AN ASSESSMENT OF VISITOR'S SATISFACTION AND ATTITUDE TOWARDS TOURISM SERVICES AND FACILITIES IN THE NGORONGORO CONSERVATION AREA

IDDI MAVURA

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF TOURISM MANAGEMENT AND PLANNING OF THE OPEN UNIVERSITY OF TANZANIA

2017

CERTIFICATION

The undersigned certifies that she has read and hereby recommends for acceptance by the Open University of Tanzania the dissertation entitled: *"An Assessment of Visitor's Satisfaction and Attitude Towards Tourism Services and Facilities in the Ngorongoro Conservation Area (NCA)"* Ngorongoro District, Arusha region in partial fulfillment of the requirements for degree of Master of Tourism Management and Planning of The Open University of Tanzania.

………………………………..

Dr. Shogo Mlozi

(Supervisor)

…………………………..

Date

COPYRIGHT

DECLARATION

I, **Idd Mavura,** do hereby declare that this dissertation is my own original work and that it has not been presented and will not presented to any university for similar or any other degree.

…………………………

Signature

…………………………..

Date

DEDICATION

This thesis work is dedicated to my parents Mr. and Mrs. Mavura, who always loved me unconditionally and has been a constant source of support and encouragement during the challenges of graduate school and life.

ACKNOWLEDGEMENT

ABSTRACT

This study assessed visitor's satisfaction and attitudes on tourism services and facilities in the Ngorongoro Conservation Area Authority (NCAA). The main objective of this study is to assess the level of visitors' satisfaction towards quality of services and facilities in the NCAA. Specifically, the study aimed at three key objectives (i) to examine visitors attitudes towards the available products, service and facilities, (ii) to evaluate visitors satisfaction towards the available products, service and facilities, and (iii) to assess the current awareness of visitors to tourism products, to recommend areas and ways to improve visitors products in NCAA. Case design study approach was used where by one hundred and twenty-seven (127) respondents were interviewed. Findings from this study shows that, majority of respondents had relatively very high (59%) awareness of the tourisms products in the study area. Available products and value for money were the main determining factor for visitors attitude towards visiting the Conservation Area (p=0.000 and p=0.028 respectively). For visitors' satisfaction, very high percent (65%) of visitors were satisfied with the products, services and facilities in the destination. This was complemented by factors such as available products, value for money and available products to visitors determined satisfactions of visitors. Finally, all the study variables, were significant (p=0.001) in improving services in the destination. The study has further demonstrated that, developing sustainable marketing destination strategies is important especially on the quality and standards of the destination related factors. The study recommends for the continued improvement of visitors products, services and facilities in order to attract and gain a continued satisfaction and positive attitude to visitors. Diversification of tourism activities in other areas of the Ngorongoro, e.g. the Olduvai Gorge, Nasera rocky and Oldoinyo-Lengai is highly recommended.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

LIST OF ABBREVIATIONS

ANOVA   Analysis of Variance

GNP   Gross National Product

NCA   Ngorongoro Conservation Area

NCAA   Ngorongoro Conservation Area Authority

TANAPA   Tanzania National Parks

URT   United Republic of Tanzania

WTO   World Tourism Organization

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Tourism is an important global economic sector and over the past several decades, the sector has been steadily increasing and contributing to the economy of many countries (Oh, 2005). The sector has become an important in leisure activity due to its growing acceptance and benefits, and its contribution to economy through the gross domestic product (GDP) of several countries (Okello and Yerian, 2009). It is one of the fastest growing industries, employing about 200 million people, through formal and informal way, and accounts for about 11% of the global revenues (Okello and Yerian, 2009). For example, in Korea, the industry has been estimated to contribute 3.5% of the GDP (Oh, 2005). In East Africa, the common form of tourism is mainly focused on viewing wildlife in their native habitats (Okello et al., 2005). In Tanzania and other developing countries, tourism sector has remained as the main source of revenue in protected areas such as national parks, game reserve and the Ngorongoro Conservation Area Authority (TANAPA, 2004a). The sector is estimated to account for 12% of the country GDP (Kahyarara and Mchallo, 2008).

The sector is a basis of wealth, and the country has developed a comprehensive tourism master plan to guide tourism development and sustainable utilization of its natural resources through the current tourism master plan (TANAPA, 2004a). The Master Plan aims to integrate tourism products that are capable of attracting a low volume, but high yield to make international tourists spend more time in Tanzania (Kishe, 2007). Tourism sector depends on satisfaction of visitors through available

infrastructure and services in the area tourists visit (Okello et al., 2005). These determinants and efforts to promote the sector through marketing and promotional activities to attract more tourists through improving visitor's satisfaction so as they can make repeated visits in a destination is imperative.

Tourism sector in Tanzania is connected to protection of natural features and cultural areas often, a high quality natural or cultural environment as the main attraction that draws the visitors to the area (Eagle et al, 2001). Attraction have the ability to draw people to them, thus attraction brings satisfaction that can be perceived from various experiences in an environment made up of products such as good view of the landscape, biological species, service and facilities provided to visitors. Mill (1992) suggested that the natural attractions aim to serve recreational wishes of visitors and this provides an opportunity to tourists to enjoy nature at its pristine state.

The National Tourism Policy of Tanzania (1998) underpins all development of tourism to promote the economy and livelihoods of the people through developing sustainable and quality tourism that is culturally and socially acceptable, ecologically friendly, environmental sustainable and economically viable (GMP, 2005). The tourism products improvement and diversification have been among the focus of the tourism policy to ensure a sustainable tourism sector in Tanzania (TANAPA, 2007). Presence of various tourism attractions like Ngorongoro Conservation Area, the great Serengeti migration, Kilimanjaro Mountain and many others, implies that the country has abundant natural resources for foreign exchange. To show its commitment in conservation, and wildlife tourism as a source of income, the country government

has set 43.7% of its land so far under some form of protection. These protected areas have been attracting tourists and the consequently increasing national income. Despite the government efforts on conservation, and the contribution of tourism sector in the country GDP, visitors' satisfaction through tourist facilities and services has been hardly determined. In order to improve the current income, there is a need to understand perception and attitudes of tourists in our destinations; therefore, this study sought to explore tourist's experiences and attitudes towards tourism services in the Ngorongoro Conservation Area.

1.2   Problem Statement

The NCA is one of the famous protected areas, one of the seven world natural wonders and a World Heritage site and a Biosphere reserve. The purpose of conserving the relatively intact ecosystems and endangered species has been facilitated by various visitors from inside and outside the country. According to Szell (2012), attractions and products determines satisfaction and attitudes of the visitors visiting the area, and at this point visitors will either decide to visit the area or shift elsewhere.

In order for that to be successful achieved at local level, it is important to understand what attributes attracts visitors and existing strength and weaknesses of the sector. However, it is unfortunately that, this has hardly been determined in the Ngorongoro Conservation Area. Furthermore, no substantive work has been done to assess and capture visitors views on weakness and how to remedy the same in order to promote tourism sector in the study area.

1.3   Objective of the Study

1.3.1   General Objective

This study, intends to make an assessment of the visitor's satisfaction and attitudes towards tourism services and facilities in the Ngorongoro Conservation Area Authority (NCA).

1.4   Specific Objectives

(i)   To assess the current awareness of visitors to tourism products in the NCA.

(ii)   To examine visitors attitudes towards the available products, service and facilities.

(iii)   To evaluate visitors satisfaction towards the available products, service and facilities.

1.4.1   Research Question

(i)   What is the current awareness of visitors to tourism products?

(ii)   What are the visitor's attitudes towards the available products, service and facilities?

(iii)   Are the visitors satisfied with the available products, service and facilities?

1.5   Significance of the Study

The tourism sector is critical in the Country's economic development in improving citizen livelihoods as well as living standards. According to WTO (1999), it accounts for more than 16% of the Country's Gross National Product (GNP). Due to its contribution, there is a need to care and plan for upgrade of service and facilities.

This cannot be achieved without understanding visitor's satisfaction and expectation towards tourism products, services, and facilities that determine their visit perceptions. Therefore, the present study attempted to convey up to-date information on the visitor experience on recreational products, facilities and tourism services offered in NCAA. The findings will contribute to the improvement of tourism services, products and facilities in the park and hence improve satisfaction. Moreover, the study findings and recommendations will assist local tourists in analyzing satisfaction and attitudes towards visitors. More importantly, it will assist decision and policy makers on how to improve the tourism sector in NCAA and in other tourist destinations across the country.

1.6   Scope of the Study

This study was limited to the assessment an assessment of visitor's satisfaction and attitudes towards tourism services and facilities in the Ngorongoro Conservation Area Authority. The study focused mainly on factors that attracts tourists to visit a given destination, the attitudes of tourists towards the facilities and services rendered by the Ngorongoro Conservation Area. Furthermore, the study suggested on solutions which can be beneficial for the study area to attract tourists.

1.7   Definition of Key Terminologies

Satisfaction; According to oxford dictionary is a happy pleased feeling/pleasant feeling that when you receive something you wanted or when you have. It is a consumer's overall cognitive or effective response to product use (Oliver, 1997) and consumers' judgment of whether a product or service provides a pleasurable level of consumption related fulfillment (Chen and Patrick, 2016). Dimension of satisfaction

may differ depending on the level of the consumption experience. Tourist may be satisfied with some products and be dissatisfied by other aspects/areas like services and facilities of their trip.

Product; Philip Kotler defines " a product as anything that can be offered in a market for attention ,acquisition use or consumption that might satisfy a want or need" It is a group of components or elements brought together in a bundle to satisfy the consumer need, it is an amalgam of what a traveler does and experience during a tour, it is primarily an experience and not goods.

Attitude; "a feeling or opinion about something or someone or a way of behaving that is used by" (oxford dictionary) it can be good or bad towards.it is often difficult to change peoples' attitudes.

NCA; Ngorongoro Conservation Area is located between 9596378 to 9726445 North and 678065 to 860158 East. It is under UNESCO World Heritage Site and Man and Biosphere Reserve (Arcese and Sinclair, 1997). It is administered by Ngorongoro Conservation Area Authority (NCAA) which was established in 1959 by the NCA Ordinance No 413 of 1959 as a multiple land use area, designated to promote the conservation of natural resources, safeguard the interests of NCA indigenous residents and promote tourism. The conservation area integrated both natural resources and human development.

The conservation area is in Ngorongoro District, Arusha region, approximately 175 Km north of Arusha. The area is bordered by Serengeti National Park to the north,

Maswa Game Reserve to the west, Loliondo Game Controlled Area in the north-east, Lake Natron Controlled Area to the east and Lake Manyara National Park to the South (NCAA GNP).

AWARENESS; is the ability to directly know and perceive, to feel, or to be cognizant of events. Mostly it is the state of being mindful of something.(Oxford dictionary).

1.8   Limitations of the Study

There were challenges associated to the study, such as there was a language barrier during interviewing the visitors, as some were not able to speak or write in English. This barrier was partially solved by using tour guides who stood as translators. Other challenge included some questionnaires were not returned back to the researcher by visitors who had no enough time to wait for the interview, therefore asked for questionnaires to fill later-on during their rest time. In such a case, few questionnaires were provided to visitors to ensure the calculated sample size of 127 respondents is achieved.

1.9   Conceptual Framework of the Study

The conceptual framework of this study (figure 1) shows the relationship between variables. The framework is framed in such a way that it describes the feedbacks on potential variables of products and services rendered to visitors in the NCAA. It further shows a link to perceptions and attitudes of visitors on satisfactions.
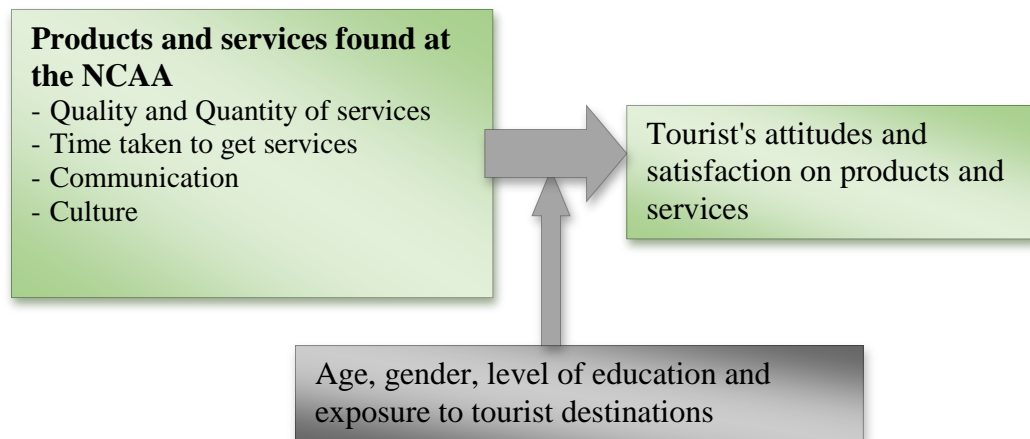
Figure 1.1: Conceptual Framework of the Study

As far as this study is concerned variable/predictors of visitor's satisfaction and attitude that makes a particular visitor appreciate the services provided by NCA include social demographic and characteristics of a trip/Safari, value for money while at the NCA, time taken to get services at the NCA, communication between service providers at NCAA, country of origin, national culture, quality and quantity of products while visiting the NCA. These factors are highly determine how a particular visitor is satisfied with the services provided.

In actual sense the potential behavior of the tourist depends on how he/she perceives the quality and value the product. Tourists value the destination's products in a different manner and expect diverse benefits through their visiting, all these factors determine how a visitor complicate something that he/she wishes to consume. People with different levels of education tend to see things differently. For this study, different perception of the services and products found at the NCA were differently

perceived by different visitors depending on their social demographic and characteristics of their trip/safari. All these factors definitely affect satisfaction and attitudes of visitors.

CHAPTER TWO

LITERATURE REVIEW

2.1 Global Overview of Tourism

According to the United Nations World Tourism Organization (UNWTO), tourism is defined as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure" (Unwto, 2008). The tourism sector has become one of the important global economic venture that has been growing and expanding rapidly over the past six decades (Sharpley and Telfer, 2014).

International tourists have been rapidly increasing to visit tourist destinations across the world, and their number increased by forty-four folds (i.e. from 25 million (1950) to ~ 1080 million (2013) in the past six decades (Thongmala et al., 2015). According to Unwto (2012), the European continent led in overall percent of revenues worldwide (48%), followed by the Asia and the Pacific (28%), North and South America (19%) and Middle East (4%). Tourism sector is expected to receive ~ 1.6 billion visitors by 2020 (http://www.e-unwto.org/doi/abs/10.18111/9789284403394).

2.2   Empirical Studies

2.2.1 Visitors Attitudes towards Available Products, Service and Facilities

The visitor destination selection process is mainly influenced by three attributes namely; motives, attitudes, and perceptions. In tourism point of view, motives refer to (Okello and Yerian, 2009). Whereas, attitude is a negative or positive trend attributed to an environmental element by the visitor or *"a sustainable organization of beliefs towards an object or a situation that predisposes an individual to respond in a preferential manner"* (Albu and Nicolau, 2010). Studies elsewhere, has demonstrated that, visitors attitude towards environmental recreation is a degree of how an individual feels the visit given that preference on cultural, social and environment aspects are concerned and it plays an important role towards visitor satisfaction (Thongmala et al., 2015). Linked to this, perception is defined as one's ability to careful select and judge situation in a meaningful way (Lamb 2014), and is believed to have a strong influence on visitors intention to make repeated visit to a given destination (Smith and Brent, 2001). Similar, Robbins (2005) defined perception as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment, whereby situation, perceiver and target are responsible for influencing the perception of the individuals.

Study by Poon and Low (2005) indicated that attitudes differ from one person or one country/continent to another. For example, according to the study done in Malaysia (ibid), showed that, western travelers and Asian all had similar attitudes to the hotel, except that, the western were satisfied more by additional services, and didn't bothered by the price. Another study by Kaltenborn et al, (2011) reported that,

visitors comprised of heterogeneous group of people with diverse attitudes towards environmental management and conservation issues. It is believed that, visitors with a stronger ecocentric perspective were more likely to support conservation and more opposed to exploitive and consumptive resource use. They were also likely to be receptive to information that influence visitor behavior in environmentally friendly manner.

On the other hand, those with low ecocentric were significantly different from the other two groups in their perception on this. This further shows that, our everyday lives are influenced by attitudes and affected in the ways which we judge, and react towards other people, objects, and events. Attitudes are learned through past experiences and serve as a link thoughts and behavior, they are therefore, distinguished by a preference or state where one is prepared to respond, because of experiences in comparable situations in the past in a certain way to particular stimuli (Fill, 2006).

Therefore, it is concluded that, attitude is a predetermined behavior, and manner to respond and react to relate objects, concepts or situations, and these behaviors and reactions are created from previous experiences. Visitors constantly form their attitudes towards known and unknown products, thus, in some cases tighten their attitudes towards a specific brand which they are satisfied and familiar with. By being accustomed to always purchasing and using the same brand and, of course, being satisfied with the products provided by the same company, consumers tend to

create a positive attitude towards the brand which leads to a favorable attitude. (Solomon et al., 1999)

2.2.2 Visitors Satisfaction towards the available Products, Service and Facilities

Visitors satisfaction is an important attribute in tourism industry. Visitors satisfaction is a function of a visitor pre-purchase expectations and self-evaluation post purchase (Engle et al., 1990), and it determine repeated visits to a particular destination. Similarly, according to Gnanapala (2015) satisfaction is a measure of how products and services supplied by a destination meet or surpass the customer. In line with this, is the availability of products, services and facilities for visitors. These attributes may differ from visitor to visitor.

For example, a study in Cameroon by Tambi (2013) showed that, visitors have different ratings on the quality of facilities, services or tour expectations. Another study by Franceschini et al. (2006) in Egypt, showed that satisfaction of products and services affects visitor choice particularly on quality. In Japan, the quality of foods and the scenic beauty alongside accommodation, services, transportation and were the services attracting visitors (Hasegawa, 2010). Tourism scholars have defined tourist satisfaction as the results of the comparison between "a tourist's experience at the destination visited and the expectations about the destination" (Sukiman et al., 2013). Satisfaction is recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it (Frey & Daly, 1989; cited in Sukiman et al., 2013).

Tourist satisfaction is an important factor in successful marketing of heritage and cultural tourism because it affects the selection of destination, consumption of service and decision to revisit (Kozak & Rimmington, 2000; cited in Singh, 2014). There are a number of reasons that make tourists satisfied with their trip or journey, including the quality of services provided, such as infrastructure, security, cleanliness, natural situation, consumer protection and accessibility (Handszuh, 1995; cited in Salleh et al., 2013). Knowing the level of tourists' satisfaction on tourism activities, facilities and services in the Town of Luang Prabang is also essential for the marketers and tourist related managers in order address the weak points and improve the destination to become more attractive for tourists.

Nash et al. (2006) also assessed factors that affect the satisfaction of the backpacker tourists as price, location, cleanliness of rooms, value for money and the presence of self-catering facilities etc. Huang & Sarigollu (2008) argue that the core and secondary factors of the destination affect the tourists' satisfaction. The core factors are the fun & sun, ecotourism, outdoor adventure, sea sport and entertainment. The secondary factors represent the infrastructure & services, safety, convenience and cost. Similarly, Kozak (2002) investigates the factors that affect the satisfaction of German and British backpacker tourists. He concludes that accommodation services, local transport services, hygiene and sanitation, hospitality and customer care, facilities and activities, price levels, language and communication and airport services affect the overall satisfaction of the tourists. Choia & Chub (2001) investigate the determinants of hotel guests' satisfaction and their repeat patronage in Hong Kong hotel industry with using a multiple regression analysis. They identified

seven hotel factors as the determinants of the tourists' satisfaction, i.e. staff service quality, room qualities, general amenities, business services, value, security and IDD facilities. Among them, staff service quality, room qualities, and value are considered the most influential factors for the tourists' overall satisfaction. Master & Prideaux (2000) examine the role of culture and its influence on visitor satisfaction using 150 Taiwanese who travelled in South East Queensland. The findings concluded that the culture did not play a major role in determining the satisfaction. The majority of the tourists are satisfied with the holidays. The tourists believed that the facilities and services were important determinants of the holiday satisfaction.

However, the tourists tolerate the cross-cultural differences and they did not evaluate the overall satisfaction based on the cultural differences. Kim & Lee (2010) examine the relative importance of perceived service quality, customer satisfaction and behavioral intentions of the tourists in South Korea. It indicates that the destination related tangibles and responsiveness were highly influential factors for customer satisfaction. Furthermore, the study revealed the consequences of customer satisfaction as Word Of Mouth (WOM) communication, purchase intentions, and complaining behavior. Correspondingly, Ladhari et al. (2008) explored the determinants and consequences of dining satisfaction of tourists regarding the restaurant services in Korea as positive emotions, perceived service quality, and negative emotions. Positive emotions are more important and it mediated the impact of perceived service quality on dining satisfaction. The satisfied customers gave positive recommendations, developed loyalty, and even liked to pay more. Additional, Wu & Liang (2009) investigate customer satisfaction with service

encounters in luxury hotels in Taiwan and identified the restaurant environment and interactions with the service employees and other customers influence positively and directly the customer satisfaction.   Akama & Kieti (2003) argue the existing exogenous factors are responsible for the decline and poor performance of Kenya's tourism industry. The exogenous factors are the increasing negative perception of the tourists about Kenya as an insecure tourist destination and the poor infrastructure conditions and facilities, especially, the poor transport network.

2.2.3 An Overview of Tourism in the Ngorongoro Conservation Area

Ngorongoro Conservation Area receives many visitors, both international and locals. Like in many protected areas, tourism services involve two major groups with distinct operations, the private operators and park managers. In the NCA, private operators include hotelier, tour companies, and the rest are offered by the park management. In most cases visitors are brought in the park by tour companies, and then they meet the park management and other private operators who facilitate their stay in the park. The participation of the two groups are driven by different goals; while the major goal for park management is to achieve conservation and sustainable tourism, the other group on the other hand is much driven by profit gains (Eagle et al, 2001).

As far as tourism industry is concerned, collaboration is important to these two groups in order to ensure service quality and conservation of environment. (Philipo, 2011). Moreover, the working conditions will be improved if they are equipped with work ethics. This may require funding to help all sectors dealing with tourism in the park develop collaborative mechanisms to meet standards. Quality service in tourism

industry has drawn the attention on improving human capacity; being able to manage human contributing to the greater level of professionalism in tourism service and better performance (Ritchie and Hawkins, 1992). According to Robbins & Coulter (2005), perception is a process by which individuals give meaning to their environment by organizing and interpreting their sensory impressions. Similarly, Solomon (2002) defines perception as the process by which physical sensations such as sights, sounds, and smells are selected, organized, and interpreted. It is likely that, an eventual interpretation of a stimulus obtained from perception, allows it to be assigned a meaning. The tourists who come to a destination and consume the same products and services perceive them differently. Based on tourists' attitudes and perception on what they have seen, consumed, and experienced, they develop their satisfaction or dissatisfaction about the holiday spending.

Eraqi (2006) identified that the quality of the consumed products and services greatly affect tourists' satisfaction and factors include variety and beautiful scenery, variety of activities, quality and variety of restaurants, quality and standard of accommodation, safety, friendliness and hospitality of local people, availability of shopping facilities, availability of nightlife and entertainment facilities, prices of souvenirs and gifts, service level of immigration and customs clearance, political stability of the destination, social and educational value of the tour, variety of cultural events and festivals, etc.

2.2.4 Current Awareness of Visitors on Tourism Products in Ngorongoro

     Conservation Area

Generally, visitor's awareness and behavior involves a search for leisure experiences from interactions with features or characteristics of places they choose to visit (Leiper, 1997). Referring the Leiper's findings, it can be confirmed that understanding visitor's consumer behavior is not merely of academic interest but doing so would provide awareness for effective tourism planning and marketing. The products available in the area are meant to meet visitors' satisfaction during their visits and are what contribute to visitor experience. The study by Mill, & Morrison, (1992) identified that, in order to satisfy visitor's experience, there must be a consideration of marketing orientation philosophy that suggests that products should be designated careful so as to match the needs and wants of the customer. This indicates that the companies should know what product will satisfy customers, although it is not possibly to satisfy all the customers.

Concurring with Mill & Morrison, (1992), Walker (1995), identified that, satisfying customers there must be a consideration of the long-term effect of the viability of an organization through repeat purchase and positive word-of mouth (WOM) communication. Consequently, it is very important to weigh satisfaction in protected areas to ensure their long-term survival of in competitive business environment and also for enhancing the experience of visitors with the attraction. The assessment of visitor satisfaction may also assist in identifying the strong and weak attributes of these attractions and thus help in improving the service being provides.

2.3   Areas and ways to Improve Visitor's Products in Ngorongoro Conservation Area

Visitors satisfaction on the products offered in an area-is a driving force for the visit, for development of facilities and products, various strategies like awareness need to be enhanced. Cha et al. (1995) argued that motivation awareness will in turn be reflected in the development of facilities in a destination area because it allows planners to better define tourist behaviors and the value of tourism in that area. This strengthens the idea of understanding of motivation that involves identifying the markets and the needs of the visitors at a particular destination. For the areas like the Ngorongoro Conservation, several issues need to be understood before the development of the products in the area. Currently the Ngorongoro receives more than half of the all tourists who visit Tanzania. The year 2014, about 611,767 tourists visited the site and that was a little below the number of tourists' arrivals in 2013 which was 647,733 visitors. There is also a need to increase motivation to visitors, motivation determines whether and what types of rapport exist among the motivation factors and purpose to make a wellbeing holiday to the desired destination (Konu, 2009). Two factors are needed so as to better understand the motivation of a tourists to decide to visit a destination and leave another, one should involve two factors of "Push and Pull" during designing of the motivation in the protected area. The study by Andreu, & Cooper (2000) have found out that, those factors that are "Push" implies factors that pushes a tourist away from home, while those that pulls, "pull" implies those that tend to pull tourists towards the destination, referring to what makes a destination attractive for potential visitors' including historical and cultural resources, beaches, and accommodation.

The study by Melita, (2015) found out that, understanding of what the tourists need is very important as that complements the desire of tourists on a particular destination visits. Adequate awareness about the motivations influencing the travel behavior of tourists is a best tool to manage and prepare a good marketing tool for the parks. It was further discussed by Melita, & Mendlinger, (2013) that, the Ngorongoro conservation as many other protected areas in Sub Sahara receives most of passive than active visitors. The main reason being unmaintained products, therefore, marketers and destination promoters in tourism should keep in mind that most successful products are those which respond best to a bundle of needs within a given market segment, and should give more marketing efforts to matching a destination's major attributes to the tourists' diverse psychological needs.

This is very true because when the area products are not maintained well and promoted the best may tend to bend the customers need and desires. Futhermore, Melita (2015) identified the dropdown of tourists flow in the NCA and that the decline is due to the presence of many factors mostly being associated with little understanding of the NCA products and little development of the available attractions as shown in Figure 2.1.
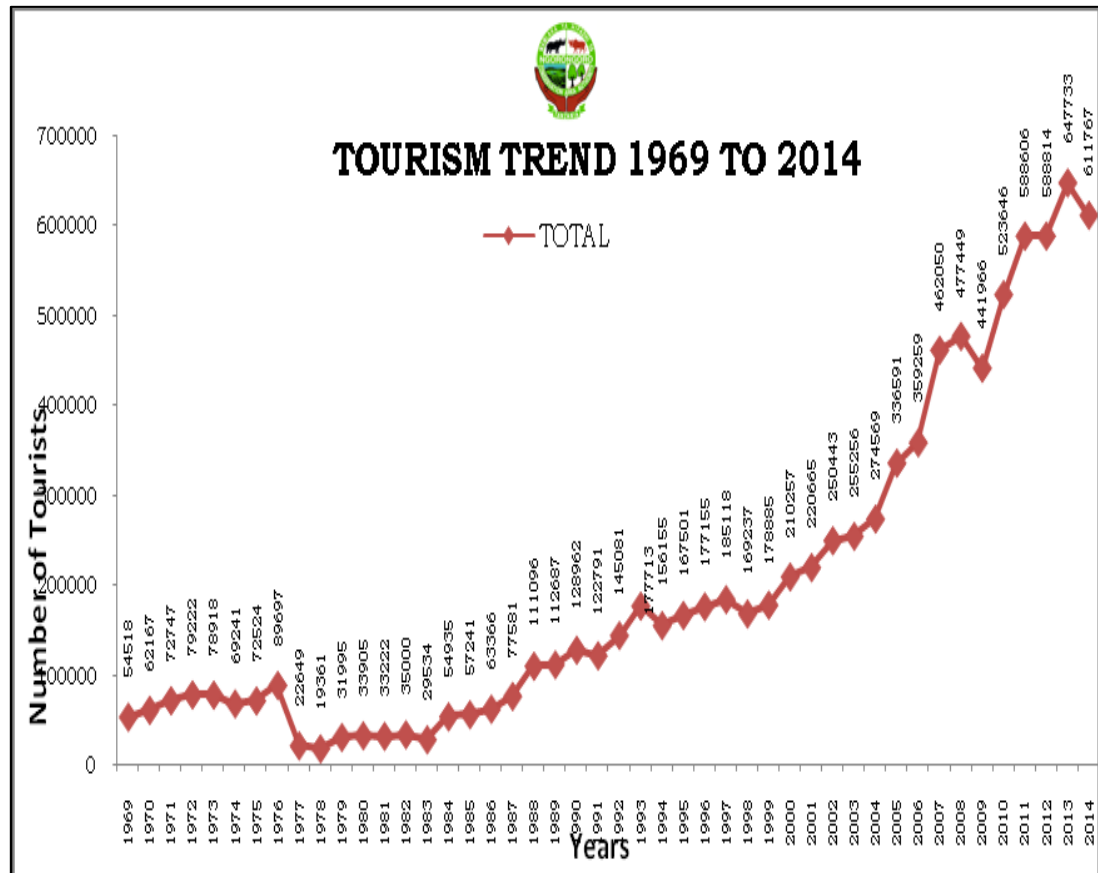
Figure 2.1: Tourism Trend from 1961-2014

Source: NCAA, (2015)

The graph above shows the decline of tourists flow in the NCAA due to the lack of awareness of the tourist products to some tourists. The fact is that, all the tourists who visits the Ngorongoro mainly enter and visit the Ngorongoro Crater (250 km^2 which is only 3% of the whole area (8292 km^2). That is the only place everyone is aware of and hence can plan to visit and have a better game viewing. The awareness for the visitation to the Crater of Ngorongoro has been advocated for decades now (Melita, 2015). The study by Mungai, (2013) reported that NCAA is almost becoming a transit destination to Serengeti national Parks. The transit increased from 10.8% (66,080) in 2009 to 26.8% (164,291) in 2014. This may be influenced by the

schedule and package from the tour operators, Visitors decision, and time factor during visitation or may be the visiting prices.

All these factors can make the destination decision making process, although there are other sophisticated and complex ~~in~~ process basing on a fact that every individual consumer is different from another. Hence, consumers employ different decision factors each time they make a decision and as a result consumers may have different preference judgments for the same destination. The handbook by Witt and Mountinho (1989) on Tourism Marketing and Management have come to conclude that, "it is very important for the decision makers and tourism resources utilizations developers, to consider the creation of good images that may motivate the users' decisions for visitation to a destination. A pull factor should lead into the decisions making for the resources development reflecting the image that can motivate visitors.

A study by Alegre, & Garau, (2010) identified that, there are some areas within the Ngorongoro Conservation which are undeveloped and underutilized, for example Eyasi escarpment, cedah trees community, hot springs in the area, waterfalls, Loolmalasin mountain, Bamboo Hill (Oldean Bamboo forest), Northern Highland Forest Reserve (NHFR), Laetole footprints and the local population of the residents in the area. Those areas could motivate tourist's visitations and could increase visitor's numbers as well as creating more days of stay within the NCA. It is therefore important that the NCAA management make improvements on those tourist products to attract more visitors.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Description of the Study Area

The study was conducted in the Ngorongoro Conservation Area Authority (NCAA).

Ngorongoro Conservation Area Authority (NCAA) was established in 1959 by the

NCA Ordinance No 413 of 1959 as a multiple land use area, designated to promote

the conservation of natural resources, safeguard the interests of NCA indigenous residents and promote tourism. The conservation area integrated both natural resources and human development.
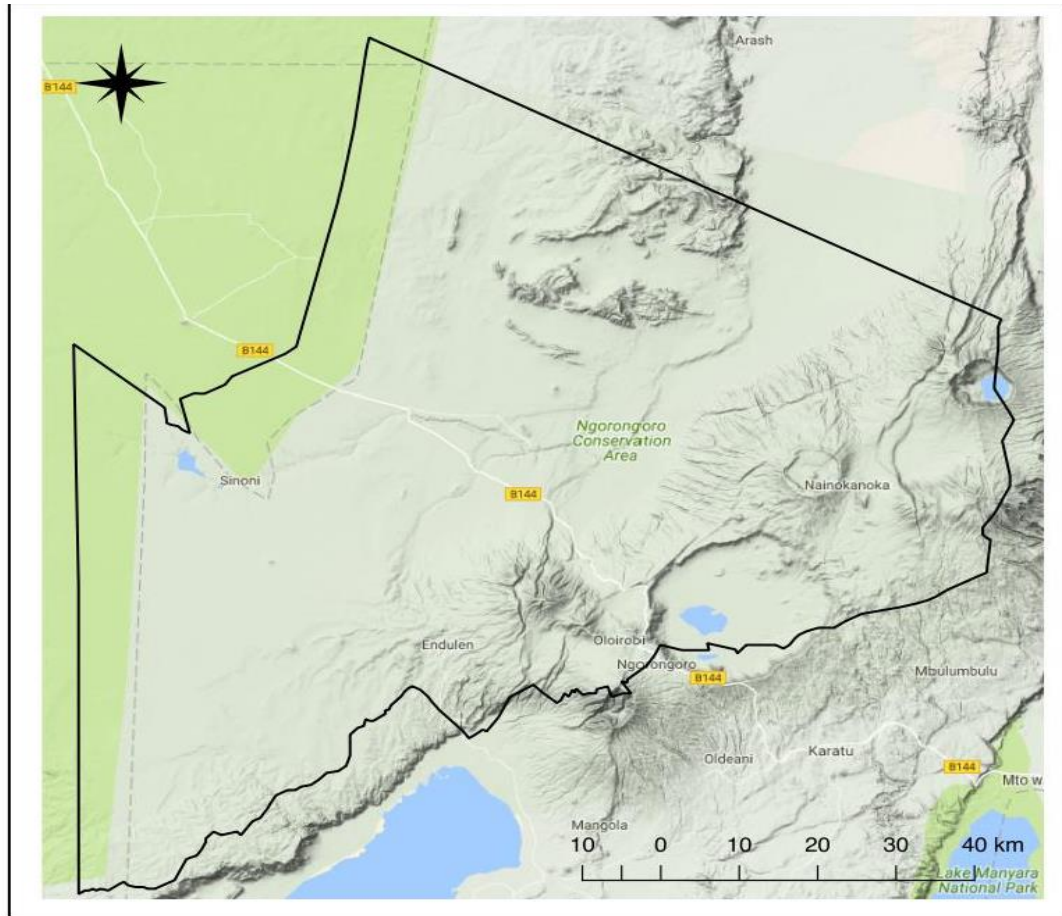
Figure 3.1: Map of the Study Area

Geographically, the study area (Ngorongoro Conservation Area) is located between 9596378 to 9726445 North and 678065 to 860158 East. It is under UNESCO World Heritage Site and Man and Biosphere Reserve (Arcese and Sinclair, 1997). The conservation area is in Ngorongoro District, Arusha region, approximately 175 Km north of Arusha. The area is bordered by Serengeti National Park to the north, Maswa Game Reserve to the west, Loliondo Game Controlled Area in the north-east,

Lake Natron Controlled Area to the east and Lake Manyara National Park to the South (Figure 3.1).

3.1.1 Flora and Fauna

Ngorongoro Conservation Area is a unique and an important area for biodiversity conservation and supports high densities of wildlife throughout the year; including one of the very few remaining populations of black rhinoceros in the country. The conservation area is featured with it is world-wide well known "Ngorongoro Crater" which holds approximately 25,000 animals, most of them ungulates, such as wildebeest, zebra, common eland, hippopotamus, lions and gazelles (Grant's and Thomson's). There are different habitat types in the conservation area, such as open grass plains, swamps (Mwandusi and Gorgor), patches of Acacia woodland at Lerai, Laiyanai and Seneto and the famous water catchment forest *"The Northern Highland Forest Reserve"*.

3.1.2 Climate

The rainfall in Ngorongoro s 700–1000 mm, with an average annual temperature between 14°C and 25°C. Temperature differs within the Ngorongoro; in the crater floor is much hotter than the rim. The dry season is from June to September, and a rainy season from October to May. During the rainy season, the rainfall pattern is divided into two rainy periods: the "short rains" which spans from October to December, and the "long rains" from March to May, with heavy rainfall in April.

3.2 Research Design

The case study design was adopted in this study. The case study method enables a researcher to closely examine the data within a specific context. In most cases, a case study method considers or selects a small geographical area or a very limited number of individuals as the subjects of study (Zainal, 2007). According to Yin (1994), case study research bring an understanding of a complex issue or object and can extend experience or add strength to what is already known through previous research in any given area. Furthermore, case studies emphasize detailed contextual analysis of a limited number of events or conditions and their relationships.

Both three categories of case study, i.e. exploratory, descriptive and explanatory case studies (Zainal, 2007) were considered in data acquisition (described in the following sections). Therefore, in this case, Ngorongoro Conservation Area Authority was treated as a case, where by various methods of data collection such as interview, questionnaires, and documentary reviews were used.

3.3 Population and Unit of Inquiry

The targeted populations of this study included the NCAA visitors, staffs, tour operators as well as local community as the area is a multiple land use where man share with wildlife. Therefore the selected NCAA workers, tour operator, visitors and the Maasai within the NCAA were regarded as population in this study.

3.4 Sample and Sampling Technique

3.4.1 Sample Size

Based in method described by Krejcie and Morgan (1970) as well as Cohen (1969), the sample size for this study was calculated at 127 individuals.

3.4.2 Sampling Unit

Sampling units included members of the NCAA management, heads of respective village government within the NCAA, tour guides, operators and other NCAA stakeholders. The Management of the NCAA was included based on the fact that they are aware of visitor's products. The heads of village government were included as they know more about the nature of tourist's products. Tour operators were also important in this study as they are the ones who guides and directs visitors to various tourist's products within the NCAA.

3.4.3 Sampling Procedure

Both probability and non-probability sampling procedures were used.

3.4.3.1 Probability Sampling

This is the procedure or method of selecting sample, where by each element have the same independent chance to be selected. Probability samples are selected in such a way as to be representative of the sample population. According to Donald et al, (2010) simple random sampling as the type of probability sampling provides an equal chance to every member in the population to be included in the study. Sharma (2008) revealed that, simple random sampling is purposeful and methodical, it is apparent that a sample selected randomly is not subjected to the biases of the researcher. Simple random sampling provides most reliable or credible results because they reflect the characteristics of the population from where it was drawn. Therefore, the method was used to determine elements in the population to be included in a sample, and to reduce biases or prejudices in selecting samples. Following the method, the lottery system in which names of the subjects written on

pieces of paper and placed in a container was used to draw the sample and every name that occurs by chance was considered in the study as a sample. This method was used to pick tour operators and community leaders.

3.4.3.2 Non-probability Sampling

Purposive sampling is a non-representative subset of some larger population; it is constructed to serve a specific need or purpose. Non-probability/purposive sampling was used in selecting the desired sample where by some elements were selected. This technique was used to obtain responses from respondents specifically on which is believed would be able to deliver the required information about the attitudes, awareness and satisfaction of visitors towards tourist products. Therefore, in this study, purposive sampling technique was used to select staffs from the NCAA. These staffs were; Conservators, information centers and managing director.

3.5   Source and Type of Data Analytical Procedure

The study relied on three sources for data gathering. Primary data gathered from interviews and questionnaires. The researcher prepared an interview guide with open and closed ended questions. The interview was conducted by Focus Group Discussion (FGD) for the purpose of intimating with the informants. Data of quantitative nature were gathered using questionnaire. This instrument will use scales with descriptive statements to enable the respondents to score. The questionnaire was self-administered. Questionnaires were divided in two types; one concerned with NCAA employees and the other with the visitors and tour operators. Secondary data based on review of documentary sources such as data published in journals,

textbooks, government publications newspapers, internet, surveys and other conference reports.

3.5.1 Questionnaire Survey

To acquire primary data, structured self-administered questionnaire surveys (Punch, 2013) were used to collect data on visitors satisfaction in the study area. All survey questions were close ended (closed ended questions have multiple options and respondents are required to choose one from among these options, therefore, respondents were directed to the interviewers own set response, whereas open ended questions have no options and respondents are required to answer themselves) for simplicity in quantitative analysis. Questionnaires were structured to depict responses on visitors' satisfaction on infrastructure and services.

Through the questionnaires, data were corrected through face-to-face interviews, and under given circumstances (e.g. the visitors were in hurry to proceed with safari) they were given questionnaires and the drivers was kindly requested to handle back the questionnaire at the end of the tour safari. In case that the vehicle had more than one visitor (a group), only one member of each group was interviewed to minimize repetition and ensure independent collection of data.

Figure 3.2: Interviewers Filling the Questionnaires

3.6   Data Analysis

Data analysis was conducted using the Statistical Package for Social Science (SPSS version 22). Descriptive statistics such as frequency tables and advanced statistical computations such as Correlation analysis and Simple and Multiple regressions were performed to assess the association between dependent and independent variables. Analysis of variance (ANOVA) was also employed to analyze the study variables. Generally, the analysis aimed to understand information tourists in the study area, particularly by focusing on key study questions.

For regression analysis, the equation is as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + e$$

Where;

a = constant

X_1 = products expected, X_2 = time taken to get service, X_3 = information centers

X_4 = communication, X_5 =Culture, X_6 = Relationship X_7=Value for money

β_1 to β_7 = Regression coefficients. e = standard error

3.7 Analysis Mapping Techniques

Each of the respective research questions were analyzed based on the indicative mapping technique as shown in Table 3.1. This table shows research questions which were basis for the stud objectives.

Table 3.1: Analysis Mapping

Research question	Analysis technique
What are the visitor's attitudes towards the available products, service and facilities?	Regression
What is the current awareness of visitors to tourism products?	Regression
How can we assess visitors satisfaction towards the available products, service and facilities	Regression
What are the areas and ways to improve visitor products in NCAA?	Frequencies and percentages

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1   Characteristics of Respondents

4.1.1   Characteristics of Respondents by Gender

The study encompassed a total of 127 respondents. Out of this, 58% of respondents
(74) were males and the rest (42%) were females (Table 2). Understanding sex
characteristics of respondents in social science research have a very important role to
play in conveying and offering the responses about the problem under investigation.

4.1.2   Characteristics of Respondents by Age

The study respondents were categorized into four classes. Age classes were as
follows: 16-26, 27-37, 38-48, 49-59, 60-70 and 71 and above. Majority of the
respondent has an age class of between 37-37, which accounted 34.6% of the
interviewed population. The age class of 38-48 and 49-59 comprised 21.3% and
22.8% respectively. Only 0.8% of interviewed respondents were above 71+ years
(table 2). In social science, age of the respondents is one of the most crucial
characteristic that one can use in understanding their views on a particular problem
under investigation; in most cases the level of maturity of individuals has an
important role in examining the response.

Table 4.1: Sex and Age of Respondents

Sex/Age class	16-26	27-37	38-48	49-59	60-70	71+
Male	5	26	16	21	6	0
Female	4	18	11	8	11	1
Total	**9**	**44**	**27**	**29**	**17**	**1**

4.1.3 Characteristics of Respondents by Education

Education levels of respondents were characterized in five levels Table 4.2). Results indicates that, the highest population of respondents had university level education (72.2%), followed by college education 20.5%. Only 1.6% had primary school education level. Between gender and education, most of respondents for university level were male (44.9%), which is equivalent to 57 respondents. Twenty-eight percent (36 respondents) were female. Only 1.6% of females had a secondary education level. In social science, education level might affect the person's attitudes and the way of looking and understanding any particular social phenomena. In most of the times, responses of a particular individual are likely to be determined by his educational status and therefore it was important to include education in the study findings.

Table 4.2: Educational Characteristics of Respondents

Level of education	Sex	Total
Primary Education	Male	2
Secondary Education	Male	4
	Female	2
College education	Male	11
	Female	15
University education	Male	57
	Female	36
Total		**127**

4.2 Current awareness of Visitors to Tourism Products in Ngorongoro Conservation Area

Results revealed that, tourists are aware about the products and services offered to them by the Ngorongoro Conservation Area. Overall, the majority of the tourists responded that they had a relatively high (35%) or very high (59%) awareness of the

tourisms products in the study area. Six percent reported to have low (low or relatively low) awareness on tourism products in the study area (Figure 4.1).
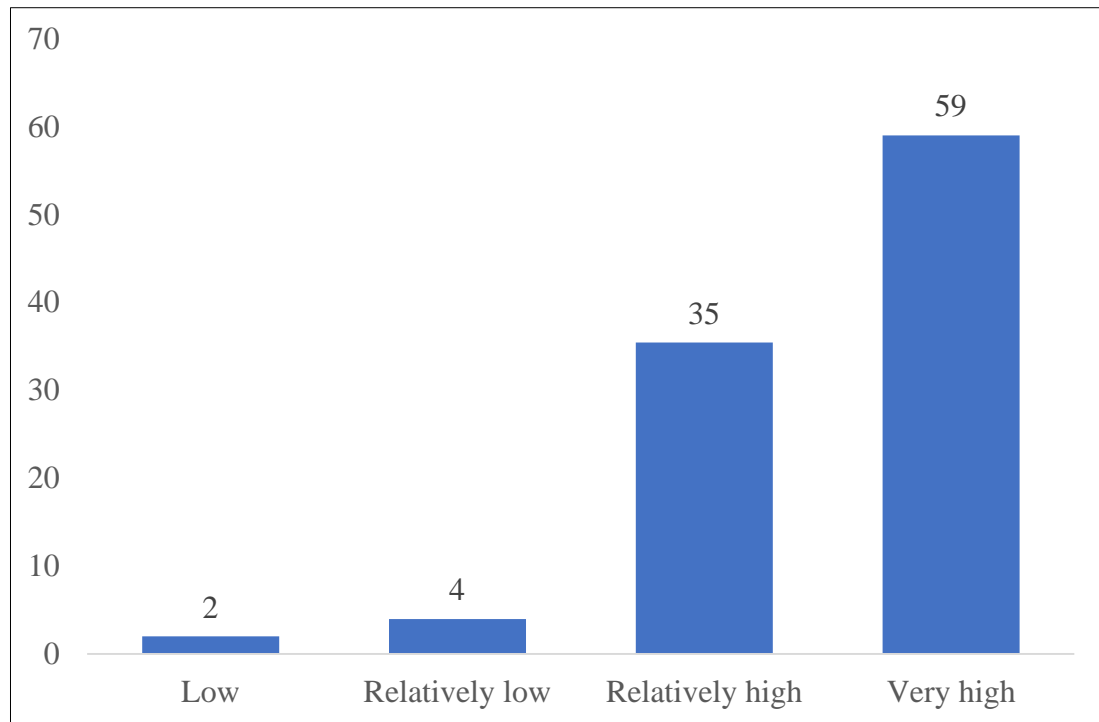
Figure 4.1: Visitors Awareness and Attitude in Ngorongoro Conservation Area

This results are similar to the one reported by Thongmala (2005) who reported that tourists have high awareness in most of areas they visit. Similarly, the study results support the findings by Hasegawa (2010) who reported that, always tourist have a pre-idea of services offered to them when visiting a particular destination. Having a awareness on tourists' awareness of the products in a given destination is important.

4.3 Visitors Attitudes towards Available Products, Services and Facilities

Analysis of tourists attitude towards available products, services and facilities in the Ngorongoro Conservation Area revealed that, available products determines the attitude of tourists visiting the destination (p=0.000). Other factors which are significant in determining tourist attitudes towards visiting a given area includes

tourist positive attitudes and available products, which is significant in explaining the model (p=0.035) and value for money (p=0.028). The remaining factors (Table 3) were not significant in determining the attitude of victors in the Ngorongoro Conservation Area.

Table 4.3: Tourists Attitude towards Products, Services and Facilities

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.493	0.993		0.496	0.621
Products expected	0.434	0.092	0.587	4.732	0
Positive attitudes and available products	-0.194	0.091	-0.192	-2.136	0.035
Value for money	0.177	0.08	0.219	2.224	0.028
Improvement of NCAA staffs/community relationship	0.071	0.108	0.062	0.659	0.511
Time and access to intended services	-0.025	0.123	-0.023	-0.201	0.841
Communication and dissatisfaction of services	0.093	0.085	0.123	1.103	0.273
Cultural differences and satisfaction	0.047	0.09	0.048	0.529	0.598
Usefulness of visitors information centers	-0.06	0.082	-0.065	-0.728	0.468

4.4 Visitors Satisfaction towards Available Products, Services and Facilities

Tourists were also asked whether are satisfied or not (and to what extent) with the available products and services in the Ngorongoro Conservation Area. Results indicates that, tourists were highly satisfied with the available products and services in the Ngorongoro Conservation Area (65%). This was followed by relatively high

satisfaction towards the destination (34%) and only 1% had low satisfaction level of the available products and services in the destination. None of tourist reported to be relatively low dissatisfied with the products offered (Figure 4.2).
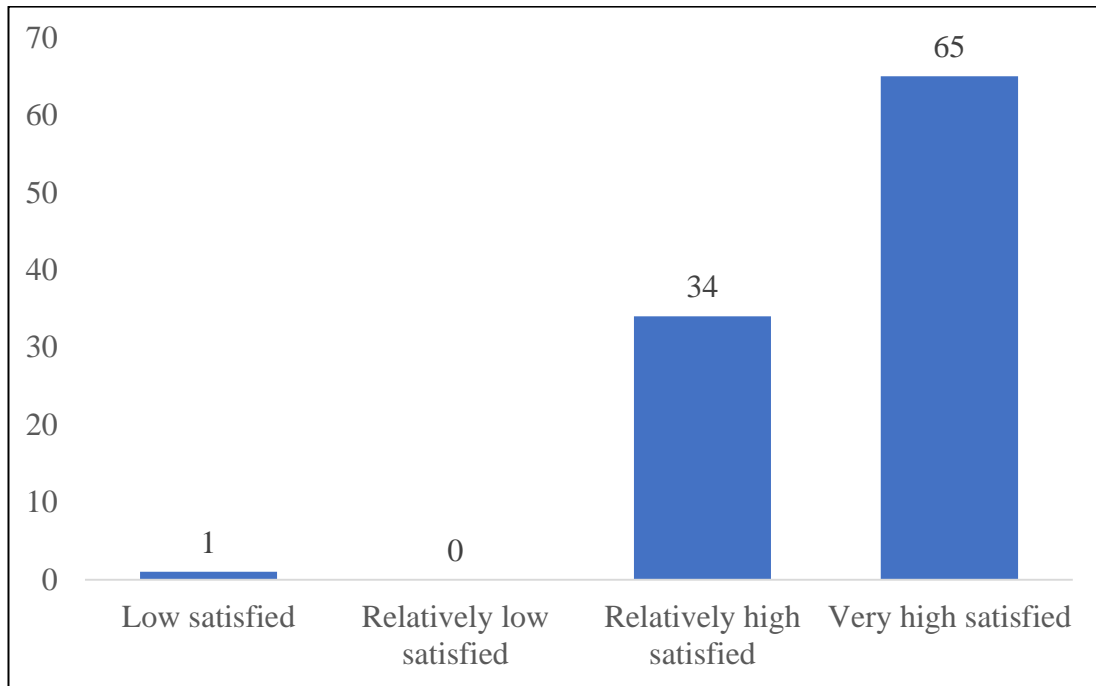
Figure 4.2: Visitors Satisfaction in Ngorongoro Conservation Area

Multiple regression analysis revealed that most of variables that determine tourists attitude and satisfaction have a p-value less than 0.05, therefore, most of elements were statistically significant in determining tourists' attitude and satisfactions in the Ngorongoro Conservation Area as depicted by the model; $Y = 2.8 + 0.000X_1 + 0.035X_2 + 0.028X_3 + 0.074X_4 + 0.511X_5 + 0.841X_6 + 0.0273X_7 + 0.0598X_8 + 0.0833X_9 + 0.267X_{10} + 0.468X_{11} + 0.001X_{12} + 0.004X_{13} + e$. Table 4.4 indicates that, product expected by tourists contributed much to the satisfaction of tourists in the Ngorongoro Conservation Area (p=0.000), value for money (p=0.028) scored the second greatest contribution to satisfaction and positive attitudes and available products to visitors needs (p=0.035).

Table 4.4: Tourists Satisfaction towards Products, Services and Facilities

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.493	0.993		0.496	0.621
Products expected	0.434	0.092	0.587	4.732	0
Positive attitudes and available products	-0.194	0.091	-0.192	-2.136	0.035
Value for money	0.177	0.08	0.219	2.224	0.028
Accessibility of products in the NCAA	0.178	0.099	0.222	1.799	0.075
Improvement of NCAA staffs/community relationship	0.071	0.108	0.062	0.659	0.511
Time and access to intended services	-0.025	0.123	-0.023	-0.201	0.841
Communication and dissatisfaction of services	0.093	0.085	0.123	1.103	0.273
Cultural differences and satisfaction	0.047	0.09	0.048	0.529	0.598
Visitors information on products in the NCAA	-0.019	0.091	-0.024	-0.211	0.833
The products available are those that visitors are aware off	0.095	0.085	0.125	1.116	0.267
Usefulness of visitors' information centers	-0.06	0.082	-0.065	-0.728	0.468
Knowledgeable of service providers on products	0.437	0.122	0.442	3.582	0.001
Awareness of local community to visitors' needs	-0.318	0.107	-0.32	-2.964	0.004

(a) Dependent Variable: Visitors are highly satisfied towards the products, services and facilities

4.5   Improvement of Visitors Products in Ngorongoro Conservation Area

In assessing the improved way of visitors to the study area, results from ANOVA indicates that, the conservation area can improve its efficient in tourists related activities (table 6). All thirteen variables were turned significant in determining improvement of the study area in tourism related activities (p=0.000). Furthermore, the analysis has indicated that tourists have experienced and satisfied with the factors related to the destination, and it suggests that the multiple regression model that we have developed and adopted as reasonable and significant. Beta coefficients (b1 – b13) of the model explained the relative important of the thirteen-destination related in influencing the tourists' overall satisfaction about the destination. The results have indicated that all factors remained significant in the regression analysis with different values of the beta coefficients, and that indicates the contributing the different weights to the variance of tourists' overall perception. In the Table 4.5 (F value = 4.076, and p = 0.000) and it is confirmed that tourists satisfaction and attitude are highly significant (p=0.001).

**Table 4.5: Relationship between Determinants of Tourist's Attitude and
                    Satisfaction**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	39.718	13	3.055	4.076	.000[b]
Residual	83.21	111	0.75		
Total	**122.928**	**124**			

a. Dependent Variable: Visitors are highly satisfied towards the products, services and facilities

b. Predictors: (Constant), X1, X2, X3, X4 X5 ….X13

4.5.1 Correlation among the Variables

Correlation measures the degree to which two variables are associated with or relate to each other and it does not provide a test of cause and effects (Seiler, 2004). Theoretically a correlation coefficient can take on any value between and including -1 and +1. A value of -1 or close to it, means that the two variables move in the opposite directions. A correlation coefficient of +1 or close to it, means that the two variables move in the same direction by the exact same amount. In the middle is the case where the correlation coefficient is equal to 0 and the variables move independently from one to another.

According to table 6 the correlation between Y and X1 is (r) = 0.406 and (p = 0.000), and it is confirmed that at the 1% level of significance, there is a positive correlation between Y and X1. Similarly, it is conformed at the 1% level of significance, there exists a positive correlation between the variables (Y, X2), (Y, X3), (Y, X4) (Y, X5) (Y, X6) In addition, there is a positive correlation between variables Y and X6 and confirmed at the 5% level of significant. The findings from this study shows that, if the NCAA continue to improve the quality of tourists' products and services, tourism satisfaction and attitude is likely to be improved and the and vice versa. The findings above is quite similar to dependent variable and all predictor's variables of the model. For stance, there is a positive correlation between satisfaction of visitors and all predictor variables (independent variables in the study).

Therefore, through all tests above, the findings from this study shows that, the null hypothesis that states: *"There is no Significance relationship between visitor's satisfaction, attitudes and available products, service and facilities"* is rejected

because in most variables tested in this study, their P-value is less than the alpha level. Therefore, there is a significant relationship between visitor's satisfaction and attitudes on the available products, services and facilities at the NCAA. The findings above relates with the study by Eraqi (2006) who investigated the tourism services quality in Egypt and identified the factors that affect customer satisfaction.

According to him, the tourists' satisfaction of quality depends upon a number of criteria, such as the general evaluation of tourism services, the extent to which tourists are satisfied with the hotel's services, customer value related to tourism services' prices, level of services at accommodations, internal transport quality, the extent to which tourism services prices at suitable levels, and tourists' desire to repeat his/her visit. Furthermore, the above findings agree well with the study by Kozak (2002) who investigated the factors that affect the satisfaction of German and British backpacker tourists. In his study, he came to conclude that, things like accommodation services, local transport services, hygiene and sanitation, hospitality and customer care, facilities and activities, price levels, language and communication and airport services affect the overall satisfaction of the tourists.

4.5.2   Improving Visitors Products in Ngorongoro Conservation Area

In this study, it was found out that, there were other variables tested with the p-value more than 0.05, this means that, there are other areas that need improvement so as to influence visitors satisfaction and attitude at the NCAA. In this study, it was found out that, all factors that were regarded as suggestions towards improving tourists products were agreed and strongly agreed to be the factors that when fulfilled are likely to make satisfaction to the visitors. Therefore, factors like "advocating more

products", "encouraging private investment on tourism products in the NCA", "The government to invest more in the NCAA", "Increasing awareness of local communities to the needs of visitors", as well as "increasing of awareness to the service providers about the products and services present" are highly encouraged. The findings above are similar with the study by Witt and Mountinho (1989) who have come to concluded that, "it is very important for the decision makers and tourism resources utilizations developers, to consider the creation of good images that may motivate the users' decisions for visitation to a destination. A pull factor should lead into the decisions making for the resources development reflecting the image that can motivate visitors.

CHAPTER FIVE

CONCLUSION, IMPLICATION OF FINDINGS AND RECOMMENDATION

5.1 Introduction

This study assessed visitor's satisfaction and attitudes on tourism services and facilities in the Ngorongoro Conservation Area (NCA). The findings from this study shows that, tourists satisfaction and attitudes are determined by various factors such as consumer (visitors) expectations, cultural background, value for money while using products, accessibility of products in the NCA, perceived value and quality, actual experience on travel and many other factors. For this case then satisfaction and attitude could be studied separately in other studies using other methods of research and come up with more or different information. Nevertheless tourists' attitude to NCA can be assessed/studied before the tourists arrive to Tanzania as a tourist destination, which could probably give different results.

The study has further demonstrated that, developing sustainable marketing destination strategies is important especially on the quality and standards of the destination with other related factors. The success of the NCA depends highly on the clear understanding of the tourists' satisfaction predictors, which directs them towards destination loyalty.

It is therefore the duty of NCAA management in cooperation with other tourism stakeholders to develop sustainable marketing destination strategies basing on the destinations quality and standards of products, services and facilities in order to satisfy visitors maintain appositive attitude and create the destination loyalty. Most

writers agree that not only in academic research that customer satisfaction has been a focal point but also in tourism industry practices, so then customer satisfaction is determined by a combination of consumer expectations, perceived value and quality of products and actual experience. Similarly satisfaction may differ across a different social demographic and characteristics of a trip example age, occupation and lifestyle, country of origin and national culture and purpose of a trip.

However the study if further recommending that;

Diversifying tourism activities or attractions beyond the Ngorongoro Crater will attract tourists to stay longer in the Ngorongoro Conservation Area rather than it is currently. This can be done by promoting more tourist areas within the conservation area, hence increasing tourism revenues. For example, some years ago, visitors were staying two to three nights in the Ngorongoro but there is a noted decline currently as previous surveyed (2014), indicates that currently, visitors stay only one night or non-in the area on their way to Serengeti National Park.

Non-wildlife attraction areas Oldonyolengai and other such as the Olduvai George should be marketed broadly within and outside the country. Promoting tourism in such areas will aid in local and foreign revenues. Effort should be in place to explore opportunities besides wildlife viewing safaris.

Tourists visiting the NCA are satisfied to the larger extent with available products and services. Therefore, the NCA Management should continue to consider tourist satisfaction first before anything so as to make a particular tourist satisfied with the destination. If tourists are satisfied with the exact needs, it will lead them towards the

destination loyalty which can be achieved by revisiting the existing strategies. Value for money is recommended, as most of tourists reported that they are satisfied with the services against what they pay for. The management in collaboration with community member should continue to make sure that the value for money is in place and that, all tourist services are geared towards this.

Improvement of staffs/community relationship, time and access to intended services, communication, cultural differences, visitors' information on products and available services. To increase their tourist appeal, some protected areas in the circuit have developed special programs to supplement traditional wildlife viewing game drives. Lake Manyara National Park offers walking and canoe safaris. These are important in improving not only the perceived value of the trip but in creating emotional connection with tourists.

Further study is recommended to investigate the causes of implication of other predictors of tourists' satisfaction and attitudes towards products and services in the NCA.

REFERENCES

Akama, J. S. & Kieti, D. (2003). Measuring Tourist Satisfaction with Kenya's Wildlife Safari: A Case Study of Tsavo West National Park. *Journal of Tourism Management*, 24(3), 73-81.

Albu, R., & Nicolau, L. (2010). Changing attitudes in tourism-a possible way to win the battle with the current economic crisis. Bulletin of the Transilvania University of Brasov. *Journal of Economic Sciences. Series* 35(1), 201 –213.

Alegre, A. & Garau, J. (2010). Tourist Satisfaction And Dissatisfaction. *Journals of Tourism Research-Ann Tourism Res, 37(1)*, 52-73.

Andreu, B. & Cooper, O. (2000). Preference and Positioning Analyses of Overseas Destinations by Mainland Chinese Outbound Pleasure Tourists. *Journal of Travel Research, 35(4),* 11-15.

Arcese, P. & Sinclair, A. R. (1997). The role of protected areas as ecological baselines. *Journal of Wildlife Management, 61(3),* 587-602.

Benavides, D. D. & Perez-Ducy, E. (2001). *Tourism in the Least Developed Countries.* Brussels: United Nations Conference.

Choia, T. Y. & Chub, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *Internationa Journal of Hospitality Management, 20(3)*, 277-297.

Cohen, J. (1969). *Statistical power analysis for the behavioral sciences.* New York: Academic Press.

Eagles, P. F. J., Bowman, R., Margaret, E., Tao, T., & Chang-Hung, Y. (2001). *Guidelines for Tourism in Parks and Protected Areas of East Asia.* Waterloo CA-Gland: World Commission on Protected Areas.

Engle, J., Blackwell, R., & Minuard, P. (1990). *Consumer Behavior. 6ᵗʰ ed).* Chicago: The Dryden Press.

Eraqi, M. I. (2006). Tourism Services Quality (TourServQual) in Egypt: The Viewpoints of External and Internal Customers. *An International Journal*, 13(4), 469 – 492.

Fill, C. (2006). *Simply marketing communications.* Harlow: Prentice Hall.

Franceschini, F., Galetto, M., & Eraqi, M. I. (2006). Tourism services quality (TourServQual) in Egypt: The viewpoints of external and internal customers. Benchmarking: *International Journal 13 (4),* 469-492.

Gnanapala, W. A. (2015). Tourists Perception and Satisfaction: Implications for Destination Management. *American Journal of Marketing Research, 1(1),* 7-19.

Hasegawa, H. (2010). Analyzing tourists' satisfaction: A multivariate ordered probit approach. *Tourism Management 31 (1),* 86-97.

Huang, R., & Sarigöllü, E. (2008). Assessing Satisfaction with Core and Secondary Attributes. .*Journal of Business Research 61(4)*, 942-949.

Kahyarara, G., & Mchallo, I. (2008). The strategic environmental assessment (SEA) of tourism development in the northern tourist circuit of Tanzania. International Association for Impact Assessment, Centre for Environmental Economics and Development Research. Retrieved March 2, 2009, from: http://www3.webng.com/jerbarker/home/eia-toolkit/downloads/grants/IA Tanzania.pdf.

Kaltenborn, B. P., Nyahongo, J. W., & Kideghesho, J. R. (2011). The attitudes of tourists towards environmental, social and managerial attributes of serengeti National Park. *Tropical Conservation Science 4*, 132-148.

Kim, Y. K., & Lee, H. R. (2010). Customer Satisfaction Using Low Cost Carriers. *Tourism Management, 32, (2),* 235-243.

Kolahi, M. (2000). Visitor's characteristics and attitudes towards Irani's National Parks and participatory conservation. *Journal of National Parks. 20(3)* 53 – 67.

Konu, H. (2009). Roles of Motivation Factors in Predicting Tourists' Intentions to Make Wellbeing Holidays – A Finnish Case. Accepted paper to Tourism Review, Helsinki, Finland.

Kozak, M. (2002). Comparative Analysis of Tourist Motivations by Nationality and Destinations. *Tourism Management, 23(3),* 221-232.

Krejcie, R., & Morgan, D. (1970). Determining sample size for research activities. *Educational and Psychological Measurement, 30(2)*, 607–610.

Ladhari, R., Bruna, I., & Morales, M. (2008). Determinants of Dining Satisfaction and Post-dining Behavioral Intentions. *International Journal of Hospitality Management,* 27(1), 563-573.

Lamb, C., Hair, J., & McDaniel, C. (2014). *Principles of Marketing.* Boston: Cengage Learning.

Leiper, N. (1997). *Tourism Management.* Australia: RMIT Press.

Master, H. & Prideaux, B. (2000). Culture and Vacation Satisfaction: A Study of Taiwanese Tourists in South East Queensland. *Tourism Management, 2(1)*, 445-449.

Melita, A. (2015). Assessing the Visitors Motivation and Satisfaction in the Ngorongoro Conservation Area. *World Journal of Social Science Research*, *3(1)* 45 – 61.

Melita, A., & Mendlinger, S. (2013). The impact of tourism revenue on the local communities livelihood: A case study of Ngorongoro Conservation area, Tanzania. *Journal of Service Science and Management, 6(1)*, 117-126.

Mitchell, J., Keane, J., & Laidlaw, J. (2009). *Report on Making success work for the poor: Package tourism in Northern Tanzania. 4(1)*, 117-126.

MMill, C. R., & Morrison, M. A. (1992). *The Tourism System. An Introductory Text 2nd ed.* Englewood Cliff, New Jersey: Prentice -Hall, Inc.

MNRT, (2008). *Tourism Statistical Bulletin.* Dar es Salaam: Ministry of Natural Resources and Tourism.

Mungai, M. (2013). Exploring Motivations and Factors Impacting upon Destination Choice of the UK Residents: Reflecting on Kenyan Tourism. *Journal of Information and Knowledge Management, 3(7)*, 10-16.

Nash, R., Thyne, M., & Davies, S. (2006). An Investigation into Customer Satisfaction Levels in the Budget Accommodation Sector in Scotland: A Case Study of Backpacker Tourists and the Scottish Youth Hostels Associations. *Journal of Tourism Management, 27(5)*, 525-532.

Ndunguru, C. (2007). *Research Methodology for Social Sciences.* Dar es Salaam: Mzumbe University Publishers.

Oh, C. O. (2005). The contribution of tourism development to economic growth in the Korean economy. *Journal of Tourism Management 26 (1),* 39-44.

Okello, M. M., & Yerian, S. (2009). Tourist satisfaction in relation to attractions and implications for conservation in the protected areas of the Northern Circuit, Tanzania. *Journal of Sustainable Tourism 17(5),* 605-625.

Okello, M. M., Wishitemi, B. E., & Lagat, B. (2005). Tourism potential and achievement of protected areas in Kenya: criteria and prioritization. *Journal of Tourism Analysis* 10(2), 151-164.

Philipo, N. (2011). Visitor's Experience on Tourism Services and Facilities in Serengeti National Park. An Attitudinal and Perception Assessment SENAPA, Tanzania. Austria: University of Klagenfurt. Vienna, Austria.

Poon, W., & Low, K. C. (2005). Are Travelers Satisfied with Malaysian Hotels? *International Journal of Contemporary Hospitality Management, 17(3)*, 217-227.

Punch, K. F. (2013). *Introduction to social research: Quantitative and qualitative approaches.* London: Sage Publications Inc.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students.* England: Pearson Education Limited Edinburgh Gate.

Seiler, M. (2004). *Performing Financial Studies: A Methodological Cookbook.* New Jersey: Prentice Hall.

Sharma, R. (2008). *Methodology of Educational Research.* New Delhi: Surjeet Publications Ltd.

Sharpley, R., & Telfer, D. J. (2014). *Tourism and development: concepts and issues*. London: Channel View Publications.

Smith, V., & Brent, M. (2001). Tourism issues of the 21st century. Hosts and guests revisited: *Journal of Tourism issues of the 21st century. 3(1)* 333-353.

Solomon, M. (2002). *Consumer Behaviour.* New Jersy: Prentice Hall.

Solomon, M., Bamossy, G., & Askegaar., S. (1999). *Consumer behavior A European perspective.* Upper Saddle River: Prentice Hall.

Szell, A. (2012). *Attitudes and Perceptions of Local Residents and Tourists Toward the Protected Area of Retezat National Park, Romania.* Kalamazoo: Western Michigan University.

Tambi, A. (2013). Precursors to Visitors' Satisfaction with a Travel Destinatination. *World Applied Sciences Journal* 23 (2), 272-278.

Thome, W. (2015). *Tourism is tanzania's leading economic sector.* Retrieved from Africa Travel Magazine: http://www.africa-ata.org/tz_economy.htm

Thongmala, P., Sengdeuane, W., & Somvang, P. (2015). Tourists' Attitudes towards Tourism Development and Heritage Preservation in the World Heritage Town. *International Journal of Business and Social Science, 8(1),* 35 – 61.

UNWTO, (2008). Understanding tourism: Basic glossary. Retrieved from http:// media.unwto.org/en/content/understanding-tourism-basic-glossary.

UNWTO, (2012). International tourism receipts surpass US$ 1 trillion in 2011. Retrieved oon 5/07/2012 from: http://media.unwto.org/en/press-release/2012-0507/ international -tourism-receipts-surpass-us-1-trillion-2011.

URT, (1999). *National Tourism Policy of Tanzania.* Dar es Salaam: Government Printers.

Walker, J. L. (1995). Service Encounter Satisfaction: Conceptualized. *Journal of Services Marketing*. *9(1),* 5-14.

Walker, J. L. (1995). Service Encounter Satisfaction: Conceptualized. *Journal of Services Marketing 9(1),* 5-14.

West, P. C., & Brechin S. R. (1991). *Resident, Peoples and National Parks.Social Dilemmas and Strategies in International Conservation.* Arizona: University of Arizona Press.

Witt, S. F., & Mountinho, L. (1989). *Tourism Marketing and Management (2nd ed.). Handbook.* London: Prentice Hall.

WTO, (1999). *International Tourism: A Global Perspective. Second edition.* Madrid: World Tourism Organization.

Wu, C. H., & Liang, R. (2009). Effect of Experiential Value on Customer Satisfaction with Service Encounters in Luxury Hotel Restaurants. *International Journal of Hospitality Management,* 28, 586-593.

Yin, R. K. (1994). *Case Study Research: Design and Methods*. Newbury Park: SAGE Publications.

Zainal, Z. (2007). Case study as a Research Method. *Jurnal Kemanusiaan* 9(2), 1-6.

APPENDICES

Appendix I: Questionnaire for the Visitors

An assessment of Visitor's Experience and attitudes on tourism services and facilities in the Ngorongoro Conservation Area Authority (NCAA)

Dear Visitors,

My name is **Idd Mavura**, currently studying master of TOURISM MANAGEMENT AND PLANNING. I kindly ask you to spare some few minutes, out of your precious time, to fill in this questionnaire designed to collect information and views on helping the Ngorongoro Conservation Area Authority to make desirable improvements in the quality of the products and services offered.

Please tick the box.

PART A: PERSONAL INFORMATION

1.   Gender:

a.   M   [   ]

b.   F

2.   Age:

a)   16-26

b)   27-37

c)   38-48

d)   49-59   [   ]

e)   60-70

f)   71+

3.   What is your education level?

a) Primary level

b) Secondary level

c) College   [   ]

d) University

4.   Number of tourism attraction visited (exposure)

a) One

B) Two   [   ]

C) Three

D) More than three

PART B: GENERAL QUESTIONS

Please put a tick (V) in a space provided

S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Visitor's attitudes towards products facilities and services.	*1	*2	*3	*4	*5
1.	Products expected by Tourists are available (quality and quantity)					
2.	Positive attitudes are due to available products					
3.	Visitors who visit the NCAA are satisfied with the available products					

S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	To increase visitation, products available needs improvement					
5	Negative attitude towards products is due to in adequate in quantity and quality of products services and facilities in the NCA.					
6	There is value for money while visiting NCAA					
7	At the NCAA, products are accessible					
S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Visitors satisfaction towards the available products, service and facilities	*1	*2	*3	*4	*5
1	Visitors are highly satisfied towards the available products, services and facilities.					
2	The current level of satisfaction is due to poor products.					
3	NCAA staffs/community and tourists relationship is highly improved					
4	Suggestion/comments from visitors has led into improvement of services					
5	Less time is spent for visitor to get intended service.					
6	Poor communication have led visitors dissatisfied with the services					
7	Cultural differences lead into minimum satisfaction					
S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Knowledge of visitors to tourism products	*1	*2	*3	*4	*5
1	Visitors are well informed with the tourist products in the NCAA					
2	The products available are those that visitors are aware off.					
3	There are other products in the NCAA that are unaware to the visitors.					
4	Tourists visiting the NCAA are mostly aware of Ngorongoro crater only.					

5	The number of stay in the NCAA is determined by the awareness of visitors to the available products.					
6	Effective use of visitors information centers could be the best source of awareness to visitors					
7	Visitors information centers are effectively used					
S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Areas and ways to improve visitor products in the NCAA	*1	*2	*3	*4	*5
1	Advocating more products would increase visitors in the NCAA					
2	There is a need to encourage private investment on tourism products in the NCAA					
3	The government should invest more in the NCAA especially on transportation facilities, accommodation and other utilities					
4	Service providers are awareness able about the products and services present in the NCAA					
5	Local communities are aware with the needs of visitors					

Appendix II: Questionnaire/Interview for the Staff

An assessment of visitor's experience and attitudes on tourism services and facilities in the Ngorongoro Conservation Area Authority (NCAA)

Dear Staffs,

My name is **Idd Mavura**, currently studying master of TOURISM MANAGEMENT AND PLANNING. I kindly ask you to spare some few minutes, out of your precious time, to fill in this interview designed to collect information and views on helping the Ngorongoro Conservation Area Authority to make desirable improvements in the quality of the products and services offered.

PART A: PERSONAL INFORMATION

1.   Gender:

a)   M   [   ]

b)   F

2.   Age:

a)   16-26

b)   27-37

c)   38-48

d)   49-59   [   ]

e)   60-70

f)   71+

3.   What is your education level?

a)   Primary level

b)   Secondary level

c)   College   [   ]

d)   University

4.   Number of tourism attraction visited (exposure)

a)   One

B)   Two   [   ]

C)   Three

D)   More than three

PART B: GENERAL QUESTIONS

Please put a tick (V) in a space provided

S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Visitor's attitudes towards products	*1	*2	*3	*4	*5
1	Products expected by Tourists are available (quality and quantity)					
2	Positive attitudes are due to available products					
3	Visitors who visit the NCAA are satisfied with the available products					
4	To increase visitation, products available needs improvement					
5	Negative attitude towards products is due to inadequacy in quantity and quality of products facilities and services in the NCA.					
6	There is value for money while visiting NCAA					
7	At the NCAA, products are accessible					

S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Visitors satisfaction towards the available products, service and facilities	*1	*2	*3	*4	*5
1	Visitors are highly satisfied towards the available products, services and facilities.					
2	The current level of satisfaction is due to poor products.					
3	NCAA staffs/community and tourists relationship is highly improved					
4	Suggestion/comments from visitors has led into improvement of services					
5	Less time is spent for visitor to get intended service.					
6	Poor communication have led visitors dissatisfied with the services					
7	Cultural differences lead into minimum satisfaction					

S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Knowledge of visitors to tourism products	*1	*2	*3	*4	*5
1	Visitors are well informed with the tourist products in the NCAA					
2	The products available are those that visitors are aware off.					
3	There are other products in the NCAA that are unaware to the visitors.					
4	Tourists visiting the NCAA are mostly aware of Ngorongoro crater only.					
5	The number stay in the NCAA is determined by the awareness of visitors to the available products.					
6	Effective use of visitors information centers could be the best source of awareness to visitors					
7	Visitors information centers are effectively used					

S/N	QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Areas and ways to improve visitor products in the NCAA	*1	*2	*3	*4	*5
1	Advocating more products would increase visitors in the NCAA					
2	There is a need to encourage private investment on tourism products in the NCAA					
3	The government should invest more in the NCAA especially on transportation facilities, accommodation and other utilities					
4	Service providers are awareness about the products and services present in the NCAA					
5	Local communities are aware with the needs of visitors					