TOURIST SERVICES AND PROMORION OF TANZANIA NATIONAL PARKS: A CASE OF RUAHA NATIONAL PARK

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by The Open University of Tanzania a dissertation titled: "Assessing the extent to which poor tourist services affect promotion and marketing of Tanzania National Parks: a case of Ruaha National Park" in partial fulfillment for the requirements for the degree of Master of Business Administration in The Open University of Tanzania.

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DECLARATION

I, **Ahmed, Amud Nassoro**, do hereby declare to the Senate of the Open University of Tanzania that this research project report is the result of my own original work and that it has not been submitted for any award in any other University for a similar or any other degree award.

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Signature

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Date

DEDICATION

Dedicated to my lovely wife, Gladness Haule; my daughters, Anifah and Aliyah; as well as my loving parents, Nassoro Mpendekelaki and Theonestina Theonest.

ACKNOWLEDGEMENT

ABSTRACT

This study researched on the extent to which poor tourist services affect the promotion and marketing of Tanzania national parks. The study was guided by four specific objectives, namely to assess tourists' satisfaction on the services provided by National Parks; to assess tourists' perceptions on the services provided by National Parks; to assess the strategies employed by national parks in marketing and promoting Tanzanian tourism products and to evaluate the impact of services in marketing and promoting tourism in the country. This research is both quantitative and qualitative in nature. The collection of data was facilitated by questionnaires and documentary review; and analyzed descriptively using the Statistical Package for Social Sciences (SPSS) and Microsoft Excel programmes and content analysis for secondary data was employed where results were transcribed using Microsoft Word programme. The study recommends that National Parks should implement efficient marketing strategies, product development (innovation) should be considered, service improvement, marketing course programs should be conducted, improvements of websites contents. In addition, the government should ensure there are policies to guide the development of sustainable tourism in order to maintain the status of the country services. For further research, this study recommends that there is need to conduct the same research in other locations aimed at getting a more countrywide representative picture.

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LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
MNRT	Ministry of Natural Resource and Tourism
NPs	National Parks
RATER	Reliability, Assurance, Tangibles, Empathy and Responsiveness
REPOA	Research on Poverty Alleviation
RUNAPA	Ruaha National Park
SERVQUAL	Service Quality
SPSS	Statistical Package for Social Sciences
TANAPA	Tanzania National Parks
TTB	Tanzania Tourism Board
UNCTAD	United Nations Conference on Trade and Development
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
USD	United States Dollar
WTO	World Tourism Organization
WTTC	World Travel &Tourism Council

CHAPTER ONE

1.0 INTRODUCTION

1.1   Background to the Study

Tourism is now an important aspect of the modern society and is no longer restricted to a certain area or to small groups of people. It has become a major foreign exchange earner for many low-income countries, and it is a principal export for 83percent of developing countries (WTO, 2001). Over the past few decades, international tourism has performed remarkably well, contributing substantially to the overall growth of the world economy. Growing at a steady rate for the past seven years, Tanzania's tourism is booming. It is estimated that tourism earnings amount to 1 billion USD, this contributes nearly triple the GDP of Agriculture, which has been the leading contributor to the East African country's coffers for most of its history (WTO, 2001).

Tanzania contains some of the world's greatest natural wonders. Following major reforms in its foreign tourism policies in the mid-1980s, tourism has increased to become the nation's second leading foreign exchange earner (REPOA, 2003). Tanzania is a less developed nation than its East African neighbours, and seeks to offer a low-density, high-quality, and high-priced tourism experience. Numerous deficiencies, however, are present in its tourism product. A lack of infrastructure, trained staff and legal and regulatory framework offer severe challenges for the delivery of world-class service quality. In addition to a lack of marketing and promotion, the tourism industry has failed to diversify into areas beyond wildlife,

such as culture and beach tourism. Consequently, most visitors treat Tanzania as an add-on to their Kenyan safari. Tanzania however, is moving towards developing the infrastructure necessary to occupy its market niche (WTO, 2001).

The top ten international tourist markets for Tanzania are United Kingdom, United States, Italy, Germany, Spain, France, South Africa, Netherlands, Australia and Canada (URT, 2005). The domestic tourism market comprises of three segments, namely Tanzanian residents with high disposable income, expatriate residents employed by foreign firms and agencies, and group travel like clubs and schools (Tanzania Tourism Board, 2006). The rapid growth in Tanzania's tourism sector is built around the country's unique tourist destinations, which offer both an abundance of wildlife and variety of other natural attractions. The tourist destinations include the snow-capped Mount Kilimanjaro (the tallest mountain in Africa), the famous Ngorongoro Crater, the Serengeti National Park, Ruaha National Park and the Selous Game reserve, which together form the largest wildlife sanctuaries. Tanzania also boasts shimmering natural beaches and a variety of cultural heritage sites, among them the historical sites of Bagamoyo and the Zanzibar stone town. Being both sun-lust and wonder-lust destination with an observed high trend of tourist arrivals and tourist receipts, Tanzania should be ready for an increase in mass tourism and tourist earnings.

Marketing tourism is one of the aspects that may increase the influx of people to destinations. Tourism marketing is as to identify and anticipate the needs of tourists and providing facilities to meet their needs and to inform and motivation of visit in

tourists. This will provide tourist satisfaction and achieving organizational goals. The aim of tourists traveling around the world is to benefit from the attraction that hidden in tourism destinations. Due to the specific characteristics of the tourism product, the role of marketing in this industry to other industries has particular importance and effective use of marketing tools for tourism is essential for a country or region, because with marketing can provide information about specific region to potential tourists and encourage them to visit it.

The worldwide recession and decline in tourism has led many African nations to develop new and more aggressive marketing strategies. Traditionally marketing concentrates on increasing visitation and treats tourism like any other commodity (Burns, 1999). Tanzania Tourist Board launched an international tourism marketing strategy that could place African nation on top among the world's leading tourist destinations. The milestone strategy took 18 months of public and private partnership to compile, involving joint discussions and consultations between both sectors (public and private) in which key stakeholders were involved, indeed it is a milestone in the history of the tourism promotion partnership in Tanzania, since the establishment of Tanzania Tourist. This strategy with among other things, develop a distinctive and competitive positioning of Tanzania and make use of more focused and cutting edge techniques with approaches to international tourism marketing (TTB, 2013).

Ryan (1991) explains that companies and governments in tourism have applied only part of the marketing mix to tourism that is promotion with little attention being paid

to the other components of the marketing mix. Sufficient information on strategies applicable in marketing and promotion of tourism products is therefore crucial. However, in contrary the available Tanzania's budget to market the country is limited; therefore Strong Tourism Partnership between public organizations involved in the marketing and promotion of Tanzania and private sector is crucial (TTB, 2013). Most of available literature concentrates more on the impacts of tourism and on limiting tourism development. For example, the study conducted by Luvanga and Shitundu (2000) assessed the role of tourism on poverty reduction while Nkonoki (2012) assessed challenges of tour operators in Tanzania. Given the ongoing observation it can conclusively be deduced that market dynamics information and requirements of entrepreneurs at the destination and the place of origin have not fully been considered.

1.2 Statement of the Problem

Dieke, (2003), asserts that many less developed countries now regard tourism as an important and integral part of their economic development strategies. Tourism in East Africa is one of the largest and fastest growing sectors (WTO, 2012) and has become the largest foreign exchange earner exceeding even gold exports, which is the top merchandise export item (UNCTAD, 2008).

Tanzania is rapidly becoming a major tourist destination; it is therefore significant to assess the impacts that may be caused by poor services offered to tourists in National Parks towards the promotion and marketing of Tanzanian resources. The development of this industry is important as it may contribute to poverty alleviation

through the enhancement of the nation's economy and the improved livelihoods of the people in tourist areas.

Tanzania with its distinctive wealth of cultural and historic tourism resources has a huge potential of earning a great deal of benefits out of its tourism development activities. Despite being endowed with many tourists' attractions, Tanzania still faces some challenges on the tourism industry. Many valuable researches have been conducted on tourism sector, most of them concentrating more on the impacts of tourism and on limiting tourism development. The study conducted by Luvanga and Shitundu (2000) assessed the role of tourism on poverty reduction. Another study by Nkonoki (2012) assessed challenges of tour operators in Tanzania.

However, the quality of services is still a big challenge in the tourism industry, and is one of the strategies of marketing. With this concern this study was conducted to assess the overall impacts of poor tourism services towards promotion and marketing of tourism industry in Tanzania specifically in Ruaha National Park. It also assessed tourists' satisfaction with the services and their willingness to return or inform others.

1.3   Research Objective

This study was guided by the following general and specific objectives

1.3.1   General Objective

The overall objective of this study was to assess the extent to which poor tourist

services affect the promotion and marketing of Tanzania National Parks.

1.3.2   Specific Objectives

Specifically the proposed study sought to address the following specific objectives:

i) To assess tourists' satisfaction on the services provided by National Parks.

ii) To assess tourists' perceptions on the services provided by National Parks

iii) To assess the strategies employed by national parks in marketing and promoting Tanzanian tourism products.

iv) To evaluate the impact of services in marketing and promoting tourism in the country.

1.4   Research Questions

The specific research questions that guided this work were the following:

i) To what extent are tourists satisfied with the services provided by National Parks?

ii) What are tourists' perceptions on the services provided by National Parks?

iii) What are marketing and promotion strategies that are employed by national parks in marketing and promoting Tanzanian tourism products?

iv) What are the impacts of services in marketing and promoting tourism the country?

1.5   Significance of the Study

The findings of the study would have the potential to improve the marketing and

promotion of tourism products in the country. The study is in line with the three relevant documents which have been prepared which could significantly influence the future direction of tourism in Tanzania. These include:

i) The Integrated Tourism Master Plan for Tanzania, which presents a marketing analysis and strategy to meet desired objectives.

ii) The Tourism Infrastructure Project, which presents specific transportation linkages and tourist circuits, service needs, with a budget and timeline for completion and

iii) The National Tourism Policy, which is intended to provide the bureaucratic framework into the next millennium.

iv) The findings would also be a useful reference for further researches.

1.6 Scope of the Study

The study was designed to assess the extent to which poor tourist services affect promotion and marketing of Tanzania national parks (TANAPA) The study was ultimately limited to draw respondents from Ruaha National Park workers, tourists, and tourism stakeholders. Policy makers were also visited in order to obtain relevant information, which were of good use in future findings. On the other hand, the study was conducted in three months' time to give room for data processing i.e. analysis and presentation.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1   Theoretical Review

2.1.1 An Overview of National Tourism Policy in Tanzania

With overwhelming increase of tourists' influx in the country, Tanzania recognized the importance of having the National Tourism Policy. This was realized in the year 1991 when the first National Tourism Policy was enacted. During the first decade of independence, tourism was not viewed as a priority sector for development. The focus of the government was only on wildlife conservation, putting little emphasis on actual utilisation and promotion, (Luvanga and Shitundu, 2003). The tourism policy of 1991 (revised in 1999), emphasizes on the promotion of private sector investment, environmental conservation and consumer protection.

The main objectives of the sector are outlined as:

i) To maximize tourism's contribution to the country's development through increased foreign exchange earnings, employment creation, human resource development and rural development; and

ii) To ensure the conservation of tourism attractions, preservation of the environment and the sustainable development of the tourism industry

National tourism policy (1999) of Tanzania puts emphasis on obtaining a precise understanding of customer needs, developing and delivering the products customer's desire, having adequately skilled staff in place and the utilization of information

technology as the marketing tool. Tourism master plan (2002) promote the image of Tanzania quality resorts and diverse tourist attractions includes natural and cultural, it supports the promotional activities of tour operators in the tourism industry such as hoteliers, tour operator and travel agents while provides the pre and post vacation services needed to ensure customer satisfaction, (National Tourism Policy,1999).

In reviewing the future development of tourism sector, Tanzania is faced with the inevitability of having to select between the alternative courses of action that involves the future character of Tanzanian tourism, potential for product expansion and product formulation through determining the type of tourism products to be developed, scale and design of development, rate of growth to be pursued and the extent to which tourism development is dispersed throughout the country (Tourism Master Plan, 2002).

2.1.2 Expectations-Confirmation Theory

Expectations-Confirmation Theory was developed in a series of two papers written by Richard L. Oliver in (1977) and (1980). It is commonly adopted in evaluating satisfaction in the tourism industry. Expectation confirmation theory is a cognitive theory which seeks to explain post-purchase or post-adoption satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs.

This theory posits that expectations coupled with perceived performance, leads to post-purchase satisfaction. This study however, adopts this theory which argued that satisfaction or lack of it can be assessed only by examining products/services actual performance and that regardless of previous expectations; customer is likely to be

satisfied when a product or service was performed at a desired level. Therefore, the services provided to tourists can satisfy them and increase the rate of return, hence increase and promote tourism activities in the country.

2.1.3 SERVQUAL Service Quality Model

The SERVQUAL service quality model was developed by a group of American authors, 'Parasu' Parasuraman, Valarie A. Zeithaml and Len Berry, in 1988. It highlights the main components of high quality service. The SERVQUAL authors originally identified ten elements of service quality, but in later work, these were collapsed into five factors - reliability, assurance, tangibles, empathy and responsiveness - that create the acronym RATER, (Wikipedia). The SERVQUAL instrument has been the predominant method used to measure consumers' perceptions of service quality. It has five generic dimensions or factors and are stated as follows (Van Iwaarden et al., 2003):

i) Tangibles. Physical facilities, equipment and appearance of personnel.

ii) Reliability. Ability to perform the promised service dependably and accurately.

iii) Responsiveness. Willingness to help customers and provide prompt service.

iv) Assurance (including competence, courtesy, credibility and security). Knowledge and courtesy of employees and their ability to inspire trust and confidence.

v) Empathy (including access, communication, understanding the customer). Caring and individualized attention that the firm provides to its customers.

2.1.4 Unique Characteristics of Tourism Services

According to George, (2001) there are four basic characteristics that make the

marketing of tourism different from the marketing of manufacturing products.

2.1.4.1 Tangibility and Intangibility

Tourism services can be seen as both tangible and intangible. According to Rowley (2006), tangibility refers to the product's physical properties and the extent to which it can be seen, felt, heard, tasted or smelt while Intangible factors in service refer to the services that cannot be seen or touched. According to Kotler and Bloom (1984), intangibility is defined as "what cannot be seen, tasted, felt, heard, or smelled. Thus the tourism marketer has an important task to promote both the intangible benefits of tourism, such as relaxation, entertainment and education as well as aiming to make the intangible aspects seem more tangible and tangible factors such as hotels, transport and refreshments. Both tangible and tangible factors have their role to play in the customers' perceptions of service quality and loyalty. It has been confirmed that the architecture and design of hotels (i.e. components of tangible factors) are significant drivers for guests.

2.1.4.2 Inseparability

In the tourism industry, products are sold first and then produced and consumed simultaneously (George, 2001). Customers are often involved in the creation of the service (Pender, 1999) for example, asking the tourist guide questions about the museum being visited. This has implications in that the way the offering is delivered is crucial because staff and consumers have to be present when the service is being consumed. This is different from manufacturing industry; the products are manufactured, sold and then consumed over a number of years.

2.1.4.3 Variability

Tourism products differ each time they are consumed because humans produce them (George, 2001). Service providers are part of the offering and cannot provide the exact levels of service each time or the same levels of service as their colleagues. Also, no two consumers are precisely the same. They may have different needs, demands, expectations, moods, perceptions and emotions, causing the tourism offering to vary according to each situation. Tourism companies can only strive towards offering a standardized and consistent service, but because people are involved, an exact standard can never truly be realized.

2.1.4.4 Perishability

Producers cannot "hold stock" of a service or product to consumed later. There is a finite period during which the sale and consumption of a service can occur (Pender, 1999). If that period has passed the revenue that could have been earned by providing the service is also lost. Thus providers of services try to sell their service even by lowering the price rather than losing the full amount. By reducing prices shortly before a service is due to be delivered is one way to stimulate demand before the service is considered (Van Der Merwe, 2003).

2.2 Empirical Review

This part of literature review presents studies which were conducted on the importance of tourists' services towards promotion and marketing of tourism. Kothari, (2004) posits that the empirical research relies on experience or the observation, often without due regard for theory. It is data based research coming up

with conclusions which are capable of being verified by observation or experiment.
Wade et al (1999) conducted a study on a history and market analysis of tourism in
Tanzania. The study revealed that although Tanzania contains some of the world's
greatest natural wonders, it is a less developed nation than its East African
neighbours ant it offers a low density, high quality and high priced tourism
experience. The study also found that there are numerous deficiencies present in
Tanzanian tourism products. These include lack of infrastructure, trained staff and
legal and regulatory framework, lack of marketing and promotion.

Nouri & Soltani (2015) conducted a study on Evaluating the Effect of Tourism
Marketing Mix on Buying Holiday Homes in Cyprus. This study was also an attempt
to evaluate the effect of marketing factors including tourism marketing mix on the
decisions of tourists in buying holiday homes. The results of the study showed that
all elements of tourism marketing mix including product, price, promotion, place,
physical environment, process and people have had a significant and positive impact
on the tourists' decisions to buy holiday home in Cyprus.

Mwarania, (2012) conducted a research on internet marketing adoption and
performance of tour operators in Nairobi Kenya. The study recommended that
Financial institutions should make credit facilities available to tour firms as the initial
cost of developing website is too high for them; employees in the organisations
should be trained on the use of computers to avoid computer illiteracy; Senior
management of the firm should be helpful in the use of internet marketing, this could
be through allocation of funds during budgeting.

2.3   Conceptual Framework

The conceptual framework has been derived from the two theories explained above in the theoretical literature review section i.e. the expectations-confirmation theory and the SERVQUAL Service Quality Model. The theories best explain the impact of quality tourists' services towards promotion and marketing of tourism industry.

It is asserted in this conceptual framework that, High quality tourism services, Tourists' Expectations and Perceptions are key determinants of satisfactions, intentions to return and willingness to recommend to others about services provided at certain destinations. All these factors lead to promotion and marketing of tourism industry. On the other hand, low quality services (poor tourist services) declines the industry since there will be low satisfactions, lack of intentions to return and the destination may not be recommended to others hence poor promotion and marketing of tourism. A simple form of the framework is diagramed below (Figure 2.1)
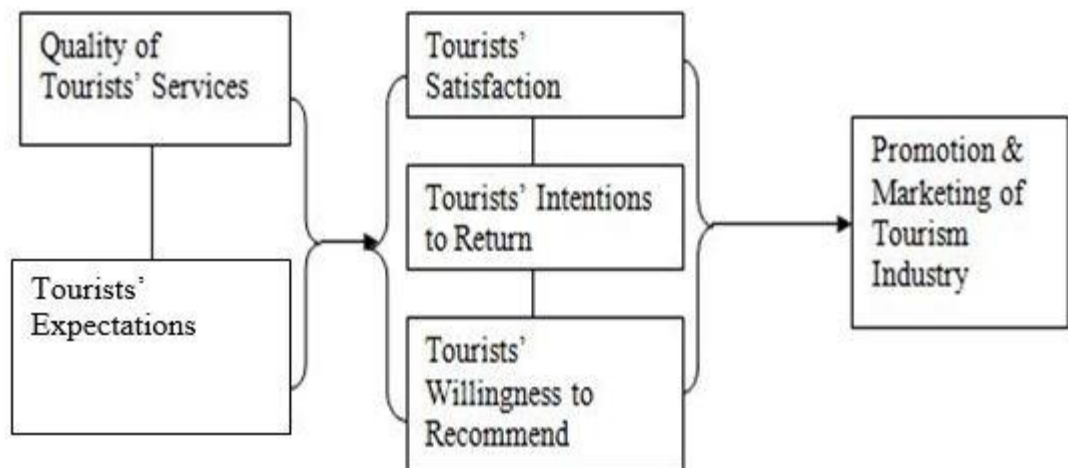
Figure 2.1: Conceptual Framework

Source: Researcher, 2016

2.4 Summary

The chapter has presented literatures which relate to the study. It has shown the theories and other studies which have contributed to the widening understanding of various issues relevant to the study. The review of literatures has however validated the study since from it the need to conduct this study has been identified from the issues which have been not covered in those findings. The studies have validated the idea of assessing the extent to which poor tourist services affect promotion and marketing of Tanzania national parks (TANAPA); a case of Ruaha National Park.

CHAPTER THREE

3.1 RESEARCH METHODOLOGY

3.1   Research Design

Research design is defined by Kothari (2004) as "a chosen plan for achieving a particular study or research". Kombo and Tromp, (2006) assert "A design structure of the research, shows how all of the major parts of the research project work together to address the central research question". This study was resorted to a descriptive survey design. Descriptive design helped the researcher to secure a wealth of information which might provide clues and ideas for further research. The researcher adopted quantitative method in order to explain the phenomena by collecting numerical data that were analyzed mathematically and presented in tables and other forms of descriptions.

3.2   Surveyed Population (Target)

According to Fraenkel (2000), "research target population is an arrangement of people or things that a researcher has in mind from which to obtain information and draw conclusions". In this study, the target population from which the researcher drew conclusions included tour operators working in the Ruaha National Park and tourists.

3.3   Study Area

The area of study is the point or location from where data are to be collected. This study drew respondents from Ruaha National Park. The area has been thought to represent other National Parks since the Park is large National Park by area. The

researcher, however, expects to collect a wealth of information simply because of a good supply of tour operators and tourists in the Park.

The park is situated in central Tanzania between latitude 7 and 8° S and longitude 34 and 35° E about 130 kilometres (81 mi) west of Iringa. The park is a part of the 45,000 square kilometres (17,000 sq mi) Rungwa-Kizigo-Muhesi ecosystem, which includes Rungwa Game Reserve, Kizigo and Muhesi Game Reserves, the Mbomipa Wildlife Management Area, and several other protected areas.

3.4 Sample Size

According to Mugenda and Mugenda (1999), "a sample is a smaller group obtained from the accessible population". It is posited that it is impossible to deal with the whole population in a research study. Therefore, there is a need to sort out or choose a portion from a large population to represent others. This portion or group of representative is termed as a sample (Kombo and Tromp, 2006); Relevant to this study, the researcher, using the methods discussed in section 3.6 identified a sample size which was employed in the study. Therefore, a sample size of 100 respondents **(Table 1)** was drawn to represent the whole targeted population**.** The sample made 50 percent of the entire population and it had a better representation of the rest.

Table 3.1: Respondents' Sample Size

Respondents	Size
Tour Operators	65
Tourists	35
Total	**100**

3.5   Sampling Procedure

Simple Random Sampling was employed to select respondents for this study. This method was employed because it helped to eliminate irrelevant influences. This is due to the fact that the method minimizes the impact of selection biases and increases the external validity of the study. It also helped to ensure that the sample was representative of the population as a whole. (Kothari, 2004) Lottery method was used in which each member of the population was assigned a number for instance from 1, 2, 3….to all present respondents present during the day of visit. Numbers were then selected at random to obtain 65 tour operators and 35 tourists respectively.

3.6   Data Collection Instruments

Data collection basically employed both primary and secondary data. Primary data came from questionnaires developed and supplied to respondents while secondary data were obtained from review of various studies related to the study.

3.6.1   Primary Data Collection Instrument

Primary data were collected through questionnaires. Two kinds of questionnaires were developed to fit both parties i.e. tour operators and tourists since they play different roles.

3.6.2   Secondary Data Collection Instrument

Documentary review was employed. In this study various studies related to the research problem were reviewed. The rationale for using documentary review was that documents are stable in that they can be reviewed repeatedly to provide the same

information. The needed documents were obtained from libraries, park's records and reports, and from the online source (internet).

3.7 Validity of the Instruments

Kothari (2004) asserts that "Validity is the ability of a measuring instrument or research study to measure what it claims to measure. The researcher used the triangulation method to ensure validity in the study. "This involves the cross-checking of information from different dimensions", (Lincoln and Guba, 1985). In this study, therefore the researcher used closed ended questions to collect data from respondents. Also pre-testing of questionnaire was done to enhance the data validity.

3.8 Data Analysis

Data were analysed using the Statistical Package for Social Sciences (SPSS) and Microsoft Excel programme. The quantified data were tabulated and calculated in terms of frequencies, and percentages. Secondary data were analysed qualitatively and some texts were word processed using Microsoft Word programme.

CHAPTER FOUR

4.0 RESEARCH FINDINGS AND DISCUSSION

1.1   Introduction

This chapter presents the findings of the study that assessed the extent to which poor tourist services affect promotion and marketing of Tanzania National Parks. The chapter is organized into five sections. The first section provides results on the main socio-demographic characteristics of the respondents, the second section provides results on tourists' satisfaction on the services provided by National Parks, the third section provides results on tourists' perceptions on the services provided by National Parks, the fourth section provides results on the strategies employed by national parks in marketing and promoting Tanzanian tourism products and the fifth section provides results on the impact of services in marketing and promoting tourism in the country.

1.2   Socio-demographic Data of Respondents

The study examined socio-demographic data of all respondents involved in the study. The purpose of determining these data was to examine the capacity and skills respondents have as well as understanding of the concepts related to the study. The characteristics of the respondents included rate of respondents, sex, age, level of education, and area of specialization for all 100 sampled respondents. This information was considered to be associated with knowledge of respondents about tourism services, marketing and promotion in Tanzania.

1.2.1 Respondents Rate

The sample is composed of 65 (65 percent) of tour operators and 35 (35 percent) of tourists. The number of respondents gave a proportion of 100 percent. This was facilitated by the ability of the researcher to have a close follow up of the respondents. Refer to Table 2.

Table 4.1 Rate of Respondents

Respondents	Expected Number of Respondents	Actual Respondents Involved	Percentage (%)
Tour Operators	65	65	65
Tourists	35	35	35
Total	100	100	100

1.2.2 Classification of Respondents by Age

The researcher made sure that all respondents involved in the study were over 18 years of age. They were grouped into five different age categories between 18-25, 26-33, 34-41, 42-49, and 50 years and above. The study found out that 22 percent of respondents were aged between 18 and 25 years, 30 percent of respondents were aged between 26 and 33 years, 25 percent of respondents were aged between 34-41 years, 12 percent respondents were aged between 42-49 whereas 11 percent of respondents were aged 50 and above. Results are given in Figure 2. This implies that all people involved in this study had the required ability and skills to grasp issues related to tourism in Tanzania. As summarized on the table below:

Table 4.2: Respondent by Age

Age Group	Percentage
50	11
42-49	12
34-41	25
26-33	22
18-25	26

1.2.3 Classification of Respondents by Gender

In recognition of the significance of gender in a population, the researcher examined sex differentials among respondents. According to URT (2004), age and sex are the most basic and important characteristics of a population because they are used for a wide range of planning and administrative purposes including determining the segments of the population qualified for voting, schools' enrolments, specific health care needs, pension and migration flows.

On this aspect, the study found out 57 (57 percent) respondents were males while 43 (43 percent) were females (Figure 2). Thus there was unfairly distribution of respondents in terms of sex. As clearly shown below:
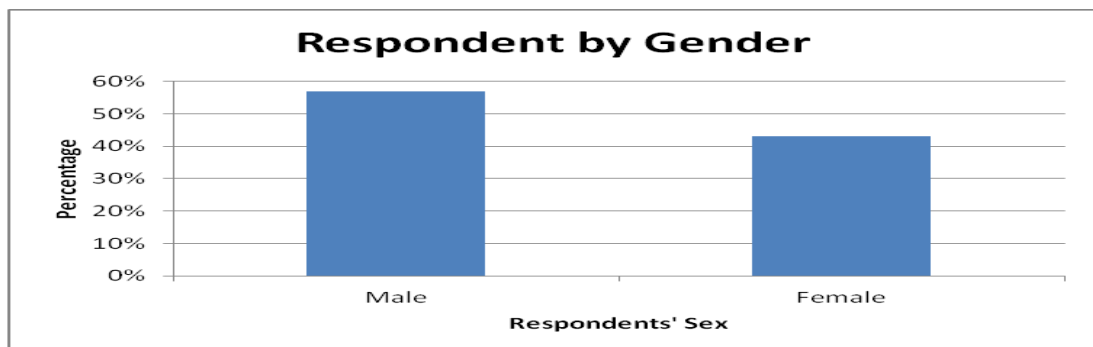
Figure 4.1: Respondents by Gender

1.2.4 Classification of Respondents by Level of Education

The researcher assessed the levels of education of all respondents involved in this

study. Levels of education of respondents help to determine the capacity and knowledge of respondents about the topic. The high level of literacy increases levels of understanding and ability to grasp issues related to the study. The findings in Figure 4, however, show that 20 percent of all respondents hold secondary level of education, 12 percent hold certificate level, 32 percent hold diploma level of education, 26 percent hold degree while 10 percent of respondents hold postgraduate level of education. As summarized in Figure 3.
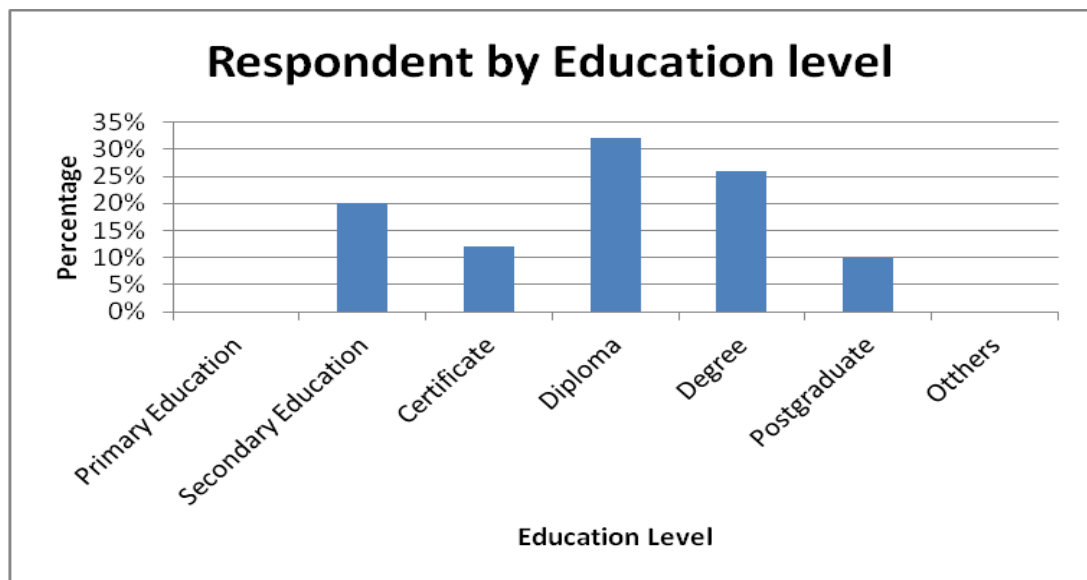
Figure 4.2: Respondents by Education Levels

1.3 Tourists' Satisfaction and Perceptions on the Services Provided and Elements of Tourism

The researcher examined tourists' satisfaction and perceptions on the services provided by National Parks as well as elements of tourism. Questionnaires supplied to respondents revealed that tourists were satisfied with the services provided at Ruaha National Park. The questionnaires were supplied to both tour operators and tourists.

Table 2.3: Satisfaction with Services

S/N	Satisfaction and perceptions	1	2	3	4	5	Total
1	Warmly welcome	42%	28%	15%	9%	6%	100%
2	Responses to tourists' requests	36%	31%	18%	12%	3%	100%
3	Staff willingness to take time with visitors	28%	28%	9%	15%	20%	100%
4	Information provided by staff	38%	23%	5%	22%	12%	100%
5	The facilities and equipment offered at the site	42%	19%	16%	14%	9%	100%
6	Easy to communicate with operators	41%	23%	15%	12%	9%	100%
7	The availability of tourist information	40%	22%	17%	10%	11%	100%
8	Helpfulness of information provided	43%	27%	10%	15%	5%	100%
9	Safety and Security	40%	24%	14%	12%	10%	100%
10	Quality of Service of the cafés and restaurants	34%	26%	12%	15%	13%	100%
11	Variety of shops	30%	25%	20%	14%	11%	100%
12	Quality of Service of the shops	37%	21%	15%	13%	14%	100%
13	Quality of Service of the transportation systems	38%	26%	16%	10%	10%	100%
14	Public transport	42%	25%	15%	9%	9%	100%
15	Quality of Roads	27%	38%	15%	12%	8%	100%
16	Accessibility of the accommodations	37%	26%	19%	12%	6%	100%
17	Safety of the Accommodations	37%	14%	17%	15%	17%	100%
18	Accessibility of the visitor attractions	36%	32%	10%	13%	9%	100%
19	Cleanliness of the local environment	36%	32%	11%	14%	7%	100%
20	Communication services within and outside the country	32%	29%	17%	10%	12%	100%

Elements used to measure tourists' satisfaction and perceptions were warmly welcome, responses to tourists' requests, staff willingness to take time with visitors, information provided by staff, the facilities and equipments offered at the site, easy to communicate with operators, the availability of tourist information, helpfulness of information provided, safety and Security, quality of service of the cafés and restaurants variety of shops, quality of service of the shops, quality of service of the transportation systems, public transport, quality of roads, accessibility of the accommodations and safety of the accommodations (Table 4). Also, respondents

showed satisfaction with tourism elements like culture, wildlife, Landscape, accommodation, restaurants, security and safety, as well as infrastructure (Table 5).

Table 4.4: Tourist Satisfaction with Tourism Elements

i.	Culture	42%	28%	15%	9%	6%	100%
ii.	Wildlife	62%	31%	4%	2%	1%	100%
iii.	Landscape	61%	28%	6%	3%	2%	100%
iv.	Accommodation	45%	23%	5%	15%	12%	100%
v.	Restaurants	38%	21%	16%	15%	10%	100%
vi.	Security and Safety	57%	23%	9%	7%	4%	100%
vii.	Infrastructure	33%	24%	17%	13%	13%	100%

Responses on the above two tables (Table 4.3 & 4.4) give an indication and justifiable evidences that services provided at Ruaha National Park are perceived positively by both tourists and tour operators. Further, studies have revealed similar results, for example, Philemon, (2015), found that Tanzania was performing relatively well on the basic factor endowments such as culture, wildlife, landscape, and accommodation facilities. Therefore,

> *"Customer satisfaction is one of the most frequently examined topics in the hospitality and tourism field because it plays an important role in the survival and future of any tourism products and services"* (Gursoy, McCleary and Lepsito, 2007).

1.4 Strategies Employed by National Parks

The researcher evaluated strategies that are specifically employed by National Parks in marketing and promoting Tanzanian tourism products. Some marketing strategies were suggested by the researcher whereby respondents were asked either to agree or disagree against the given marketing strategy statements. The strategies given were International trade fairs and exhibitions, Website and blogs, Social media (such as

Face book, YouTube, Twitter), Outdoor billboards and posters, Catalogue, Magazine and Newspapers, Television and, Radio, other media (like Brochures, flyers, leaflets, business cards), E-tourism and E-marketing, Local tourism fairs, International road shows as well as Travel trade. The study however revealed that most of the strategies are adopted by the Tanzania National Parks. Table 4.5

Table 4.5: Strategies Employed

S/N	Marketing Strategies	Agree	%	Disagree	%	Total
1	International trade fairs and exhibitions	52	52%	48	48%	100%
2	Website and blogs	56	56%	44	44%	100%
3	Social media: Face book, YouTube, Twitter,	36	36%	64	64%	100%
4	Outdoor billboards and posters	55	55%	45	45%	100%
5	Catalogue, Magazine and Newspapers	45	45%	55	55%	100%
6	Television and Radio	78	78%	22	22%	100%
7	Brochures, flyers, leaflets, business cards	58	58%	42	42%	100%
8	E-tourism and E-marketing	62	62%	38	38%	100%
9	Local tourism fairs	58	58%	42	42%	100%
10	International road shows	42	42%	58	58%	100%
11	Travel trade	36	36%	64	64%	100%

In regard to the above results, it seems there are similarities in responses given by respondents. The National Parks therefore need to adopt new methods of marketing in order to attract a good number of tourists.

1.5   Impact of Services in Marketing and Promoting Tourism in the Country

1.5.1 Recognition Outside the Country

The researcher assessed recognition outside the country as one of the impacts of tourism services in marketing and promoting tourism in the country. The results revealed that many respondents 46 (46 percent) strongly agreed that tourism services

leads to recognition of the national park outside borders. On the other hand, 26 (26 percent) agreed, 2 (2 percent) were neutral, 21 (21 percent) disagreed with this argument while 5 (5 percent) strongly disagreed, as depicted in Figure 4.3.
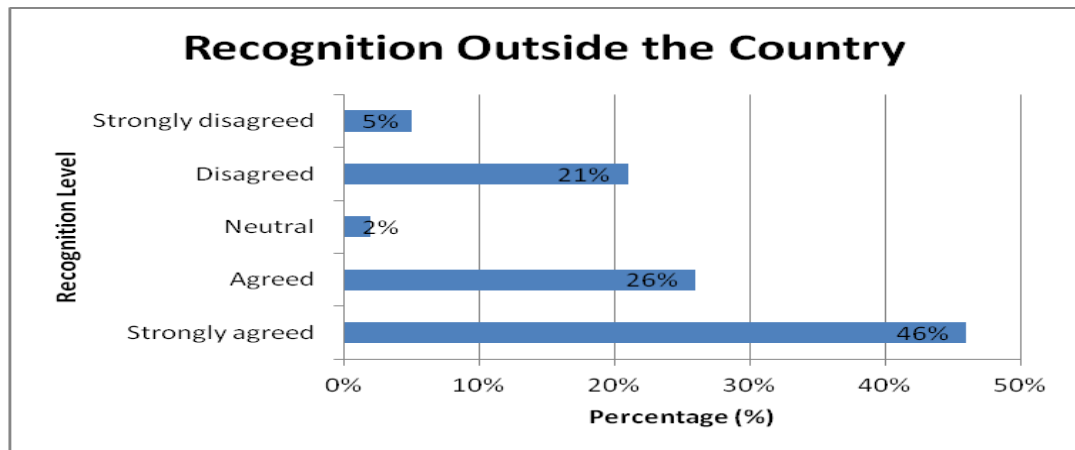
Figure 2.3: Recognition outside the Country

1.5.2 Increased Influx of Tourist

Another itemized issue on the impact of tourism services in marketing and promoting tourism in the country was the increased influx of tourists in the national parks. Studies show that with effect to provision of good tourism service, the rate of influx tourists increases. Responses from questionnaires indicate that 44 percent of respondents agreed, 32 percent strongly agreed, 14 percent were neutral, 5 percent, Disagreed while 5 percent strongly disagreed, as portrayed in Figure 4.4.
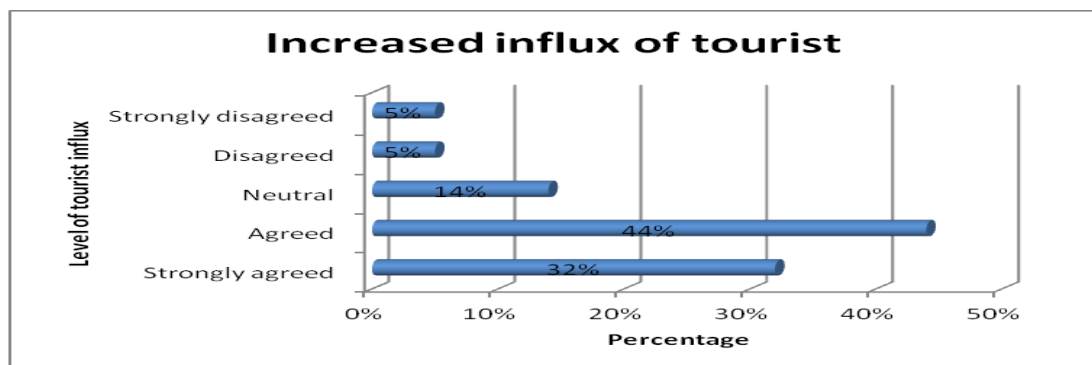
Figure 4.4: Increased Influx of Tourist

1.5.3 Increased Income

The study revealed that 44 percent agreed that marketing and promotion of tourism lead to increased income in a country. On the other hand, 32 percent strongly agreed, 14 percent were neutral, 5 percent disagreed while the other 5 percent of respondents disagreed. This revealed that if well marketed, tourism may provide income to the country of destination. As described here under:
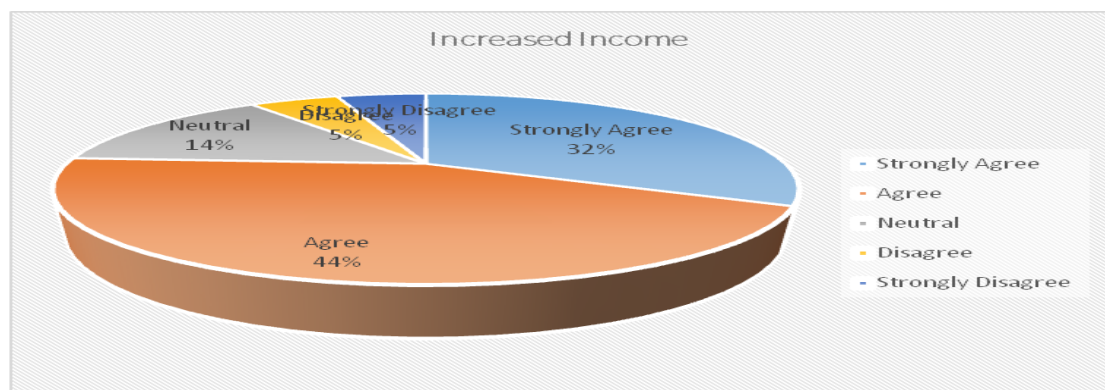
Figure 4.5: Increased Income

These results can also be validated by various studies conducted in different areas. Sabaghi and Amirian (2000) examined the economic impact of tourism in Iran. Their results show that the activities of hotel and restaurant, food, clothing and leather industries, crafts and domestic transportation industry accepted the most impact and allocated the largest share of manufacturing, income and employment caused by expenses of foreign tourists.

Similarly it is recognized that tourism contribution to economic activity worldwide is estimated at 5 percent. The sector employs 200 million people and accounts for over 10 per cent of world gross domestic product (WTTC 2004). For many developing

countries, it is one of the main sources for foreign exchange income and the number one export category, creating much needed employment and opportunities for development. The overall export income generated by inbound tourism, including passengers transport, exceeded US$ 1 trillion in 2009, or close to US$ 3 billion a day. Tourism exports account for as much as 30 percent of the world's exports of commercial services and 6 percent of overall exports of goods automotive products (UNWTO, 2010).

1.5.4 Development of the Industry

The increased influx of tourists in a country leads to the development of the tourism industry. Results from this study revealed that 50 percent of respondents agreed on the conception of this statement. 18 percent strongly agreed, 15 percent were neutral, 14 percent disagreed while 3 percent strongly disagreed. This is validated by Sabaghi and Amirian (2000) who examined the economic impact of tourism in Iran. Their results show that the activities of hotel and restaurant, food, clothing and leather industries, crafts and domestic transportation industry accepted the most impact and allocated the largest share of manufacturing, income and employment caused by expenses of foreign tourists (Figure 4.6).
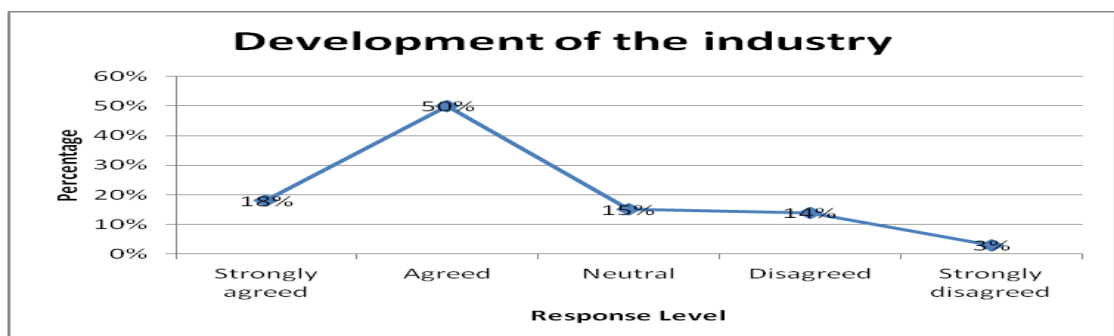
Figure 4.6: Development of the Industry

1.5.5 Tourists Intention to Return

Hong and Jang, (2005) asserted that "tourism return frequency is measured by the number of times a tourist returns to a specific destination, and it is an issue of major importance for any tourism destination". The empirical study was conducted using a questionnaire distributed randomly to any tourist leaving the Ruaha National Park. The aim of this study was to determine whether tourists were willing to return to the national park some other time. In this regard 35 tourists were supplied with questionnaires. Results show that 43 percent of tourists were willing to return back to the Park, 32 percent were neutral, 12 percent disagreed, 11 percent strongly agreed while 2 percent strongly disagreed. This implies that tourists are willing to return when they are satisfied with the services provided at the park, as illustrated in Figure 4.6.

Table 4.6: Return Frequency

Response Level	Percentage
Strongly agreed	11
Agreed	43
Neutral	32
Disagreed	12
Strongly disagreed	2
Total	**100**

1.5.6 Willingness to Recommend

Similarly, results on tourists' willingness to recommend reveal that 43 percent of tourists were willing to recommend to others on the park, 32 percent were neutral, 12 percent disagreed, 11 percent strongly agreed while 2 percent strongly disagreed, as shown in Figure 4.6.
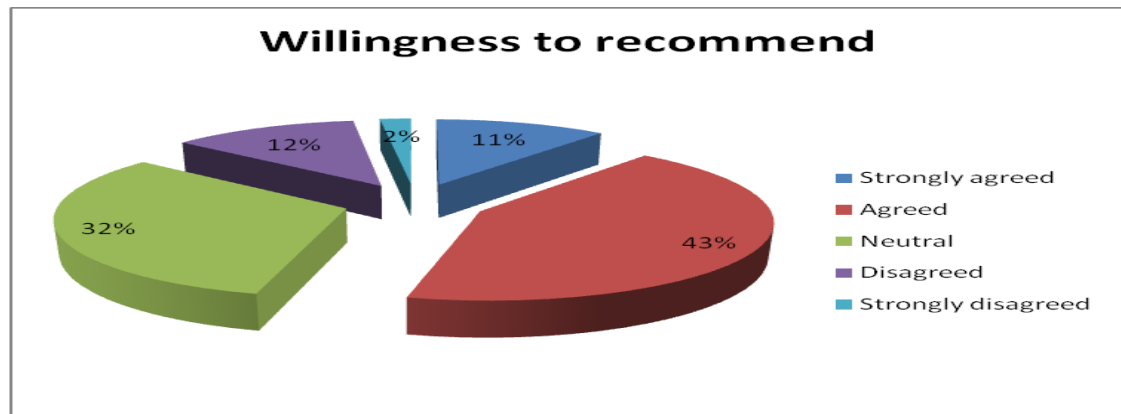
Figure 4.7: Willingness to Recommend

Tourists may recommend to return when are satisfied with the services. The level of satisfaction determines the level of recommending to others. According to A. K. Kim & Brown, (2012), tourists who are satisfied with their previous travel experience tend to be more willing to revisit the destination and recommend the destination to friends or relatives. Similarly, Kozak and Rimmington, (2000) assert that the level of satisfaction attained by an individual may influence their future intentions, in terms of revisiting a destination and/or recommending it to other people.

CHAPTER FIVE

5.0 DISCUSSION OF FINDINGS, CONCLUSION AND

RECOMMENDATIONS

5.1   Discussion of Findings

As presented in chapter four, overall objective of this study was to assess the extent to which poor tourist services affect the promotion and marketing of Tanzania National Parks. This study adopted descriptive design that helped the researcher to secure a wealth of information which provided clues and ideas for further research. The researcher adopted quantitative method in order to explain the phenomena by collecting numerical data that are analyzed mathematically and presented in tables and other forms of descriptions.

All data were collected using questionnaires which were well designed and supplied to all 100 respondents. The analysis of collected data was done using Microsoft Excel programme. Some data were coded and analysed using SPSS software. Secondary data, basically qualitative were analysed using Microsoft Word programme.

This study concurs with various researches which have been conducted in different areas on the same topic. They include the study by Binyam Assefa who conducted a study on *assessing tourist satisfaction in Ethiopia*. The main concern of the study was to assess tourist satisfaction with Ethiopia by examining the relationship between tourists' perceptions and destination service performance, the intention to

return, and the willingness to recommend. The result however, found that factors like product quality, hospitality, and airport services were found to be significant in influencing tourists' satisfaction while tourists showed interest to return and recommend to others about the destination.

Similarly, John R. M. Philemon assessed tourists' perception and satisfaction of Tanzania destination. His study found out that the country is endowed with enough factors for tourists' satisfaction including culture, wildlife, landscape, and accommodation facilities, the study also revealed that Tanzania was doing fairly poor on tour guidance, tourism infrastructure, and restaurants.

These studies add relevant information to what the researcher has obtained from data collection. In summary, the findings of this study are discussed below.

5.1.1 Tourists' Satisfaction and Perceptions on the Services Provided by National Parks

The level of tourists' satisfaction in Ruaha National Park is promising. Results show that tourists are satisfied with tourists' elements like wildlife, landmarks, forests etc. Satisfaction is a state of mind in which the customer's needs, wants, and expectations throughout the products or service life are met (Anton, 1996). Several studies describe satisfaction as one of the tools for development of any business. Laws, (1950) posited that the quality of these interactions and experiences, with numerous encounters in the total holiday experience, forms the basis for overall holiday dis/satisfaction and future travel decisions. Therefore, all elements and services

assessed are the determinants for satisfaction. Tourists may express their satisfaction after they have bought tourist products i.e. visited the place.

There is evidence to indicate that tourist satisfaction is a strong indicator of their intention to visit and recommend relevant destinations to others (Bramwell, 1998; Kozak, 2000; Kozak and Remington, 2000; Ross, 1993; Yau and Chan, 1990; Yoon and Uysal, 2005). Moreover, they are willing to share their positive travel experience with their friends and relatives (Yoon and Uysal, 2005). The success of destination marketing depends on tourist satisfaction because it affects the selection of the destination, the use of products and services and the decision to return (Kozak and Remington, 2000). Thus, destination managers should establish a high level of visitor satisfaction after purchase to create positive behavior among tourists for improving and maintaining competitive destinations (Yoon and Uysal, 2005).

5.1.2 Strategies Employed by National Parks in Marketing and Promoting Tanzanian Tourism Products

From the findings of this study, it has been revealed that all marketing strategies suggested by the researcher are employed and implemented by tour operators and the National Park Administration in general. These include international trade fairs and exhibitions, website and blogs, social media (such as Face book, YouTube, Twitter), outdoor billboards and posters, catalogue, magazine and newspapers, television and, radio, other media (like brochures, flyers, leaflets, business cards), E-tourism and E-marketing, local tourism fairs, International road shows as well as travel trade.

Tourism marketing in destinations should be able to understand that searching the behavior of tourists is imperative for effective campaign designs. Marketing destination involves communicating with potential visitors to influence decisions on destination preference, intention to travel and product choices (Lai and Vinh, 2012). According to Gartner (1993), information is capable of originating through induced information which are promotional materials such as brochures and posters, and tour operators' and travel agents' input. He explained that self-information through the mass media also plays a role. In addition, organic information could be from friends, relatives and personal experience. Marketing destination for awareness is a promise to the consumer that products will be delivered to them with all the features described and communicated, and a delivery of customer satisfaction of a product (Lai and Vinh, 2013).

Further, Kaaya, (2014), suggested that;

> *"Marketing strategies should be implemented, product development or innovation should be considered, services should be improved, marketing course programs, seminars, and workshops should be conducted, improvements of websites contents and regular updating of information, government should support public private partnership to improve tourism marketing."*

5.1.3 The Impact of Services in Marketing and Promoting Tourism in the Country

The findings show that marketing plays a greater role to satisfy tourists and attract more visitors. This practice has increased the influx of tourists in Ruaha National Park, increased income, as well as tourists willingness to recommend to others and intention to return. All these factors contribute to the development of the tourist

industry. Studies reveal that it has come to attention of many developing countries to regard tourism as an important and integral part of their economic growth. For instance, WTO, (2012) asserts that tourism in East Africa is growing at the largest and fastest levels. Similarly, it has been evidenced that;

> *"Tourism has become the largest foreign exchange earner exceeding even gold exports, which is the top merchandise export item"* (UNCTAD, 2008).

Lynch and Tinsley (2001) state that most studies tend to look at the tourist destination as a "system containing a number of components such as attractions, accommodation, transport, and other services and infrastructure". Each of these components is "dependent upon other parts for success in attracting, servicing, and satisfying the tourist" (Mill & Morrison, 1985) According to Laws (1995) a destination's primary resources comprise its climate, ecology, traditions and architecture. Its secondary resources are then those developments brought in especial for tourists, such as catering, accommodation, transport and activities.

5.2   Conclusion

Tanzanian tourism sector is comparatively growing up as the country is well endowed with many tourism resources like wildlife, culture, and landscape. More over tourism services like accommodation facilities and other tourist needs are being improved from time to time. Tourism sector in Tanzania plays a significant role in the growth and distribution of Tanzanian economy. For example, Permanent Secretary of the Tanzania Ministry of Tourism and Natural Resources, Dr. Adelhelm Meru, in 2014 asserted that tourism sector generated around 2 billion USD which

constituted 25 percent of Tanzania's foreign exchange earnings.

5.2.1 Tourists' satisfaction and perceptions on the services provided by National Parks.

As evidenced from the findings, tourists are satisfied where there are plenty of tourism elements and good services to tourists. Therefore, there is need for the Tanzania government to improve and protect all natural vicinity like forests, landmarks, beaches, and wildlife. Build easy access to those places by establishing modern roads so that tourists can reach to those places easily. If they are satisfied they can be willing to return back sometimes or recommend to others to tome and visit those places. This practice increases not only the number of tourist but also income is generated. This is also evidenced by various researchers below.

Many reasons cause tourists to be satisfied with their trip or journey, including the quality of the services provided, such as infrastructure, security, cleanliness, natural situation, consumer protection and easily obtained (Handszuh (1995). According to Corrin and Taylor (1992), and Ekinciand Riley (1998) quality of service is part of the process which leads to the formation of the overall satisfaction; return visits and experience sharing.

5.2.2 Strategies Employed by National Parks in Marketing and Promoting Tanzanian Tourism Products

With overwhelming changes in tourism environment, new market strategies ought to be adopted, enhanced and implemented. Companies or businesses should consider developing and innovating their products or improve services. In addition, there

should be regular trainings, seminars, improvement of website contents (information) and updating them timely. In the tourism environment, all these can be achieved through government support by providing resources to all involved parties in order to improve tourism marketing.

Baloglu and McCleary (1999) found that the greater the variety of information sources used to advertise the destination, the more positive is the contribution to the shaped image. The same authors also point out that word-of-mouth recommendations are the primary source in forming the destination image; consequently, offering a satisfying experience to the tourist is of great importance.

Further, visitors to the complex in Nigeria preferred use of impersonal information sources such as brochures, travel guides, and internet media. This is in agreement with Molina, Gomez and Martin-Consuegra (2010): Molina and Esrenban (2006).Results also revealed that visitors are loyal to the destination as many of the respondents would love to re-visit the Complex. Destination loyalty is viewed as an intention to revisit the destination and as tourist's perception of a recommendable place (Kuusik et al, 2011).

5.2.3   The Impact of Services in Marketing and Promoting Tourism in the Country

In the contemporary world, all businesses need to use marketing techniques in order to survive. Failures of companies are caused by inability to adopt and apply marketing strategies. It is of good use to adopt developments and changes. In

addition, Albert Emery said this on marketing as cited by Constantinides, (2004) "marketing is a civil war in most of these battles, companies and organizations are successful that use a more favorable words, ideas and intellectual order, in other words, have an updated and integrated marketing management in order to take steps in the fighting competitive scenes".

5.3   Recommendations

With regard to the findings of this study, the following are recommended.

5.3.1   Recommendations for Action

a) The government should ensure there are policies to guide the development of sustainable tourism. Sustainable tourism entails maximizing and minimizing the positive and negative effects of tourism respectively.

b) Attractions in Tanzania national parks should be introduced to local and foreign tourists in a clear, efficient and sustainable way. Tourists should get a prior picture of what to expect in a destination. This can be achieved through using media, festivals, exhibitions, workshops and seminars.

c) The government and National Parks should ensure supply of reliable tourists' services like accommodation, transport systems, security systems, and communication tools in order to maintain the status of the country's services.

d) The government and National Parks should regularly ensure keeping of attractions safe. Both flora and fauna as well as conservation of culture, landscape, and wildlife should be sustainably conserved and protected.

5.3.2 Recommendations for Further Researches

It is recommended that the following should be taken into consideration by future researchers.

i) The same subject may be investigated in locations other than Ruaha National Park, aimed at projecting a general picture of tourism in different areas of the country or even in areas other than Tanzania environment.

ii) In future, studies need to be conducted on the implementation of the tourism policy in Tanzania, which provides a framework on how tourism services and all elements should be handled. The investigation of the overall impact and implementation of the policy is equally essential.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Dear Respondent!

I am a post graduate student of The Open University of Tanzania (OUT), pursing a Master of Business Administration degree offered under the Faculty of Business Management. I hereby request that you fill the questionnaire items as honesty as possible and to the best of your knowledge.

Yours sincerely,

NASSORO, Ahmed Amud

SECTION A: RESPONDENT'S PARTICULARS

Instructions: tick (√) the correct answer

  i. Age group

    1. 18-25   [   ]

    2. 26-33   [   ]

    3. 34-41   [   ]

    4. 42-49   [   ]

    5. 50 and above   [   ]

  ii. Sex

    1. Male   [   ]

    2. Female   [   ]

  iii. Highest level of Education attained

    1. Primary Education   [   ]

    2. Secondary Education   [   ]

3. Certificate   [   ]

4. Diploma   [   ]

5. Degree   [   ]

6. Postgraduate   [   ]

7. Other (specify) ………………………………………………..

SECTION B: TOURISTS' SATISFACTION ON THE SERVICES PROVIDED BY THE NATIONAL PARK.

The statements below assess satisfactions **and perceptions** of tourists on the services provided by national parks. Please, tick (√) where appropriate using the following scales. 1. Satisfied, 2. Somewhat Satisfied, 3. Neutral, 4. Somewhat Dissatisfied, 5. Dissatisfied

A. Satisfaction with Services

S/N	Satisfaction and perceptions	1	2	3	4	5
i.	Warmly welcome					
ii.	Responses to tourists' requests					
iii.	Staff willingness to take time with visitors					
iv.	Information provided by staff					
v.	The facilities and equipment offered at the site					
vi.	Easy to communicate with operators					
vii.	The availability of tourist information					
viii.	Helpfulness of information provided					
ix.	Safety and Security					
x.	Quality of Service of the cafés and restaurants					
xi.	Variety of shops					
xii.	Quality of Service of the shops					
xiii.	Quality of Service of the transportation systems					
xiv.	Public transport					
xv.	Quality of Roads					
xvi.	Accessibility of the accommodations					
xvii.	Safety of the Accommodations					
xviii.	Accessibility of the visitor attractions					
xix.	Cleanliness of the local environment					
xx.	Communication services within and outside the country					

B. **Tourist satisfaction with tourism elements**

	Satisfaction	1	2	3	4	5
i.	Culture					
ii.	Wildlife					
iii.	Landscape					
iv.	Accommodation					
v.	Restaurants					
vi.	Security and Safety					
vii.	Infrastructure					

SECTION D: MARKETING STRATEGIES EMPLOYED BY THE NATIONAL PARK TO MARKET AND PROMOTE TOURISM PRODUCTS.

The statements below assess marketing strategies employed by the national park to market and promote tourism products. Please, tick (√) where appropriately where you Agree or Disagree with those statements.

S/N	Marketing Strategies	AGREE	DISAGREE
i.	International trade fairs and exhibitions		
ii.	Website and blogs		
iii.	Social media: Face book, YouTube, Twitter,		
iv.	Outdoor billboards and posters		
v.	Catalogue, Magazine and Newspapers		
vi.	Television and Radio		
vii.	Brochures, flyers, leaflets, business cards		
viii	E-tourism and E-marketing		
ix.	Local tourism fairs		
x.	International road shows		
xi.	Travel trade		

PART E: IMPACTS OF TOURIST SERVICES IN MARKETING AND PROMOTING TOURISM IN THE COUNTRY.

Instructions: tick (√) the correct answer

1. Recognition outside the country

   i. Very Likely   [   ]

ii.	Likely	[	]
iii.	Somewhat Likely	[	]
iv.	Neutral	[	]
v.	Somewhat Unlikely	[	]
vi.	Unlikely	[	]
vii.	Very unlikely	[	]

2. Increased influx of tourists

i.	Very Likely	[	]
ii.	Likely	[	]
iii.	Somewhat Likely	[	]
iv.	Neutral	[	]
v.	Somewhat Unlikely	[	]
vi.	Unlikely	[	]
vii.	Very unlikely	[	]

3. Increased income

i.	Very Likely	[	]
ii.	Likely	[	]
iii.	Somewhat Likely	[	]
iv.	Neutral	[	]
v.	Somewhat Unlikely	[	]
vi.	Unlikely	[	]
vii.	Very unlikely	[	]

4. Development of the industry

i.	Very Likely	[	]

ii. Likely   [   ]

iii. Somewhat Likely   [   ]

iv. Neutral   [   ]

v.   Somewhat Unlikely   [   ]

vi. Unlikely   [   ]

vii. Very unlikely   [   ]

5.   Tourists intention to return

i.   Very Likely   [   ]

ii.   Likely   [   ]

iii. Somewhat Likely   [   ]

iv. Neutral   [   ]

v.   Somewhat Unlikely   [   ]

vi. Unlikely   [   ]

vii. Very unlikely   [   ]

6. Willingness to Recommend

i.   Very Likely   [   ]

ii.   Likely   [   ]

iii. Somewhat Likely   [   ]

iv. Neutral   [   ]

v.   Somewhat Unlikely   [   ]

vi. Unlikely   [   ]

vii. Very unlikely   [   ]

-- THANK YOU --