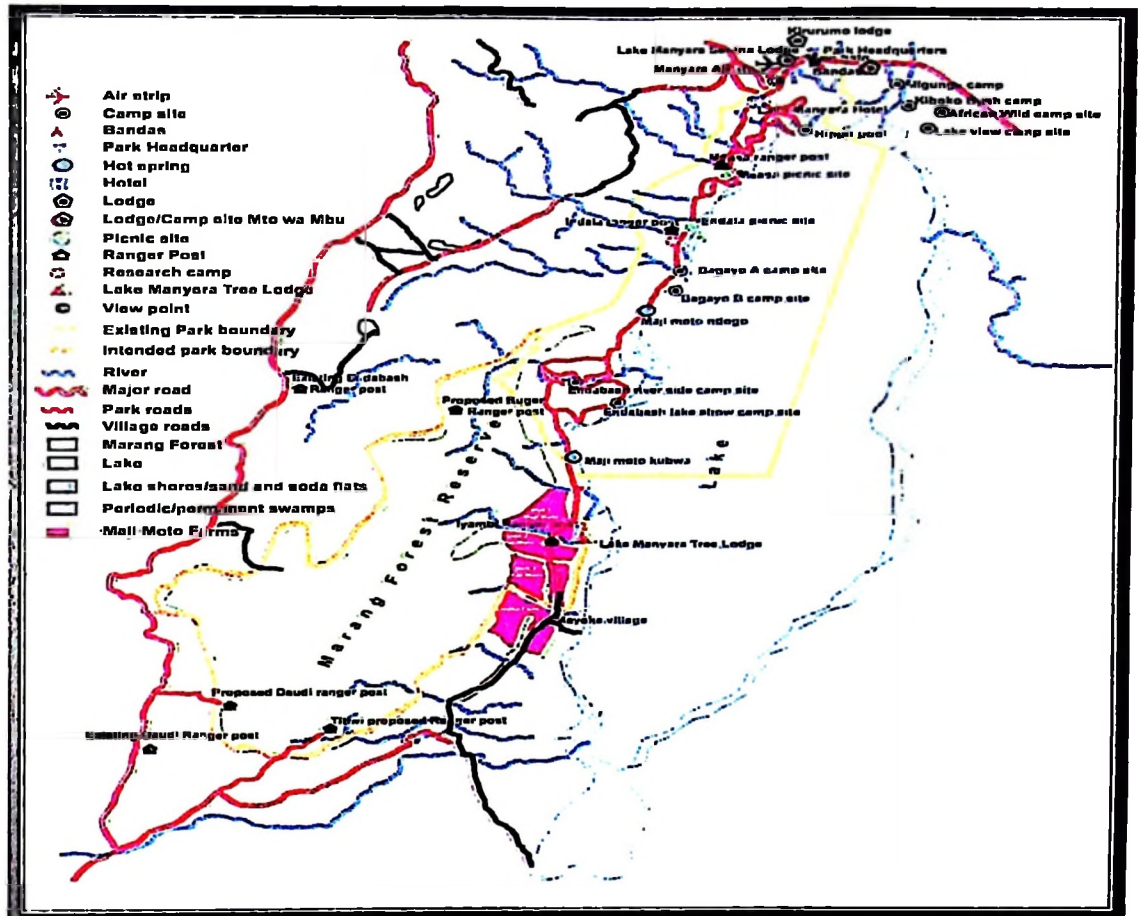
#### **6.1.2 Size and Establishment**

The Park was established in 1960 and covers an area of 330 sq. km. two thirds of which is a Lake. The park's altitude varies from 960m to 1,700 m above sea level. However, with the recent proposal to annex the Marang' Forest Reserve, the Park size will almost double to 600 sq. km. This extension of the park's area will further expand visitor opportunities to enjoy the Park's uniqueness. The Marang' Forest reserve is both hydrologically and ecologically important to the Park as well as to the surrounding areas (TANAPA, 2002a).

#### **6.1.3 Vegetation**

In terms of vegetation, the Park has five distinct vegetation types. These are classified as ground water and riverine forest, *Acacia* woodland, thicket woodland, alkaline grassland and swamps. The vegetation is heterogeneous ranging from small areas of grassland through bush savannah to large expanses of woodlands pockets of thickets, swamps and forests. This heterogeneity has

**Figure 6.1 Map Showing Lake Manyara National Park**



Source: Lake Manyara National Park General Management Plan

made this park to be quite unique in having different vegetation zones within short distances and hence a variety of wildlife (TANAPA, 2001c).

#### 6.1.4 Wildlife

In terms of wildlife, Lake Manyara has probably the largest biomass of mammals in the world (TANAPA, 2002a). Elephants and buffaloes comprise the bulk of this biomass. Worldwide, the Park is well known for its tree-climbing lions although in the recent years, this behavior has become decreasingly common. Other wildlife species include wildebeests, impalas, zebras, hippopotamuses, giraffes, leopards and baboons. There is also an estimated 380 bird species in the park, which is also an important breeding ground for flamingoes, pelicans and storks (TANAPA, 2001a).

### 6.1.5 Climate

The climate is generally warm, with a bimodal type of rainfall with an annual rainfall of 760mm and a prolonged dry period. The long-term variation of rainfall patterns and poor agricultural practices on the adjacent plateau has accelerated siltation resulting in dramatic fluctuations in the size and depth of Lake Manyara. The mean annual temperature is approximately 22°C (TANAPA, 2002a).

## 6.2 Visitor Information

### 6.2.1 Visitors Experience

Game viewing is the main tourist activity-taking place in the Park. Other activities include canoeing, picnicking, night game drive, short walks, and hiking. However, canoeing is seasonal due to changes of water levels in the Lake.

### 6.2.2 Visitor Facilities

In the Park there is one private accommodation facility, the Tree Top Lodge that is located in the south of the Park. There are also two public campsites, two special campsites and ten randovels located at the entrance of the gate. However, outside the Park there are public campsites and several good quality tourist hotels and lodges. Public and special campsites are as described in chapter 5 section 4. There are also a number of moderate quality lodges and tented camps that are at the nearby Mto wa Mbu Township (Fig 6.1). Tables 6.1 and 6.2 show summarizes visitor facilities within and outside the Park (TANAPA, 2002a).

**Table 6.1 Visitor accommodation facilities at Lake Manyara National Park**

<b>S/N</b>	<b>FACILITY</b>	<b>NUMBER OF BEDS</b>
1	Public Campsites	60
2	Special Campsites	48
3	Bandas	20
4	Lake Manyara Tree Lodge	20
	<b>TOTAL</b>	<b>148</b>

**Source: TANAPA, 2002a**

**Table 6.2 Visitor accommodation facilities outside Lake Manyara National Park.**

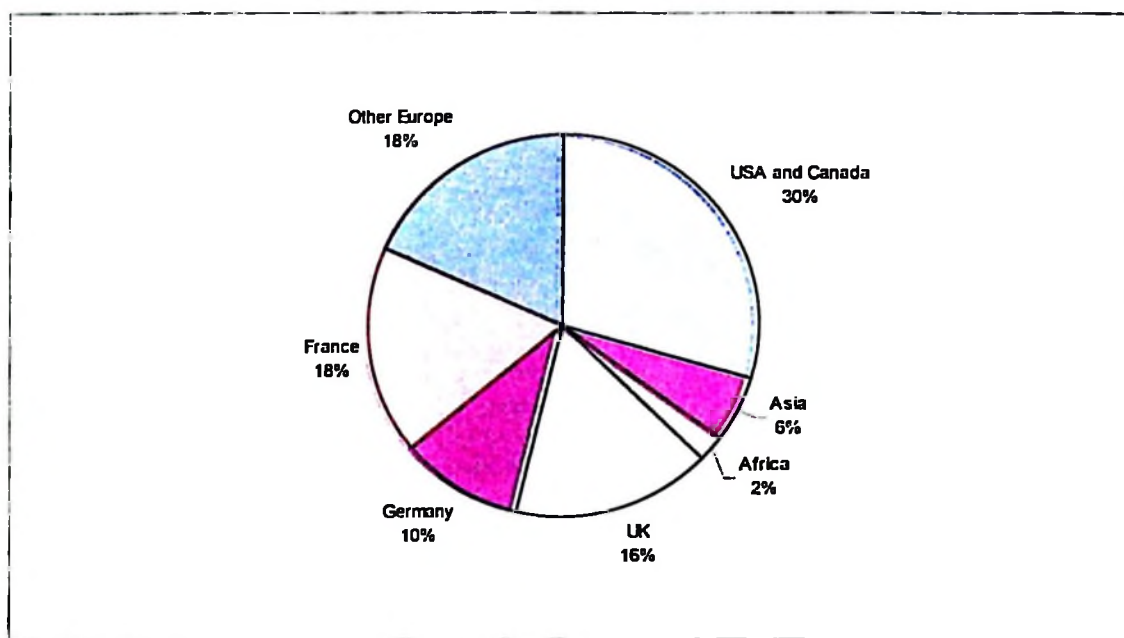
<b>S/N</b>	<b>FACILITY</b>	<b>NUMBER OF BEDS</b>
1	Lake Manyara Serena Lodge	145
2	Lake Manyara Hotel	188
3	Eunoto Retreat Lodge	50
4	Wild Africa	20
5	Kirurumo Tented Camp	40
6	Twiga Lodge/Campsite	22
7	Panorama Tented Camp	12
8	Kiboko Bush Camp	12
9	Migunga Forest Campsite	24
10	Fig Resort	15
11	Njake Lodge/Campsite	20
	<b>SUB TOTAL</b>	<b>548</b>
12	Various Guest Houses	242
	<b>GRAND TOTAL</b>	<b>790</b>

**Source: TANAPA, 2002a**

### **6.2.3 Source of Visitors**

Lake Manyara National Park is enroute to Ngorongoro Conservation Area and Serengeti National Park, respectively. As a result, it has enjoyed an increasing influx of both international and domestic tourists. Currently, the park is a key tourist destination in Tanzania's northern tourism circuit. However, because of its small size and location, most visitors spend a few hours in the Park while enroute to other destinations. The majority of visitors at Lake Manyara National Park are international tourists that come mainly from USA, Canada, United Kingdom, Germany, France as well as Asia. For the past five years the Park has received 311,601 international tourists. Figure 6.2 below is a breakdown of international tourists by country of origin.

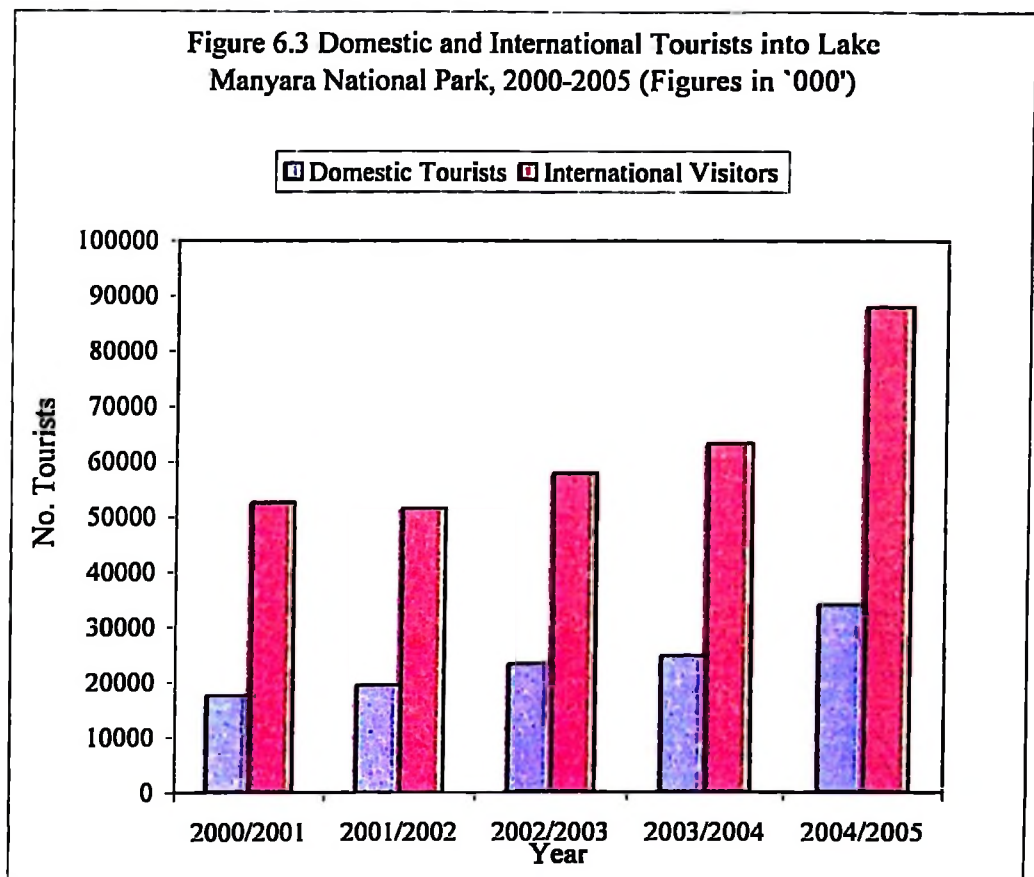
**Figure 6.2 International Tourists into Lake Manyara National Park, 2000 – 2005 by country of origin (Total visitors = 311,601)**



**Source: Lake Manyara National Park -Tourism Reports, 2000-2005**

Lake Manyara is also popular for attracting domestic tourists from nearby regions. A total of 104,164 domestic tourists have visited the Park in the past five years. This popularity is partly due to the fact that the Park is easily accessible and that it is in close vicinity to Mto wa Mbu Township that offers a modest accommodation and restaurants. Figure 6.3 below compares international and domestic tourists.

It can be seen that the figures for domestic tourists into Lake Manyara National Park are have been steadily been growing. However, a closer analysis shows that not all of them entered the Park for pleasure or holidays. Indeed, Park records indicate that for the financial year 2004/2005 about 80% of visitors registered as domestic tourists were actually tourists support staff in the form of drivers, guides and camp attendants. Table 6.3 below shows the breakdown of domestic tourists in relation to tourist support staff for the months of July 2004 to June 2005. Efforts by the park authorities to separate tourists support staff from domestic visitors who entered the park for purposes of holidays, provided a good baseline to know who is a real domestic tourist.



Source: Lake Manyara National Park, Tourism Report, 2000-2005

Lake Manyara National Park is one of Tanzanian National Parks, which is self-supporting in terms of revenue. According to revenue statistics, the Park has been number four revenue earner in Tanzania National Parks. Figure 6.4 below shows the trend in Park revenue for the past five years (2000-2005).

### 6.3 Research Methodology

The methods and procedures for questionnaire administration are detailed in chapter 4 sections 4.4. In addition to questionnaires, interviews were made with the Chief Park Warden and Warden Tourism. The sample sizes for questionnaires of different classes for Lake Manyara National Park were as follows: domestic tourists (40), primary school teachers (22), community leaders (22) and heads of departments (10). For Lake Manyara National Park questionnaires surveys were conducted between April and July 2005 as for Arusha National Park (see 5.3).

## 6.4 Results

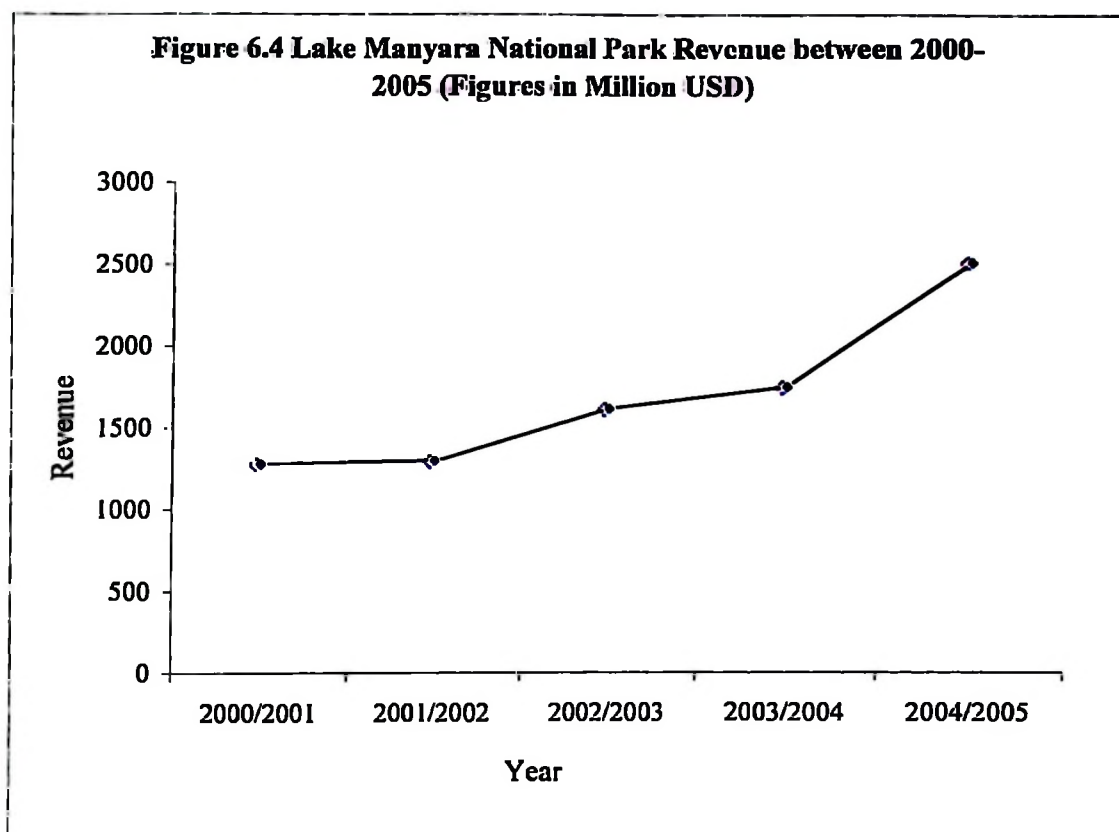
### 6.4.1 Sample Size

Table 6.4 below shows the number of respondents to each class of questionnaire that was administered in Lake Manyara National Park. For each type of questionnaire, the response rate was high, ranging from 52.5-100%. Overall, 75 or 88% of all the 94 questionnaires administered were responded to.

**Table 6.3 Domestic Visitors into Lake Manyara National Park, July 2004-June 2005.**

<b>MONTH</b>	<b>DOMESTIC TOURISTS ON HOLIDAYS</b>	<b>TOURIST SUPPORT STAFF</b>	<b>TOTAL DOMESTIC VISITORS</b>
JULY	623	3107	3730
AUGUST	182	3788	3970
SEPTEMBER	618	2437	3055
OCTOBER	314	2639	2953
NOVEMBER	486	1501	1987
DECEMBER	606	2258	2864
JANUARY	536	2438	2974
FEBRUARY	241	2762	3003
MARCH	534	2008	2542
APRIL	471	1017	1488
MAY	354	1013	1367
JUNE	792	2504	3296
<b>TOTAL</b>	<b>5757</b>	<b>27472</b>	<b>33,229</b>

Source: Lake Manyara National Park, Tourism Report, 2005



**Source: Lake Manyara National Park, Financial Reports, 2000-2005**

**Table 6.4 Responses to Various Questionnaires, Lake Manyara National Park, April-July 2005.**

	<b>Questionnaire Target Group</b>	<b># Questionnaires (n)</b>	<b># Responded</b>	<b># No Response</b>	<b>% Response</b>
1	Community Leaders	22	22	0	100
2	Domestic Tourists	40	21	19	52.5
3	Park Officials	10	10	0	100
4	Primary School Teachers	22	22	0	100
	<b>TOTAL</b>	<b>94</b>	<b>75</b>	<b>19</b>	<b>88</b>

## **6.4.2 Research Findings**

### **6.4.2.1 Domestic Visitors**

#### **Park Fees**

The study shows that all 100% (n=21) of the respondents in the domestic visitor category paid entry fees into Lake Manyara National Park.

#### **Visit to Other Parks**

When asked if they had visited Parks other than Lake Manyara National Park, 81% (n=17) of domestic tourists who responded to questionnaires admitted having done so prior to visiting Lake Manyara National Park. The Parks that were highly visited prior to visiting Lake Manyara were Arusha and Tarangire that are also incidentally situated close to Lake Manyara National Park.

#### **Distance From Origin**

As far as distance from their origin prior to visiting Lake Manyara National Park is concerned 47% (n=21) of domestic visitors came from nearby the Park whereas 53% (21) came from far from the Park. Nobody responded coming from moderate distances.

#### **Services Offered by the Park**

Seventy percent (n=21) of domestic tourists respondents indicated that the services offered by the Park were generally good, whereas 25% (n=21) had the opinion that the services were very good. One respondent was indecisive.

#### **Willingness to Pay Park Fees**

As far as willingness to pay Park fees was concerned, the domestic tourists that visited the Park were willing to pay between 1.5 USD – 3.5 USD per day (24 hours). Only one domestic tourist responded that Park fees were high.

### **Major Obstacles in Planning Park Visits**

The findings for this Park showed that 57% (n=21) of the respondents on the question of obstacles for visiting Lake Manyara National Park reported that a major obstacle was inability to pay for accommodation and food in the lodges and hotels. Twenty nine percent of the respondents (n=21) considered transport as limiting factor while other undetermined limiting factors accounted 14% (n=21).

### **Promotion of Domestic Tourism**

This question focused on finding opinions from the domestic tourists on whether the Park was adequately promoted for domestic tourism. Of the 21 respondents, 48% indicated adequate promotion whereas 52 % (n=21) disagreed. In general, almost all (95% of 21 respondents) underscored the importance to strengthen domestic tourism in Tanzania.

### **Source of Information about Lake Manyara National Park**

The respondents received information about the Park from mass media mainly through radio, television and newspapers (62.6%), TANAPA (21.5%), friends (11.7%) and the rest from other sources including Internet (3.9%).

#### **6.4.2.2 Primary School Teachers**

##### **Introduction of Conservation Education Curricula and Wildlife Clubs**

Ninety one percent (n=20) of primary school teachers commended the introduction of conservation education in primary schools as well as establishment of Wildlife Clubs. The rest (9%) did not consider the introduction of environment education and establishment of Wildlife Clubs as worthwhile.

##### **Success of Wildlife Clubs**

Among the primary school teachers 55% (n=22) agreed that the establishment of Wildlife Clubs in schools around Lake Manyara National Park was successful while the rest 44% (n=22) did not consider it successful.

### **Park Visits and Awareness**

With regard to Park visits and awareness by primary school children 45% (n=22) of the teachers admitted to have had opportunity to visit the Park, while the rest 54% (n=12) did not. However, 64% (n=22) of the respondents declared that school children liked the Park visits and that their conservation awareness was extremely high while 26% (n=22) considered that school children did not like the visit.

### **Willingness to Pay Park Fees**

As far as willingness to pay Park fees is concerned 72% (n=22) of teachers thought that school children were willing to pay between 0.1-1.0US\$ per day.

## **6.4.2.3 Local Community Leaders**

### **Knowledge about the Park**

The results of the survey also showed that all of the 22 community leaders that responded knew about the existence of Lake Manyara National Park and considered it is important to the nationwide economy.

### **Visits to the Park**

Concerning Park visits by local community leaders, the survey showed that 77% (n=22) of community leaders who responded to questionnaires had visited the Park before or at least once. However, their visits were basically on free entry basis because all of them indicated not to have paid Park fees.

### **Knowledge about Domestic Tourism**

The majority (75%) of local community leaders (n=20) knew about domestic tourism, 10% (n=20) did not know while 15% (n=20) were undecided. However, about 80% of the local community leaders accepted the fact that tourism in general was good for development.

### **Willingness to Pay Park Fees**

Contrary to the findings of Arusha National Park on this subject, 73% of the respondents (n=22) were willing to pay Park fee while 27% (n=22) were not willing to do so. The large number of respondents willing to pay Park fees indicates their readiness to contribute for conservation.

#### **6.4.2.4 Park Officials**

##### **Role of Domestic Tourism to Lake Manyara National Park**

All Park Officials considered domestic tourism as important for conservation awareness.

##### **Success in Promotion of Domestic Tourism in the Park**

All Park Officials considered promotion of domestic tourism in the Park as being very low indeed and that there was a need for improvement.

##### **Comments from Tourists on Park Services**

The study showed that 70% of respondents (n=10) considered that service offered to tourists was satisfactory and the rest had no comments.

##### **Park's Future Strategies on Domestic Tourism**

Fifty percent (n=10) of the Park's officials thought that there was a serious need to promote domestic tourism and the rest thought the present efforts were satisfactory.

## **6.5 Interpretation of the Results**

### **6.5.1 Domestic Tourists**

Contrary to results in previous study area the research findings indicate that in this area all the domestic visitors paid Park entry fees. This indicates that there is a high visitation of domestic tourists who managed to pay fees during the survey although some of these may be tourist support staff. This is supported by a high percentage of visits to other Parks particularly Arusha

and Tarangire National Parks at 81%. Incidentally tourist support staff in Lake Manyara National Park accounted 80% as indicated in Table 6.3. This scenario signals a problem in domestic tourism in Tanzania as the support staff entered the Park for duty. Only 5,757 out of 33,229 domestic tourists in a financial year were domestic tourists who visited the Park for pleasure or holiday.

The findings support the first hypothesis of this study (see 1.5) although the situation may be compounded by other factors such as fees, transport and accommodation. Available statistics show that among the 104,164 domestic visitors for Lake Manyara National Park for the period between years 2000 to 2005, only about 20% of them visited the Park for pleasure, education or holiday compared to international tourists who were three times as many. This is an average of about 5,000 domestic tourists who visit the Park for holidays per year. The situation is not encouraging. Acquisition of land earmarked for protected areas by force during colonial era is often related to the many reasons of shying from Park visits (Hicks, 1998; Sindiga, 1996). Unwillingness of Tanzanians to spend money for pleasure related to conservation is also thought to be tied up with this attitude in addition to lack of awareness, seriousness and enthusiasm as documented in a survey on domestic tourism by Tanzania National Parks (TANAPA, 2002d).

Willingness of citizens to pay Park fees for domestic tourism is often regarded as their commitment to conservation. There is also the assumption that Tanzanians have insufficient income to meet the cost of visiting Parks and this is taken as a constraint that hinders the growth of domestic tourism in Tanzania. Based on my research findings at Lake Manyara National Park, domestic tourists are willing to pay between 1.5- 3.5 US\$ per day (24 hours), which is very low, compared to that paid by international tourists in different National Parks in Tanzania. Those willing to pay more than 1.5US\$, which is the minimum set fees, were about 19% indicating that paying more fees than the present rate is a problem and probably only a segment of people can afford to pay more.

Thus, the study indicates that only a few Tanzanians are actually willing to pay more money for tourism as entry fees but 81% would like to pay the existing fees or even lower. This may reflect the fact that the Tanzanian economy has improved for a segment of citizens. However a

possibility to increase Park fees such as was recommended by a study done by Dembe et al., 2004 should be carefully investigated before implementation. There seems to be variations in willingness to pay Park fees and if a decision is passed to increase fees it may impact different groups (Goodwin et al, 1998). Generally lower entry fees have been set to encourage more Tanzanians to visit the Parks.

About 57% (n=21) of domestic tourists respondents showed that a major obstacle in planning Park visits was their inability to pay for accommodation and food in lodges and hotels around Lake Manyara National Park. Paying for accommodation has been one of the bottlenecks even for some international tourists. However, when transport, food and accommodation obstacles are combined, this registers 76%, which reflect a major issue of concern. Contrary to this understanding in Tanzania where domestic visitors refrain from using luxury international facilities, the Egyptians feel differently by considering luxury in domestic tourism (Al-Ahram, 2006).

The third hypothesis of this thesis, which reads that methods used to promote domestic tourism in national parks are insufficient or inappropriate, seems to be supported by the findings of this study in Lake Manyara National Park. Domestic tourists had an opportunity to hear about the Park through various sources but information from TANAPA itself was limited, indicating inadequate or inappropriate methods of promotion. This may be attributed to a number of reasons such as shortage of expertise as well as weak tourism policies in the country.

### **6.5.2 Primary School Teachers**

Generally, primary school teachers supported the introduction of conservation education and Wildlife Clubs in the primary school curricula for the purpose of creating conservation awareness to school children. That support, notwithstanding the unwillingness to pay more for entry fees to the park suggest that cost is an issue for primary school children, who are currently allowed free into the Park. TANAPA policy is to sensitize young children who will be future leaders of conservation. Children are also thought to be able to change the negative conservation attitude of parents (Bergin, 1995).

### **6.5.3 Local Community Leaders**

The findings show that local community leaders have a great sense of awareness of the Park. This is also reflected in their visits into the Park although this could be attributed to duty or special arrangements done by the Park. Contrary to the finding in Chapter 5, local community leaders around Lake Manyara National Park are much more aware of domestic tourism. This probably reflects the fact that the adjacent Mto wa Mbu is a tourist township and thus local people in the area participate more in the promotion of domestic tourism by developing products to sell to tourists as well as selling farm products for hotels and restaurants.

### **6.5.4 Park Officials**

Lake Manyara National Park Officials responded that domestic tourism was important for conservation awareness because of the present situation where Tanzanians are not easily convinced to spend their spare time visiting Parks. The Park officials agreed that the present efforts for promoting domestic tourism are inadequate and there is a need to use appropriate intervention measures to promote domestic tourism.

## **6.6 Conclusion**

There is a strong need to sensitize Tanzanians to visit Lake Manyara National Park and refrain from the mentality that Parks are intended for foreigners. TANAPA should take up the matter seriously in collaboration with relevant stakeholders, including the government and Tanzania Tourist Board. Developing countries that have succeeded in sensitizing their citizens in domestic tourism, such as in Asia, enjoy higher levels of domestic tourism (Ghimire, 2001).

The concerns on accommodation, food and transport when planning visits to the Parks, has re-surfaced as in Chapter 5. This is an issue that especially needs to be addressed as it has hampered promotion of domestic tourism. Arrangements can be made for domestic tourists to travel in groups at discounted rates. The problem is reflected in the second hypothesis of this thesis that insufficient income to meet the costs of visiting National Parks is a constraint hindering the growth of domestic tourism in Tanzania. The Department of Tourism is supposed to develop strategies that would address this problem by incorporating both public and private sectors. At

present ordinary Tanzanians cannot afford paying the TANAPA entry fees, which have already been set at a concessionary rate. Likewise, it is difficult to afford hotels charges even in low the season when the charges are significantly reduced.

From the survey there is an indication that a segment of domestic tourists are willing to pay more than they do at present. But the percentage of these is only about 19% compared to the rest who are only willing to pay the existing concessionary rate. All in all, this is a positive sign for domestic tourism. It is believed that there are many Tanzanians both in Government, public and private sectors who have the ability to visit Parks however they have not been sensitized enough to have the culture of spending free time for holidays in Parks.

Primary school teachers play a unique role in issue of conservation between government, NGOs and the local communities, which they are part of. They have good relations with Lake Manyara National Park authorities. This is reflected in their support for conservation education in primary school curricula. Given this position with the community and their influence over the attitude of school children and parents, they know clearly what is best for the children. Their response on education was very positive indicating the value teachers place upon the Park as an education resource (Bergin, 1995).

Similar to primary school teachers, the local communities leaders around Lake Manyara National Park are instrumental in community issues in their areas. Their knowledge about local tourism and their willingness to pay fees signals that they value conservation. Incidentally, Lake Manyara National Park headquarters being on the outskirts of Mto wa Mbu Township, conservation knowledge has been imparted to the community through interactions with the Park staff.

## **CHAPTER 7: DOMESTIC TOURISM IN TARANGIRE NATIONAL PARK**

### **7.0 Introduction**

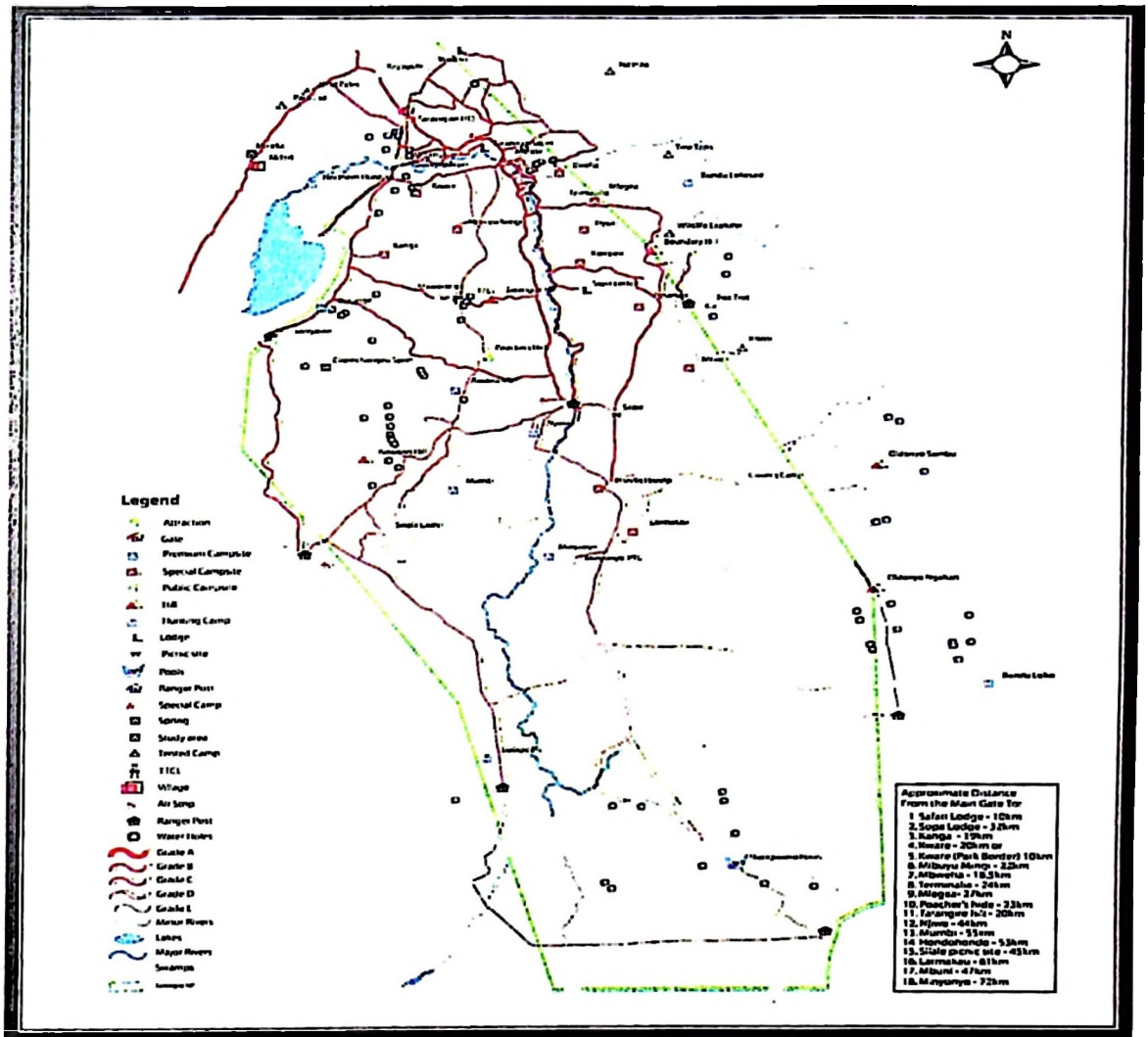
This chapter briefly describes Tarangire National Park and details the research findings for this Park. The chapter then focuses on the tourist facilities that exist in the park together with the variety of visitor experiences and attractions. Then, it revisits the visitor statistics and revenue trends. An analysis of questionnaire-based research findings on domestic tourism is also carried out. Thereafter, all this information is combined and discussed in relation to the situation of domestic tourism in the Park.

### **7.1 Description of Study Area**

#### **7.1.1 Location, Size and Physiography**

Tarangire National Park was established in 1970 and occupies an area of 2,600 km<sup>2</sup>. It is the fifth largest Park in Tanzania. The Park lies in the center of a much greater ecosystem (the Maasai Steppes) and similar to Lake Manyara National Park (see Chapter 6), it is situated on the eastern boundary of the East African Great Rift Valley. The Park, which is famous in having many baobab trees, is also a dry refuge for large concentrations of ungulates especially elephants some of which are migratory. Similar to Lake Manyara and Arusha National Parks (see Chapter 5 & 6) Tarangire National Park is part of the famous Tanzanian northern tourist circuit and it is easily accessed through a paved road that is part of the great north road section connecting the Tanzanian towns of Arusha and Dodoma. The Park is about 118 km and 40km from Arusha City and Babati Town, respectively. Tarangire National Park is located between 3°40' and 5°35'S and 35°45' and 37°0' E at an elevation of between 1,200m and 1,600 m. above level (TANAPA, 2002b).

**Figure 7.1 Map Showing Location of Tarangire National Park.**



Source: Tarangire National Park General Management Plan

### 7.1.2 Wildlife

The Park is home for a broad diversity of fauna. During the dry season, wildlife from The Maasai Steppe refuges into the Park because of availability of permanent water from the Tarangire River that cuts almost across the center of the Park. Some of the large animals in this Park include large mammals such as elephants, buffaloes, zebras, wildebeests, lesser kudus, elands, giraffes, lions and leopards. In addition there are some 550-bird species some of which are migrants. The mosaic of vegetation types provides a variety of important habitats for different bird species (TANAPA, 2002c).

### **7.1.3 Vegetation**

In terms of vegetation, Tarangire National Park lies in the woodland steppe that is part of the *Acacia-Commiphora* dominated arid savannah belt. The most important vegetation types comprise of grassland, swamps, bushland, thicket, woodland, forests and riverine forest.

### **7.1.4 Climate**

Similar to the nearby Lake Manyara National Park, the climate in this park is generally warm with a bimodal type of rainfall with an annual average rainfall of about 650mm and a prolonged dry period with an average temperature of 16°C and a maximum of 27°C (TANAPA, 2002c).

## **7.2 Visitor Information**

### **7.2.1 Visitor experience**

The major tourist activity in the Park has for years been game viewing. But recently, in attempts to diversify visitor experiences, the park has introduced walking safaris, which are conducted mainly in the remotest part of the park and which are becoming increasingly popular.

### **7.2.2. Visitor facilities**

Within the Park, there are two lodges with a capacity of 235 beds. There are also two tented camps, one public campsite, 12 special campsites and picnic facilities (for a definition of visitor facilities, see Chapters 5 & 6). In addition, there are a number of camps, lodges and tented camps situated outside the Park. Table 7.1 shows a summary of existing visitor facilities within the Park.

### **7.2.3. Source of Visitors**

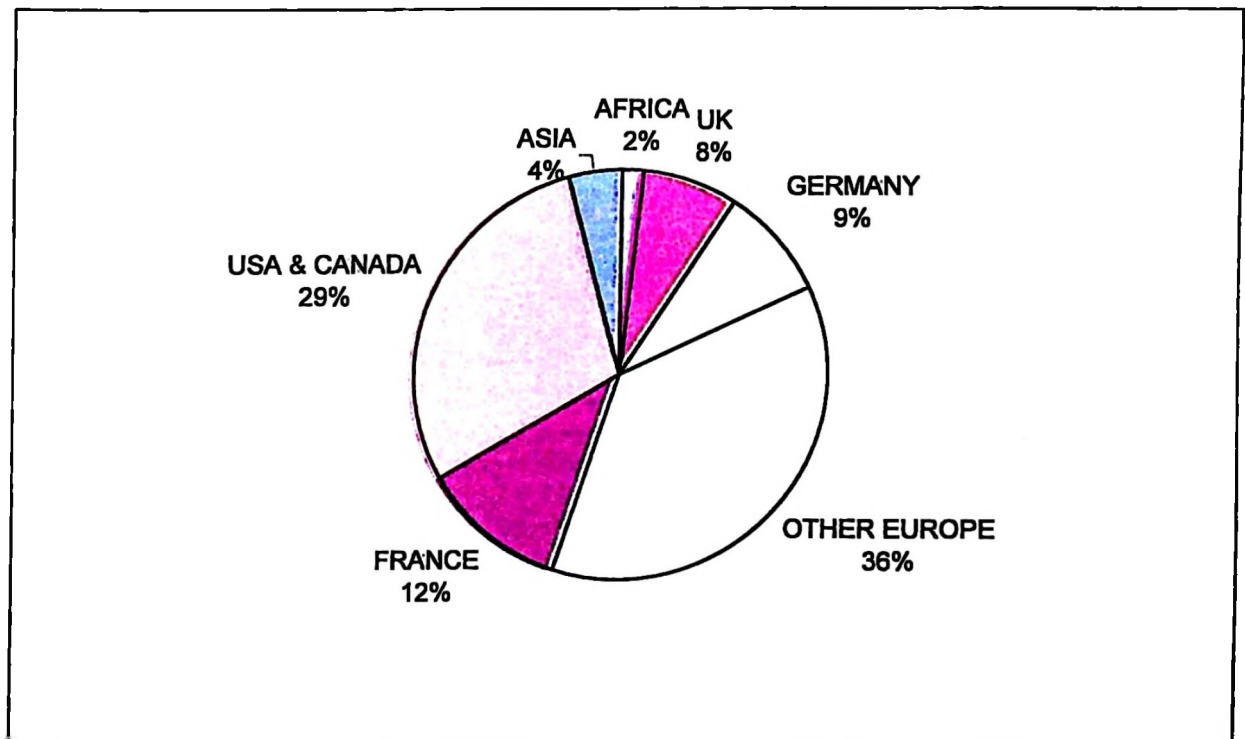
Tarangire National Park has recently been very popular. It has an increasing influx of both international as well as domestic tourists. Because of the Park's size and attractions, tourists spend much longer time in the park. The majority of visitors are international tourists mainly from North America, Europe, Asia and Africa. There are also a good number of domestic visitors. For the past five years the Park has received 216,498 international tourists (Figure 7.2).

**Table 7.1 Visitor accommodation facilities for Tarangire National Park as at January 2006.**

S/N	FACILITY	NUMBER OF BEDS
1	Public Campsites	30
2	Special Campsites	240
3	Sopa Lodge	150
4	Swala Camp	18
5	Tarangire Safari Lodge	85
	<b>TOTAL</b>	<b>523</b>

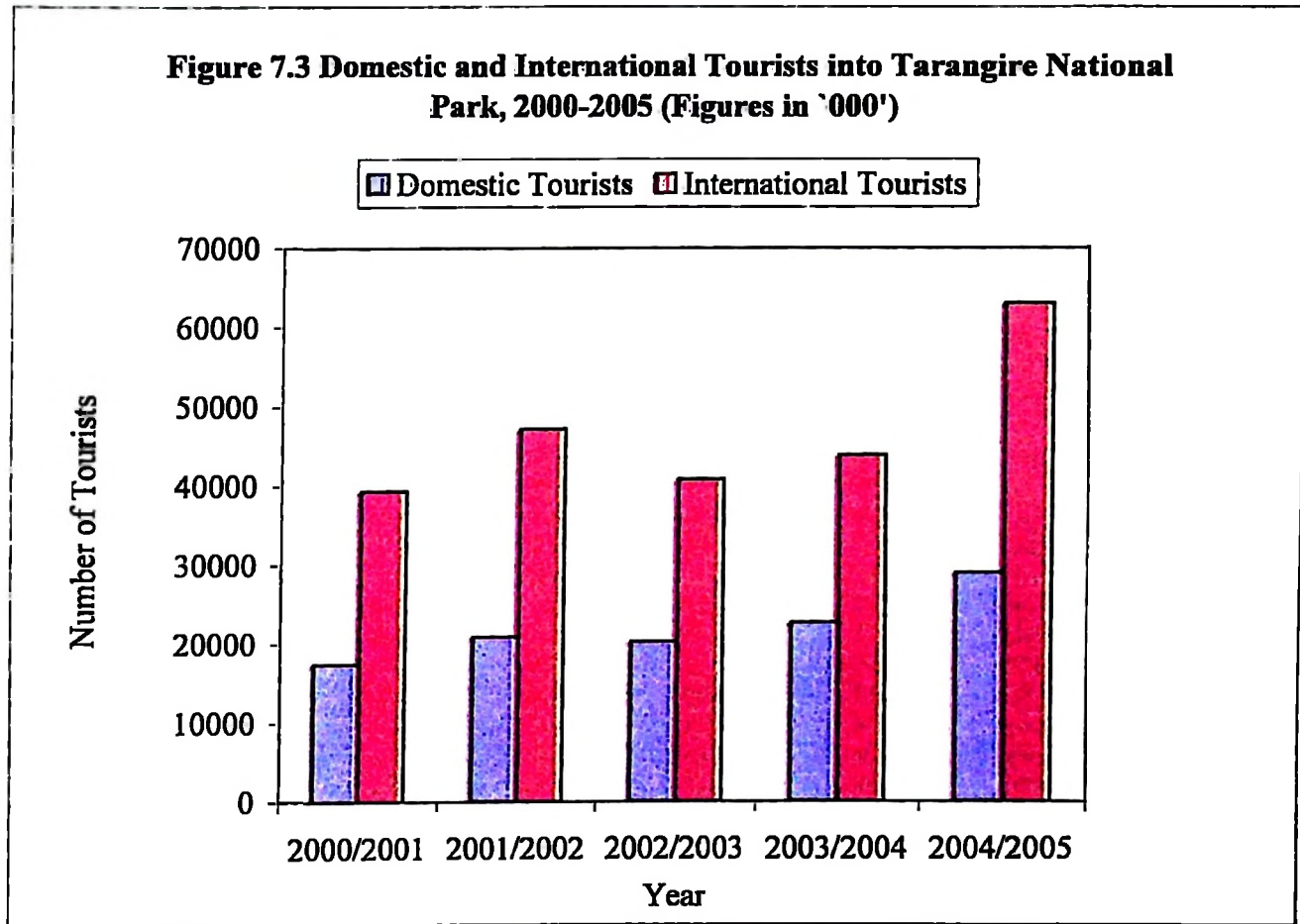
Source: TANAPA, (2002b).

**Figure 7.2 International Tourists into Tarangire National Park, 2000 – 2005 by Country of Origin (Total Visitors = 216,498)**



Source: Tarangire National Park, Tourism Report, 2000-2005

Figure 7.3 below compares the annual number of domestic and international tourists into the Park for the period between the years 2000-2005. There has been a steady increase in visitation by both categories over the period.



**Source: Tarangire National Park, Tourism Report, 2000-2005**

The number of domestic tourists that visited the Park between the years 2000-2005 was 110,294, which was comparatively high. However, for the financial years 2004/2006 about 57% of these were tourist support staff as in case of Arusha and Lake Manyara National Parks. Nevertheless, there has been an increase in domestic visitation. Table 7.2 below shows the breakdown of domestic tourists in relation to tourist support staff.

**Table 7.2 Domestic Visitors into Tarangire National Park, July 2004 - June 2005. For comparison the number of service providers is also shown.**

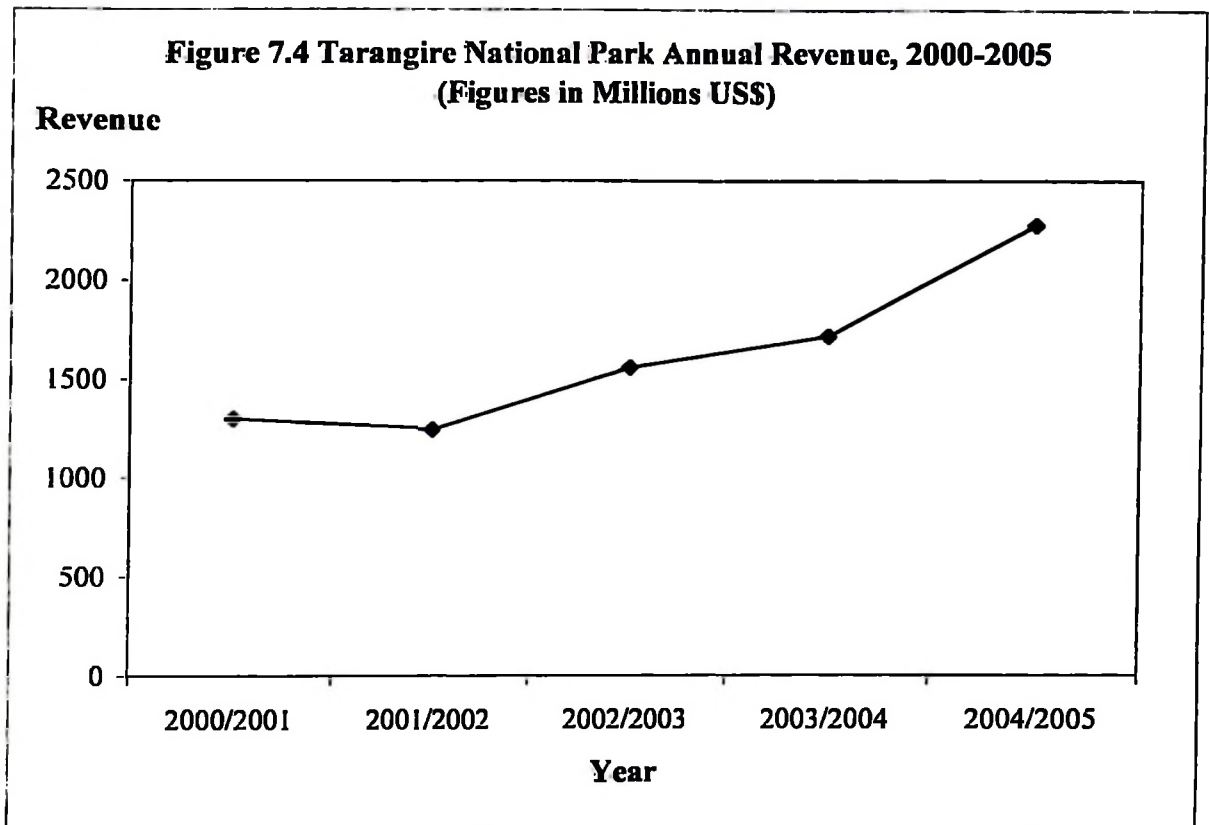
<b>MONTH</b>	<b>DOMESTIC TOURISTS ON HOLIDAYS</b>	<b>TOURIST SUPPORT STAFF</b>	<b>TOTAL VISITORS</b>
JULY	1405	2110	3515
AUGUST	4720	1124	5844
SEPTEMBER	1148	1589	2737
OCTOBER	1226	1500	2726
NOVEMBER	297	1891	2188
DECEMBER	985	1184	2169
JANUARY	1007	1741	2748
FEBRUARY	438	1661	2099
MARCH	558	1570	2128
APRIL	168	578	746
MAY	214	653	867
JUNE	748	1738	2486
<b>TOTAL</b>	<b>12,914</b>	<b>17,339</b>	<b>30,253</b>

NB: For comparison the number of tourist support staff is also shown.

In terms of revenue, Tarangire National Park has been number three earner of revenue in the Tanzania National Parks system. Figure 7.4 below shows the trend in Park revenue for the past five years (2000-2005).

### **7.3 Research Methodology**

The methods and procedures for questionnaire administration are as detailed in Chapter Four of this thesis. The sample sizes for questionnaires of different classes for Tarangire National Park were as follows: domestic tourists (n = 40), primary school teachers (n = 20), community leaders (n = 20) and heads of departments (n = 9). Questionnaires were administered around the same period as Arusha and Lake Manyara National Parks (see chapters 5 and 6).



**Source: Tarangire National Park, Financial Report, 2000-2005**

## **7.4 Results**

### **7.4.1 Sample size**

Table 7.3 below shows the number of respondents to each category of questionnaire that was administered in Tarangire National Park. For each type of questionnaire, the response rate ranged 55-100%. Overall, 63 or 70% of all the 89 questionnaires administered were responded to.

### **7.4.2 Research Findings**

#### **7.4.2.1 Domestic Visitors**

##### **Park Fees**

The study indicates that 79% of domestic visitors (n = 33) paid entry fees, while 21% (n=33) did not.

**Table 7.3 Response Rate to Various Questionnaires, Tarangire National Park, April-July 2005**

	<b>Questionnaire Target Group</b>	<b># Questionnaires (n)</b>	<b># Responded</b>	<b># No Response</b>	<b>% Response</b>
1	Community Leaders	20	20	0	100
2	Domestic Tourists	40	33	7	82.5
3	Head of Departments	9	9	0	100
4	Primary School Teachers	20	11	9	55
	<b>TOTAL</b>	<b>89</b>	<b>63</b>	<b>16</b>	<b>84.4</b>

### **Visit to Other Parks**

The survey showed that 72% (n=33) of domestic tourists who responded to the questionnaire visited other parks prior to visiting Tarangire National Park. They mostly reported visiting Arusha and Lake Manyara National Parks. The rest did not have the opportunity to visit other Parks.

### **Distance from Visitor Origin**

About 79% (n=33) of domestic tourists came from within average distances from Tarangire National Park (50-199km). This has been the range for the two other Parks of Arusha and Manyara. A further 12% (n=33) came from far distances (>200km) while 9% (n=33) came from very near the Park (<5km).

### **Services Offered by the Park**

Forty eight percent (n=33) of domestic visitors who responded to a question on Park visitor services had opinions that they were very good. Another 48% (n=33) of them considered the services as only satisfactory. One respondent was not sure whether the services were good or bad.

### **Willingness to Pay Park Fees**

Ninety four percent (n=31) of the domestic tourists respondents replied that the Park fees were reasonable and that they were willing to pay 1.5 – 2.5 US\$ per day (24 hours) but only the minority agreed to pay above 1.5US\$ concessionary rate. Only 6% (n =31) of domestic tourists responded that the park fees were a problem. Two respondents did not reply to this question.

### **Major Obstacles in Planning Park Visits**

The survey also showed that 52% (n=33) of the domestic tourists declared that a major obstacle for visiting Tarangire National Park was inability to pay for transport to the park. The cost for food and accommodation in lodges and hotels ranked the second at 36% (n= 33). Four respondents registered other constraints to limit their visits into the Park.

### **Promotion of Domestic Tourism**

There were mixed feelings from domestic visitors about promotion of domestic tourism for the Park. The results showed that 61%(n=33) of them agreed that domestic tourism promotion was adequate while 32% (n=33) respondents disagreed. Seven percent of respondents (n=33) were not sure whether it was successful or not.

On the issue of importance of domestic tourism in Tarangire, however, all the 33 respondents agreed that domestic tourism was important and should be strengthened.

### **Source of Information About Tarangire National Park**

As for Arusha and Lake Manyara, the respondents mainly received information about the Park through mass media (radio, television and newspapers (57%)), TANAPA (22%) and friends (21%). There were no records of information from other sources such as the internet.

#### **7.4.2.2 Primary School Teachers**

##### **Conservation Education Curricula and Wildlife Clubs**

Ninety one percent (n=11) of primary school teachers responded in favor of introducing environmental education in primary school curricula as well as establishment of Wildlife Clubs. Only one respondent had reservations on the whole idea of curriculum changes and introduction of Wildlife Clubs in primary schools.

##### **Success of Wildlife Clubs**

About 63% (n=11) of the respondents considered the established Wildlife Clubs in schools around Tarangire National Park to be very successful, whereas 18% (n=11) thought there was little success. The rest considered it as a total failure.

##### **Park Visits and Awareness**

Sixty four percent (n=11) had no opportunities to visit the Park before. For those who had done so 36% (n=11) thought the visits were good because they learned a lot whereas 45% (n=11) thought that it was not good. The rest remained undecided.

##### **Willingness to Pay Park Fees**

Park fees payment was a concern, as 63% (n=11) of school teachers who responded to the question thought that school children were willing to pay between 0.1-1.0US\$ per day whereas 18% (n=11) disagreed to the idea of school children paying Park fees.

#### **7.4.2.3 Local Community Leaders**

##### **Knowledge About the Park**

All the 20 community leaders applauded the existence and importance of Tarangire National Park in the economy of the area and the nation at large.

### **Visits to the Park**

Concerning Park visits by local community leaders, the survey shows that 80% (n=20) of the respondents had visited the Park before. However, among those, only 30% (n=20) reported to have paid park fees, which stands in sharp contrast with results in chapters 5 and 7 for Arusha and Lake Manyara National Parks, respectively.

### **Knowledge About Domestic Tourism**

Seventy five percent (n=20) of local community leaders knew about domestic tourism whereas 10% (n=20) did not. The rest were undecided. But surprisingly, about 50% (n=20) of the leaders knew the importance of domestic tourism for development. The rest shared different views as 40% (n=20) said no, while 10% (n=20) were not sure.

### **Willingness to Pay Park Fees**

Surprisingly, in contrast to Arusha and Manyara National Parks (see Chapters 5 & 6) about 95% (n=20) of the local leaders were willing to pay Park fees.

#### **7.4.2.4 Park Officials**

##### **Role of Domestic Tourism to Tarangire National Park**

Fifty seven percent (n=9) of the park's senior staff considered domestic tourism as important for conservation awareness while 43% (n=9) had an opinion that it was crucial for revenue generation.

##### **Success in the Promotion of Domestic Tourism in the Park**

Regarding the success in promotion of domestic tourism, there were mixed feelings between the Park Officials as to whether or not domestic tourism is succeeding. About 56% (n=9) of the Park staff respondents considered Park success in promoting domestic tourism as mediocre while rest considered it to be very low.

### **Comments from Tourists on Park Services**

The survey showed that 89% (n=9) of the Park Officials agreed with the general comments from tourists that park services were generally satisfactory while only one of them was undecided.

### **Park's Future Strategies on Domestic Tourism**

Concerning future strategies on domestic tourism, 78% (n=9) of the Park Officials thought that the park was inadequately promoted and that there was a serious need for improvement, whereas the rest 22% (n=9) considered that the park was relatively well promoted.

## **7.5 Interpretation of the results**

This section focuses on the analysis of the findings of this study area based on respective target groups.

### **7.5.1 Domestic Tourists**

My research findings show that only 79% of domestic visitors paid entry fees into the Park while 21% of them did not. Those who entered freely into the park are considered to have special permits to do so from the Parks authority.

One interesting thing for all domestic visitors in all Parks sampled is that of tourist support staff. As in the previous two study cases Tarangire recorded a sizable percentage of 57 on the issue of support staff. As explained before the tourist support staff are regarded as domestic tourists as they pay normal fees. When the bulk of domestic visitors are 'supporting staff', there are indications that this is an area of weakness because the figures for domestic tourists who visited Parks for holidays and pleasure in the study areas were low when compared to other developing nations. This implies that there is so much dependence on international tourism. As regarding enthusiasm in wildlife conservation, the results show that it is indeed very low. It indicates that more environmental sensitization is needed for Tanzanians. In Tanzania and other African countries there is a tendency for some tribes who live close to protected areas not to be interested in wildlife on an explanation that they are used to seeing wildlife. On the contrary however, the

situation is different in other countries such as in Asia that are equally rich in wildlife. For instance in 2003, domestic tourists accounted for about 55% in Thailand (Christ, 2003 cited in Tourism and Biodiversity).

The willingness to pay increased Park fees by domestic tourists is apparent for Tarangire National Park. However, only 18% of domestic tourists were really willing to pay more than the concessionary rate of 1.5US\$. The concessionary Park entry fees notwithstanding, Tanzanians seem not to be interested in visiting their National Parks. This is probably due to the way Tanzanians have been brought up during colonial times where they acted like servants and had no freedom to spend time in Parks. At present low wages and the weak economy has worsened the situation (Hicks, 1998)

One major challenge in the findings for this chapter is the inability of Tanzanians to plan Park visits. These concerns have been identified in previous chapters and in the case of Tarangire National Park 52% of domestic tourism respondents declared that major drawbacks for not visiting Tarangire National Park was high cost of hiring transport as well as lack of transport because there are fewer vehicles servicing the Parks. Food and accommodation costs in the Park and nearby areas ranked second. Interestingly, transport, food and accommodation combined comprised 88% of the concerns in respect of visiting the Park. The best option for people would be to travel in groups at discounted rates on accommodation and transport, as seen in countries with high number of tourists for example Mexico and Thailand (Ghimire, 1997). Therefore transport and accommodation are aspects that warrant close attention for boosting domestic tourism in Tarangire National Park.

Whereas the majority of visitors applauded the promotion of domestic tourism as successful, there are concerns for more information on domestic tourism and in particular from TANAPA itself. This is because only a handful of tourism-related information was actually obtained by visitors from TANAPA. There is thus a clear need for TANAPA to widely disseminate information as detailed in the TANAPA Corporate Plan (TANAPA, 2001a) in order to meet public expectations.

Another issue is the appropriateness of the methods that are used for tourism promotion. Appropriate and strategic methods must be put in place by Tarangire National Park as the majority of Tanzanians including even some government officials do not even know where the national parks are and how much they charge as entry fees for citizens.

#### **7.5.2 Primary School Teachers**

In general, primary school teachers around Tarangire National Park supported the introduction of conservation education and Wildlife Clubs in primary school curricula. This is a positive direction for the Park and TANAPA. However, the willingness of school children to pay Park fees was again rated very low at 0.1-1 US\$ registering a concern over the fees for the children who are currently allowed to enter the Parks free of charge. The TANAPA outreach program in the Parks offers conservation education to schools adjacent to Parks.

#### **7.5.3 Local Community Leaders**

The local community leaders around Tarangire National Park have indicated some degree of conservation awareness. This may be an indication of success by the outreach program of TANAPA. Surprisingly, in contrast to those of Arusha and Lake Manyara National Parks, the local community leaders in Tarangire National Park were much more willing to pay Park fees. The majority of the local community leaders come from the Maasai tribesmen who are pastoralists. They keep livestock and are able economically and, unsurprisingly perhaps, have shown this willingness to pay fees. The degree of conservation awareness can be attributed to the fact that the Maasai have since times immemorial co-existed with wildlife. They do not eat wild animals and therefore they are good conservators due to the philosophy of non-user value (Eagles et al., 2002).

#### **7.5.4 Park Officials**

As far as the Park Officials were concerned, they had mixed feelings on the importance of domestic tourism for the Park. More than half of them (57%) thought it were important for conservation awareness whereas 43% thought it best for revenue generation. The Officials also had mixed feelings over the Parks efforts at promoting domestic tourism. However, there was a

general agreement on the need to develop effective strategies for promoting domestic tourism such as advocated by (Eagles et al., 2002).

## **7.6 Conclusion**

Tarangire National Park has in the recent years gained popularity due to its rich biodiversity as well as its proximity to the metropolitan cities of Arusha and Babati. It is easily accessible by car through a tarmac road that link Arusha and Dodoma.

As in the case of other study areas the issue of tourists supporting staff resurfaced for this park. Among the fee-paying domestic tourists about 57% were tourists supporting staff leaving 43% as domestic tourists who visit the same for pleasure, education and holidays. This signifies that there are less domestic tourists as indicated since all fee-paying residents are also regarded as domestic tourists. This again raises the question of who is really a domestic tourist. With these findings there is every indication of a low level of domestic tourists in Tanzanian National Parks.

As in the case of Lake Manyara and Arusha National Parks, food, accommodation and transport accounted for 88 % as obstacles to visiting Tarangire National Park. This is an area that needs re-thinking by all stakeholders. There is also a need to address issues of economic, pricing as well as cooperation within both the public and private sector.

Lack of visitation by domestic tourists in developing countries has occasionally been accorded to poor economies. However with good domestic policies and strategies it is possible to help Tanzanians in this respect. The Kenyans have been able to prosper in domestic tourism to a better standard, due to proper planning (Sindiga, 1996).

The willingness to pay more Park fees by some domestic tourists in Tarangire National Park is generally encouraging. Domestic tourists at Tarangire National Parks were willing to pay between 1.5-2.5 US\$ per day (24 hours). The willingness to pay more notwithstanding, the findings show that only about 18% were willing to do so while the rest were ready to pay the normal concessionary rate.

As for primary school teachers, there was a general consensus on the inclusion of conservation education in the Primary school curricula. This has also been registered in chapters 5 and 6 of this thesis and indicates a positive attitude by primary school teachers to the Park.

Local community leaders living close to Tarangire National Park have also shown their willingness to pay Park fees contrary to other study areas in this thesis. Such a positive attitude is a clear sense that the local community leaders are now ready to accept the Parks as partners of conservation. TANAPA policy of helping the communities adjacent to Parks could be a motivation towards this willingness.

The Park officials in Tarangire National Park now needs to look into ways of integrating the local community leaders in taking a lead in domestic tourism by involving themselves in providing services in form of entrepreneurship.

## **CHAPTER 8: RESPONSES ON DOMESTIC TOURISM BY ARUSHA CITY AND BABATI TOWN DWELLERS**

### **8.0 Introduction**

This chapter provides a description and research findings for Arusha City and Babati Town both situated within the proximity of the three study areas namely Arusha, Lake Manyara and Tarangire National Parks. It links domestic tourism in these urban dwellings to their population size and economy. Results are then discussed in relation to those questionnaires administered to the general public in the two urban centers followed by a section on major conclusions.

### **3.1 A Description of Arusha City and Babati Town.**

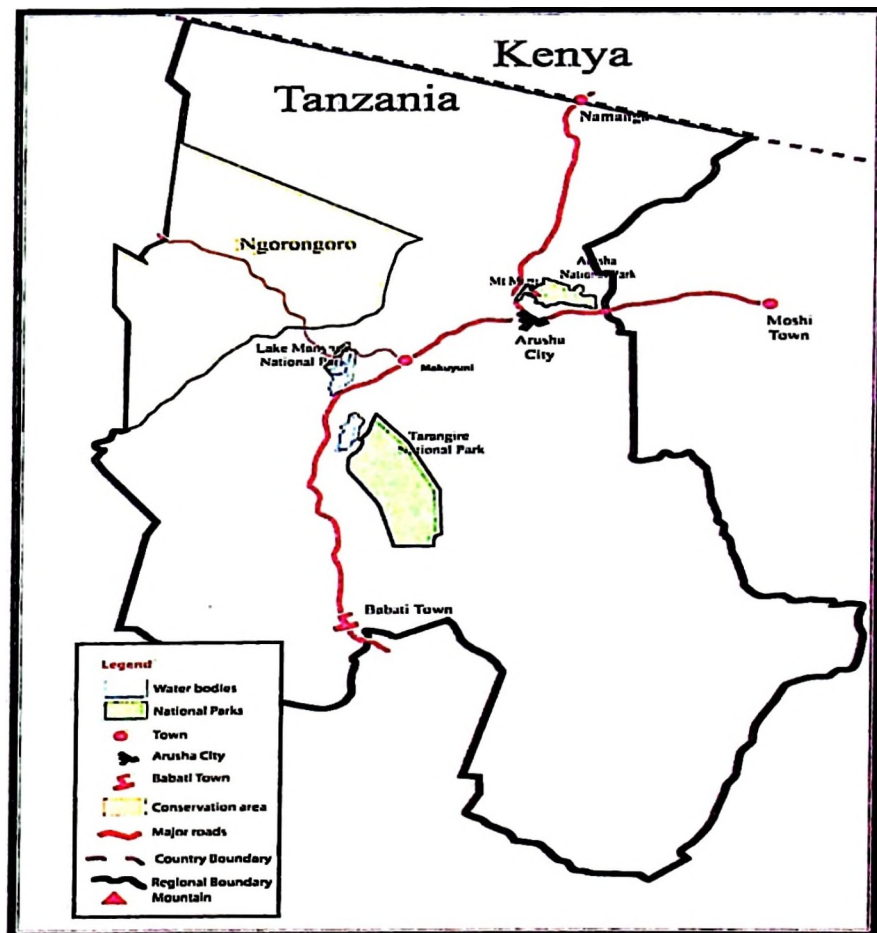
#### **3.1.1 Arusha City**

Arusha city is the capital of the Arusha Region. It is located in northern Tanzania at the foot of Mount Meru (4,566m) at an altitude of about 1,387m above sea level. Mount Meru is the second highest mountain in Tanzania (see Figure 8.1). Arusha is one of the fastest growing urban centers in Tanzania and a gateway to the famous northern National Parks circuit connecting Kilimanjaro, Arusha, Tarangire, Serengeti and Ngorongoro Conservation Area, respectively. It is therefore a popular tourist destination. Arusha is approximately halfway between Cairo and Cape Town. In the year 2002, it had a population of 340,000 and was classified as a medium sized city ([www.tanzania.go.tz](http://www.tanzania.go.tz)). The multicultural society of Arusha has made it to prosper taking the advantage of all sorts of cultures from national to foreign. The indigenous people of Arusha City are the "Waarusha" who used to live in the center of the city but have now moved to the outskirts doing farming and keeping livestock.

The city enjoys a temperate climate and low humidity almost all year round with an average annual rainfall of 900mm and temperatures ranging from 15°C-27°C. Coffee, wheat, maize, flowers and banana plantations surround it. Thus agriculture is the mainstay economic business around the city. In addition to agriculture, Arusha has a number of industries, which include a brewery, a tyre factory, a fiberboard plant, steel mills, and small-scale industries and textiles mills. The gemstones trade is one of the popular businesses in Arusha including that of Tanzanite, ruby, red garnet, and emerald.

Arusha city hosts numerous safari companies, hotels, and lodges as well as accommodation facilities for tourists. The city, also offers a diversity of tourist attractions such as camping, cultural tourism, mountain hiking, horse riding, swimming, jogging, museum, snake farm visits, shopping as well as gymnasium.

**Figure 8.1. Sketch Map Showing the Location of Arusha City, Babati Town including Arusha, Tarangire and Lake Manyara National Park in Arusha and Manyara Regions.**



### 8.1.2 Babati Town

Babati town is situated some 1,500m above sea level and is the capital of Manyara Region located adjacent to Lake Babati along the Great Rift Valley system. This small town (See Figure 8.1) is a capital of the recently formed Manyara Region. It is surrounded by hills and mountains including Mt Hanang (3,421metres), which is the third highest in the country.

The Babati population is only 35,000 people as per 2002 census. However, the newly acquired regional status is likely to spur economic activities and may result in an increase in the town's population in the future (<http://www.twiga.ch/tanz/babati2.htm>).

Babati town has a mild, semi-desert climate where the days are hot and dry while the nights are chilly. The town's main economic ventures are agriculture, pastoralism in the outskirts and trading within the town itself. Babati has a great tourism potential as it is close to Tarangire National Park as well as the ancient 'Kolo' rock paintings (Mabula, 2000). In addition, the hilly scenery attracts extra-curricula activities such as mountaineering, walking safari, horse riding, sailing and fishing in Lake Babati.

## **8.2 Research Methodology**

The methods and procedures for questionnaire administration are detailed in the methodology chapter section 4.4. The sample sizes for different questionnaires of different classes for urban dwellers were as follows: - Arusha urban dwellers (100), and Babati urban dwellers (50). The questionnaire survey was conducted between April and July 2005.

## **8.3 Results**

### **8.3.1 Sample Size**

Table 8.1 below shows the number of each questionnaire category that was administered in the Arusha and Babati, respectively. For each type of questionnaire the response rate was high ranging from 68-98 %. Overall, 117 or 83% of all the 150 administered questionnaires were responded to.

### **8.3.2 Research Findings**

#### **8.3.3 Arusha City Dwellers**

##### **Knowledge about the Parks**

About 95.5% (n= 65) of Arusha City dwellers that responded to the questionnaires knew about Tanzania National Parks. The balance did not.

**Table 8.1 Response to various questionnaires, Arusha City and Babati Town**

<b>S/N</b>	<b>Questionnaire Target Group</b>	<b># Questionnaire</b>	<b>#Responded</b>	<b># No Response</b>	<b>% Response</b>
1	Arusha Urban Dwellers	100	68	32	68
2	Babati Urban Dwellers	50	49	1	98
	<b>TOTAL</b>	150	117	33	78

### **Opportunity to Visit the Parks**

As regards to opportunity to visit Parks, 80.6% (n=65) of the Arusha City dwellers admitted to have visited the Parks and in particular Arusha, Lake Manyara and Tarangire National Parks. Only 13 (n=65) of all respondents responded to have not done so.

### **Willingness to Pay Park Fees**

As far as willingness to pay Park fees is concerned, 71% (n = 65) of the Arusha city dwellers were willing to pay between 1.5 and 10 US\$ per day (24 hours). However, 67% of those were willing to pay 1.5 US \$ while 14.9% of them were willing to pay between US\$ 3 - 5 and only one was ready to pay 10US\$. The rest did not answer the question. It is noticeable that some respondents in this target group declared that the Park fees were a problem.

### **Obstacles in Planning Park Visits**

The findings also show that 11.1% (n = 65) of the respondents thought that transport was a problem, 25.3% (n = 65) confirmed entry fees as a major problem while 63.5% (n = 65) were of the view that that food and accommodation was a major limiting factor.

### **Reasons for not Visiting National Parks**

The survey results show that the major reasons for not visiting the Park is the costs involved whereby 69.5% (n = 65) of respondents declared so. The survey further shows that 31.5% of the respondents (n = 65) felt that it is not a 'Tanzanian culture' to visit the Parks.

### **Sources of Information About the Parks**

Arusha city dwellers received information about Parks mainly from the media, which include radios, television and newspapers (67%), TANAPA (17%) and friends (13%). Only 3% of them received information from other sources such as the internet.

### **8.3.4 Babati Town Dwellers**

#### **Knowledge About the Parks**

About 75.5% (n = 49) of Babati town dwellers that were served with questionnaires knew about Tanzanian National Parks while 24.5% (n=49) of the respondents did not.

#### **Opportunity to Visit the Parks**

59.1 % of Babati Town dwellers had visited the Parks and in particular the parks in the study area, while 40.9% (n = 49) had not visited any Park.

#### **Willingness to Pay Park Fees**

80% (n=49) of Babati town dwellers are willing to pay Park fees. In addition, Babati town dwellers were willing to pay 1.5 - 10 US\$. As in the case for Arusha 54% the respondents were willing to pay the present rate of 1.5 US\$ while 32 % were willing to pay above the minimum of 1.5 US\$.

#### **Obstacles in Planning Park Visits**

The major obstacles for the Babati Town dwellers in planning for Park visits, singled out as the cost of food and accommodation in the Park (45.8%) (n=49). The remainder identified transport (39.6%) while the rest thought the Park fees were a problem.

#### **Reasons for Not Visiting National Parks**

Among the reasons for Babati Town dwellers for not visiting the Parks are the high costs associated with the visits (56.6%; n =49). The other notable reason is the idea that visits to Park is not an African culture (26.6%; n = 49). The rest had some other personal reasons such as little time for visits or lack of interest.

### **Sources of Information About the Parks**

Regarding source of information about the Parks, the results revealed that the Babati Town dwellers did not differ much with that of Arusha City dwellers as regard the type of media information was received.

## **8.4 Interpretations of the Results**

In this section the findings from the two urban centers will be looked into critically focusing on the results obtained from questionnaires disseminated for Arusha and Babati sampled residents.

### **3.4.1 Arusha City Dwellers**

Research findings for this group indicate (95.5%) (n = 65) of the Arusha city dwellers know about Tanzania National Parks. These results are encouraging and probably this is because Arusha City is a tourist gateway to the northern Parks and thus many people are aware of domestic tourism. Another reason could be due to TANAPA headquarters being in Arusha. TANAPA plays a key role in sensitizing Arusha city residents to visit Parks during agriculture shows done annually in the City and organizes visits to Parks by providing transport at affordable price during the show period.

Interestingly, 80.6% (n = 54) of the Arusha City dwellers had visited Parks. This figure supports the findings above that those who know about Parks have actually visited them.

Willingness to pay Park fees was between 1.5- 10US\$ with 54% agreeing to pay the existing 1.5 US\$ and 32 % ready to pay 2-10 US\$. This good sign that city dwellers are prepared to pay for conservation.

Arusha city dwellers offered a number of reasons for not visiting Parks. As explained above high cost was again cited as a major reason for not visiting Parks. However, it is interesting to note that 21.7% (n=23) of the respondents declared that visiting Parks for recreation is not a Tanzanian culture. The attempt for this question was however remarkably low.

#### **8.4.2 Babati Town Dwellers**

Babati Town came with unexpected results, which are somehow similar to those of Arusha City. The findings show that 75.5% (n = 49) of Babati Town dwellers knew of TANAPA while the rest did not. The findings further showed that 59.1% (n = 49) of Babati residents have visited the Parks before while the rest have not. As indicated earlier, Babati Town is a new regional headquarters and it was expected that it would fair poorly in this respect. However, the relatively poor economy of the town notwithstanding, the population of Babati can fair well in tourism in future if infrastructures especially the trunk roads would be improved.

On the question of willingness to pay Park fees, Babati Town dwellers again did not differ much with Arusha City whereby 80% (n = 49) were willing to pay fees ranging from 1.5 -10 US\$. This signifies that urban dwellers, is a segment of the population in Tanzania with a strong economic ability than the rural dwellers ([www.unesap.org/57/e/e1199e.pdf](http://www.unesap.org/57/e/e1199e.pdf)).

As far as major obstacles in planning Park visits is concerned, respondents indicated food and accommodation in the Parks as a major obstacle 45.8% (n=49), followed by transport 39.6% (n = 49) and the rest considered Park entry fees as a problem. In the promotion of domestic tourism efforts must be taken to address this concern as an issue for many developing nations (Mateke, 2002).

As for the reasons for not visiting Parks, Babati dwellers also singled out costs as a major limiting factor registering 56.6%(n=49). Visits to Parks as not a Tanzania culture scored 26.6 % (n = 49), where as the rest were minor reasons such lack of time and interest. It is again interesting to note that the issue of Park visiting not being a Tanzanian culture resurfaced scoring 27%.

#### **8.5 Conclusion**

Arusha city is expanding rapidly and shelters people of all lifestyles and status. Being both a regional and the East African Cooperation headquarters gives it an added advantage over many cities in Tanzania.

The high knowledge of city dwellers about TANAPA as well as increasing numbers of Park visits is a testimony that with efforts in the promotion of domestic tourism, Arusha residents may excel in domestic tourism programs in the country. However, this should not be taken frivolously because for a city with tourism as the main employing industry, one would expect a number of respondents to come from the tourism industry. A good number of tour company employees usually enter the Parks as supporting staff for international tourists.

As far as willingness to pay Parks fees is concerned, the Arusha city, dwellers showed the willingness to pay more fees suggesting that the urban economy is strong.

In this study however, apart from the prohibitive costs being an obstacle, the reason for not planning visits to Parks due to being a non-African culture is something that needs to be addressed. Although only 27% (n=23) of the sampled respondents declared so, further studies need to be carried out.

Babati Town dwellers being in a new regional headquarters fared well when compared to Arusha City in terms of knowledge about TANAPA as well as visit to the Parks. There were also some positive outlooks in terms of willingness to pay Park fees too. It is in this regard that the new regional headquarters has great potentials for domestic tourism in future taking into account the nearby Tarangire National Park as well as the surrounding tourists attractions.

The Babati Town dwellers have similar problems in planning Park visits. Surprisingly, only 46% declared that food and accommodation as major obstacle compared to 63.5% of Arusha City. However, when major obstacles in terms of food, accommodation and transport are combined a higher percentage of 85.4% is realized. This high percentage justifies a strong follow up of these major obstacles as in the case of Arusha City.

## **CHAPTER 9: SYNTHESIS OF THE RESULTS**

### **9.0 Introduction**

This chapter critically analyzes the results with regard to domestic tourism in Tanzania based on the three case study areas namely Arusha, Lake Manyara and Tarangire National Parks. Furthermore information from Arusha City and Babati Town dwellers will also be revisited in-depth. The trend with regards to domestic tourism for these areas combined is re-examined so as to give an overall impression on the status of domestic tourism in Tanzania.

### **9.1 Domestic Tourism Perspectives**

The following sections synthesize the findings and interpretation of the results on the case studies in this research.

#### **9.1.1 Domestic Tourism Policies for Tanzania**

The National Tourism Policy of Tanzania places emphasis on domestic tourism explaining that Tanzania is rich in tourist attractions, however Tanzanians have failed to participate in domestic tourism in particular to visit protected areas due to poverty, ignorance, and weak plans. There is thus a need to make deliberate plans to promote domestic tourism (National Tourism Policy, 1994).

Similarly, the National Policies for Tanzania National Parks stresses the need for Tanzanians to visit the Parks for education, pursue inspiration, and recreation (TANAPA, 1994). The TANAPA Corporate Plan for the years 2001-2006 further emphasizes tourism promotion so as to ensure tourism promotion, visitor experience facilities and services meet public expectations in terms of quality and quantity (TANAPA, 2001a).

It can therefore be observed that both the National Tourism Policies of Tanzania and the TANAPA policies including the TANAPA Corporate plan do have a number of domestic tourism promotion strategies. However, these need to be further adjusted to match with the 21<sup>st</sup> Century situation. The findings from this study in particular from interviews with Park officials and responses on questionnaires indicate that there are areas related to the promotion of domestic tourism that need to be strengthened. The major areas in this undertaking include public

relations, advertising, sales promotion and management, and marketing. In addition to these shortcomings, there is also little data on domestic tourism let alone the international tourism that need to be well organized. Theobald (1994) has challenged countries on the urgency of keeping tourists statistics correct as a policy issue (Theobald, 1994). What is happening is that many developing countries especially in Africa are focusing on tourism as a source of growth and diversification but with limited policy guidance despite the sector potentials. There is therefore an urgent need to develop enabling policies that will be crosscutting to stimulate domestic tourism in Tanzania. Domestic tourism can only grow sustainably if it is integrated into country's overall economic, social and physical planning (Christie & Crompton, 2001).

### **9.1.2. Visitor Sources, Trends and Growth**

Most tourists for Tanzanian National Parks come from overseas. Domestic visitors comprise only about 13% of total visitors (TANAPA, 2005). This low rate of domestic tourism warrants attention. There is a deliberate need to devise strategies to promote domestic tourism. Such an overall low domestic tourism level notwithstanding, there has been a positive growth in general. Considering the current human population in Tanzania of about 34.4 million, there is every reason to tap this potential. (National Bureau of Statistics, 2006). During the past five years, some 656,140 domestic tourists visited the three case study Parks, which is only 1.98% of the total Tanzanian population. A similar trend is apparent in Gambia where the country almost entirely depends on international tourism (Dicke, 1993) and in Kenya (Sindiga, 1996). In Mexico 40% of the country's population participated in domestic tourism in 1994 (Ghimire, 1997).

Generally, from the study domestic tourists came from short to intermediate distances and visited multiple Parks neighboring Parks. Visiting closer Parks is cost effective. In Kenya, for instance, tourism diversification focuses at promoting attractions that are closer to people to cut costs (Sindiga, 1996). Similarly, in Thailand, domestic visitors prefer shorter trips in Parks close to urban centers especially during weekends and holidays. Due to their large numbers, environmental damages have been noticed in the parks (Fuller, 1997).

### **9.1.3. Park Fees, Ability and Willingness to Pay**

Willingness to pay Park fees indicates that domestic tourists appreciate nature and are ready to contribute financially for its management. In this study there was a general laxity for Tanzanians to pay Park entry fees, especially for most local community leaders and some urban dwellers. However, the willingness of other groups of domestic visitors to raise the fees ranging from 1.5 - 2.5 US \$ indicates room for increasing fees without a major outcry such as found elsewhere in Tanzania (Dembe et al., 2004) and Asia ([www.leadsmart.ac.uk/1sif/document/payperNatureView02pdf](http://www.leadsmart.ac.uk/1sif/document/payperNatureView02pdf)). The idea to increase fees need to be taken cautiously because there is variation in groups in terms of willingness to pay entry fees to protected areas (Goodwin et al, 1998).

Why were the local communities adjacent to Parks and schoolteachers reluctant to accept paying higher Park entry fees? Their tendency for them to enter the Parks free of charge in organized groups under the TANAPA Outreach Program might have altered their attitudes such as occurs in Kenya (Nguli, 1986).

Contrary to developed countries, paying Park fees in developing countries appears to be a costly thing. As a result, TANAPA has deliberately lowered Park entry fees for citizens in order to encourage them to visit Parks. A similar approach is practiced in Galapagos National Park in Ecuador where foreign tourists are charged ten times more as domestic tourists (Eagles et al., 2002).

It is important to note however the ability and willingness of tourists to protected areas to pay for services such as entry fees are different concepts as people may demand subsidized services even when they can afford to pay for them (Eagles et al 2002). A detailed willingness-to pay study may be necessary basing on the current economic improvement for this country.

### **9.1.4. Source of Information**

The third hypothesis of this study reads, "*Methods used to promote domestic tourism in the Parks are insufficient or inappropriate.* The source of information is a very important step in the promotion of domestic tourism. Most (60%) domestic tourists obtained information from mass media (newspapers, radio and television). Surprisingly, TANAPA itself featured very low (20%)

in information dissemination. Indeed, it is likely that TANAPA disseminated information mainly to communities and schools. Some Parks disseminated information via the inter-net while others did not. Thus, there appears to be less effective strategies on the part of TANAPA at disseminating tourism information to the public. This serious shortcoming needs to be reversed. India, for instance, has set aside a special budget for promoting domestic tourism (<http://rajyasabha.nic.in/book7/tandt/48threport.htm>). In order to harness the global domestic tourism potential, other countries like Tanzania should follow suit

#### **9.1.5 Promotion of Domestic Tourism.**

Promotion of domestic tourism in Tanzania is not a single-handed assignment, as it needs joint efforts from a range of stakeholders. Ibrahim (2002) argued that for various reasons, developing countries were serious at promoting international but not domestic tourism. A challenge was thrown to developing countries to promote domestic tourism for their own citizens to discover the beauty of their homelands.

The successes of the promotion of domestic tourism were analyzed from the Parks' visitation rates. According to the Park officials, the status of domestic tourism is far from being adequate and the visitation by domestic tourists is below average. There was a general agreement that there is an urgent need for promotion of domestic tourism a finding that supports the third hypothesis of this study. Although domestic tourism is still unpopular in Tanzania, there is a renewed interest in promoting it. As the population of Tanzania is projected to double by the year 2025 (Bureau of Statistics, 2006), TANAPA should take the advantage of Tanzania population growth and the multicultural society to make deliberate efforts to make good promotional plan on domestic tourism, which cannot easily be affected by external market forces.

Several strategies were suggested including the need for TANAPA to launch promotional campaigns on national and international holidays and events.

### **9.1.6. Park Visits and Domestic Tourism Perception by Local Community Leaders**

Local communities living adjacent to Parks are relatively aware of Parks. In fact, my results have shown that the local leaders sampled are knowledgeable on the value of the Parks. This is a trend in the right direction and is probably because TANAPA treats communities living adjacent to National Parks as equal partners (TANAPA.1994).

Apart from good knowledge on Park values by the local community, my results also show that they are highly enthusiastic for conservation. About 73-90% of the respondents had visited one or two other of the sampled Parks. This positive sense of parks' awareness is a credit to TANAPA because the communities appreciate the material resources in the Parks and allocates time for visits despite that they are not ready to pay entry fees with exception of those mentioned in chapter five.

About 50-86% of local community leaders were aware of tourism although some could not differentiate between international and domestic tourism since both are done concurrently. According to Bergin, (1995) the more a Park becomes more informed of communities' issues and concerns it plays new and diverse roles, which creates benefit and promote strong collaboration with the communities. No wonder the local communities showed high enthusiasm on the role of Parks. It is thus important to involve communities in domestic tourism as it has economic impact on their livelihood (Goodwin, 1998: Luvanga, N. & Shitundu, J. 2001).

### **9.1.7. Conservation Education in Primary Schools**

Teachers are allies of the Parks because they help in the dissemination of conservation education in schools. In this study, 95% of the teachers supported the improvement of curriculum of primary schools to include conservation. This is probably because they regularly visited the Parks in school groups, hence experienced natural resources and gained a sense of ownership. Introduction of conservation education in primary school curricula has also been recorded in Trinidad and Tobago (Armstrong, 2004) and Peru (Zucchetti, 2006). Wildlife clubs, which are also known as Malihai Clubs in Tanzania have so far only been started in some regions in Tanzania. In Kenya the Wildlife clubs were established in 1966 to cultivate interest in wildlife knowledge and conservation amongst the youths in schools and the public in general and cover much bigger area of the country (Nguli, 1986).

### **9.1.8. Obstacles in Planning Parks Visits**

Despite the high spirit of visiting the Parks by domestic tourists there were several problems noted in this study that tended to discourage Park visitation. These include, transport, accommodation, food, and Park fees. The results show that 20-65% of all respondents complained of one or more of these obstacles.

The majority of Tanzanians do not have personal vehicles to drive to the Parks and public transport does not adequately serve these remote areas. Hiring a car may cost anywhere between 100 - 120 US \$per day, whereas accommodation costs may range from 60 - 120 US \$ excluding meals that cost between 15 -20 US\$ per person (Arusha Lodges Owners and Tour Operators *Pers. comm.*). These rates are reasonably high and do not match the income of many Tanzanians.

Tanzania is a poor country (Hicks, 1998) and the majority of her citizens are either low salaried civil servants or subsistence farmers. It therefore appears that the costs for visiting national Parks in totality are significant so that they hinder the development of domestic tourism rather than entry fees alone. (Eagles et al. 2002). Meanwhile the then retired third President of Tanzania had earlier called for subsidization of some costs in Park visits so as to cultivate interest for Tanzanians to visit Parks (Kakakuona, 2002Oct-Dec). The results of this research are in line with this thinking.

### **9.1.9. Tourist Support Staff as Domestic Tourists**

About 40-80% of domestic tourists in any sampled Park comprised of service providers mainly i.e. Cooks, Drivers, camp Attendants, Porters and Guides. TANAPA treats all fee paying Tanzanians as domestic tourists. Therefore, the picture on the volume of domestic visitors into the Parks is actually inflated. There has therefore been confusion on who is a domestic tourist such as it was also note by Sindiga (1999) who pointed out a lack of correct data about domestic tourism in Kenya. Ghimire (2001) challenged developing countries for little academic interest in domestic tourism. There is thus a need to do away with this confusion and by gathering correct statistics on domestic tourism.

Drawn from the results that a significant number of tourist support staff form domestic tourists, a minority of Tanzanian probably less than half are domestic tourists who go to Parks for holiday and recreation. This indicates that the majority of Tanzanians are less enthusiastic about visiting Parks. Similarly, most Kenyans consider visiting Parks as an undertaking that is for the rich foreigners (Wangui, 2004). However, Mathenge (2002) considers the majority of Kenyans are less interested in tourism because of lack of awareness or mere ignorance.

#### **9.1.10. Domestic Tourism by Urban Dwellers**

Urban dwellers are often economically better off and in most cases learned. The inclusion of this group in this study was to elicit their perception on domestic tourism. Between 75.5-95.5% of them knew about the Parks and a similar proportion had visited the sampled Parks. Likewise 78-88% were willing to pay Park fees. Among these 54-67% were willing to pay the current concessionary rate while the rest were willing to pay higher than the present 1.5 US\$. Contrary to the thinking that the urban dwellers visit the Parks more often than their rural counterparts do, in India, the reverse holds true. For example, in 2002 about 71% of the estimated 550 million were domestic tourists of rural origin whereas the remaining 29% were from the urban areas (<http://www.in.news.yahoo.com/040312/43/2byz3.html>). This spirit needs to be emulated in Tanzania by encouraging rural dwellers to visit Parks too by deliberately creating an enabling environment.

Despite their frequent Park visits, food, accommodation and transport stood sharply as a bottleneck in planning Park visits by these urban dwellers. Although the urban dwellers generally commended domestic tourism, some of them complained that tourism was not in line with African culture. It is important to research this in detail in order to ascertain the reasons and its probable impact on domestic tourism.

## **CHAPTER 10: CONCLUSIONS AND RECOMMENDATIONS**

### **10.0 Introduction**

This chapter concludes on the main research issues of this thesis based on a set of objectives identified in Chapter 1 section 1.8. It also provides general and specific recommendations that may help improve the status of domestic tourism in Tanzania National Parks. It should be noted however that TANAPA can not work in isolation in matters dealing with domestic tourism. This is because other stakeholders such as the government, public and private sectors and the Tanzanian public have a vital role to play for the success of domestic tourism. The recommendations given will therefore identify roles of some important allies in domestic tourism.

### **10.1 Existing Policies on Domestic Tourism**

Domestic tourism in Tanzania ought to be a reliable part of the tourism industry because it is reasonably predictable. However, it has been only weakly promoted in particular the Tourism Department has not had a comprehensive Tourism policy and plan. The Tourism Master Plan (1996-2005), which ought to be implemented in phases, did not take off successfully for a variety of reasons and had virtually no component of domestic tourism. Such a plan ought to address domestic tourism policy aspects and practical strategies. As a result of this weakness TANAPA has failed to have clear guidelines on domestic tourism. Domestic tourism promotion needs joint efforts from all the important players in terms of adequate manpower, well-trained staff as well as an adequate budget, all of which are lacking. In addition, policy makers in domestic tourism should work at improving domestic tourism in the country. There is a need to address the principles of sustainable tourism in order to come out with good harmonized tourism policy and an implementable master plan, as the present policies are inadequate.

### **10.2 Domestic Tourism Growth**

Despite an obvious potential growth of domestic tourism in Tanzania it remains weak. The steady growth realized over the years, is only about 10% that of international tourism. As a global phenomenon, domestic tourism as estimated by WTO contributes 80% of all tourism trips and although with much less revenue it is a major force in tourism (Lickorish & Jenkins, 2002).

Efforts are needed to advertise Tanzanian National Parks so as to encourage more Tanzanians to visit them.

### **10.3 Park Fees, Ability and Willingness to Pay**

Park fees are important for management of National Parks. For instance, currently about 80% of TANAPA's revenue is realized from entry and camping fees. Although domestic tourists Park entry fees are small in comparison to foreign tourists Park entry fees there has been reluctance in paying fees by Tanzanians. There are however some indication that the attitude of Tanzanians is slowly changing and there is a slight increase of Tanzanians willingness to pay for domestic tourism. More sensitization is needed to improve on this slightly positive trend, and to let the Tanzanians understand that the Parks are for them and should feel a sense of their ownership. In addition, organized groups such as school children should be allowed to enter the parks free of charge as this will help to carry a message home about the Parks to the general public on the value of natural resources.

### **10.4 Source of Information on Domestic Tourism**

The sources of information on domestic tourism in Tanzania are scanty. Information is power. If the potential visitors lack information, there will be little achievement in promoting domestic tourism in the country. There is a need for clear domestic tourism information dissemination strategies such as recruitment of adequate and well-trained information management personnel and allocation of an adequate budget in important area.

### **10.5 Promotion of Domestic Tourism**

According to this study, promotion of domestic tourism in Tanzanian National Parks is still weak. Amongst the reasons for this are lack of adequate manpower, inadequate trained staff and a shortfall in the budget. To reverse this trend, it is recommended to improve on proper marketing strategies that will involve all stakeholders including the public to address this shortcoming.

### **10.6 Park Visits and Domestic Tourism Perception by Local Community Leaders**

This study has confirmed the importance of local communities as important allies in domestic tourism in Tanzanian National Parks. They are also important conservation stakeholders. The

cooperation between TANAPA and the neighbouring communities must be therefore be encouraged and strengthened. TANAPA should continue to treat local communities as partners in conservation for the mutual benefit of both sides thus creating a positive Park cum neighbour relationship.

### **10.7 Environmental Conservation and Education in Schools**

The teachers that participated in this study indicated their full support of introduction of conservation education subjects in the school curricula. It is recommended that the government explores such a possibility as soon as possible including establishment of Wildlife Clubs. This is because conservation education in primary schools will cultivate good knowledge of Park resources by students. However, this should not be limited to conservation education alone but also on tourism studies as this will broaden the scope of school children on the importance of the tourism industry. In this case, parks will be used as live laboratories for fostering a sense of conservation for Tanzanians starting at young age.

### **10.8 Obstacles in Planning Park Visits**

The three major problems facing potential domestic tourists in planning park visits in Tanzania are transport, accommodation and food in that order. As domestic tourism is conducted side by side with international tourism, domestic tourists cannot afford some of the cost related to transport, accommodation and food in tourist-class lodges and hotels. There is need to deliberately work on these constraints by having concessionary prices and arrangements so as to enable Tanzanians enjoy more visits to the Parks.

### **10.9 Tourists Support Staff as Domestic Tourists**

Support staff for international tourists pay the same fees as domestic tourists. This has inflated the statistics for domestic tourists, although the supporting staff only offers services to tourists in the form of drivers, attendants and porters or guides. There is an obvious need by TANAPA and other stakeholders to improve on management of databases for both international and domestic tourists.

### **10.10 Urban Dwellers as Domestic Tourists**

The majority of urban dwellers are aware of the TANAPA and some have visited the Parks several times. In addition, they believe that the present park entry fees are reasonable. Although only a few of them think that visiting the Parks is not an African culture, work is needed to sensitise them against this belief.

## **10.11 SPECIFIC RECOMMENDATIONS**

### **10.11.1 Harmonization of National Tourism Policy**

The National Tourism Department in collaboration with TANAPA, the public and private sectors respectively, should develop institutional mechanisms with regard to the harmonization of national tourism policy in relation to policies relating to the public and private sectors so as to avoid overlaps and gaps. There is also a need for the Tourism Department to have an updated comprehensive domestic tourism plan that addresses policy aspects, strategies and action plans. The Tourism Department should take a lead in this aspect.

### **10.11.2 Domestic Tourism and Conservation Awareness Events**

Awareness raising campaigns in the promotion of domestic tourism awareness needs to be carefully planned and on-going. These campaigns need to be frequently held so as to win the hearts of most Tanzanians. They should also involve all stakeholders including the Government, protected area authorities, and the public and private sectors.

### **10.11.3 Regional Domestic Tourism Strategies**

The National Tourism Department in collaboration with TANAPA and other stakeholders should work with regional authorities to develop tourism initiatives in the regions plans, which will promote domestic tourism. These regional strategies should take into account the scenic features outside protected areas, cultural sites as well as wildlife resource within the Parks.

### **10.11.4 Research on Domestic Tourism**

There is a need to conduct a wider research on issues of domestic tourism in Tanzania. This will enable proper planning in the Parks as well as nationally. For example, a much larger survey on

willingness to pay Park fees should be conducted so as to determine the extent of the willingness to pay Park fees nationwide.

#### **10.11.5 Domestic Tourism Marketing**

Government should market domestic tourism aggressively using mass media, especially television, newspapers, journals, as well as providing live videos shows in schools and villages. Also it should encourage communities living adjacent to National Parks to take active participation in domestic tourism by providing services to domestic tourists such as selling products and provision of affordable accommodation.

#### **10.11.6 Empower Tourism Institutions**

Government should empower Tanzania Tourist Board (TTB) and the Tourism Confederation of Tanzania (TCT) by providing adequate funds and manpower so that they can actively participate in the marketing and promotion of domestic tourism in the country.

#### **10.11.7 Financial Empowerment to Local Communities**

Government should empower local communities living close to Parks financially through supporting of income generating projects to enable them actively participate in domestic tourism.

#### **Final Remarks**

Tanzania has global recognition as international tourism destination due to immense wildlife resources in her national parks. In today world, international tourism is very much depended upon in the developing countries in terms of revenue. However, such tourism is a fickle and unreliable. Tanzanians need to supplement this with a much stronger domestic tourism industry especially during difficult periods.

It is not only domestic tourism for revenue that is advocated, but it is also right and proper that the people of Tanzanian should have access to the wildlife of their own country.

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# TANZANIA NATIONAL PARKS

Target Group: Citizens Visiting Parks

## QUESTIONNAIRE ON DOMESTIC TOURISM

Dear Sir/Madam

This questionnaire has been designed to collect information and views from Tanzania on how they understand about domestic tourism. As a Tanzanian visiting national Parks, we would be pleased to get your views and comments on domestic tourism. Kindly spare a few minutes to answer a few questions below. Thank you!

1. What are your reasons to your visiting to this National Park?  
Holiday { }  
Weekend { }  
Duty { }  
Transit { }  
Others { }
  
2. Are you paying or non paying visitor?  
Paying visitor { }  
Non-paying visitor { }
  
3. How far are you coming from?  
Near 0-50km { }  
Far 51-200km { }  
Very far > 200km { }
  
4. Have you visited other Parks?  
Yes { }  
No { }  
If yes mention them .....
  
5. What are your comment about Park facilities and services?  
Good { }  
Poor { }  
Unsatisfactory { }  
Don't know { }
  
6. Will you visit this or other Parks again?  
Yes { }

No { }  
Don't know { }

7. If not why? .....  
.....  
.....

8. Is the entry fee reasonable?

Yes { }  
No { }  
Don't know { }

9. What is the most prohibiting cost in your visit?

Entry fees { }  
Transport { }  
Accommodation { }  
None { }

10. How much do you think is the most reasonable entry fees?

Tshs. 1,500/= { }  
Tshs. 2,000/= { }  
Tshs. 5,000/= { }  
Tshs. 10,000/= { }  
None of above { }

11. Where have you heard about National Parks?

TV { }  
Radio { }  
Friends { }  
Newspaper { }  
Parks promotion { }  
Others { }

12. Will you encourage other people to visit Parks?

Yes { }  
No { }  
Don't know { }

13. If not why? .....  
.....  
.....

14. Do you think public awareness/promotion on Parks is adequate?

Yes { }  
No { }  
Don't know { }

**15. What are your general comments on domestic tourism in Tanzania?**

.....  
.....  
.....  
.....  
.....

# TANZANIA NATIONAL PARKS

Target Group: Primary School Teachers

## QUESTIONNAIRE ON DOMESTIC TOURISM

Dear Sir/Madam,

This questionnaire has been designed to collect information and views from school teachers on how they understand about domestic tourism and the perception of school children. Information and views that is obtained will enable Tanzania National Parks to formulate strategies to promote domestic tourism. Kindly spare a few minutes to answer a few questions below. Thank you!

1. What do you think about inclusion of Wildlife/environmental studies in your schools curriculum?  
Bad idea { }  
Good idea { }  
Don't know { }
  
2. Do you practice environmental education in your school in form of wildlife clubs?  
Yes { }  
No { }  
Don't know { }
  
3. What level of success do you think your school has achieved?  
Successful { }  
Less successful { }  
Not successful { }  
Don't know { }
  
4. Have your school children visited National Parks before?  
Yes { }  
No { }  
Don't know { }
  
5. If yes did they like to visit?  
Yes { }  
No { }  
Don't know { }
  
6. Do you think schools Park visit raise children awareness on Parks?  
Yes { }  
No { }  
Don't know { }

7. What has been the attitude of school children towards Parks?  
 Positive { }  
 Negative { }  
 Don't know { }
8. Are the children able to contribute a little amount as Park fees?  
 Yes { }  
 No { }  
 Don't know { }
9. How much can the children contribute?  
 \$ 0.1 { }  
 \$ 0.5 { }  
 \$ 1.0 { }  
 \$ 2.0 { }
10. How did you know about the organized visit to National Parks?  
 TV { }  
 Radio { }  
 Friends { }  
 None { }
11. Do you think schools Park visit have an impact on children and parents?  
 Yes { }  
 No { }  
 Don't know { }
12. Do school children like to work of the Parks after finishing school?  
 Yes { }  
 No { }  
 Don't know { }
13. Do you think school children would continue visiting Parks in future?  
 Yes { }  
 No { }  
 Don't know { }

# TANZANIA NATIONAL PARKS

Target Group: Local Communities Leaders

## QUESTIONNAIRE ON DOMESTIC TOURISM

Dear Sir/Madam,

This questionnaire has been designed to collect information and views from local communities leaders on how they understand about domestic tourism. As a local community leader representing the communities and residing adjacent to a Park, would you please spare a few minutes to answer a few questions below. Thank you!

1. Do you know about Tanzania National Parks?  
Yes { }  
No { }
2. Have you visited any National Park?  
Yes { }  
No { }
3. What were the reasons for your visit?  
Duty { }  
Recreation { }  
Education { }  
Others { }
4. Did you pay fees?  
Yes { }  
No { }
5. If you have not visited the Parks are the reasons?  
No interest { }  
No money { }  
Not our culture { }  
Others { }
6. Do you know about domestic tourism?  
Yes { }  
No { }  
Don't know { }
7. What is the general attitude of communities of people living adjacent to the Parks?  
Negative { }

Positive { }  
Don't know { }

8. Are communities ready to contribute to conservation through paying fees?

Yes { }  
No { }  
Don't know { }

9. How much are the communities willing to pay?

Tshs. 1,000/= { }  
Tshs. 1,500/= { }  
Tshs. 2,500/= { }  
Tshs. 5,000/= { }  
Tshs. 10,000/= { }  
None of above { }

10. Do communities benefit from Park?

Yes { }  
No { }  
Don't know { }

11. Are communities aware of TANAPA tourism promotional programme?

Yes { }  
No { }  
Don't know { }

12. Does tourism has economic impact in communities' livelihood?

Yes { }  
No { }  
Don't know { }

13. Are communities ready to visit Parks in organized groups?

Yes { }  
No { }

# TANZANIA NATIONAL PARKS

Target Group: Park Managers and Head of Department

## QUESTIONNAIRE ON DOMESTIC TOURISM

Dear Sir/Madam,

This questionnaire has been designed to collect information and views from TANAPA Park Managers and Departmental Heads on how they understand about domestic tourism. As a Park Manager or Head of Department in a National Park, we would be pleased to get your views and comments on domestic tourism. Kindly spare a few minutes to answer a few questions below. Thank you!

1. Do you conduct domestic tourism in your Park?  
Yes { }  
No { }
2. What is the usefulness of domestic tourism to Tanzania?  
Awareness { }  
Revenue { }  
Others { }
3. What is the level of success of domestic tourism in your Park?  
High >70% { }  
Medium 50 -69% { }  
None 0% { }
4. What percentage of domestic visitors are really tourists as opposed to service providers and transit passengers?  
>20% { }  
20-30% { }  
30-50% { }
5. Do you have a programme to promote tourism?  
Yes { }  
No { }
6. At what level has your programme been achieved?  
20% { }  
30%-50% { }  
>50% { }
7. What is the percentage of the Park income that comes from domestic tourism?

- >20% { }
- 20-30% { }
- 30-50% { }
- 50% { }

8. What is the percentage of the Park revenue is generated from international tourism?

- 20% { }
- 20-50% { }
- 50-80% { }
- >80% { }

9. Does the Park generate income to meet its operational budget?

- Yes { }
- No { }

If not why? .....

10. At what is the general status of domestic tourism in your Park for the past three years?

- 5% { }
- 10% { }
- 20% { }
- 50% { }

11. What is the general status of domestic tourism in your Park for the past three years?

- Increasing { }
- Stable { }
- Decreasing { }
- Do not know { }

Give reasons for question 7:

.....  
 .....  
 .....  
 .....  
 .....  
 .....

12. What are general comments do domestic tourists who visit Park make?

- Pleased { }
- Not pleased { }
- No comments { }

13. What is the attitude of communities living adjacent to parks on domestic tourism?

- Poor { }
- Unsatisfactory { }
- Good { }

Don't know { }

14. Do local communities feel that domestic tourism is relevant to their livelihood?

No { }

Yes { }

Don't know { }

15. Are communities willing to pay fees?

Yes { }

No { }

Don't know { }

16. How much are they willing to pay?

\$ 0.5 { }

\$1.0 { }

\$1.5 { }

\$2.0 { }

17. Are communities aware of TANAPA on going promotion program for domestic campaign?

Yes { }

No { }

Don't know { }

18. What strategies should be made to encourage domestic tourism in Parks?

.....  
.....  
.....  
.....

# TANZANIA NATIONAL PARKS

Target Group: Urban Dwellers

## QUESTIONNAIRE ON DOMESTIC TOURISM

Dear Sir/Madam,

This questionnaire has been designed to collect information and views from Tanzanians living in urban areas on how they understand about domestic tourism. Information and views obtained that is obtained will enable Tanzania National Parks to formulate strategies to promote domestic tourism. Kindly spare a few minutes to answer a few questions below. Thank you!

1. Do you know anything about Tanzania National Parks?

Yes { }

No { }

2. If yes how did you hear about National Parks?

TV { }

Friends { }

Park Staff { }

Others { }

3. Have you ever visited any of the National Parks in Tanzania?

Yes { }

No { }

4. Which Parks have you visited?

.....

None { }

5. What were the reasons for your visit?

Recreation { }

Holiday { }

Business { }

Transit { }

Duty { }

6. Are the fees to National Parks affordable?

Yes { }

No { }

7. How much are you willing to pay?

Tshs. 1,500/= { }

- Tshs. 2,000/= { }
- Tshs. 3,000/= { }
- Tshs. 5,000/= { }
- Tshs. 10,000/= { }
- None of above { }

8. Did you enjoy the Park visit?

- Yes { }
- No { }

9. What are your comments about Park facilities and services?

- Good { }
- Poor { }
- Unsatisfactory { }
- Don't know { }

10. What is the most prohibiting cost for visiting National Parks?

- Entry fees { }
- Transport { }
- Accommodation { }
- None of above { }

11. Are National Parks important areas to visit?

- Yes { }
- No { }
- Don't know { }

12. What were the reasons for not visiting the Parks?

- High cost { }
- Lack of time { }
- No interest { }
- Not a Tanzania Culture { }

13. Are you ready to contribute to conservation through payment of fees?

- Yes { }
- No { }

14. Are you ready to visit the Parks in future

- Yes { }
- No { }
- Don't know { }

15. Would you like to go as an organized group or as private?

- Yes { }
- No { }
- Don't know { }

**16. Why does Tanzania refrain from visiting Parks?**

- No adequate promotion { }
- Not a Tanzania culture { }
- No adequate public awareness { }
- Don't know { }

## HIFADHI ZA TAIFA TANZANIA

Kundi: Watanzania wanaotembelea Hifadhi

### DODOSO KUHUSU UTALII WA NDANI

Dodoso hili limetengenezwa ili kupata mawazo na maoni toka kwa Watanzania wanaotembelea Hifadhi za Taifa ili kufahamu wanaelewa vipi kuhusu utalii wa ndani. Kama Mtanzania unayetembelea Hifadhi, tungependa kupata mawazo yako kuhusu utalii wa ndani. Tafadhali naomba utumie muda mfupi kujibu maswali hapa chini. Ahsante.

1. Je ni sababu gain zimekufanya utembelee Hifadhi? Toa jibu zaidi ya moja.

- |                             |     |
|-----------------------------|-----|
| Mapumziko                   | { } |
| Mapumziko ya mwisho wa juma | { } |
| Kikazi                      | { } |
| Kupita Hifadhini            | { } |
| Mengineyo                   | { } |

2. Je umelipia au hukulipia kiingilio? Toa jibu moja.

- |           |     |
|-----------|-----|
| Nimelipia | { } |
| Sikulipia | { } |

3. Unaotokea umbali gani toka mpaka wa Hifadhini? Toa jibu moja.

- |                          |     |
|--------------------------|-----|
| Karibu 0 – 5 km          | { } |
| Mbali kidogo 51 – 200 km | { } |
| Mbali sana >200 km       | { } |

4. Je umekwishatembelea Hifadhi yoyote nyingine? Toa jibu moja.

- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |

Kama ndiyo taja Hifadhi hizo. Toa jibu zaidi ya moja kama inawezekana.

- |              |     |
|--------------|-----|
| Arusha       | { } |
| Tarangire    | { } |
| Ziwa Manyara | { } |
| Nyinginezo   | { } |

5. Je unatoa maoni gani kuhusu vifaa vya Hifadhi na huduma? Toa jibu moja.

- |                   |     |
|-------------------|-----|
| Huduma nzuri sana | { } |
| Huduma nzuri      | { } |
| Huduma mbaya      | { } |
| Sijui             | { } |

6. Je utatembelea Hifadhi hii au nyingine tena? Toa jibu moja.

- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |

Kama hutatcmbelea Hifadhi tena toa sababu zako hapa chini:

.....  
.....  
.....  
.....

7. Je ada ya kiingilio ya Hifadhi ni ya kuridhisha? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

8. Je gharama zipi zinakufanya usiweze kutembelea Hifadhi mara kwa mara? Toa jibu moja.

Gharama za kiingilio { }  
Gharama za usafiri { }  
Gharaza za malazi na chakula { }  
Hakuna hapo juu { }

9. Je ni ada zipi katika orodha hii unaona ni za unafuu kama kiingilio? Toa jibu moja.

T.shs.1,500 { }  
T.shs.2,000 { }  
T.shs.5,000 { }  
T.shs.10,000 { }  
Hakuna hapo juu { }

Elezea .....  
.....  
.....

10. Je ulisikia toka wapi habari za Hifadhi za Taifa? Toa jibu zaidi ya moja kama ikiwezekana.

TV { }  
Radio { }  
Marafiki { }  
Magazeti { }  
Utangazaji wa Hifadhi { }  
Vikundi vya shule vilivyokwenda Hifadhini { }  
Mengineyo { }

11. Je utapendekeza watu wengine kutembelea Hifadhi za Taifa? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

Kama hapana elezea .....  
.....

.....  
.....

12. Je unafikiria kuwa utangazaji wa utalii wa ndani unafanyika vizuri.

Ndiyo { }

Hapana { }

Sijui { }

13. Je unafikiri utalii wa ndani ni muhimu kwa Tanzania? Jibu moja

Nakubaliana sana { }

Sikubaliani kabisa { }

Sijui { }

# HIFADHI ZA TAIFA TANZANIA

Kundi: Waalimu

## DODOSO KUHUSU UTALII WA NDANI

Ndugu,

Dodoso hili limetengenezwa ili kupita maoni na mawazo toka Waalimu wa shule za msingi kuhusu jinsi wanavyoelewa suala la utalii wa ndani na pia jinsi watoto wanavyolichukulia. Maoni na mawazo yatakayopatikana yatasaidia Hifadhi za Taifa kuunda mikakati ya kukuza utalii wa ndani. Kama Mwalimu, tafadhali naomba uchukue muda wako mfupi kujibu maswali haya hapa chini. Ahsante.

1. Je unalionaje wazo la kuweka masomo yanayohusu mazingira na wanyamapori katika taaluma za shule za msingi? Toa jibu moja.  
Sio wazo zuri { }  
Wazo ni zuri { }  
Sijui { }
2. Je unashughulikia masuala ya mazingira katika shule yako katika mfumo wa vikundi/chama cha Malihai? Toa jibu moja.  
Ndiyo { }  
Hapana { }  
Sijui { }
3. Ni kiwango gain cha mafanikio ulichokipata katika kukuza vikundi vya Malihai? Toa jibu moja.  
Mafanikio mazuri { }  
Mafanikio kidogo { }  
Hakuna mafanikio { }  
Sijui { }
4. Je wanafunzi wako amekwisha tembelea Hifadhi za Taifa? Toa jibu moja.  
Ndiyo { }  
Hapana { }  
Sijui { }
5. Kama wamekwishatembelea je walifurahia matembezi hayo? Toa jibu moja.  
Ndiyo { }  
Hapana { }  
Sijui { }
6. Je unafikiria kuwa matembezi ya shule katika Hifadhi yanakuza mwamko kwa wanafunzi? Toa jibu moja.  
Ndiyo { }  
Hapana { }  
Sijui { }

7. Je ni mwamko gani wanafunzi wameonyesha kuhusu Hifadhi za Taifa? Toa jibu moja.
- |                           |     |
|---------------------------|-----|
| Mwelekeo wa hali ya juu   | { } |
| Mwelekeo wa hali ya chini | { } |
| Sijui                     | { } |
8. Je wanafunzi wanaweza kuchangia kiasi kidogo kama ada ya kuingilia? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |
9. Kama wapo tayari kuchangia ni kiasi gain? Toa jibu moja.
- |             |     |
|-------------|-----|
| T.shs.100   | { } |
| T.shs.500   | { } |
| T.shs.1,000 | { } |
| T.shs.2,000 | { } |
10. Je umefahamu vipi kuhusu mpangilio wa safari za kwenda Hifadhi za Taifa? Toa jibu zaidi ya moja ikiwezekana.
- |                      |     |
|----------------------|-----|
| Watumishi wa Hifadhi | { } |
| TV                   | { } |
| Redio                | { } |
| Marafiki             | { } |
| Vyanzo vingine       | { } |
11. Je unafikiri matembezi ya shule kwenye Hifadhi za Taifa yanaweza kuleta mabadiliko kwa wanafunzi na wazazi kuhusu uhifadhi? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |
12. Je wanafunzi anapendelea kufanya kazi kwenye Hifadhi za Taifa baada ya kumaliza masomo? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |
13. Je unafikiria kuwa wanafunzi wataendelea kutembelea Hifadhi za Taifa siku za baadaye? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |

# HIFADHI ZA TAIFA TANZANIA

Kundi: Viongozi wa wananchi Jirani na Hifadhi

## DODOSO KUHUSU UTALII WA NDANI

1. Je unalielewa Shirika la Hifadhi za Taifa (TANAPA)? Toa jibu moja  
Ndiyo { }  
Hapana { }
2. Je umepata nafasi ya kutembelea Hifadhi hii ya Taifa na nyinginezo nchini? Toa jibu moja.  
Ndiyo { }  
Hapana { }
3. Kama ndiyo je safari yako ilikuwa ni kwa sababu gani? Toa jibu zaidi ya moja ikiwezekana.  
Kikazi { }  
Matembezi ya burudani { }  
Kielimu { }  
Mikutano ya ujirani { }  
Mengineyo { }
4. Je ulilipia ada ulipoingia Hifadhi? Toa jibu moja.  
Ndiyo { }  
Hapana { }
5. Kama hujatembelea Hifadhi yoyote ya Taifa ni sababu gani zimekufanya usiweze kutembelea? Toa jibu zaidi ya moja iwapo ni lazima>  
Sipendelei { }  
Sina fedha { }  
Sio utamaduni wetu { }  
Sababu nyinginezo { }
6. Je unafahamu kuhusu utalii wa ndani?  
Ndiyo { }  
Hapana { }  
Sijui { }
7. Je nini mwamko/mwelekeo wa wananchi waishio jirani na Hifadhi za Taifa kuhusu kuzipenda na kuzikubali?  
Upo { }  
Haupo { }  
Sijui { }

8. Je uko tayari kulipia ada ya kiingilio kwa ajili ya Uhifadhi? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

9. Je ni kiasi gani uko tayari kulipia? Toa jibu moja

Tsh. 1,000/= { }  
Tsh. 1,500/= { }  
Tsh. 2,500/= { }  
Tsh. 10,000/= { }  
Hakuna kiwango hapo juu { }

10. Je wananchi wana habari kuhusu mpango wa TANAPA kutangaza utalii wa ndani? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

11. Je shughuli za utalii katika Hifadhi zina ongezeko la kipato katika maisha ya wananchi?

Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

12. Je wananchi waishio jirani na Hifadhi wako tayari kutembelea Hifadhi katika vikundi vilivyojitayarisha? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

# HIFADHI ZA TAIFA TANZANIA

Kundi: Wakuu wa Hifadhi na Idara

## DODOSO KUHUSU UTALII WA NDANI

Dodoso hili limetengenezwa ili kupata mawazo na maoni kutoka kwa Wakuu wa Hifadhi na Wakuu wa Idara kujua wanafahamu vipi kuhusu utalii wa ndani. Kama Mkuu wa Hifadhi au Mkuu wa Idara katika Hifadhi, tungependa kupata maoni yako kuhusu utalii wa ndani. Tafadhali naomba utumie muda mfupi ulionao kujibu maswali haya machache ahsante.

1. Je unashughulikia utalii wa ndani katika Hifadhi yako? Toa jibu moja  
Ndiyo { }  
Hapana { }
2. Je utalii wa ndani una manufaa yoyote katika Tanzania? Toa jibu zaidi ya moja ikiwezekana.  
Mwamko wa uhifadhi { }  
Mapato kwa Hifadhi { }  
Kupata burudani Hifadhini { }  
Mengineyo { }
3. Je ni asilimia ngapi ya mafanikio yamepatikana kutokana na utalii wa ndani katika Hifadhi yako? Toa jibu moja.  
Kiwango cha juu > 70% { }  
Kiwango cha kati 50 – 69% { }  
Kiwango cha chini < 50% { }  
Hakuna 0% { }
4. Je ni asilimia ngapi ya watalii wa ndani ambao ni watalii halisi kuondoa wanaotoa huduma kwa wageni na wapita njia? Toa jibu moja.  
< 20% { }  
20 – 29% { }  
30 – 69% { }  
> 50% { }  
Sijui { }
5. Je una mipango yoyote ya kutangaza utalii wa ndani? Toa jibu moja.  
Ndiyo { }  
Hapana { }
6. Je mipango yako ya utalii wa ndani imefanikiwa kwa kiwango gain? Toa jibu moja.  
< 20% { }  
20 – 50% { }  
> 50% { }  
Hakuna { }

7. Je ni asilimia ngapi ya mapato ya Hifadhi yanapatikana kutokana na utalii wa ndani? Toa jibu moja.

- < 20% { }
- 20 – 29% { }
- 30 - 50% { }
- > 50% { }

8. Je ni kiwango gain cha mapato ya Hifadhi kinapatikana toka utalii wa nje? Toa jibu moja.

- < 20% { }
- 20 – 48% { }
- 50 - 80% { }
- > 80% { }

9. Je Hifadhi yako inapata mapato ya kutosha kuweza kumudu matumizi ya kawaida ya Hifadhi? Toa jibu moja.

- Ndiyo { }
- Hapana { }

Kama siyo kwa nini? .....

.....

.....

.....

.....

10. Je ni asilimia ngapi ya mapato toka utalii wa ndani yanaweza kukidhi matumizi ya Hifadhi? Toa jibu moja.

- 5% { }
- 10% { }
- 20% { }
- 50% { }
- Hapana { }

11. Je utalii wa ndani una mwelekeo gani katika Hifadhi yako katika miaka mitatu iliyopita? Toa jibu moja.

- Unaongezeka { }
- Uko katika hai iliyosimama { }
- Unapungua { }
- Sijui { }

Toa sababu kwa swali nambari 11 .....

.....

.....

.....

12. Je ni maoni gani wageni wa utalii wa ndani hutoa wakati wakitembelea Hifadhi? Toa jibu moja.
- |                      |     |
|----------------------|-----|
| Wanaridhika          | { } |
| Hawaridhiki          | { } |
| Hawatoi maoni yoyote | { } |
13. Je ni mwelekeo gani wananchi waishio jirani na Hifadhi hutoa kuhusu utalii wa ndani? Toa jibu moja.
- |                    |     |
|--------------------|-----|
| Mbaya              | { } |
| Siyo ya kuridhisha | { } |
| Nzuri              | { } |
| Sijui              | { } |
14. Je wananchi waishio jirani na Hifadhi wanafikiria kuwa utalii wa ndani ni muhimu katika maisha yao? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |
15. Je wananchi walishio jirani na Hifadhi wako tayari kulipa ada za kuingilia Hifadhi? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |
16. Kama wako tayari kulipa ni kiasi gani wako tayari? Toa jibu moja.
- |             |     |
|-------------|-----|
| T.shs.500   | { } |
| T.shs.1,000 | { } |
| T.shs.1,500 | { } |
| T.shs.2,000 | { } |
| Nyinginezo  | { } |
17. Wananchi waishio jirani wanafahamu kuhusu mpango wa kutangaza utalii wa ndani? Toa jibu moja.
- |        |     |
|--------|-----|
| Ndiyo  | { } |
| Hapana | { } |
| Sijui  | { } |
18. Je ni mikakati gani itumike katika kuendeleza utalii wa ndani katika Hifadhi? Toa jibu moja.
- |                               |     |
|-------------------------------|-----|
| Kukuza mwamko                 | { } |
| Kutoa huduma za elimu         | { } |
| Kukuza shughuli za utangazaji | { } |
| Nyinginezo.                   |     |

# HIFADHI ZA TAIFA TANZANIA

Kundi: Watanzania waishio mijini

## DODOSO KUHUSU UTALII WA NDANI

Dodoso hili limetengenezwa kwa ajili ya kupata maoni kutoka kwa Watanzania wanoishi mijini kutaka kufahamu jinsi wanavyoelewa kuhusu utalii wa ndani. Mawazo yatakayopatikana yatasaidia Hifadhi za Taifa kuweka mikakati ya kukuza utalii wa ndani. Tafadhali naomba autumie muda mfupi ulionao kujibu maswali haya machache. Asante.

1. Je unafahamu lolote kuhusu Hifadhi za Taifa? Toa jibu moja.  
Ndiyo { }  
Hapana { }
2. Kama ndiyo, je ulijuaje kuhusu habari za Hifadhi za Taifa? Toa jibu zaidi ya moja ikiwezekana.  
Redio { }  
Runinga (TV) { }  
Kutoka kwa marafiki { }  
Kutoka kwa wafanyakazi wa Hifadhi { }  
Vyanzo vingine { }
3. Je umewahi kutembelea Hifadhi ya Taifa yoyote katika Tanzania? Toa jibu moja.  
Ndiyo { }  
Hapana { }
4. Ni Hifadhi za Taifa zipi ulizokwisha tembelea? Toa jibu zaidi ya moja ikiwezekana.  
Arusha { }  
Tarangire { }  
Ziwa Manyara { }  
Nyingine { }
5. Ni sababu gani zilizokufanya utembelee Hifadhi za Taifa? Toa jibu zaidi ya moja ikiwezekana.  
Mapumziko { }  
Shughuli za biashara { }  
Kupita katika Hifadhi { }  
Kikazi { }  
Shughuli nyingine { }  
Burudani kwenye Hifadhi { }
6. Je ulifurahia matembezi yako hifadhini? Toa jibu moja  
Ndiyo { }  
Hapana { }
7. Je ada ya kiingilio iliyowekwa unaimudu kuilipa? Toa jibu moja  
Ndiyo { }

Hapana { }  
Sijui { }

8. Je uko tayari kulipia ada ya kiingilio kiasi gani? Toa jibu moja

T.shs.1,500 { }  
T.shs.2,000 { }  
T.shs.3,000 { }  
T.shs.5,000 { }  
T.shs.10,000 { }  
Hakuna hapo juu katika ada zilizotajwa { }

9. Ni nini mawazo yako kuhusu hali ya vifaa na huduma katika Hifadhi za Taifa? Toa jibu moja.

Nzuri { }  
Siyo nzuri { }  
siyo ya kuridhisha kabisa { }  
Sijui { }

10. Ni gharama zipi ambazo huna uwezo nazo wakati wa kupanga safari ya kwenda Hifadhi za Taifa? Toa jibu zaidi ya moja ikiwezekana.

Gharama ya kiingilio { }  
Gharama za malazi na chakula { }  
Gharama za usafiri { }  
Gharama nyingine { }

11. Je Hifadhi za Taifa ni maeneo muhimu kutembelea? Toa jibu moja

Ndiyo { }  
Hapana { }  
Sijui { }

12. Kama siyo ni sababu gani zinazokufanya usitembelee Hifadhi? Toa jibu zaidi ya moja ikiwezekana.

Gharama kubwa { }  
Sina muda { }  
Sipendelei { }  
Siyo utamaduni wa Kitanzania { }

13. Je uko tayari kuchangia shughuli za uhifadhi kwa kulipia gharama za kiingilio? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

14. Je uko tayari kutembelea Hifadhi za Taifa siku zijazo? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

15. Je uko tayari kutembelea Hifadhi kama kikundi au pekee? Toa jibu moja.

Ndiyo { }  
Hapana { }  
Sijui { }

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