

**FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN THE
NORTHERN TOURIST CIRCUIT, TANZANIA**

BY

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN
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ABSTRACT

The study on factors affecting domestic tourism was carried out in northern Tanzania tourist circuit. The study had the following objectives: (i) To determine the characteristics of domestic tourists. (ii) To assess the trend in tourism and domestic tourism. (iii) To identify and assess factors affecting domestic tourism. (iv) To assess efforts undertaken to promote domestic tourism. (v) To propose ways by which domestic tourism can be improved. A sample of 140 domestic tourists, 142 selected individuals from markets and streets, 27 tour operators, 5 Protected areas (PAs) management staff, 6 PAs gate clerks and park guides, and 2 tourist organizations were interviewed. The results revealed that: (i) The age group of 26 – 37 was the most active group in visiting protected areas. The age groups of <20 years and >49 years rarely visited the PAs (ii) Low income was indicated as the main constraint (77.0%) affecting the growth of domestic tourism, followed by lack of awareness (71.8%), tourism education (53.0%) and lack of interest to travel (53.0%). (iii) There was a linear increase in the number of tourists in the three PAs from 1998 – 2003 due to the improvement of activities, facilities and services. (iv) Tourism education to all people, and improvement of services and facilities were the opinions given for the improvement of domestic tourism. It is recommended that, the Ministry of Natural Resources and Tourism through its departments and organizations should put more efforts in domestic tourism promotion and marketing by using many and different ways since many factors found to affect domestic tourism in the country that had different weights of importance.

DECLARATION

I, Sayuni Mariki do hereby declare to the Senate of the Sokoine University of Agriculture that, this dissertation is my own original work, and that, it has neither been submitted nor being concurrently submitted for a similar degree award in any other university.

Signature 

Date 24/7/2022

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LIST OF ABBREVIATIONS AND SYMBOLS

CAWM	–	College of African Wildlife Management
DITF	–	Dar es Salaam International Trade Fair
GDP	–	Gross domestic product
LMNP	–	Lake Manyara National Park
masl	–	metres above sea level
MNRT	–	Ministry of Natural Resources and Tourism
NCA	–	Ngorongoro Conservation Area
NCAA	–	Ngorongoro Conservation Area Authority
NP	–	National Park
NPs	–	National Parks
PA	–	Protected area
PAs	–	Protected areas
TANAPA	–	Tanzania National Parks
TATO	–	Tanzania Association of Tour Operators
TNP	–	Tarangire National Park
TTB	–	Tanzania Tourist Board
TTC	–	Tanzania Tourist Corporation
USD	–	United States Dollar
WTO	–	World Tourism Organization

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background information

Tanzania is endowed with diverse natural and biological resources. The country's commitment to conserve the biological resources has set aside 13 National Parks, 31 Game Reserves, 38 Game Controlled Areas, a Conservation Area and 2 Marine Parks. The expanse, coupled with physical features of tremendous variety, superlative attributes and uniqueness make Tanzania a home to a great variety of organisms. It is for this reason that Tanzania is ranked high for global tourist destination (MNRT, 2002).

With regard to this importance, the Government of Tanzania is committed to conserve these biological resources for sustainable development. However, the pattern of land development in the past has caused large tracts of areas to be opened up for use by economic based sectors such as agriculture and urban development. Therefore, the remaining natural areas are required to be used comprehensively not only for preservation but for other uses that can benefit the community. Among the important land usage is tourism. Tourism in natural settings can provide recreational services based on the available natural resources. Consequently, these resources can be converted into income producing assets for the community (Burr, 1994; Willits, 1992). Tourism that is promoted wisely can be an industry with less environmental and social impacts, especially when compared to extractive industries (McCool, 1998).

Tourism is considered to be any form of travel that involves stay of at least one night but less than one year away from home (WTO, 1995). Therefore the WTO definition includes business travel and visits to friends and relatives but not day trips. However tourism is generally considered as domestic or international travel for business, leisure, education, research and recreation among others includes day trips (Ashley and Roe 1997).

On the other hand wildlife based tourism can be defined as tourism that includes as a principle aim, the consumptive and non-consumptive use of wild animals in natural areas. It may be high volume mass tourism or low volume/low impact tourism, that generate high economic returns or low economic returns, can be sustainable or unsustainable, domestic or international and based on day visits or longer stays (Anon, 2003).

Domestic tourism in relation to a given country or region, is considered a form of tourism involving residents of the given country travelling only within that country and a domestic tourist as a person normally resident in a country, undertaking a journey for the purpose of tourism within the borders of that country (WTO, 1995). A person is considered to be a resident in a country if the person has lived for most of the past year (12 months) in that country, or has lived in a country for a shorter period and intends to return within 12 months to live in that country (WTO, 2002).

Domestic tourism destination can be defined as a physical space in which a visitor spends at least an overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining

its market competitiveness. Local destinations incorporate various stakeholders often including a host community and can network to form larger destinations (WTO, 2002).

Tourism is widely recognised as the world's largest and fastest growing industry. In 1950 worldwide only 25 million people travelled internationally, while in 1997 this number had increased to 600 million people (WTO, 1998). This movement of people is coupled with consumption behaviour, which is economically important. According to the WTO (1998) 448 billion US\$ was earned by the tourism industry in 1997. These tourism expenditures have a positive influence on the national economies of countries and nowadays some countries' economies depend heavily on the tourism revenue. For example, in Spain about one fifth of GDP is earned by the tourism sector (Nordstrom, 1999). Apart from contributing to the national economy of countries by raising revenue, the tourism industry is also of great significance in creating employment. According to the WTTC (1995) cited by Nordstrom (1999) travel and tourism employ 212 million people worldwide, which is 10.7% of the total workforce (Nordstrom, 1999). Tourism is predicted to generate US\$1550 billion and one billion international tourists by the year 2010 (WTO, 2002).

Domestic tourism in Tanzania is nearly non-existent, with local residents mainly visiting friends and relatives (Musonda, 2000). While it is believed that for tourism industry to become successful, domestic and international tourism should compliment each other, which is not the case for Tanzania. Whereas international tourism brings in foreign exchange and contributes to the balance of payments equilibrium, domestic tourism helps to redistribute national wealth throughout the various areas of the country.

The inability to develop this sector (domestic tourism) has been largely caused by factors like low disposable income of the local people, lack of industrial initiatives in providing the necessary education, special incentives, a differentiated product to suit/fit various categories of the local groups by income, age and sex, and also negative cultural values towards conservation of the tourist attractions particularly wildlife (Musonda, 2000).

1.2 Background to the study

1.2.1 History of tourism in Tanzania

Before modern tourism developed, East Africa had contact with ancient Greece, Arabia, Persia (Now Iran) and India. Before 1890 visitors to East Africa were missionaries and adventurous explorers, most of them suffered in the hands of warlike tribesmen and slave traders. One vivid example is the brutal murder of the two first missionaries to settle on Meru in 1896 (Ufunguo, 2002). After the defeat of Germany in the First World War, Britain was given a mandate over the then Tanganyika. As a result, Uganda, Kenya, Zanzibar and Tanganyika were either under direct or indirect rule of Britain. In 1948, East Africa Travel Association (EATTA) was formed with its headquarter based in Kenya and set to promote mainly international tourism in East Africa (Dzimhiri, 1999).

These early expeditions made Africa gain popularity hence Europe became a possible source of tourists (Martin, 1998). By then, what is known today as domestic tourism was not common as protected areas were mainly set aside for Europeans. After getting independence in 1961, the then Tanganyika government established the Tourism Division which was responsible for sectoral policy and planning, manpower training, classification and licensing of hotels and travel agencies. To date the division is responsible for the

Hotel and Tourism Training Institute (HTTI) and Tanzania Tourist Board (TTB) (MNRT, 2002).

After independence tourist numbers continued to rise and fall for various reasons, including political unrest in the region, economic factors and natural catastrophes. These include recession in world economies since 1973, enormous increase in oil prices from 1973, closure of Kenya - Tanzania border in 1977, the Kagera War of 1978-79, the Kuwait– Iraq War in 1991, *Elnino* rains in 1998 which led to cancellations because the rains had destroyed road networks to access many protected areas. Another reason was the World Trade Centre Episode on September 11, 2001 (Ufunguo, 2002). It has been shown repeatedly that international tourism while playing a significant role in sustaining tourism industry, it is very sensitive to matters that have no local controls. Therefore, it is very important for Tanzania to depend both on international and domestic tourism to sustain the tourism industry.

1.2.2 Tanzania tourist circuits

Tanzania has two main tourist circuits which are northern and southern tourist circuits. The northern circuit embraces well the established wildlife areas of the Serengeti National Park, Lake Manyara National Park, Tarangire National Park, Arusha National Park, Kilimanjaro National Park, Ngorongoro Conservation Area and Mkomazi Game Reserve (Fig. 1). The southern circuit on the other hand includes Selous Game Reserve, Rungwa Game Reserve, Mikumi National Park, Udzungwa National Park, Ruaha National Park, Mafia Island and cultural resources at Kilwa and Bagamoyo. Other circuits include the



1.3 Problem statement and justification

1.3.1 Problem statement

Tanzania's wildlife richness is known worldwide, with the widest range of wildlife found in protected areas such as Serengeti, Manyara, Mikumi National Parks and Ngorongoro Conservation Area that bring distinctive features to the country and a great contribution to the country's economy (MNRT, 1998; Evonne, 2003).

The Tourism Policy of Tanzania encourages domestic tourism by ensuring that Tanzanians continue to benefit from differential scale of protected area (PA) fee structures (MNRT, 1998). Accordingly, the policy places special emphasis on wildlife conservation and the sustainable use of wildlife for the benefit of people, and on using wildlife to reduce hunger by providing food and to generate foreign exchange. The policy continues to emphasize the development of a sound international and domestic tourist industry, since tourism in Tanzania depends largely on game viewing in PAs and hunting of wildlife (MNRT, 1998).

Although the government has reduced most of park fees (e.g. park entry fee to Tshs. 1,500 (USD 1.43) for domestic tourists, people still seem to be totally unaware about going for holidays with their families to PAs for recreation (Apolinari, 2003). The entry fee is very low compared with the US\$ 25 in Tanzania's National Parks and US\$ 30 in Ngorongoro Conservation Area for international tourists. The Ministry of Natural Resources and Tourism (MNRT) launched a five-year campaign to educate Tanzanians about the holiday delights offered in their own country, but the majority of Tanzanians are reluctant to accept this offer. Despite the fact that some people can afford the park fees and they are

not so much busy to the extent of not being able to visit PAs, yet they do not do so (Evonne, 2003). Besides, Tanzania National Parks (TANAPA) decided to promote domestic tourism by providing transport at subsidized rates in order to enhance Tanzanians visit the parks, but few local tourists managed to visit the parks (Olemeng'ataki, G.E. personal communication, 2004). Tanzanians have not really appreciated the offer and used it. In addition, there have been efforts done by the MNRT through its departments and some international communities to promote domestic tourism in Tanzania and to provide more opportunities for local participation in tourism. Despite these efforts, there has been little attention and response by Tanzanians in visiting the PAs (Apolinari, 2003).

1.3.2 Justification of the study

The northern tourist circuit being one of the circuits with many famous PAs, good infrastructure (roads) for easy day trips and many well-to-do people gives the basis for the choice of an area for the study. This study therefore intended to identify factors affecting wildlife based domestic tourism in the northern tourist circuit in Tanzania as currently little is known in terms of factors and constraints against domestic tourism. The information obtained is intended to shed some insight on domestic tourism and to enable the policy and decision makers to design an appropriate policy, to develop strategies and suggest short and long-term solutions to improve domestic tourism in Tanzania. This is because the failure to realize the importance of domestic tourism certainly demonstrates the need for a new thinking in its promotion. The study forms a basis for other researchers to build on and use it as a source of reference.

1.4 Objective of the study

1.4.1 General objective

The general objective of the study was to investigate the factors affecting the growth of domestic tourism and to identify effective intervention strategies in order to improve domestic tourism in the northern tourist circuit in Tanzania.

1.4.2 Specific objectives

The specific objectives were:

- a) To determine the characteristics of Tanzanians who mostly visit the protected areas in the northern tourist circuit.
- b) To assess the trend of growth in tourism and domestic tourism in the northern tourist circuit from 1998 to 2003.
- c) To identify and assess factors affecting domestic tourism in the northern tourist circuit.
- d) To assess efforts so far undertaken to promote domestic tourism in the northern tourist circuit.
- e) To propose ways by which domestic tourism can be improved in the northern tourist circuit.

1.4.3 Hypotheses

1.4.3.1 Null hypothesis

- a) Existing constraints on domestic tourism have insignificant effect on the growth and success of wildlife-based domestic tourism.

- b) The attractions available in the PA have insignificant effect on growth of domestic and international tourism
- c) Promotional campaigns have insignificant effect on the growth of wildlife based domestic tourism.

1.4.3.2 Alternative hypothesis

- a) Existing constraints on domestic tourism have significant effect on the growth and success of wildlife-based domestic tourism.
- b) The attractions available in the PA have significant effect on growth of domestic and international tourism
- c) Promotional campaigns have significant effect on growth of wildlife based domestic tourism.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Tourist attractions and the strengths of tourism

According to MNRT (2002), Tanzania's attractions can be divided into two broad categories:

- Natural (e.g. climate, protected areas, coastal areas, islands, mountains, lakes and waterfalls).
- Cultural (e.g. historical sites at Bagamoyo, Mafia Island, Kilwa, rock painting sites at Kondoa and around Lake Victoria, arts, crafts and museums).

The strengths of the Tanzanian tourist product are dominated by the natural assets of the country that motivate the tourists to visit them. The main strengths are abundance, diversity, reliability and visibility of wildlife, unspoiled environment and beautiful scenery, low tourist density, safe destinations, beaches, authentically and the unique African experience (real Africa and cultural experiences) and friendly people (MNRT, 2002).

2.2 Impacts of tourism

2.2.1 Importance of tourism to Tanzania's economy

The tourism sector has a number of characteristics, which suggest that it can make a significant contribution to the economy. It generates foreign exchange, creates jobs, generates tax revenue for the government, and has an important impact on regional economic activity. It is attractive for small and medium sized enterprises and consequently can foster an enterprise economy, and has strong linkages to other sectors of the economy

that can bring economic benefits to local communities (MNRT, 2002).

These benefits mainly arise as a result of the expenditure of international tourists in Tanzania. According to the National Bureau of Statistics and the Tourism Division, in the year 2000, Tanzania earned about US\$740 million in foreign exchange from international tourism (MNRT, 2002). In 1995, it was estimated that the sector directly accounted for about 7.5% of GDP, nearly 25.0% of total export earnings and directly supported an estimated 25,700 jobs. Since then tourism importance to the Tanzanian economy has increased. Tourism now represents about 16.0% of GDP. The balance of payment statistics compiled by the Bank of Tanzania show that receipts on the travel account (regarded as a close proxy for tourism earnings) represented some 40.0% of total exports of goods and services in 1998/99 compared with 25.0% in 1995 (MNRT, 2002). This has made tourism as the Tanzania's largest single earner of foreign exchange.

While the positive attributes of tourism have been sufficiently recognized, in general there are also costs or consequences associated with tourism. Tourism has adverse economical, cultural, environmental and social effects including precipitation of bad social behaviour. In realizing these problems, Tanzania's Tourism Policy emphasize on tourism that promotes social and cultural values of Tanzania (MNRT, 1998; Musonda, 2000).

2.2.2 Negative economic impacts

Tourism is said to require a high proportion of semi-skilled and unskilled labour than many other industries, so that one must expect that developing countries entering the industry would not require the services of much expatriate labour (Ufunguo, 2002). Employment of expatriate labour in the tourist industry is usually a result of the inability

of the home country to supply the labour domestically (Ufunguo, 2002).

Thus, the developing world should be able to avoid the out flow of currency through remittance payments. Inflation within destination area is also caused by increasing land values. Growth in the tourist trade creates additional demand for land and competition from potential buyers that forces the price of land to rise. The demand for more hotels, vacation homes and tourist facilities may bring sources of income to builders, real estate agents and land owners, but local residents are forced to pay more for their homes and large taxes because of increased land values (Ufunguo, 2002).

2.2.3 Environmental impacts of tourism

The direct environmental impacts associated with tourism are preservation and restoration of ancient monuments, sites and historical buildings, the creation of National Parks, protection of reefs and beaches and the maintenance of forests (Ufunguo, 2002). The general literature on the environmental quality is full of references to air pollution from car exhausts, the destruction of coast lines, the pollution of rivers from human wastes and detergents, and traffic congestion, that tourism is partially responsible for such effects. There is a dearth of material on the impacts on air quality of recreation in general, and tourism in particular (Ufunguo, 2002).

The almost universal desire to view wildlife in as a natural setting as possible concentrates large numbers of tourists into a limited number of areas endowed with rich wildlife habitats. It is also under such conditions that the most significant environmental impacts occur. The restriction of animals to the parks reduces their hunting territories and disrupts

their life support system (Ufunguo, 2002).

2.2.4 Socio-cultural impacts of tourism

The social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective life styles, safety levels, moral conduct, creative expression, traditional ceremonies and community organizations (Ufunguo, 2002). Wolf (1977) cited by Ufunguo (2002) stated that socio-cultural impacts are 'people impacts' which are about the effects on the people of host communities on their direct and indirect associations with tourists.

2.3 Domestic and international tourism

Tourism is especially consequential for developing countries, many of which have sunny climate and sandy beaches. The growth of tourism has provided the opportunity for some developing countries to diversify their foreign exchange earning activities (Musonda, 2000). Starting with only a few thousand tourists in the early 1950s, Tanzania's tourism increased to 350,000 in 1995 (Friesen, 1995). Most of these tourists were international, and few Tanzanians. This is because Tanzanian citizens have not been able to sample tourist attractions due to financial limitations, lack of tourism knowledge coupled with the problem of fewer programs that enable citizens to participate in domestic tourism (Musonda, 2000). The state of tourism in Tanzania is contrary to other countries, such as Australia where the domestic tourism market is three times larger than that of international tourism (Shea and Sharp, 1993; Moore and Carter, 1993).

In the United States of America (USA) numbers for domestic tourists is four to five times larger than those for international tourists (Honey, 1999). Also in Sweden, the amounts of domestic trips undertaken by Swedes were more than three times as large as the amount of trips abroad. In the year 2000, 35.3 million domestic trips were undertaken (29 million for leisure and 6.3 million for business purpose) as opposed to 10.4 million outbound trips (8.3 million for leisure and 2.1 million for business purpose) (Swedish Tourist Authority, 2001).

Globally, tourism accounts for 11.0 % of the global GDP and 8.0% of the work trade employment. Estimates by the WTO (2001) indicate that global domestic tourism flows are at least ten times greater than international tourism flows indicating that there were at least 6,980 million domestic arrivals in the year 2000. In most countries with a large population, domestic tourism is the foundation of a viable and sustainable tourism industry. Much of the growth of global tourism has been enhanced by domestic tourism, which tends to be more focused on rural destinations. This is a result of the growing interest in the intangible culture of different countries like lifestyles, cuisine, ceremonies, music, religion, traditions, customs and history.

The National Parks and PAs, and especially those designated as World Heritage Sites, are important destinations for domestic and international tourists (Dowling, 1991; Driml and Common, 1995). Detailed information on the economic impact of domestic tourism has been difficult to find, but growth in all forms of recreation in coastal areas in which both foreign and domestic tourists partake is readily “apparent. Such activities include beach going, recreational boating, cruises, marine mammal watching, recreational fishing,

underwater recreation, bird watching and nature appreciation (Miller and Auyong, 1991; Miller, 1993).

2.4 Most popular purpose for travelling

A national survey conducted in South Africa showed that during the twelve-month period ending in July 2001, South Africans had undertaken a total of 34 million trips. More than half (59.0%) of these were to visit friends and relatives (VFR), as opposed to only one-fifth (21.0%) for holiday or leisure purposes. A further 14.0% of the trips during this time were for religious purposes or pilgrimages, 4.0% were trips in order to receive health treatment, and only 2.0% were for business or professional reasons (Rule, 2003).

Another nationally representative survey conducted on domestic tourism, the largest of its type ever undertaken in South Africa showed that almost half (49.8%) of South African adults said that they had undertaken one or more trips to visit friends or relatives. These trips entailed at least one night away from home and included attendance at family events, such as weddings and funerals. Of this group 30.0% had undertaken one VFR trip, 11.0% undertook two trips, and 4.0% three trips. The other 3.0% had undertaken more than six VFR trips during the preceding twelve months (Rule, 2003).

In Kwa Zulu-Natal, the core factors that attract domestic tourists to the province were friends and relatives (35.0%), beaches/sea (35.0%), shopping (10.0%), weather (10.0%), scenery (8.0%) and nature reserves 2.0% (Seymour, 2003). Respondents, who indicated that they were not likely to visit Kwa Zulu-Natal in the next 12 months, were asked to provide reasons for their response. The most important reasons were financial, perceptions

of personal safety, lack of interest and the fact that they did not have friends or relatives in the province (Seymour, 2003).

2.5 Factors affecting domestic tourism

Despite its potential, the tourism industry in Tanzania is relatively small. Various constraints and barriers besiege the industry. The impacts of these barriers have been manifested in the poor performance of tourism industry of Tanzania. What Tanzania gets in terms of tourist arrivals and revenues does not correspond with the available tourism potential. These setbacks and constraints, apart from denying the country's chances of increased foreign exchange earnings from tourism, also do prohibit foreign service providers who would wish to enter Tanzania's tourism market and provide a range of services (Musonda, 2000). For example, the would be foreign service providers in Tanzania are largely constrained by such factors like cumbersome entry formalities in Tanzania, unfavourable tax system, cumbersome license formalities as well as poor transport and communication infrastructure (Musonda, 2000).

The research done in Saudi Arabia to understand both push and pull motivation for domestic tourism for Saudi tourists indicated nine push factors (cultural value, utilitarian, knowledge, social, economical, family togetherness, interest, relaxation, and convenience of facilities) and nine pull factors (safety, activity, beach sports/activities, nature/outdoor, historical/cultural, religious, budget, leisure, and upscale). The most important push and pull factors as perceived by Saudi tourists were cultural value and religion (Bogari *et al.*, 2003).

Sournia (1996) contrasted the management of park tourism in western Africa to that of eastern Africa. It was found that even with significant natural resources in western Africa, the tourism levels were well below those of eastern Africa. The reasons for the lower levels of use include less visible wildlife concentrations, weak national transportation networks, inefficient hotel facilities, poorly trained tourism staff, weak marketing and lack of tourism infrastructure in the parks.

The study conducted in South Africa by Seymour (2003) revealed that the factors which influence a decision to visit Kwa Zulu Natal tend to vary by the purpose of visit. Respondents were prompted to indicate their level of interest in participating in the environmental activities. A high level of interest was expressed in participating in beach related activities, visiting nature reserves, going to live shows, watching sport events, visiting art centres, museums and art galleries. However, the results revealed relatively low levels of participation in these activities, which could be a result of lack of awareness and infrastructure, and thus an indication of poor marketing.

According to Seymour (2003), South Africa's domestic tourists market does not seem to have any significant bias or leaning in terms of age. The only exception appears to be the people with >50 years because few of them can manage to visit the PAs. Another study conducted showed that there was an increase in the proportion of tourists who fell into the <R500 spend category. It was revealed that the spend category resulted from the increase in the number of domestic tourists emanating from the 16 – 24 age category. Therefore there are a number of factors affecting domestic tourism, some of these include: means of communication and information dissemination, mode of transportation, cooperation with

stakeholders, attitudes towards tourism, lack of tourism knowledge, poor services and lack of disposable income.

2.5.1 Means of communication and information dissemination

With increasing population pressure on natural resources, park protection and conservation increasingly depend on public awareness and community participation. Attitudes, as well as lack of effective promotion from both the public and the private controlled marketing management can be a highly effective practice for ensuring the long-term success of domestic tourism. Tourism stakeholders believe that given proper marketing management, domestic tourism could increase revenues by between 25.0% and 45.0% in the next five years (Evonne, 2003). Successful promotional practices, like the more general marketing practices, are those tools that effectively ensure or create a stable tourist demand while meeting and not overburdening current resource supply. Promotion can be through niche or targeted promotion, responsible promotion and World Wide Web promotion (Parker, 1998; Fletcher, 1998; Bryden, 1998).

According to Seymour (2003), the word of mouth communication is the most important factor which influences domestic tourists to visit destinations in Kwa Zulu-Natal. Slightly more respondents who indicated that they had visited the province over the February to May 2000 period stated that their decision had been influenced by marketing communication. This was ascribed to the Easter promotional campaign and the more aggressive domestic marketing efforts of the province.

Fundamental to the communication process is the concept of meaning. According to Shimp (2000), meanings can be thought of as the perceptions (thoughts) and affective reactions (feelings) to evoked stimuli within a person when presented with a sign, word or brand name, in a particular context. Therefore, meanings are internal responses people hold for external stimuli. When exposed to advertising, the consumer is not merely drawing information from the advertisement but is actively involved in assigning meaning to the advertised brand.

According to Engel *et al.* (1994) the word of mouth communication plays a more decisive role than any other information source, primarily because word of mouth advertising has greater credibility. Therefore, positive word of mouth communication is a critical element in the success. Unfavourable word of mouth, on the other hand, can have devastating effects, because consumers seem to place more weight on negative information in making evaluations than on positive information (Shimp, 2000).

McColl *et al.* (1997) defines promotion as a means of communicating the benefits of the service to the potential consumers. The research conducted on Halse Lodge showed that over 65.0% of those surveyed, heard about Halse Lodge from promotional means that come at no cost to Halse Lodge (e.g. word of mouth, travel book, travel agent, tourism information centre). These results are consistent with those for how backpackers heard about Noosa Heads, with over 75.0% of the respondents hearing about Noosa Heads by a similar means (Bean, 2002). The number of sources that backpackers heard about Noosa Heads indicated that the most important sources were word of mouth and travel books. About 51% of the backpackers heard about Noosa Heads by word of mouth (Bean, 2002).

On the other hand 24.7% of the backpackers heard about Noosa Heads by published material in the form of a travel book (e.g. Lonely Planet and Lets Go). The distribution of these books is worldwide as sources of information is a critical element in the advertisement of Noosa Heads. Lonely Planet and Lets Go travels books are a reputable, non-paid form of advertising communications (Bean, 2002). Lovelock *et al.* (2001), pointed out that non-paid forms of advertising are the most effective form of communication from the customer's perspective, as the information promoted is non-biased. However, from the business perspective there is a lack of control over what information is promoted. Therefore, the best way to maximise the benefits of this form of promotion is to provide consistent high quality service and to minimise customer dissatisfaction.

2.5.2 Services

Visitor satisfaction surveys are becoming a more important part of park and tourism management. They are common in developed countries, but rare in Africa. Friesen (1995) provides data on tourist opinions about their visit to Ngorongoro Conservation Area in Tanzania. The report indicates that there was a high level of visitor satisfaction within the area and with the visit experience.

Research shows that park visitors' satisfaction is not directly correlated with use density or gross numbers. Satisfaction is more closely correlated with environmental quality, the adequacy of facilities and programs, and the accuracy of expectations (Graefe *et al.*, 1984; Beaumont, 1993). Within a park system and within an individual park, it is valuable to maintain a range of density and experience opportunities for the visitors. It is equally

important to have information and allocation procedures in place, so that the visitors can be made aware of the range of opportunities available and the means of access. According to Lovelock *et al.* (2001), service quality is based on consumer's perception of the outcome of the service and the process by which the service is delivered. The key is to meet or exceed the customers' expectations. If the perceived service meets or exceeds expected service, customers are likely to use the provider again.

There are still some hoteliers who do not provide good services to local tourists, even when they are paying the same money as foreign tourists. For example, a number of times Kenyans have reported being discriminated against in some of the major hotels as the foreigners get preferential treatment (Evonne, 2003). The process of service delivery needs to be identified to establish ways in which a better service may be provided to the customer (Lovelock *et al.*, 2001). Enhancing the service delivery will bring about higher satisfaction levels and therefore positive word of mouth, which results in increased patronage.

2.5.3 Financial income

Tanzania is among the countries with extreme rural poverty in the world (IFAD, 2002). About 50% of the population lives on an average income of about US\$1 (1,000 Tshs) per day, with most citizens being unable to afford tourist attractions by taking advantage of entrepreneurial opportunities provided by the tourism sector (Musonda, 2000). However, currently lodges, cottages, and camp sites are mushrooming in the vicinity of tourist attractions and tap a different market of holidaymakers who either cannot afford hotel rates or prefer a home away from home atmosphere (Apolinari, 2003). The study

conducted in Bangkok showed that the important factors influencing Bangkokians' demand for domestic tourism included household income and pattern of travelling. Household income, directly affects the demand for domestic tourism with a positive relationship, together with the pattern of travelling (Rochanutama, 1998).

2.5.4 Lack of tourism knowledge and conservation education

Many education programs have been centred on the PAs pristine environments or zoos or communities surrounding them, but have not addressed the topic of communities far away from them (Boom, 1990). According to Brown and Flavin (1988), educational programs associated with conservation of natural areas can potentially have a large impact on natural resource management. Audiences for educational programs associated with protected areas potentially span almost to all ages, backgrounds and cultures.

Hines *et al.* (1986) incorporate factors known to be associated with responsible behaviour. These include knowledge on environmental issues, knowledge of action, strategies and skills in taking actions and desire to act. The model demonstrates that this is affected by a number of personality factors, i.e. attitude towards the environment and towards taking action, degree of responsibility one feels towards the environment, degree of commitment and ones perception of whether one has the ability to change things.

Lack of tourism knowledge coupled with some programs that enable citizens to participate in domestic tourism, has led most of the people failing to participate in domestic tourism. Complete lack of knowledge and understanding of what tourism really is, has created the perception that tourism refers only to people travelling around and staying in hotels. As a

result, the wider opportunities offered by tourism industry are not appreciated by the local people (DEAT, 1996). Lack of training opportunities for previously neglected groups in society effectively limits meaningful participation in the tourism industry. Perhaps the greatest deficiency in the tourism industry is the absence of adequate education, training and awareness opportunities (DEAT, 1996).

Most environmental attitudes are formed during childhood. Thus, the school children are important target for conservation education. Human needs and aspirations the world over can only be satisfied as environmental awareness leads to appropriate action at all levels of nations. Appropriate action requires a solid base of sound information and technical skills. But action also depends upon motivation which depends upon widespread, understanding and that in turn depends upon education. Developing successful education and communication programs towards this end is an essential aspect of wildlife conservation and resources management. This is essential if viable solutions are to be found to challenges facing the conservation of wildlife encompassing all natural life forms and areas. Although conservation education alone will not solve environmental problems, effective education and communication programs are pre-requisite for better natural resources management, and ultimately for safe guarding the biosphere on which we all depend (Jacobson, 1995).

Education programs must guide individuals beyond a general awareness of conservation problems to the commitment and action that eventually will solve these problems. Effective programs must be implemented in a diversity of settings with a variety of audiences. These range from cognitive and problem oriented programs in schools to

activities addressing environmental values and attitudes in communities and better technical training for resource professionals (Jacobson and Padua, 1992).

Hockings (1994) studied the relative roles of the public and private sectors in the training and provision of interpretation in the Great Barrier Reef Marine Park. The result showed that most tour operators provided information as part of the trip experience, but the vast majority of tour operators did not use professionally trained interpreters. Only one third used the staff training services provided by the Marine Park Authority.

Park programs are especially needed in developing countries, which are often rich in biological diversity. Programs can help foster more favourable attitude towards conservation, promote sustainable natural resources management and increase protected areas systems flow of benefits to the public by serving as educational resource (Jacobson and Padua, 1992).

2.5.5 Attitudes towards tourism

There is an archaic attitude among wage earners and local businessmen that link tourism to luxurious safaris exclusively for foreigners. Most of the people think that tourism is a white man's activity and not for them and tourism is perceived as catering to the predominantly white upper and middle classes. There is a belief that, tourism is what whites do when they go to PAs, mountains or the beaches, and certainly not within the reach of the previously neglected local people (Africans) (DEAT, 1996; Evonne, 2003). Also, there is suspicion and mistrust among communities as most PAs were proclaimed without consultation with, or the approval of the affected rural communities. Communities

bear the cost of reduced access to natural and cultural resources but do not perceive, or receive any direct benefits. Due to this they find no necessity of visiting these parks that previously were theirs (DEAT, 1996).

2.5.6 Cooperation with stakeholders

Another factor affecting tourism industry is the poor involvement of local communities and previously neglected groups in the industry. While this has been largely due to the previous government's policies, the need to reverse this situation is of urgent importance. The tourism industry, perhaps more than any sector, provides a number of unique opportunities for involving previously neglected groups (Musonda, 2000).

Linking local and scientific knowledge is essential for promoting tourism that is sustainable to both the environment and to cultural values and beliefs (Moussouris, 1998). Langholz (1996) reported that, private nature reserves in Africa and Latin America lacked co-operation with government, which was a major problem. The continuous discussions and monitoring of the interrelationships between the private and public sectors is necessary. The concerns and anxieties of the previously neglected groups need to be understood and adequately addressed in building a successful tourism industry.

2.6 Tanzania's efforts to boost domestic tourism

Basing on the current situation of low number of domestic tourists in Tanzania, there are more efforts by different stakeholders to increase the number of domestic tourists. Through the government's efforts to promote and develop domestic tourism and attract local tourists to visit and know their own country, the MNRT exhibit its public services in

each of its departments at the Dar es Salaam International Trade Fair (DITF); National *Nanenane* Agricultural Exhibition which run throughout the country (Apolinari, 2003; Daniel, 2003).

Tourist activities and services are exhibited at the trade fair grounds intentionally to inform and educate the local people of the abundant tourist attractions available in Tanzania. These tourist activities are those which cover a broad spectrum of services offered to all visitors in Tanzania, including the attractive sites, information on tourist accommodation, transportation, tariffs and trip preparations (Kanyata, D. personal communication, 2004).

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Study area description

The study was conducted in the Tanzania northern tourist circuit. The tourist circuit is the most developed and encompasses many famous PAs including Serengeti, Arusha, Tarangire, Kilimanjaro and Lake Manyara NPs, Ngorongoro Conservation Area, Mkomazi Game Reserve and the coastal area including Tanga, Amboni Caves, Pangani and the Pemba Channel. These attractions have made Arusha and Moshi to be among the high tourist destinations.

Tropical climate prevails in northern circuit with average temperature of between 25°C and 30°C. The cool weather prevails from May to September and the hottest months are from October to February. The long rains are from March to May, and the short rains are from October to November. Elevation and distance from the sea control the climate of the northern circuit. On the mainland coastal strip along the Indian Ocean, the climate is hot and humid with temperatures averaging 27°C (80°F) and rainfall varying from 750 to 1400 mm (30 to 55 in). The inland plateau is hot and dry, with annual rainfall averaging as little as 500 mm (20 in) while the northwest highlands are cool and temperate. The study was conducted in three PAs namely NCA, Lake Manyara and Tarangire NPs, and two towns namely Arusha and Moshi.

3.1.1 Lake Manyara National Park

The Lake Manyara NP in Manyara Region was established in 1960, it covers an area of 330 km² with two thirds of the area being the lake. It is located 130 km southwest of Arusha city and it is situated between latitudes 3°20' and 35°40'S and longitude 35° 45'E, within the eastern arm of the Great Rift Valley. The altitude varies between 960 m asl at the lake to 1478 m asl at the top of the escarpment. Its principal features include the Great Rift Valley escarpment, the lake, the groundwater forest and the *Acacia* woodland. The major attractions include tree climbing lions, elephants, birds, ground water forest, hot springs and rift valley wall. The best time to visit the area is December to February and May to July (Lyogelo, 1995). The recent records show that, the mean annual precipitation is 760 mm and the mean annual temperature is approximately 22°C.

3.1.2 Ngorongoro Conservation Area

The Ngorongoro Conservation area in Manyara Region was established in 1959. It covers an area of 8288 km² and it is about 190 km west of Arusha. It lies between latitudes 2° 44' and 3° 26'S and between longitudes 35° 00' and 35° 55'E amongst lakes Natron, Eyasi and Manyara. Its altitude varies from 1350 to 3600 m asl. The area's principal features include extensive plains, highland plateau, volcanic mountains, scenic craters and an extensive forest. Major attractions are the Ngorongoro Crater, the Empakaai Crater, the Oldonyo Lengai Mountain, the Olduvai Gorge and the Mountain forest. This area is inhabited by human populations and it is a natural enclosure for hundreds of thousands of wild mammals and hundreds of bird species. The best time to visit the area is December to February and May to July (Lyogelo, 1995). Ngorongoro climate is influenced by topography. There are two distinct seasons, wet and dry. Virtually all rain falls between

the months of November up to May (wet season). The amount of rain that falls in any year is highly variable depending on location and altitude. The temperature varies between 14°C and 26°C depending on the availability of rain in a particular year. The minimum rainfall per annum in the area is 5066 mm and the maximum reaches 16326 mm.

3.1.3 Tarangire National Park

The Tarangire NP in Manyara Region was established in 1970 with an area of 2600 km². It is located south east of Lake Manyara and about 120 km from Arusha city and is situated at latitude 3°50'S and longitudes 36°00'E and the altitude is 1100 m asl. Principal features and major attractions include nine vegetation zones, tree climbing pythons, swamps, rock outcrops, *Acacia tortilis* parkland, herds of elephants, and the Tarangire River. The best time to visit the area is September to December (Lyogelo, 1995). The mean annual precipitation as recorded from 1995 to 1999 is about 900 mm and the mean maximum temperature is 27 °C, while the mean minimum temperature is 16°C.

3.2 Research design

The study employed non-experimental design where a cross-sectional survey was used. Under this design the data are collected at a single point in time and can be used for simple descriptive interpretation as well as for determination of relationships between variables (Mbwilo, 2002).

3.3 Population and sampling protocols

3.3.1 The population

The study population comprised different tourism stakeholders. These were domestic tourists, park guides and gate clerks, TANAPA and NCAA staff, tour operators, Tanzania Association of Tour Operators (TATO), Tanzania Tourist Board (TTB), and randomly selected individuals from markets and streets. The information collected was on the factors affecting wildlife based domestic tourism and their opinions on how the current situation could be improved.

3.3.2 Sampling procedure

A stratified, purposive, simple random sampling technique was employed for sample selection. In light of the above techniques, two towns namely Arusha and Moshi; three PAs namely NCA, Lake Manyara and Tarangire NPs and tourist organizations namely TATO and TTB were purposely selected. The purposive sampling procedure was also used to select TANAPA, NCAA staff and two markets in each town. In Arusha city, the Arusha Central Market and Kilombero Market were selected while in Moshi municipal the Soweto and Mbuyuni Markets were selected. Tour operators, domestic tourists, park guides, gate clerks, three streets in Arusha city namely Kambini, Sakina and Kambi ya Fisi, and three streets in Moshi namely Majengo, Soweto and Njoro were randomly selected. The choice of the two cities and three PAs was based on the criteria that the cities must be high tourist destinations and people can afford day trips to the PAs and the areas must be wildlife-based.

3.3.3 Sample size

The six categories of tourism stakeholders were interviewed. These were 140 domestic tourists, 142 selected individuals from markets and streets, 27 tour operators, 5 PAs management staff, 6 PAs gate clerks and park guides, and 2 staff of tourist organizations. Combined, the sample size was 322 respondents. Attempt was made to ensure that, wherever possible gender balance was taken into consideration during selection of the sample size.

3.4 Types, sources and tools for data collection

The data used in the study were from primary and secondary data sources. In primary data collection, TANAPA and NCAA staff, tour operators, domestic tourists, tourist organizations staff and randomly selected individuals from markets and streets were interviewed on issues regarding domestic tourism. The interviews were conducted to people of 17 years old and above. Five sets of questionnaires and a checklist were used as tools in data collection. The first questionnaire addressed TANAPA and NCAA management thus known as “TANAPA and NCAA management questionnaire.” The second one addressed gate clerks and park guides thus known as “gate clerks and park guides questionnaire.” The third one addressed tour operators and tourist organizations thus known as “tour operators and tourist organizations questionnaire.” The fourth one addressed domestic tourists thus known as “domestic tourists questionnaire” and the fifth one addressed selected individuals from markets and streets thus known as “randomly selected individuals from markets and streets questionnaire.” The questionnaires were formulated to assess the factors affecting wildlife based domestic tourism in northern Tanzania tourist circuit. The questionnaire consisted of two main categories of questions,

namely closed and open-ended questions. In the closed questions, a number of alternative answers were provided and respondents chose from a set of answers. Open-ended questions on the other hand, were designed to allow the respondents to provide their own answers and also to give them freedom to express their views, experiences and opinions.

Other primary data were collected through personal observation on issues like domestic tourist facilities, services, costs, mode of transport, category of tourists (group, purpose of trip) and attractions. Informal discussions with TANAPA management, NCAA management, tour operators and other tourism stakeholders was used to fill the data gaps from other methods. Secondary data were collected from tourist organizations (TATO and TTB), Lake Manyara and Tarangire NPs, NCAA, College of African Wildlife Management (CAWM), Sokoine National Agricultural Library, tour companies, tourist hotels, lodges, camps, cultural tours and curio shops. Journals, brochures, magazines, leaflets, publications, and unpublished reports (visitors' statistics) were reviewed to provide information on general aspects and specific issues such as tourists trend, tourists category of residence, attractions, facilities, services, marketing, and awareness. Permission from authorized personnel was sought before documents could be obtained from some of these sources.

3.5 Pretesting of the questionnaires

To ensure validity of questionnaires, the first drafts were pretested to 10 domestic tourists, 2 tour operators, 10 randomly selected individuals, 1 TANAPA and 1 NCAA staff. Respondents for pretesting were drawn from the population which was in the survey (Flower, 1993) with similar characteristics as the respondents included in the main survey.

Pretesting helped the researcher to ensure validity of the questions and enabled the researcher to make the necessary corrections to the questions. All respondents who were involved in pretesting were excluded from the sample. The questionnaires were formulated in English and translated into Kiswahili to facilitate easy communication during data collection process.

3.6 Conducting the survey

Formal survey involved questionnaire administration, interviews, discussions and observations. Prior to the day of administering questionnaires the researcher sought the permission from responsible authorities and informed park wardens, market leaders and tour operators on the purpose of the study. Respondents were interviewed personally by the researcher after initial appointments.

3.7 Data processing and analysis

Primary data collected from primary sources were summarised, coded and later on analysed. Quantitative data were analysed using the statistical package for social science (SPSS) computer software and Microsoft excel package. Content and structural functional analysis was used to analyze the qualitative data.

In this statistical package, univariate analyses were used to summarize the information relating to each variable. The results in the form of frequency distribution tables with the number of respondents falling in a particular attribute and respective percentage was shown. Bivariate analyses through cross-tabulation subprogram were used to generate analogy report for factors affecting domestic tourism in the northern tourist circuit. χ^2 test

was used to determine if there was a relationship between visit to PAs and variables such as category of residence, age, purpose of visit, occupation of respondent. The secondary data from tourist statistics for the number of international and domestic tourists from 1998 to 2003 were presented by charts and graphs using the Microsoft Excel package. From the graphs the trend line was drawn to show the change of number of tourists per years.

Content and structural function analysis techniques were used to examine qualitative data and information. Data analysed qualitatively were those obtained through verbal discussion, observation, documents and reports. In this way the recorded dialogue with respondents was broken down into the smallest meaningful units of information or themes and tendencies. This helped in ascertaining values and attitudes of respondents (Kajembe, 1994).

Structural-functional analysis was used to explain the social facts by the way in which they relate to each other within the social system and by the manner in which they were related to the physical surroundings. This type of analysis helped the researcher to distinguish manifest and latent functions. Manifest functions are those consequences, which are intended and recognised by the actors in a system, while latent functions are those consequences which are neither intended nor recognized (Manyika, 2000).

3.8 Limitation of the study

- Domestic tourists in the northern circuit had a very short time in such a way that it was not easy for them to concentrate and fill the researcher's questionnaires. Some of the distributed questionnaires were not filled and some respondents left with

them. The researcher had to make more photocopies of the questionnaire and stay longer than the intended time in order to get sufficient data.

Data collection was done during the high tourist season and thus most tour companies were very busy as they had many customers. Thus, it was difficult to fill the questionnaire or have a conversation. The researcher was obliged to give them more time and revisit the companies frequently. This situation interfered with data collection schedule.

Some of the respondents in protected areas had no exact statistics of the number of domestic tourists. The records available included business people like tour companies' drivers, guides, lodge workers, hotel workers, camps workers, researchers and domestic tourists. This made the number of domestic tourists to be higher than the actual one. Therefore, it was difficult to know exactly the number of domestic tourists separate from other groups. What is presented are actually estimates given by respondents and secondary data from TANAPA, Ngorongoro Conservation Area Authority (NCAA) and TTB.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Background characteristics of respondents

4.1.1 Characteristics of domestic tourists

4.1.1.1 Sex

Table 1 shows that more than half (62.9%) of domestic tourists were males and 37.1% were females. According to the African culture men have fewer roles to play in the society and are not bound by the cultural restrictions like females. Therefore they have more opportunity to move from one place to another even to travel. Also men participate in activities like hunting, honey harvesting and collection of building materials. This enables them to know more about wildlife and tourism as they can easily get access to information and make the decision to visit PAs. For women, the situation is different because they stay at home doing domestic chores like baby caring, washing, cooking, fetching water and other family responsibilities, therefore they cannot access information easily. Apart from that, in order for the women to travel prior permission has to be sought from men which sometimes the right to travel can be denied.

Table 1: Distribution of domestic tourists by sex (n=140)

Sex	Number of respondents	Percent (%)
Male	88	62.9
Female	52	37.1
Total	140	100.0

4.1.1.2 Education

Education tends to broaden horizons beyond habit and traditions of individuals, encouraging involvement of an individual in development skills. Table 2 shows that, the majority of the domestic tourists were educated, with most having secondary (37.9%) and college education (29.3%). Few had university (16.4%) and primary education (15.7%) and the remaining 0.7% had no formal education. This indicates that there is a higher chance for the respondents to have access to tourism information and understand its importance.

Table 2: Distribution of domestic tourists by the highest formal education attained (n=140)

Education	Number of respondents	Percent (%)
Primary	22	15.7
Secondary	53	37.9
College	41	29.3
University	23	16.4
No formal education	1	0.7
Total	140	100.0

A person's level of education has a positive relationship with the level of participation in development activities. The level of education exposes one to various experiences and helps them to develop confidence and ability to perform and participate in various development activities (Nanai, 1993).

4.1.1.3 Age and category of residence

Table 3 shows the age and category of residence of groups of people who mostly visit NCA, Tarangire and Lake Manyara NPs. It seems age group of 26 – 37 years were the most active group in visiting PAs. Age group of 26 – 31 years had highest percentage

(27.1%) followed by age group of 32 – 37 years (22.1%). The age group of <20 years and >49 years seldom visit the PAs as they had the lowest record (7.9%). The χ^2 test on age showed that, there was a significant ($P<0.001$) influence of age on visiting the PAs.

Table 3: Age and category of residence for the domestic tourists in the northern tourist circuit in Tanzania (n=140)

Age group	Category of residence		Total
	Urban	Rural	
Years	%	%	%
<20	2.9 (4)	5.0 (7)	7.9 (11)
20 – 25	7.9 (11)	3.6 (5)	11.4 (16)
26 – 31	17.9 (25)	9.3 (13)	27.1 (38)
32 – 37	17.1 (24)	5.0 (7)	22.1 (31)
38 – 43	10.0 (14)	5.0 (7)	15.0 (21)
44 – 49	4.3 (6)	4.3 (6)	8.6 (12)
>49	3.6 (5)	4.3 (6)	7.9 (11)
Total	63.6 (89)	36.4 (51)	100.0 (140)

Note: Figures in parentheses are number of respondents (n)

Pearson χ^2 value for age = 58.655, df = 6, $P<0.001$

Pearson χ^2 value for area of residence = 5.283, df = 5, $P<0.382$

The high percentage observed for the age of 26 – 37 years to be the actively visiting group to the PAs could probably be associated with the fact that many people in this category are employees and therefore visit the PAs as working groups and rarely as individuals (Ann, V.S. personal communication, 2004). The low percentage (7.9%) for the age group of <20 years could be due to the fact that this study didn't consider people with <17 years old because many are pupils and students and they visited PAs mainly for educational purposes. The age group of >49 years had an opinion that young and middle aged group are supposed to visit the PAs and not them because these two groups are strong and actively working. This could probably be the reason for the low percentage for such a group.

Seymour (2003) in South Africa showed that, the domestic tourist market does not seem to have any significant bias or leaning in terms of age. The only exception appears to be the 50+ years old segments because few of them can manage to visit the PA. When considering the category of residence, there was no significant influence ($P>0.05$) of category of residence on tendency to visit the PAs. People from urban (63.6%) visit PAs more frequently than those from rural areas (36.4%) (Table 3). There could be a set of good reasons as to why such a difference exists. One of the factors is probably an income difference between the two groups. Urban dwellers have higher income which most receive from salaries while in rural areas income is mainly from agriculture which does not pay much in Tanzania. Also, money circulation in urban areas is higher than rural areas. Another reason is that the social services and communication in urban areas are better than rural areas. Therefore it is easier for urban dwellers to access tourism and travel information than rural people.

4.1.1.4 Occupation and purpose of visiting PAs

Most of the workers visited PAs for recreation or leisure purposes (55.7%). Some of them visited the PAs for education and research purposes (32.9%) while few visited to see friends and relatives (4.3%) and to attend conferences (0.7%). Academicians mainly visited PAs for two purposes, which are either recreation or education (Table 4).

Table 4: Occupation of respondents and the purpose of visiting the PAs (n=140)

Occupation	Purpose of the trip (n=140)				
	Visit friends or relative %	Recreation or leisure %	Education or research %	Attend conference %	Others %
Academician	2.3 (1)	46.5 (20)	48.8 (21)	-	2.3 (1)
Economist	-	66.7 (2)	33.3 (1)	-	-
Accountant	-	75.0 (9)	8.3 (1)	8.3 (1)	8.3 (1)
Student	34.8 (8)	65.2 (15)	-	-	-
Farmer	9.1 (1)	90.9 (9)	-	-	-
Business person	6.7 (1)	60.0 (9)	6.7 (1)	-	26.7 (5)
Health workers	6.3 (1)	62.5 (10)	25.0 (4)	-	6.3 (1)
Casual labours	100.0 (1)	-	-	-	-
Other works	6.3 (1)	62.5 (10)	18.8 (3)	-	12.5 (2)
Total	4.3 (6)	55.7 (78)	32.9 (46)	0.7 (1)	6.4 (9)

Note: Figures in parenthesis are the number of respondents (n)

Pearson χ^2 value = 93.328, df = 32, $p < 0.0001$.

The χ^2 test showed that, occupation of respondents had a strong significant influence ($P < 0.0001$) on the purpose of visiting the PAs. This might be due to the fact that employed people have some knowledge about tourism and trips can easily be organized in groups by workers or an employer.

4.1.1.5 Domestic tourists who had visited the PA before

Table 5 shows that, 60.7% of domestic tourists had visited PAs whereas 38.6% had never visited a PA before. Probably these results are due to the increase of marketing and awareness campaigns to Tanzanians through the Dar es Salaam International Trade Fair (DITF), *Nanenane* Farmer's Exhibition, and *Karibu* Travel Fair in Arusha. Another reason is that, people can afford day trips because the PAs are close to cities. Not only that, but the attractions also motivate more people to visit PAs.

Table 5: Distribution of domestic tourists who had visited the PA before (n=140)

Response	Number of respondents	Percent (%)
Yes	85	60.7
No	54	38.6
No response	1	0.7
Total	140	100.0

4.1.1.6 Reasons for domestic tourists revisiting the PAs

Most of the respondents (95.0%) wished to revisit the PAs because they were impressed by the natural environment (57.9%), wanted to learn more about animals (23.6%) and they wanted to see the attractions which they did not see during their earlier visit to the PAs (13.6%) (Table 6). About 99.0% were willing to recommend a trip to another person. These results agree with the study done in Kwa Zulu Natal, which showed that the majority of domestic tourists regarded their trip as enjoyable and stated that they would return in the next twelve months. On the whole, domestic tourists who visited the province indicated to advise their friends and relatives to visit the province (Seymour 2003).

Table 6: Reasons for domestic tourists revisiting the PAs (n=140)

Reasons	Number of respondents	Percent (%)
Impressed by the natural environment	81	57.9
Wanted to learn more about animals	33	23.6
Wanted to see the attractions which they did not see during the visit	19	13.6
No response	7	4.9
Total	140	100.0

4.1.1.7 Information dissemination system and domestic tourist visits to PAs

Results in Table 7 show that, information dissemination systems that influenced domestic tourists to visit the PAs were oral communication (71.4%), newspapers, leaflets, brochures (13.6%), promotion campaigns (8.6%) and TV and Radios (6.4%). Oral communication

was the most efficient information dissemination system. Seymour (2003) reported that the word of mouth communication is the most important factor that influences domestic tourists to visit destinations in Kwa Zulu-Natal. The research conducted in Australia Halse Lodge Guest House, on the number of sources that backpackers heard about Noosa Heads indicated that, about 51.0% of the backpackers heard of Noosa Heads by word of mouth (Bean, 2002).

**Table 7: Distribution of domestic tourists by information dissemination system
(n=140)**

Dissemination system	Number of respondents (n)	Percent (%)
Oral communication	100	71.4
Newspapers/leaflets/brochures/books	19	13.6
Promotion campaigns	12	8.6
TV and Radios	9	6.4
Total	140	100.0

The oral communication plays a more decisive role than any other information source, primarily because the word of mouth advertising has greater credibility. A negative word of mouth can have devastating effects, because consumers seem to place more weight on negative information in making evaluations than on positive information (Shimp, 2000).

4.1.1.8 Factors that attracted domestic tourists to PAs

Most of the respondents claimed to have visited the PAs simply because of watching wild animals (47.9%), special attractions like hot springs, tree climbing lions, crater, Olduvai Gorge (30.0%), scenery (20.7%) and very few (0.7%) visited for business purposes (Table 8).

Table 8: Factors that attracted domestic tourists to visit PAs (n=140)

Attractions	Number of respondents	Percent (%)
Wild animals	67	47.9
Scenery	29	20.7
Business	1	0.7
Hot	42	30.0
spring/crater/lake/gorge		
No response	1	0.7
Total	140	100.0

4.1.2 Characteristics of randomly selected individuals from markets and streets

4.1.2.1 Sex

Table 9 shows that more than half (54.9%) of randomly selected individuals were males and 45.1% were females. This might be due to the fact that few women are employed or doing business as compared to men. Another reason is some women feel inferior in front of men in giving their opinions and answering questions due to prevailing cultural restrictions.

Table 9: Distribution of randomly selected individuals from markets and streets by sex (n=142)

Sex	Number of respondents	Percent (%)
Male	78	54.9
Female	64	45.1
Total	142	100.0

4.1.2.2 Education

More than half of the respondents had primary education (53.5%), followed by secondary education (26.8%) (Table 10). Few had college education (13.5%) and only 0.7% had university education. About 3.5% had no formal education. The chance for the respondents to have wider tourism knowledge, access to information and understand its importance and visit PAs is low as many had primary education. This is so because the

level of education has a positive relationship with the level of participation in various development activities (Ghasia, 2003).

Table 10: Distribution of randomly selected individuals by education (n=142)

Education	Number of respondents	Percent (%)
Primary	76	53.5
Secondary	38	26.8
College	19	13.5
University	1	0.7
No formal education	5	3.5
No response	3	2.0
Total	142	100.0

4.1.2.3 Occupation

Table 11 shows that more than half (52.1%) of the respondents were small scale business persons, 17.6% were employed, 12.7% were casual labourers, 6.3% were tailors, 4.2% were farmers, 3.5% were artisans and 3.5% were students/pupils. The results show that there are many people doing business probably because in cities the main activity is exchange of goods and services; and thus because many people living in cities have primary education, the only possible work to get their basic needs is small scale business.

Table 11: Distribution of randomly selected individuals by occupation (n=142)

Occupation	Number of respondents	Percent (%)
Formal employment	25	17.6
Farmers	6	4.2
Small scale business	74	52.1
Tailors	9	6.3
Casual labourers	18	12.7
Artisans	5	3.5
Students/pupils	5	3.5
Total	142	100.0

4.1.2.4 Purpose of travel to different places

About 93.7% of the respondents reported travelling as an important activity. More than half responded that their main purpose of travel was to visit friends and relatives (87.3%) while 7.7% was for business, 1.4% was for education or research and 2.1% was for other reasons (Table 12). Similar survey conducted in South Africa showed that, during a twelve-month period, South Africans had undertaken a total of 34 million trips. More than half (59.0%) of these were to visit friends and relatives (Rule, 2003).

Table 12: The purpose of travel by randomly selected individuals (n=142)

Purpose	Number of respondents	Percent (%)
Friends and relatives	124	87.3
Business	11	7.7
Education/research	2	1.4
Recreation	2	1.5
Other reasons	3	2.1
Total	142	100.0

4.1.2.5 Awareness of domestic tourism

More than half of the respondents (53.5%) were unaware of domestic tourism while 45.1% knew about domestic tourism (Table 13). These results might be due to the fact that in the past, tourism was perceived as white man's activity as PAs were demarcated and protected with laws by Europeans after the scramble for and division of Africa in 1885. Also many tourist agents put more emphasis on international than domestic tourism. Currently responsible persons in tourism industry are putting more emphasis to domestic tourism as it has been shown repeatedly that international tourism while playing a significant role in sustaining tourism industry, it is very sensitive to matters that have no local controls (Ufunguo, 2002).

Table 13: Awareness of randomly selected individuals on domestic tourism (n=142)

Response	Number of respondents	Percent (%)
Yes	64	45.1
No	76	53.5
No response	2	1.4
Total	142	100.0

4.1.2.6 Constraints to visiting PAs

Table 14 shows that 91.5% would wish to visit PAs, but they were restricted by their income, lack of time and enough information. These results are supported by research done at Kwa Zulu Natal whereby the respondents, indicated that they were not likely to visit the province in the next twelve months. The most important reasons were financial, perceptions of personal safety, lack of interest and the fact that they did not have friends or relatives in this province (Seymour 2003).

About 8.5% of the respondents did not want to visit PAs because they were not interested as there was no importance. They were of the opinion that whites do not have many wild animals in their natural environment so they are supposed to come and pay us to see them.

Table 14: Distribution of randomly selected individuals by constraints to visit PAs (n=142)

Response	Number of respondents	Percent (%)
Yes	130	91.5
No	12	8.5
Total	142	100.0

4.1.3 Characteristics of tour operators

Tour operators did not consider domestic tourism important as they dealt mainly with international tourism (100%) and reported not to have marketing strategy to domestic

tourism. However, they were of the opinion that no tour operator will reject business. All tour operators will take any tourist who asks to go on safari. Of course any smart tour operator will put efforts in markets that offer the most chance of success. Once Tanzanians make necessary changes and decide to visit PAs then tour operators will start marketing to Tanzanians.

4.2 Trends of growth in tourism in the northern tourist circuit

4.2.1 Overall trend of tourism in the three PAs

Figure 2 shows a trend line of the number of international and domestic tourists in the three PAs between 1998 and 2003. The trend shows that there was a general increase in the number of tourists over this period. However, the number of tourists for each PA varies from each other as shown in Figures 3, 4 and 5 for NCA, LMNP and TNP, respectively.

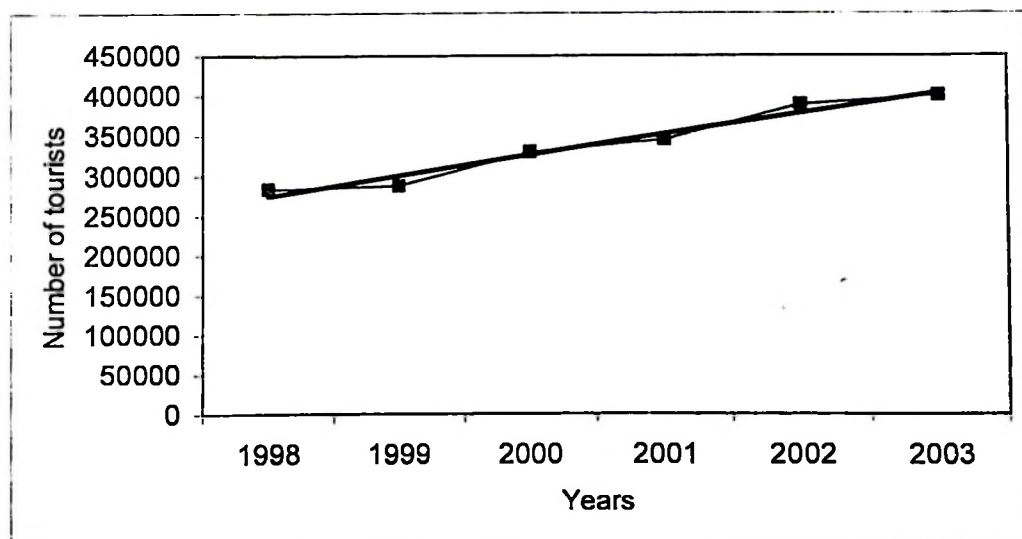


Figure 2: A trend line showing an overall number of domestic and international tourists for the NCA, Lake Manyara and Tarangire National Parks

Figure 3 shows that, there was an increase in number of tourists between 1998 and 2003 in NCA. In Lake Manyara and Tarangire NPs such a linear increase as in NCA was not observed, as there was a drop in the number of tourists in the year 2000 and 2001 for Lake Manyara NP (Fig. 4) and 1999 for Tarangire NP (Fig. 5). Despite an increase in the number of tourists in all three PAs, NCA receives about 3.5 and 4.2 fold of the tourists' in Lake Manyara and Tarangire NPs, respectively.

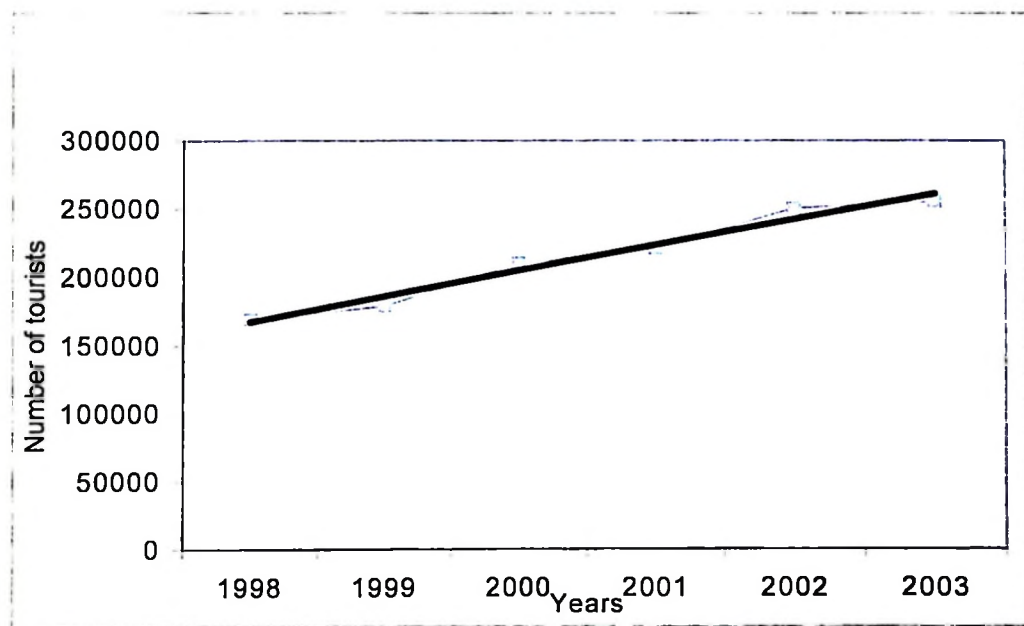


Figure 3: A trend line showing domestic and international tourists in Ngorongoro Conservation Area from 1998 – 2003

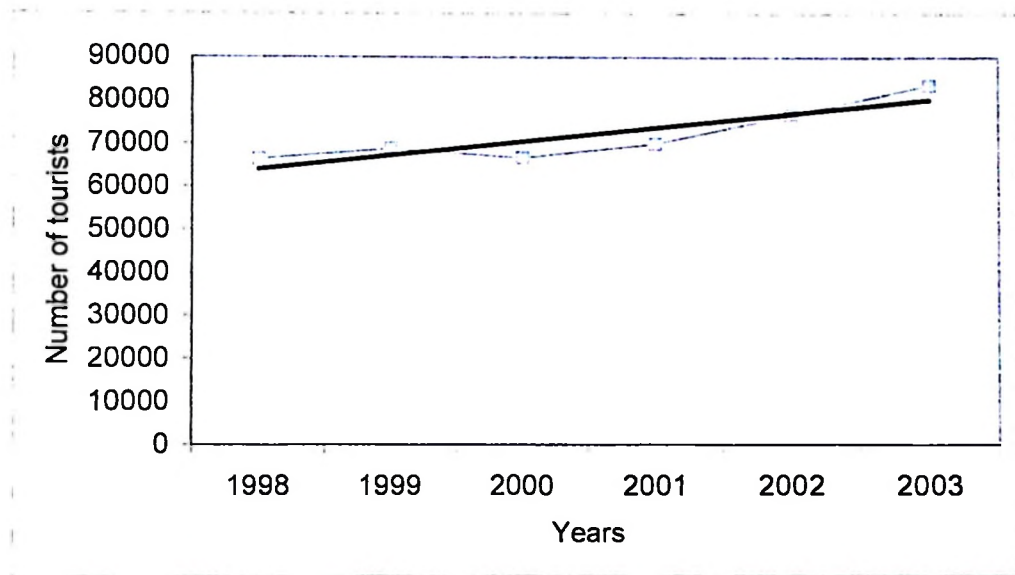


Figure 4: A trend line showing domestic and international tourists in Lake Manyara National Park for the year 1998 – 2003

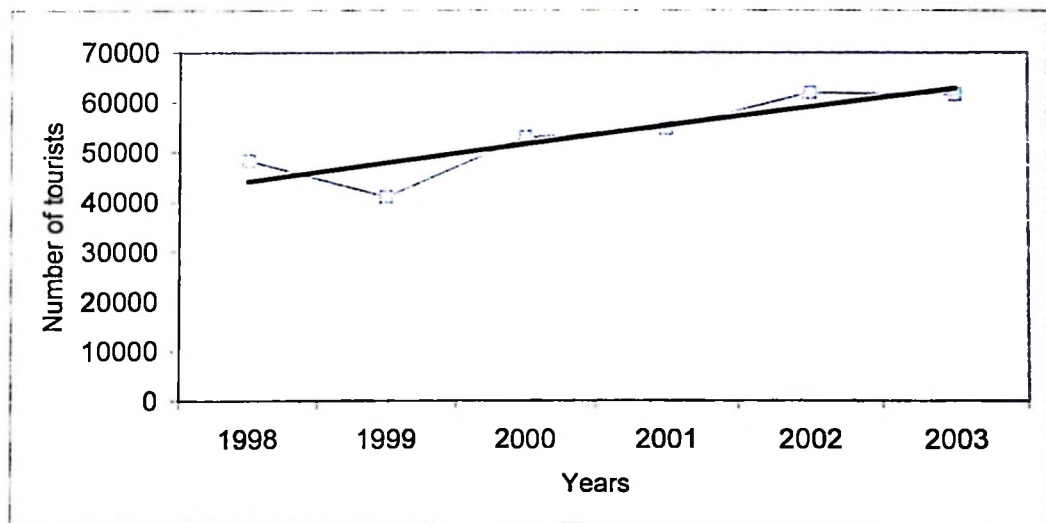


Figure 5: A trend line showing a number of domestic and international tourists in Tarangire National Park for the year 1998 – 2003

There are four reasons, which can elucidate why NCA receives more tourists than the rest of the PAs. The first reason is that many tourists go to NCA so as to visit the crater in which the big five animals (elephant, lion, leopard, rhinoceros, and buffalo) are easily seen. Apart from the crater itself and the big five, other attractions inside the crater like Leraï forest, Lake Makat, swamp and other wild animals attract more visitors. The second reason is that NCA is the gateway to Serengeti NP therefore tourists have to pass through NCA before getting to Serengeti and sometimes tourists tend to visit NCA before leaving for Serengeti. The third reason is the presence of the archaeological site namely Olduvai Gorge where Dr. Louis Leakey and his wife Marry Leakey discovered the remains of the earliest man in the world (the 1.75 m year old *Zinjanthropus* skull and the 3.5 m year old Laetoli footprints). Fourthly, a well built tarmac road from Makuyuni to NCA via Lake Manyara NP facilitates daytrips from nearby cities.

Figure 6 shows the proportional contribution of domestic and international tourists for each PA. From Figure 6, it is clear that NCA contributes about 63% of the total tourists in all three PAs followed by Lake Manyara NP and finally Tarangire NP, which receives the lowest number of tourists. The reasons for NCA receiving more tourists than the rest of the PAs are the same as those given above.

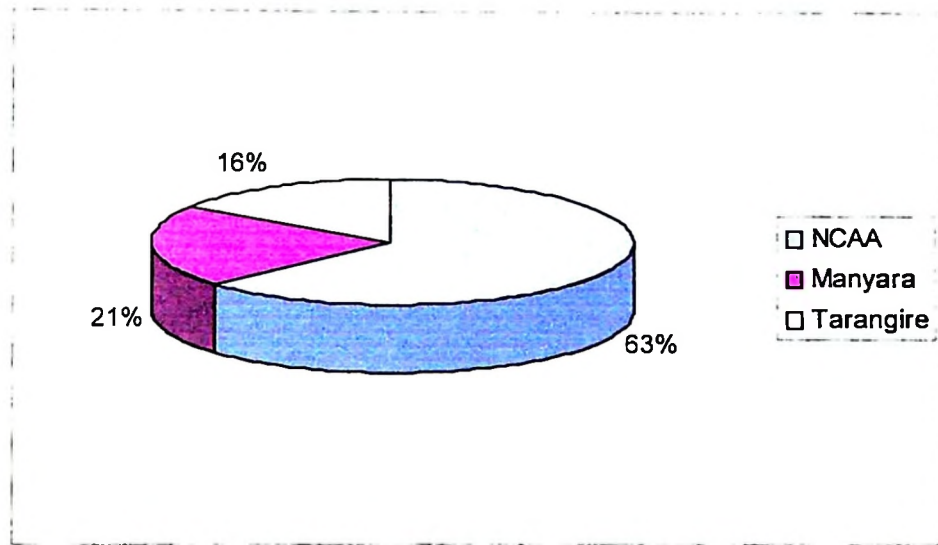


Figure 6: Percentage contribution in number of tourists for the NCA, Lake Manyara and Tarangire National Parks

4.2.2 The trend of domestic tourists in the three PAs

The overall domestic tourists visiting the three mentioned protected areas (Fig. 7) increased from the year 1998 to 2003. A drop in the total number of tourists was observed in the year 2003. This is probably due to the fact that number of domestic tourists for the two NPs is affected by NCA. The number of domestic tourists in NCA dropped in 2003 although it increased for the two NPs in the same year. However, domestic tourists are expected to increase in future.

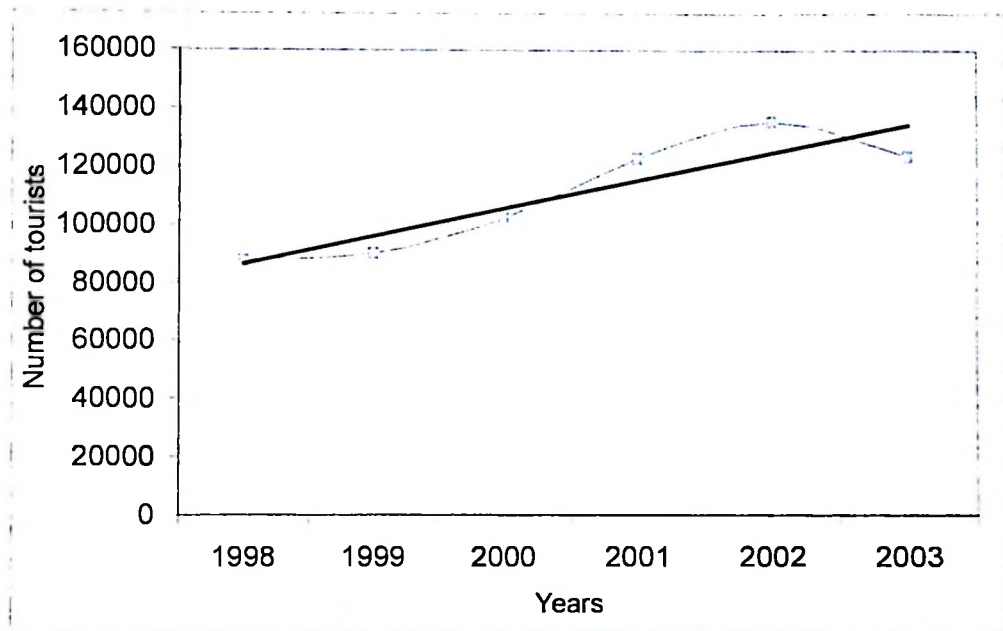


Figure 7: A trend line showing the number of domestic tourists for the NCA, Lake Manyara and Tarangire National Parks for the year 1998 - 2003

The trend for the number of domestic tourists for the three PAs in Figure 7 is almost similar to that of NCA in Figure 8. This is because the number of domestic tourists in NCA exceeds that of Lake Manyara and Tarangire NPs by 4.5 and 4.6 times respectively.

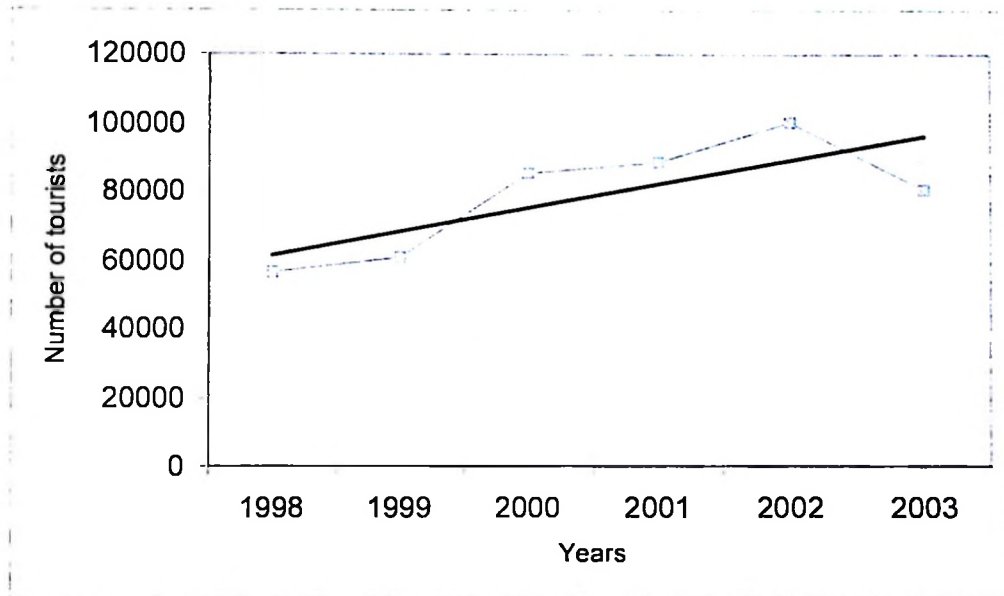


Figure 8: A trend line showing the number of domestic tourists in NCA for the year 1998 - 2003

There was a gradual decrease in number of tourists in Lake Manyara NP from the year 1998 to 2000 (Fig. 9). A small increase in the year 2001 was observed which again dropped in the year 2002 then sharply increased in the year 2003. Generally, tourism in Lake Manyara NP is intermittent; however, there could be hope of increasing the number of domestic tourists, as there was a tremendous increase in the year 2003.

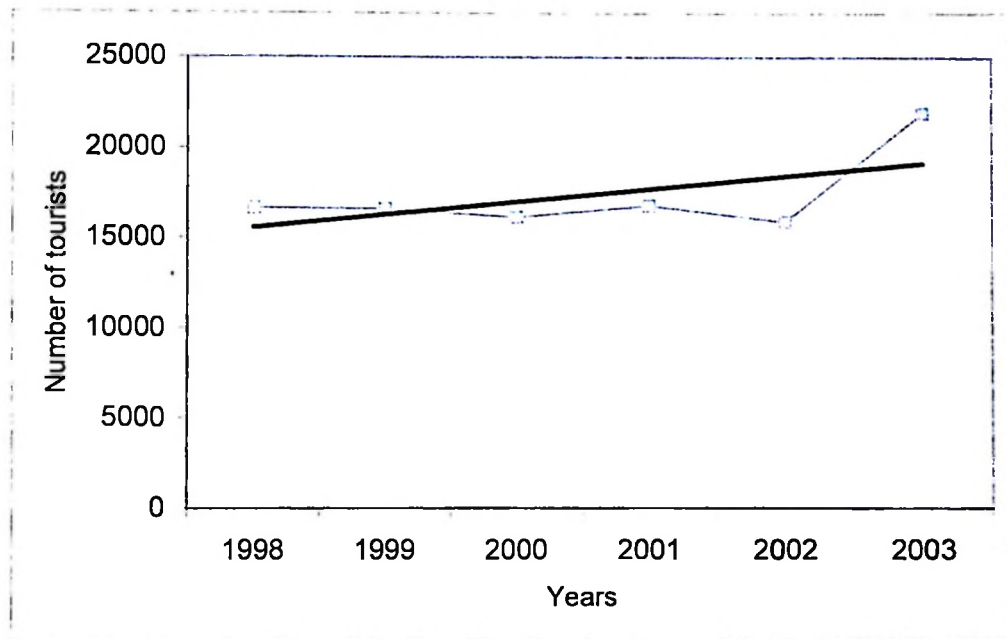


Figure 9: A trend line showing the number of domestic tourists in Lake Manyara National Park for the year 1998 - 2003

In Tarangire NP, the number of domestic tourists dropped in the year 1999 (Fig. 10). The number increased in the year 2000 and continued to increase to the year 2003. The general reasons for an increase in the number of domestic tourists in the three PAs could probably be due to improved marketing and promotion campaigns. The trade fairs such as *Karibu* Travel Fair in Arusha, Dar es Salaam International Trade Fair and *Nanenane* exhibitions have created awareness to many people in the country and hence the increase in domestic tourists. Also, improved services such as cheap transport in NCA crater and provision of cheap accommodation such as hostels in Tarangire and huts (*bandas*) in Lake Manyara NP could have resulted into a positive attitude towards visiting PAs (Melita, P.A. personal communication, 2004).

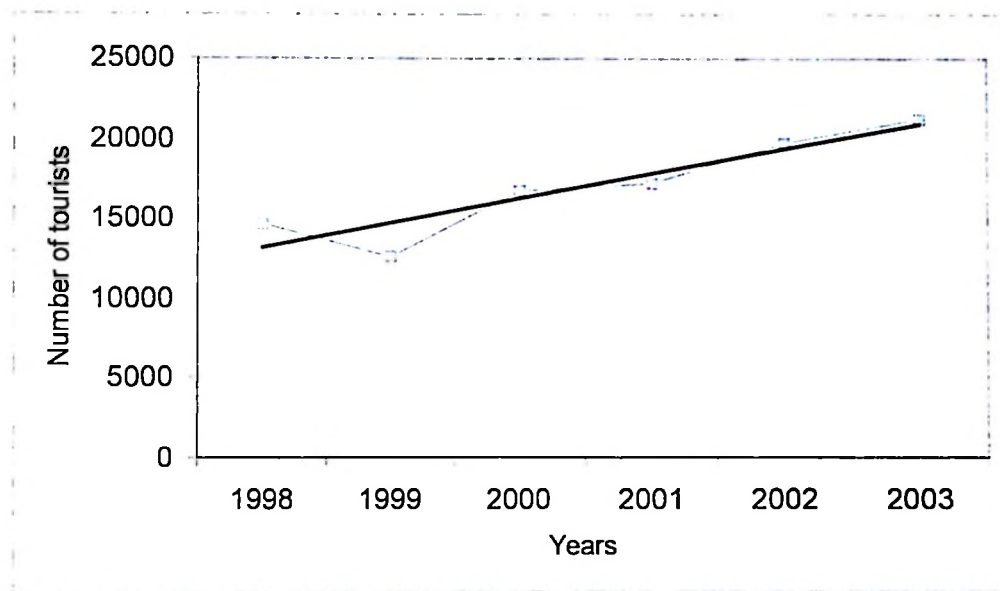


Figure 10: Trend line showing the number of domestic tourists in Tarangire National park

In addition to improvement in the services in the parks and creation of awareness to most of Tanzanians, reduction in the cost of visiting the PAs for domestic tourists (see Appendix 1) could be another contributing factor which influences Tanzanians to visit the PAs.

The percentage of domestic tourists (Fig. 11) was almost similar for the period between 1998 and 2000, which was about 31.0%. However, the percentage increased in the year 2001 and slightly decreased in the year 2002 then dropped again to about 31.0% in the year 2003. Generally, an average of 33.3% was a representative fraction of domestic tourists in the three PAs over the past six years.

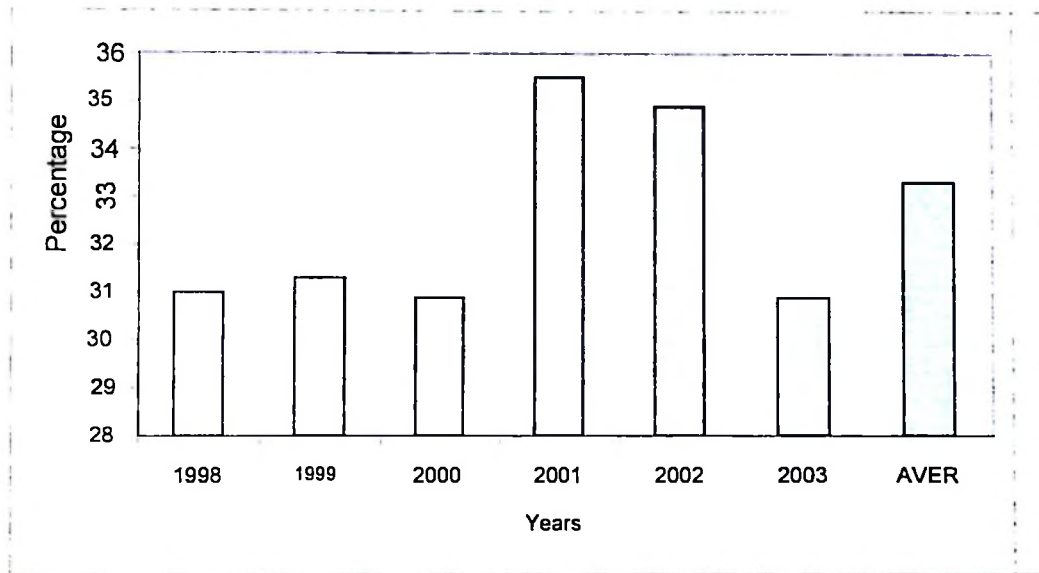


Figure 11: Percentage of domestic tourists over the past six years (1998 – 2003) in the NCA, Lake Manyara and Tarangire National Parks

Wild (1994) quoted by Honey (1999) observed that most tourists in Tanzania were international, and few Tanzanians. The author pointed out that Tanzanians have not been able to experience tourist attractions due to financial limitations, lack of tourism knowledge coupled with the problem of fewer programs that enable citizens to participate in domestic tourism. This is contrary to developed countries like United States of America (U.S.A.) where domestic tourism is four to five times larger than international tourism (Honey, 1999).

4.3 Factors affecting domestic tourism in the Tanzania northern tourist circuit

4.3.1 Low income

The number of local visitors to any PA in Tanzania is extremely low. Certainly for most people in Tanzania, visits to wildlife areas remain an economic impossibility because they

do not see themselves as able to pay the necessary expenses in order to participate and enjoy their heritage. Generally, low income seemed to be a big obstacle (77.0%) to domestic tourism (Table 15).

Table 15: Response of three categories of interviewed people on factors affecting domestic tourism (n=309)

Factors	Randomly selected respondents (%)	Tour operators (%)	Domestic tourists (%)	Average (%)
Income	72.3	85.2	73.6	77.0
Distance	11.3	-	18.6	10.0
Culture to travel for leisure	19.1	29.6	40.0	29.6
Lack of awareness	55.3	81.5	78.6	71.8
Time and opportunity	43.3	11.1	-	18.1
Interest	70.9	51.9	36.4	53.1
Lack of education on tourism	29.1	55.6	74.3	53.0
Bureaucracy		-	5.0	1.7
Self importance	37.6	22.2	-	19.9
Discrimination	1.4	-	32.9	11.4
Cost	11.3	51.9	39.3	34.2
Poor services	-	-	25.7	8.6
Total	351.8	389.0	424.3	424.3

Note: Total percentage exceeds 100 as one respondent could have more than one option from a set of answers

The majority of people in Tanzania are not government or parastatal employees, therefore, depend entirely on agriculture which does not pay much. The results are consistent with those reported by Rochanutama (1998) that, household income directly affects Bangkokian's demand for domestic tourism. Research has shown that people in rural areas live at the bottom side of poverty line with a daily income of less than 1,000 Tanzanian

shillings (IFAD, 2002). Considering the scale of needs of such category of people and their meagre budget line, it is unlikely that they can afford to visit the PAs.

4.3.2 Lack of awareness

Lack of awareness also seemed to be another factor that hinders domestic tourism in the country. Table 15 shows that an average of 71.8% of the three categories of the respondents reported lack of awareness to be a setback towards development of domestic tourism. Experience has shown that local people in particular, who have been living nearby parks, are most inclined to support park outreach work. Furthermore, national awareness of the importance of wild places and of tourism as a crucial revenue earner may prevent the destruction of such resources. Thus, it is believed that in addition to the present efforts, to promote domestic tourism in Tanzania, more is needed to be done on the creation of awareness to a good number of Tanzanians.

4.3.3 Lack of interest and lack of importance

Despite the fact that some efforts on promotion campaign have been done so as to improve domestic tourism, about 53.0% of the respondents reported lack of interest to be a constraint to most Tanzanians not to visit PAs (Table 15). However, it is difficult to distinguish between lack of interest and lack of importance (20.0%) where people think of material gain rather than leisure in visiting the PAs. Most of the people think that tourism is a white man's activity as most PAs were proclaimed by whites without consultation with, or the approval of the affected rural communities. Apart from this some of wild animals are dangerous, and destroy crops in some rural areas therefore some people do not see the importance of paying money to see them.

It was reported earlier that in the USA, domestic tourism accounts for about four to five times the international tourism (Honey, 1999). In Australia, domestic tourism is three times more than the international tourism (Shea and Sharp, 1993; Moore and Carter, 1993). This difference is due to the level of development whereby developed countries like USA are at the level of mass consumption while developing countries are at a take-off stage of development. This could have an impact on the scale of preference where things like tourism are placed almost at the end of the scale. Therefore, people do not bother to seek information on attractions available in the PAs like the crater, hot springs, tree climbing lions and the scenery instead they only think animals as the only attraction in PAs.

4.3.4 Poor tourism education

Lack of interest could also lead to poor education on tourism. Some respondents (53.0%) suggested that lack of tourism education could be a factor that leads to low domestic tourism (Table 15). Lack of adequate education, training and awareness opportunities limit meaningful participation in the tourism industry. Education at all levels must be developed to enable people to understand the interrelationships between humans and the environment. This is for better natural resources management, and ultimately for safeguarding the biosphere on which we all depend.

4.3.5 Bureaucratic system

The above-mentioned factors hinder the development of domestic tourism. However, there are other minor factors which if not rectified might lead to the dwindling of domestic tourism. Table 15 shows that about 1.7% of the respondents reported bureaucratic system

in the PAs, particularly at the park entrance gates that discourage some tourists from visiting PAs. A more simplified and efficient way should be devised such as adopting a card system that is used in Kenya to avoid wastage of time.

4.3.6 Discrimination

Discrimination as reported by 11.4% of domestic tourists and 66.7% of tour operators has also been a factor that has to be looked into (Table 15). Factors like nicknaming students as 'lunch box' and being unnecessarily strict to the domestic tourists especially when they enter some parts of the PAs are supposed to be rectified. This was not only observed in this study but Evonne (2003) reported some hoteliers who do not provide good services to local people, even when they are paying the same money as foreign tourists and Kenyans being discriminated against in some of the major hotels.

4.3.7 Poor services

Table 15 shows that poor services in recreational areas like in hotels also were reported by 8.6% of the respondents. It has been reported by some hotel workers that a white man is served more quickly than a domestic tourist in many hotels. For example, when they enter the hotel, a white tourist is assisted to carry their luggage and during meal time entertainers dance only to whites. Some park employees are very harsh to the domestic tourists and normally penalise them when they mistakenly break the parks regulations (Lyamuya, P. personal communication, 2004). All this is because domestic tourists do not give tips (18.6%) and they spend less in the park (22.2%). There is also a mentality that the US dollar is more valuable than a Tanzania shilling (25.9%).

The process of service delivery needs to be identified to establish ways in which a better service may be provided to the customer (Lovelock *et al.*, 2001). Enhancing the service delivery will bring about higher satisfaction levels and therefore positive word of mouth, which results in increased patronage.

4.3.8 Cost of transport

About 34.2% of the respondents reported cost particularly that of transport to be a snag for development of domestic tourism (Table 15). Most of the domestic tourists (95.7%) who visited PAs used either private or hired transport. Rarely (4.3%), transportation offered by a Tour Company was used (Table 16). These individuals had special reason as they visited PAs just for a honeymoon.

Table 16: Distribution of domestic tourists by mode of transport (n=140)

Transport	Number of respondents	Percent (%)
Private cars/hired	134	95.7
Tour company's	6	4.3
Total	140	100.0

It was observed that, private transport was used only by organisations or institutions while hired transport was used by pupils/students. This might be due to the fact that, it is cheap for domestic tourists to use personal vehicles or hired ones because tour company prices are high and therefore not affordable to many domestic tourists. These results are consistent with the study done in Pennsylvania which revealed that a vast majority (95.0%) of respondents utilized their personal vehicles (Mullen, 2002). Another study at KwaZulu Natal showed that the predominant mode of transport utilized by domestic tourists was personal vehicles (Seymour, 2003).

4.4 Efforts to promote domestic tourism

It has been shown repeatedly that international tourism is very sensitive to matters that have no local controls. The following efforts have so far been done to promote and develop domestic tourism:

Improvement of activities and facilities: Activities such as wildlife viewing, eco-tourism, cultural tourism, historical tourism and conference tourism have been improved. Facilities such as hotels, lodges, camp sites, motels, air strips, roads, water and electricity; and necessary services such as communication, water, food, security, guiding, have been improved and available to every customer.

Participation in trade fairs: Participation in *Karibu* Travel Fair in Arusha, *Sabasaba* Trade Fair and *Nanenane* Farmers' Exhibition, which are done yearly in Dar es Salaam and other regions on rotational basis have created awareness to many people and develop their interest on visiting PAs.

Reasonable park fees: Reasonable park fees for Tanzanians compared to non-residents is another strategy towards promotion of domestic tourism. Appendix 1 shows a comparison of park fees between Tanzanians and non- residents.

Provision of subsidized transport: Provision of subsidized transport to the crater for domestic tourists is a NCA strategy to boost domestic tourism. Also TANAPA has recently started a vigorous promotion of domestic tourism whereby more than 100,000 potential local park visitors (most of whom are park employees) were offered organized

trips at subsidized rates. This incentive needs to be supported in order to encourage community conservation efforts. Groups of local students or villagers may see the park *en masse* using subsidized transport.

Improvement of communication: Improvement of communication channels such as e-mail, fax, telephone, postal services, radio calls and visitor information sources such as books (for reference only), booklets, leaflets, websites, CD-ROMS, videos and post-cards in the information centres at TTB, Tarangire NP, Lake Manyara NP, Serengeti NP and NCA have facilitated information dissemination to many people.

4.5 Opinions for improvement of domestic tourism

Various individuals gave their opinions on how domestic tourism could be improved. Their opinions were as follows:

TANAPA and NCAA in collaboration with the Ministry of Education and Culture should introduce tourism and wildlife as a subject in elementary schools. Most environmental attitudes are formed during childhood. Thus, the school children are important to target for conservation education. Protected areas programs can help to foster more favourable attitude towards conservation, promote sustainable natural resources management and increase PAs systems' flow of benefits to the public by serving as educational resource. Different ways of educating the primary school pupils can be carried out. These include seminars, cinemas, posters, and visits to NPs and other PAs.

The Ministry of Natural Resources and Tourism through its departments should put more efforts in domestic tourism promotion and marketing by using many and different ways such as local and international media (radios, newspapers, magazines, posters and TV. In using these media, simple language should be used so that every person understands what is portrayed. Also, consideration should be put to people in remote areas and other regions which are not reached by trade fairs.

Organizations should arrange trips for employees to visit PAs. This will create awareness not only to workers but also their families and other people whom they know through the word of mouth information dissemination. Tanzanian leaders should show an example by visiting PAs so that they can encourage citizens to do the same and create more awareness to people.

There is a lengthy and bureaucratic process to acquire park entry permits. Therefore, TANAPA and NCAA should look for a simple and short way to save time, such as the use of cards. Provision of cheap transport and accommodation were also recommended. Many people would wish to stay more than one day but they cannot afford tour operator's transport and hotel/lodges accommodation fees.

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

From the present study the following conclusions are drawn:

- a) The number of domestic tourists who visited PAs from urban was higher than those from rural areas. Middle aged people of 26 – 31 and 32 – 37 years were found to be the active group in visiting the PAs.
- b) Tourism was observed to increase with time, however, variations were observed to exist between the PAs. Domestic tourism seemed to improve from the year 1998 to 2003. However, when comparison was made between international and domestic tourism, it was observed that domestic tourism was very low.
- c) Income and lack of awareness were observed to be the main constraints to improving domestic tourism in the country. Other factors like lack of tourism education and interest were also prominent constraints to improving domestic tourism.
- d) Efforts done so far by the Ministry of Natural Resources and Tourism, through TANAPA and NCAA to promote domestic tourism were participation in trade fairs like *Karibu* Travel Fair in Arusha, Dar Es Salaam International Trade Fair, and *Nanenane* Agricultural Exhibition. Reasonable park fees and incentives like

subsidized transport to domestic tourists, and free park entry permit to students and researchers have been put in place.

5.2 Recommendations

The following recommendations are made:

- a) A multi-factorial approach towards improving domestic tourism is of importance since no one factor was found to affect domestic tourism in the country, despite the factors having different weights of importance. Factors reported as minor such as discrimination, bureaucracy and poor services in the parks should be examined as they might create a gap between domestic and international tourists.
- b) The Ministry of Natural Resources and Tourism through its departments and organizations should primarily focus their marketing strategies on residents of regions not reached by trade fairs particularly those living in remote areas. Information should be disseminated to the grass root level. Promoting local tourism will reduce dependence on international tourism.
- c) The Ministry of Natural Resources and Tourism through its departments and organizations should introduce special incentives and design a differentiated product to suit various categories of the local groups by income, age and sex.
- d) The Ministry of Ministry of Natural Resources and Tourism in collaboration with the Ministry of Education and Culture should develop environmental education at all levels to enable people to understand the interrelationships between humans and the environment. Introduction of tourism studies from elementary to higher

education level will improve tourism knowledge for a good number of people and hence improve domestic tourism.

- e) TANAPA and NCAA should look for simple and short procedures to acquire park entry permits in order to save time, such as the use of cards.
- f) Heads of offices or enterprises or institutions or organizations, both public and private, should adopt measures as part of their employment policies to promote domestic tourism and encourage their employees to have domestic leisure travel.
- g) TANAPA and NCAA through the Ministry of Natural Resources and Tourism, jointly with charity organizations should develop special programs of leisure travel to PAs for the aged, the orphans and the underprivileged.
- h) Hotels, resorts, and similar establishments should give incentive packages to domestic tourists and vacation groups.

If the above recommendations are implemented, there is a bright future for domestic tourism in the Northern Tourist Circuit.

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APPENDICES

Appendix 1: Park fees for Tanzanians and non-Tanzanian residence

A: ENTRY PER PERSON IN THE PARK		
Item	Tanzanians (TSHs)	Non-Tanzanians (\$)
>16 years	1,500	25
5 – 16 years	500	5
<5 years	Free	Free
B: PERMIT FOR EACH MOTOR VEHICLE		
Tare wt. up to 2000kg	5,000	30
Tare wt. Between 2000 – 7,000 kgs	10,000	150
Tare wt. >7000 kgs	15,000	200
C: VEHICLE ACCIDENT FEES		
Tare wt. up to 2000kg	50,000	50
Tare wt. > 2000 kgs	100,000	100
Maximum 10 tones		
D: PERMIT FOR CAMPING IN ANY PERIOD OF 24 HRS OR PART THEREOF		
PUBLIC CAMP SITES		
>16 years	1,000	20
5 – 16 years	100	5
<5 years	Free	Free
SPECIAL CAMP SITES		
>16 years	2,000	40
5 – 16 years	100	10
<5 years	Free	Free
E: GUIDEFEES		
Official guides	500	10
F: ACCOMMODATION		
>16 years	5,000	20
5 – 16 years	2,500	10
<5 years	Free	Free

Source: Lake Manyara National Park, 2004.

Appendix 2: Questionnaire for TANAPA and NCAA management

FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN NORTHERN TOURIST CIRCUIT

A: PERSONAL PARTICULARS

1. Name of protected Area (PA).....
2. Name of respondent
3. Occupation
4. Formal Education

B: INFORMATION ON TOURISTS VISITS AND ITS IMPORTANCE

5. When did you start working here?
6. What types of tourists who mainly visit this area (in respect to residence and non residence)?
7. Is domestic tourism important to your PA? Yes/No ()
8. If Yes, what are the benefits acquired from domestic tourism?
 - a).....
 - (b).....
 - (c).....
 - (d).....
9. Is there special transport for domestic tourists? Yes/No ()
10. If yes, please explain.....

11. Among the following groups which one mostly visits this PA? (Circle the appropriate)

(a) Children/pupils (b) Young people (c) Middle aged people (d) Old people

C: INFORMATION DISSEMINATION

12. Is there visitor centre/(s) providing information to the visitors? Yes/No ()

13. If yes, please mention the centre(s)

14. Is there permanent staff to run the visitor centre(s)? Yes/No ()

15. Please select the information available on your area (Write Yes if available and No if not available)

Information type	Available
Books	
Booklets	
Leaflets	
Web Site	
Cd-roms	
Videos	

16. Please list others,,

17. What sorts of communication channels (e.g. tel., fax etc.) does your management use?

(a).....

(b).....

(c).....

(d).....

D: SERVICES AND ATTRACTIONS

18. Are nature-based activities, services and facilities available and if so are they available for different target groups? (Tick where appropriate)

	They are available	For different target groups
Activities		
Services		
Facilities		

19. Please list all major, services and facilities

No.	Activities	Services	Facilities
1			
2			
3			
4			
5			
6			

No.	Activities	Facilities
1		
2		
3		
4		
5		

20. What special services and facilities available for Domestic tourists

21. Is there any different between services offered to domestic tourists to that offered to international tourists? Yes/No ()

22. If yes, why?

23. Do you give any packages to attract domestic guests? Yes/No ()

24. If yes, what is included in your packages?

.....

E: CONSTRAINTS, MARKETING AND EFFORTS UNDERTAKEN

25. Please give your opinion regarding the performance in domestic tourism by circling the number that best suits your comment

(a) Highly successful (b) Successful (c) Partial successful (d) not successful

26. Basing on you profession what do you think could be the factors for poor domestic tourism in Tanzania?

(a)

(b)

(c)

(d).....

(e).....

(f).....

27. Which among the above factors is the main factor?.....

28. Do you have marketing strategies to promote domestic tourism? Yes/No ()

29. If yes, Please explain

30. What are the efforts so far undertaken to boost domestic tourism in Tanzania?

(a).....

(b).....

(c).....

(d).....

31. Are the efforts successful? Yes/No ()

32. If No, what could be the reasons?

33. If yes what are the future strategies for boosting domestic tourism in Tanzania?

a).....

(b).....

(c)

(d).....

34. Briefly explain how Tanzanians are involved in tourism?

.....

35. Please give your opinions on how to improve domestic tourism

.....

Thank you for your time and participation

Appendix 3: Questionnaire for park guides and gate clerks

FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN NORTHERN TOURIST CIRCUIT

A: PERSONAL PARTICULARS

1. Name of protected area (PA)
2. Name of respondent
3. Formal Education

B: INFORMATION ON TOURISTS VISITS AND ITS IMPORTANCE

4. When did you start working here?
5. What types of tourists who mainly visit this area (in respect to residence and non residence)?.....
6. Is domestic tourism important to your PA? Yes/No ()
7. If Yes, what are the benefits acquired from domestic tourism?
 - a).....
 - (b).....
 - (c).....
 - (d).....
8. Is there special transport for domestic tourists? Yes/No ()
9. If yes, please explain.....
10. Among the following groups which one mostly visits this PA? (Tick where appropriate)
 - a) Children/pupils b) Young people c) Middle aged people d) Old people

C: INFORMATION DISSEMINATION

11. Is there visitor centre/(s) providing information to the visitors? Yes/No ()

12. If yes, please mention the centre(s)

13. Please select the information available on your area (Write Yes if available and No if not available)

Information type	Available
Books	
Booklets	
Leaflets	
Web Site	
Cd-roms	
Videos	

14. Please list others,,

E: SERVICES AND ATTRACTIONS

15. Are nature-based activities, services and facilities available and if so are they available for different target groups? (Tick where appropriate)

	They are available	For different target groups
Activities		
Services		
Facilities		

16. Please list all major, services and facilities

No.	Activities	Services	Facilities
1			
2			
3			
4			
5			
6			

17. What special services and facilities available for Domestic tourists

No.	Activities	Facilities
1		
2		
3		
4		
5		

18. Is there any different between services offered to domestic tourists to that offered to international tourists? Yes/No ()

19. If yes, why?

20. Do you give any packages to attract domestic guests? Yes/No ()

21. If yes, what is included in your packages?

.....

F: CONSTRAINTS AND EFFORTS UNDERTAKEN

22. Please give your opinion regarding the performance in domestic tourism by circling the number that best suits your comment

a) Highly successful b) Successful c) Partial successful d) not successful

23. Basing on you profession what do you think could be the factors for poor domestic tourism in Tanzania?

a)

b)

c)

d)

e)

f)

g)

24. Among the above factors which is the main factor?.....

25. Briefly explain how Tanzanians are involved in tourism?

.....

26. Please give your opinions on how to improve domestic tourism

.....

.....

Thank you for your time and participation

Appendix 4: Questionnaire for tourist organizations, travel agents and tour operators

**FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN
NORTHERN TOURIST CIRCUIT**

A: PERSONAL PARTICULARS

1. Name of agent/tour/organization
2. Name of respondent
3. Occupation
4. Formal Education

B: INFORMATION ON TOURISTS VISITS AND ITS IMPORTANCE

5. When did you start working here.....?
6. What types of tourists who mainly are your customers (in respect to residence and non residence)?
7. Is domestic tourism important? Yes/No ()
8. If Yes, what are the benefits
.....
9. Which seasons do domestic tourists like visiting PAs?
10. Why such seasons?
11. Is there special transport for domestic tourists? Yes/No
12. If yes, please explain.....

13. Among the following groups which one mostly visits PAs? (circle where appropriate)

a) Children/pupils b) Young people c) Middle aged people d) Old people

C: INFORMATION DISSEMINATION

14. Is there visitor centre/(s) providing information to the visitors in the area? Yes/No

()

15. If yes, please mention the centre(s)

16. Please select the information available on your area (Tick where appropriate)

Information type	Available	Not available
Books		
Booklets		
Leaflets		
Web Site		
Cd-roms		
Videos		

17. Please list others

18. What sorts of communication channels (e.g. tel., fax etc.) does your management use?

(a).....

(b).....

(c).....

(d).....

19. Do you encounter problems in providing information to the visitors? Yes/No ()

20. If Yes, what problems?

D: MARKETING AND PROMOTION

21. Do you have marketing strategies to promote domestic tourism? Yes/No ()
22. If Yes, What are they?
23. Is marketing and promotion campaigns successful? Yes/No ()
24. If no, why?
25. If Yes, What are the successes of domestic tourism marketing and promotion campaigns?
 (a).....
 (b).....
 (c).....
 (d).....
26. Does the campaign have anything to do with company performance?
 Yes/No ()
27. What views do you give especially about coverage of such campaigns?

28. What special services and facilities available for domestic tourists?
 (a)
 (b)
 (c).....
29. Please provide a brief evaluation of the quality and attractiveness of these activities, services and facilities.....
30. Is there any different between services offered to domestic tourists to that offered to international tourists? Yes/No ()
31. If yes, why?

F: CONSTRAINTS AND EFFORTS UNDERTAKEN

32. Please give your opinion regarding the performance in domestic tourism by circling the number that best suits your comment

a) Highly successful b) Successful c) Partial successful d) not successful

33. Basing on you profession what do you think could be the factors for poor domestic tourism in Tanzania?

- a)
- b)
- c)
- d)
- e)
- f)

34. Which one is the main factor.....?

35. Briefly explain how Tanzanians are involved in tourism?

.....

36. What are future strategies for boosting domestic tourism in Tanzania?

- (a).....
- (b).....
- (c)
- (d).....

33. Please give your opinions on how to improve domestic tourism

.....

Thank you for your time and participation

Appendix 5: Questionnaire for domestic tourists

FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN NORTHERN TOURIST CIRCUIT

A: PERSONAL PARTICULARS

1. Protected area (PA)
2. Name
3. Age.....
4. Sex.....
5. Category of residence.....
6. Occupation
7. Formal Education

B: GENERAL TOURISTS INFORMATION

8. How was your journey?
9. What type of transport did you use?
10. Do you see travel as an important activity or priority in your life?
Yes/No ()
11. If yes; why?
12. What is the main reason for your today's trip? (Circle the appropriate)
 - a) Visit friends/relatives b) Recreation c) Education /research visit
 - d) Attend concert/sports match/event/Conference e) Passing by
 - f) Business g) other (mention).....

13. Have you ever visited this park before? Yes/No ()
14. Describe how you knew this park and decide to visit
.....
15. What main attractions you specifically come for.....
16. Is tourism important to you? Yes/No ()
17. If Yes, why.....
18. If No, why?
19. How often do you visit PAs.....
20. Which seasons do you most like visiting PAs?
21. Why such season?

C: SERVICES AND ATTRACTIONS

22. Are nature-based activities; services and facilities available in this PA and if so are they available for everybody? (Tick where appropriate)

	They are available	They are not available
Activities		
Services		
Facilities		

23. What special attractions, services and facilities have you seen during your visit?

- (a).....
- (b).....
- (c).....
- (d).....

24. Please rate quality and attractiveness of these activities, services and facilities:

(Excellent-1, Very Good-2, Good-3, Fair-4, Poor-5)

Catering	1(Excellent)	2(V/good)	3(Good)	4(Fair)	5(Poor)
Information on site					
Travel					
Advance information					
Access					
Cleanliness					
Staff attitude to visitors					
Value for Money					

25. Would you like to come again? Yes/No ()

26. If Yes, Why?

27. If No, Why?

28. Would you recommend this tour to another person? Yes/No ()

29. Which factors do you think could be the nature of poor domestic tourism in Tanzania?

a).....

b).....

c).....

d).....

e).....

f).....

30. Which one is the main factor?

31. Please give your opinion on what strategies to take to ensure growth of domestic tourism in Tanzania

.....

Thank you for your time and participation

Appendix 6: Questionnaire for randomly selected individuals from markets and streets

**FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN
NORTHERN TOURIST CIRCUIT**

A: PERSONAL PARTICULARS

1. Name of respondent
2. Age.....
3. Sex.....
4. Category of residence.....
5. Occupation
6. Formal Education

B: GENERAL INFORMATION ON TOURISM

7. Do you know anything about domestic tourism? Yes/No ()
8. If Yes, please explain
9. Is tourism important to you? Yes/No ()
10. If Yes why?
11. Have you ever visited any PA? Yes/No ()
12. If No, give reasons?
13. If yes, can you explain briefly about PAs attractions, services and facilities

.....
.....

14. How do you view yourself in relation to international tourists?

.....

15. What do you think could be factors hindering Tanzanians from visiting PAs?

a).....

b).....

c).....

d).....

e).....

f).....

16. Which one is the main factor?

17. Please give your opinions on how to improve domestic tourism

.....

Thank you for your time and participation

Appendix 7: A checklist for key informants

FACTORS AFFECTING WILDLIFE BASED DOMESTIC TOURISM IN NORTHERN TOURIST CIRCUIT

BACKGROUND INFORMATION

Name of curio shops/ PA/ site

Name of respondent

Occupation

GENERAL INFORMATION

1. Which group in relation to residence and non residence who mostly visit the curio shops/ PA/ site
2. Do you have special package to attract customers to your area? Yes/No ()
3. If yes, please mention
4. Is there any difference between services offered to domestic and international tourists? Yes/No ()
5. What are the efforts do you do in order to attract more customers/people.....
.....
6. Do your fee structures/ prices vary between residents and non residents? Yes/No()
7. If No why?
8. What do you think could be the constraints affecting the Tanzanians visit to PAs?
 - a.
 - b.
 - c.
 - d.

e.

9. Which is the main constraint and why?

.....

10. Which seasons in the year do Tanzanians like visiting here?

.....

11. Do Tanzanians understand the exactly meaning of tourism.....

.....

12. What are the Tanzanian's perceptions on tourism?

.....

13. How is the people's value system (in terms of recreation)

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14. What do you think should be done in order to change the current situation of domestic tourism

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Thank you for your time and participation

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