ASSESSMENT OF TOURISTS' WILLINGNESS TO PAY FOR CULTURAL TOURISM TOWARDS VISITORS SATISFACTION AND IMPROVEMENT OF COMMUNITY SOCIAL SERVICES IN TANZANIA: A CASE OF ARUSHA REGION

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

2017

CERTIFICATION

The undersigned certifies that she has read and hereby recommends for the analysis of dissertation entitled: "**Tourists' Willingness to Pay for Cultural Tourism Towards Visitor Satisfaction and Improvement of Community Social Services in Tanzania: A Case of Arusha Region"** in the partial fulfillment of the requirements for the Degree of Master in Tourism Management and Planning of the Open University of Tanzania.

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Dr. Shogo Mlozi

Supervisor

....

Date

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DECLARATION

I, **Elirehema N. Maturo**, do hereby declare that this dissertation is my original work and that it has not been presented and will not be presented to any other University for a similar or any other degree award.

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Signature

…………………………..……

Date

DEDICATION

To God, whose invisible hand has guided me, to my family, my lovely wife who has been supporting me all the way during my studies Tunu Doekulu Maturo and my three children Mercy, Dorcas and Bright.

ACKNOWLEDGEMENT

ABSTRACT

The study aimed at assessing the willingness of tourists to pay for cultural tour fees towards visitors' satisfaction and community welfare improvement in Tanzania. The study was conducted in Arusha region where five Cultural Tourism Enterprise (CTE) were selected among twenty five CTEs which were available during the time of this study. Specifically the study examines tourists' perceptions of cultural tours offered in Tanzania, identify and examine socio-economic characteristics of tourist so as to determine their behavior and estimate tourist's willingness to pay (WTP) fees for cultural tourism visits and for social welfare improvement in communities. In this study, both primary and secondary data were collected from the respondents where by manageable sample size of 150 respondents was used. Questionnaires survey, interviews and observation were used to obtain information, which supported by documentary review. Statistical Package for Social Sciences (SPSS), content analysis and Excel was used to analyze data generated for this study both qualitative and quantitative. Contingent valuation method assessed the willingness of tourists to pay towards tour packages fees. The findings reveal that WTP for tourist was influenced by many factors such as level of income, occupation, satisfaction and uniqueness of services. The results found evidence that some visitors were willing to pay more than the current charges especially for local foods and drinks due to their uniqueness. Apart from that, most tourists had positive perception towards culture of local people due to its uniqueness. The study recommends training for service providers including the tour guides so as to improve communication skills. There should also be collaboration between CTE's and TTB so as to have proper pricing method, which ensures benefits to local/CTEs while satisfying customer.

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CTE	Cultural Tourism Enterprises
CTP	Cultural Tourism Program
CSR	Cooperate Socio-Responsibility
CVM	Contingent Valuation Method
LDCs	Least Developing Countries
MNRT	Ministry of Natural Resources and Tourism
NGOs	Non Governmental Organization
NBS	National Bureau of Statistics
SSA	Sub Saharan Africa
SNV	Stichting Nederlands Vriwilligers
SRS	Simple random sampling
SPSS	Statistical Package for Social Science
URT	United Republic of Tanzania
US	United States
USA	United states of Amerca
USD	United States Dollars
WTP	Willingness To Pay
TTB	Tanzania Tourist Board
UNWTO	United Nations World Tourism Organization

CHAPTER ONE

INTRODUCTION

1.1   Introduction

This chapter introduces the study by providing background information, statement of the problem, research objectives and research questions. It also presents significance of the study.

1.2   Background Information

Tourism has experienced continued growth and become one of the fastest growing economic sectors in the world (WTTC, 2010). According to UNWTO (2014) tourism has continued to support world's economic recovery as well as creating more jobs to the poorer communities (UNWTO, 2014). The sector does not only contribute in poverty reduction but also contributes significantly in environmental protection initiatives, multicultural peace and understanding all over the world. For many emerging economies in Africa and the Least Developing Countries (LDCs) like Tanzania, tourism has outperformed all other sectors and stands as the first export earner (UNWTO, 2014). Mitchell, et al. (2009), argue that Tanzania's tourism is a success story as indicated in the Value Chain Analysis report for package tourism in Northern Tanzania Tourism circuit. The report revealed that the Destination Tanzania has maintained its high quality tourism products on offer and has managed to attract high spending visitors with respectable length of stay.

In 2014, Tanzania received 1,140,156 international tourists from whom the country earned a total of US $2,006.32 (MNRT, 2014). Majority of the tourists visited the

country for wildlife viewing, mountain trekking, beach experience, business, meetings and conferences, scientific and academic purposes, volunteering, visiting friends & relatives and embarking on various cultural tours in designated communities (MNRT, 2014). The Government of Tanzania in general has continuously referring to tourism as one of the growing industries that it's potential has not been fully tapped to alleviate poverty at community level (VPO, 2005).

However, achieving financial sustainability of tourism sites is a vital. Emerton, *et al.* (2006), proposed that among other ways the tourism sites could reach their financial self-sufficiency levels is by using market-based approaches such as introduction of resource user fees, eco-tourism site entrance fees, bio-prospecting charges and payment for ecological services (Emerton *et al*., 2006). To achieve sustainability, destinations need to determine an optimum entrance fees to be charged to tourists using various non-market economic valuation techniques, such as the Contingent Valuation Method (Adamu *et al*., 2015).

1.2.1 Development of Cultural Tourism in Tanzania

Cultural tourism programme is a community based organization. In Tanzania, cultural tourism programme was established for the first time by Netherland Development Organization in 1996 in Mto wa Mbu aimed to ensure local people are benefiting direct from tourism. Majority of local communities around attraction sites in Tanzania are poor due to a number of reasons, main one being money accruing from tourism goes directly to the central government (Anderson, 2014). To remain competitive as a destination, increase poverty alleviation potentials for tourism and prolong the length of stay, tourism planners and researchers has argued that,

Tanzania must put efforts in product diversification to do away with overreliance on wildlife tourism, which has been mainly controlled by Central Government. Among government initiatives for diversification of tourism products was the introduction of Cultural Tourism Programme (TTB, 2011). The programme takes a community based tourism approach in which people are directly involved in designing, organizing tours and showing tourists aspects of their lives in the areas they live in. It is a form of tourism that enables tourists to experience the local people's way of life.

The programme also offers insight into the values, beliefs, historical features and traditions in the host communities own environment. In general terms cultural tourism involves discovery and enjoyment of historic monuments, sites and cultural landscapes of an area (URT, 2012). A survey carried out in USA during development of National Travel and Tourism strategy in 2012, indicated that a significant number of travelers who cross-border to other countries mainly were seeking out Nature and culture based experiences like visiting wildlife parks, cultural and historical sites (US Government, 2012). Many destinations around the world rank cultural and heritage tourism as one of the most important segment of tourism (Morrison, 2013).

In Tanzania, the initiative to promote cultural tourism started back in 1996-2001 as a five year joint project executed by Tanzania Tourist Board (TTB), Ministry of Natural Resources and Tourism (MNRT) and The Netherland Development Organization named Stichting Nederlandse Vrijwilligers (SNV). By the year 2001, there were 17 cultural tourism modules, now Cultural Tourism Enterprises (CTEs) established (TTB, 2011). The cultural tourism programme is a success story and an example of sustainable tourism in Africa. Cultural Tourism started with three (3)

enterprises and the community has grown to currently sixty (60) registered CTEs found almost in all parts of the country. The study will assess the willingness to pay for Cultural Tourists on offered CT products by various CTEs located in Arusha region.

Figure 1.1: Map of Cultural Tourism Enterprises Established by Tanzania Tourist

Board (Source: TTB, 2012)

1.3   Problem Statement and Justification

According to UNWTO, (2014) it is predicted that eco-tourism, nature-based, cultural, heritage and some other forms of adventure tourism will grow rapidly in next two decades together with greater spending for eco-tourism beyond other forms. Tanzania Cultural Tourism Programme offers an opportunity for locals to benefit directly from tourism. The programme has a potential of improving livelihoods through benefits such as employment and income generation to families, improvement of social services of communities such as water and sanitation, health facilities and education to mention a few (Anderson, 2008). Whatever is a travel preference and budget, tourists have continuously and always being looking for good value and this makes it important for suppliers to understand what it constitutes a good value and find right products for their customers (Burke and Resmick, 2000).

Tanzania Tourist Board has recently been receiving complaints from tourists and a number of tour operators concerning fees/prices charged by some CTEs (TTB, 2012). The issue of how much should be charged for cultural tours is still controversial in most places. For example, a full day tour per pax at Ilkiding'a costs US $30, while it costs US $120 at MonduliJuu and US $90 at Olpopongi Maasai Village (TTB, 2016). In actual fact, an idea for customer's total value for tourism products is determined by considering the tangible dimensions of the product on offer together with additional benefits that can be perceived by the tourists against the price or bid (Burke and Resmick, 2000). Sekar *et al.* (2014) assessed what attributes contributed to the price of a tour package in Northern Tanzania by looking into different predictors such as transport and lodging.

On the other hand, Herrero *et al*. (2011) conducted a study to find out who should pay more for a cultural festival between a local and an international tourist to the city of Santiago de Compostela in Spain. The contingent valuation application showed that international tourists display a significantly higher WTP than locals, although an analysis of the valuation patterns in terms of certain levels when confirming payment revealed more solid patterns in the case of local residents compared with a more relaxed response in the case of international tourists. These studies have not captured the willingness to pay for cultural tours and the community welfare improvement in local villages where tour activities takes place. It is in this light that the study is assessing the willingness to pay towards customer satisfaction and community development fees charged per visitor.

Moreover, destination managers need to make sure that visitors' experiences would be worthwhile, satisfying and enjoyable. This should also mean that the value of money should be put into consideration while setting prices and tour offerings for individual CTEs. Nielsen Wire survey, 2012 indicated that 66% of consumers globally preferred to buy products and services from companies that conceive programmes of giving back to community and 46% were willing to pay more for Cooperate Socio-Responsibility (CSR).

1.4   Research Objectives

The main objective of this study was to assess the willingness to pay of tourists for cultural tour packages fees towards visitors' satisfaction and community welfare improvement in Tanzania.

1.4.1   Specific Objectives

(i)   To examine tourists' perceptions of cultural tour offered in Tanzania.

(ii)   To identify socio-economic characteristics of tourists

(iii)   To estimate tourists' WTP fees for cultural tours and for social welfare improvement in communities

(iv)   To examine tourist satisfaction with cultural tours offered in Tanzania

1.4.2   Research Questions

(i)   How do tourists perceive cultural tours offered in Tanzania?

(ii)   What are the different social economic characteristics of tourist embarking on cultural tours?

(iii)   How do the tourists' social economic characteristics affect the WTP?

(iv)   How much fees are the tourists willing to pay for cultural tours in Tanzania??

1.5   Significance of the Study

The study is important for the tourism industry in the sense that it will put the right optimal economic value of the cultural tour packages offered to visitors for the benefit of both, the consumer and supplier. Not only determining the optimal economic value for cultural tours but also the study is important for informed decision making; planning and guidance for TTB to ensure that fees charged are optimal. Most studies conducted in developing economies' tourism have been mainly focusing on Wildlife Parks and Beach Tourism where local people stay some miles away from the general operations (Anderson, 2014). This is one of important case where the study is specifically focusing on Community-Based Cultural Tourism in

Tanzania where local people takes a leading role. The study is the requirement for the fulfillment of the award of master degree of tourism management and planning of the Open University of Tanzania. Moreover, assessment of willingness to pay for CT products will ensure sustainability of cultural tourism market and CTE operators can capitalize on the findings to ensure they price their products on offer appropriately.

1.6   Limitations of the Study

According to Orodho (2008), a limitation of study is an aspect of the study that the researcher knows may adversely affect the results or generalizability of the results of the study, but over which she/he has no direct control over. In this study the researcher faced different limitations as follows: The nature of work in the CTE where tourists arrive at a different time was a limitation to this study; this was because respondents/tourists could not be reached at the same time in the researched CTEs. Also coordinators of some CTEs selected during this study were not supportive to this study since some of them were over-protective of any information that the researcher tried to obtain from their guests.

1.7   Delimitations of the Study

The researcher used the respondents who arrived at different time to overcome the problem of respondents and sometime to participate in cultural tour with tourists. Also the researcher forced to use tour guide and tour operators collecting their guest's information as per questionnaires after check out from CTEs.

CHAPTER TWO

LITERATURE REVIEW

2.1   Introduction

This chapter reviews some of the literature available related to this study. It presents definitions of key terms and concepts, empirical literature review, conceptual framework and research gap.

2.2   Definition of the Key Terms

2.2.1   Cultural Tourism

Defining cultural tourism is complex; it can mean different things to different people. According to UNWTO, (2014) Cultural tourism is a "movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and "Pil-grimages". This definition is very concrete which gives us a narrow definition of persons who are visiting cultural tourism and putting the motivation as a central idea in choosing the destination for cultural purposes (Isaac, 2008). Okech (2009) states that cultural tourism is a segment of tourism that is built around cultural resources and relies on local products such as artefact.

According to Anderson (2014), Cultural tourism involves all aspects of travel, whereby travelers learn about the history and heritage of others or about their contemporary way of life or thinking. While economic benefit is derived from this activity, some cultural exchange between visitors and local people is also developed.

In developing countries cultural tourist segment has been growing in numbers, by as much as 15% per annum in the last decade. This indicated that traditional tour products meant for mass tourism such as game drives and nature scene has to be modified for interaction between guests and hosts (Isaac, 2008). Most studies in developing economies have focused more on nature tourism, mostly wildlife parks. Such tourism relies heavily on wildlife and/or forests, which local people usually stay some distance away from. This is quite different from cultural tourism, in which local people are the centre of attention.

2.3   Overview of Cultural Tourism in Tanzania

Tanzania tourism is prospering and continues to be among the key sectors in generating foreign exchange. The number of tourist arrivals in 2012 increased by 24.1 percent to 1,077,058 compared to 867,994 recorded in 2011. As a result tourism earnings increased by 26% to USD 1,712.7 million in 2012 (NBS, 2014). Like other developing countries, Tanzania is facing poverty as one of the major development challenges. The majority of people, especially local communities around tourist attractions, are poor since they do not participate directly in tourism.

It is against the above undesirable background that in the 1990s the Tanzania Tourist Board (TTB), in collaboration with Dutch aid agency Stichting Nederlandse Vrijwilligers (SNV) and the Tanzania Ministry of Natural Resources and Tourism (MNRT), established cultural tourism modules in various locations (Anderson, 2014). The aim of the cultural modules (now cultural tourism enterprises) is to create a form of tourism that would generate direct economic benefits for local people (TTB, 2011). Today, one of the most well-known Cultural Programme in the region

is the famous award-winning Cultural Tourism Program (CTP) managed by TTB. The programme was set up and runs as a network of local communities, generally operating independently from each other and offering different individually developed cultural tour packages in rural areas. During the initial stages of operations SNV provided the much needed financial support to CTP and organized training for local tour guides while TTB financed all of the CTP's marketing and promotion activities to both domestically and internationally (Salaz, 2007).

Tribe (2005) indicated that smaller organizations are far more beneficial to the local economy than bigger organizations. Bigger organizations practice centralized buying activities which results into taking spending out of the local areas. Now days, tourists are no longer highly motivated to travel to experience an idealized version of a certain culture but rather to become immersed into the total way of life of host community learn their language, traditional economic activities, arts and cultural heritage (Hudson, 2009).

2.4   Empirical Literature Review

Different scholars have argued that it's important to link tourism development and poverty reduction for local development (UNCAD, 2015). Pro-poor tourism development approach is the way to go to achieve poverty alleviation at grass-root level by creating net benefits to the poor and unlocking more opportunities for local people (UNCAD, 2015). Economically, the impact of cultural tourism is overwhelming. A study conducted by European Commission pointed out that about 40% (equivalent to 360 million tourists) all international arrivals in the region were cultural tourists' per-se (OECD, 2009). Furthermore this study showed that 60% of

European tourists are curious with cultural discovery while 30% of all European travelers do choose a destination based on existence of cultural heritage sites.

According to Anderson (2014), Tanzania cultural tourism programmes have shown evidence to be of importance to local communities and the nation at large. The programme has managed to reduce poverty in rural areas where the local communities benefit directly. In a study of investigating the impact of cultural tourism on improving the welfare of the surrounding communities in Kilimanjaro, it was revealed that 37.8% of the respondents could afford to buy enough food throughout the year since the introduction of cultural tourism. These families got money from tourists who visited their villages. Most of these men and women are either employed in tourist-related business (restaurants, guest houses or transport facilities) or they operate their own handcraft enterprises. Others (around 21%) have managed to get decent shelter in terms of housing from the income earned from cultural tourism. This was possible because many local people got a reliable market for their goods and services, which were sold to tourists at good prices (Anderson, 2014) The impact of this differed from village to village, but what all have in common was their ability to get a reliable source of income, unlike in the past when they solely depended on selling their livestock or seasonal crops. Most of Kenyans families that participate in home stay program are motivated by income generated and home stay accommodation has been identified one among ways of boosting economic and social wellbeing of rural dwellers (Kimaiga, 2015).

Specifically, cultural tourism projects have contributed to development of education sector. A study by Mkony (2012) revealed that the coming up and existence of CTPs

has been a new hope for education improvement in rural areas of Northern Tanzania. Improvement areas include kindergarten, primary and secondary school education. For example, Mulala CTP contributed 70 iron sheets, 1200 bricks, dug a toilet for secondary schools and also provided exercise books and 3 classrooms repair, painting of teacher's offices to a primary school (Mkony, 2012).

Likewise, CTPs have made contribution to health sector projects through cultural tourism projects, for example Tengeru CTP has provided assistance to Nkoaranga hospital with blankets, beds, clothes, construction of the water well, coordination of volunteers with tourist to different village health centers, working with NGOs to fight against HIV/AIDS and also contributed food, mosquito nets and 12 computers to a health center where people with HIV/AIDS are taken care of. (Mkony, 2012).

2.4.1 Willingness To Pay for Cultural Tourism

According to Kotler et al. (2006) 'The best way to keep your customers is to constantly figure out how to give them more for less'. Majority of tourism products and services suppliers are struggling to make sure that they offer the right combination of quality and good service at a fair price (Kotler et al., 2006). A research study carried out in South Korea to assess the willingness to pay for visitors entering the Changdeok palace which is a World Heritage Site indicated that visitors were willing to pay at least twice as much of the admission fees that were charged (Kim, Cheng and O'Leary, 2007). It's is argued that the management of Changdoek Palace could capitalize on increasing the admission fees to maximize profit and then use generated revenues in preserving the heritage site and maximize the welfare of the local people. Nielsen Wire survey, 2012 indicated that 66% of consumers

globally preferred to buy products and services from companies that conceive programmes of giving back to community and 46% were willing to pay more for Cooperate Socio-Responsibility (CSR).

According to Dodds (2010), visitor's willingness to pay for natural and cultural heritage tourism products depends at large extent if the money is used for sustainability practices or protection of the resources. An economic valuation study that was carried by Pakdeeburee et al. (2011) in Ayuthaya Historical Park revealed that tourists from other parts of Thailand were willing to pay more than local residents living adjacent to the historical park. In Japan, according to Kakiuchi (2004), tourists showed a high willingness to pay for donations for preservation of Ainokura and Suganuma villages and offer volunteering time and other resources.

It was also indicated that tourists who were sensitive to cultural values of these villages showed a positive response in supporting the government to maintain their current cultural landscapes. Lvova (2013) pointed out that majority of tourists who visit Colosseum in Italy are willing to pay the entrance fee and their optimum bid was 10 Euros.

On the other hand, when respondents were asked about their willingness to contribute in conservation of the Colosseum, 77% of respondents were willing to support preservation in one of either ways, 32% were willing to provide financial resources to support preservation while 24% were willing to do a voluntary work to support preservation of this cultural heritage. Din and Alias (2008) pointed out that attractiveness of a particular site assures its viability and its willingness to pay will

increase as time goes. However, when the economy of a country develops, people will demand higher quality products and services. And this will definitely lower the willingness to pay for traditional products.

2.4.2   Visitors' Satisfaction and Behavior

It has been argued that there is a direct relationship between customer satisfaction and employee satisfaction (Bowler *et al.,*2006). When a firm manages to please its customers until they are satisfied, employee satisfaction levels increases. If majority of customers are not satisfied by the offered products and services offered by a firm, employee satisfaction decreases. This leads to making loyal employees who can be retained for long time together with customers. Various scholars have talked volumes with regard to visitor behavior. Some have argued that for a visitor to be satisfied, a multitude of factors plays significant role to shape their motivation to travel and a choice of destination. A number of studies carried in various parts of the world including Africa have profiled cultural tourists in different typologies. According to Isaac (2008), a cultural tourist typology should be based on the time they spend on a specific site, attractions available and weight they place on an element that motivated them to visit a cultural heritage site. In a study that was carried out by McKercher (2002) classified cultural tourists in five different categories. Cultural tourists were grouped incidental, sightseeing, purposeful, serendipitous and casual cultural tourists. This was based on the experiences the visitors are looking for as well as the value of cultural tourism in their decision to visit a selected cultural heritage site.

Recent research studies have shown that cultural tourists are significantly different. The differences have been mainly caused by the nature of the cultural attraction they

sample when on tour/vacation. However, average tourist of today would like to combine different activities when in a destination. Some would like to visit a beach in combination with shopping, watching performing art and some days spent in sightseeing areas (Isaac, 2008). On the side of cultural tourists, when on vacation, they tend to link visits to museums, theatres, restaurants and sightseeing. Kim *et al.* (2007) found that tourists who can be termed as cultural tourists with high education and high income do sample cultural attractions different from those who are least educated with low income. Those with high education level and high income tend to participate in local festivals, fairs, performing art events, aesthetic seeking attraction due high cultural capital.

However, it has been recommended that it's important to develop the whole 'service scape' for customers to ensure that a memorable experience is created for the visitors from the time they enter a cultural site (Smith and Richard, 2013). Mitchel and Hall (2006) argue that wine and food festivals around the world can be important catalyst for wine tourism tourists and wine consumer behaviors. To develop loyal customers wineries of Chile have emphasized in creating experience-driven wineries that seek to develop, manage and maintain direct relationships with customers (Hall and Mitchel, 2007).

According to Tanzania's International visitors' exit survey report for 2013, 55.2% of tourists raised concern on advanced factors such as infrastructure, water quality, service quality, state of roads in National parks and state of public toilets. These factors need concerted efforts and investment from public and private sector to ensure that destination Tanzania can meet visitors' expectations (URT, 2013). Mlozi

et a.l (2013) pointed out that motives such as cultural value had a significant effect on visitors' satisfaction. A study carried out in Zanzibar revealed that tourists were generally satisfied by their trip to the stone town cultural heritage site. This study indicated that hospitality of the local community had a great impact in affecting visitors' satisfaction (Salim and Mwaipopo, 2016).

The authors pointed out that easy access of locations, information provision (before, during and after visit), food and beverage, hotels/lodges, environmental cleanness, cultural heritage status, safety and security, uniqueness of the lifestyle, friendliness of the people, the music, the festivals, handicrafts, traditional healing, costumes and other cultural activities had significant influence in giving visitors' satisfaction. According to Vinh (2013), most imperative attributes for visitors' satisfaction who went for homestay experience in Duonglam Old Village were cleanness of the homestay and village in general, quality of the homestay facility and beauty of the landscape.

2.4.3 Visitors Perception for Cultural Tourism

Bowler *et al*. (2006) argued that perceived value, quality of the whole trip and satisfaction influences visitor behavior during and post tour directly. According to Bowler, *et al*. (2006), suitably designed brands do attract customers by developing a perception of good quality and value. Beech and Chadwick (2006) on another study argues that brands works as means of engaging visitors when chances are limited for building formal relationships. This becomes more effective once the brand developed for customers matches with their needs, values and lifestyle. Freitas *et al*. (2012) pointed out that perceptions of cultural tourists shaped the image of Guimaraes

which is a World Heritage Site since December, 2011 and majority of tourists chose this destination due to motivation factors of education as they wanted to live a learning experience rather than just recreation. Mgonja *et al.* (2014), argued that although 74.5% of all interviewed tourists in Tanzania about their perception to local food consumption agreed that local food was of good quality, 36.5% of international tourists felt that accommodation/hotel facilities they used didn't not provide satisfactory information about local/traditional foods they offered. In this study it was found that 58.5% of international tourists felt that local food was safe to eat although lack of pleasing information created fear to tourists to sample the local food which they didn't know its contents/ingredients and how it was prepared.

A study carried out in Ghana during 2010 indicated that tourists' perception of the Danish-Osu heritage site reflected their acquaintance of the area in relation to its significant elements (Akyeampong, 2010). Azmi *et al.* (2015) pointed out that development of cultural tourism in Ygyakarta needs improvement in especially in the area of enhancement of tour guiding and interpretation service quality. The visitors were in the opinion that quality of services offered by tour guides needed high attention especially their level of knowledge, self-grooming, professional behavior and cross-cultural awareness. Improvement of quality of tourism service providers will ensure sustainability of the living culture and the historical buildings of the site.

However previous studies had find-out that tourists are concerned to their experience in a local cultural tourism destination than with economic benefits that local community accrues out of tourism (Bender and Deng, 2007). It has being argued by different scholars that in many parts of Africa, local restaurants/food and beverage

outlets doesn't offer up-to standard services and products. Weaknesses come in different angles of the value chain including poor menu arrangement, unhygienic conditions, poor food & beverage presentations, poor services, lack of varieties of meals and ridiculous high prices to mention a few (Philemon, 2015). In another study that was carried out in Sri Lanka, it was revealed that factors such as safety, accessibility, information centre, knowledge, guiding service and entrance fee charged fell far short of visitors' expectations (Perera *et al.*, 2015).

2.4.4 Socio-economic Characteristics of Tourists

According to Nura and Shamsudin (2009) in their willingness to pay towards conservation of eco-tourism resources, the study revealed that tourist who visited Gunung Gede Pangrango National Park were both local and international visitors who were profiled according to their age, gender, marital status, place of origin, occupation, education and income levels. The study findings pointed out that respondents were between the age of 21-30 years (53%) who had education level between diploma and University degree level (61.2%).

These findings indicated that tourists visiting Gunung Gede Pangrango National Park were of middle age and of middle to higher education level. In another stud that was carried out in Virgnia (USA) by Huh indicated that, most of the respondents (68.9%) came from other states of USA while 25.5 % of the respondents lived in Virginia (Huh, 2002). It was only 3.6% of the respondents who were international visitors from other nations. Kimaiga (2015) pointed out that all socio-economic variables showed high mean score indicating that operators agreed that homestay business increase business opportunities, supported locals to be more focused in preservation

of culture and provided opportunities to operators to interact with other cultures across the world. In another study carried out in Sri Lanka 2010 Hururu Eco-Park, it was revealed that most respondents (30%) who had monthly income of US $3,100-4,000 and those with secondary and tertiary education level (66%) were more willing to pay for an increased entrance fee towards improvement of facilities (Weekarroon *et al*., 2010). Samdin *et al.* (2010) pointed out that 58.5% of all visitors who visited Terman Negara National Park had accomplished tertiary education while 63.9% had professional jobs such as teachers and doctors where some of them held managerial positions.

On the side of monthly income, most respondents 38.1% had an income of US$1001-2000 followed by those with US$2001-3000 who were 21.4% indicating that tourists who go for eco-tourism has higher income than others. It is argued that WTP for entrance fee is significantly influenced by marital status, income level, education and country of origin of the visitor (Samdim *et al*, 2010). Barnes *et al.* (1997) stipulated that average tourists were willing to pay N$26 into a community trust fund for community welfare improvement and N$106 for wildlife conservation fund. This amount could result in N$7.2 per year been captured to be invested in community development projects across rural Namibia

2.5   Conceptual Framework

Figure 2.1 provides a conceptual framework of this study. The framework is mainly developed for this specific study. The framework shows that Cultural tourists in Tanzania, communities/local families that have opened doors to tourists and shows tourists all aspects of local people's life in the area they live in. While doing these

economic benefits are derived and cross-cultural exchange between the tourists and local people happen (MNRT, 2012). Local communities sell attractions to tourists together with accommodation services, tour guiding and interpretation, local food and drinks, local art lessons and products, performing art and traditional healing and diagnostic services at a set price. The willingness to pay for visitors to these various attractions and services offered determined by socio-economic characteristics of visitors, demographic characteristics (economic level, occupation, nationality, age), quality of services, uniqueness of the services, price of services/product, and general customer satisfaction. Apart from that interest of customer/tourist can influence the willing to pay for cultural tour packages.

Independent Variable　　　　Moderating Variable　　　　Dependent Variable

| - Quality of products and services -Socio-demographic characteristics -Uniqueness of products and services -Financial status | Price Seasonality | -Willingness to pay for cultural tour packages-Customer satisfaction |
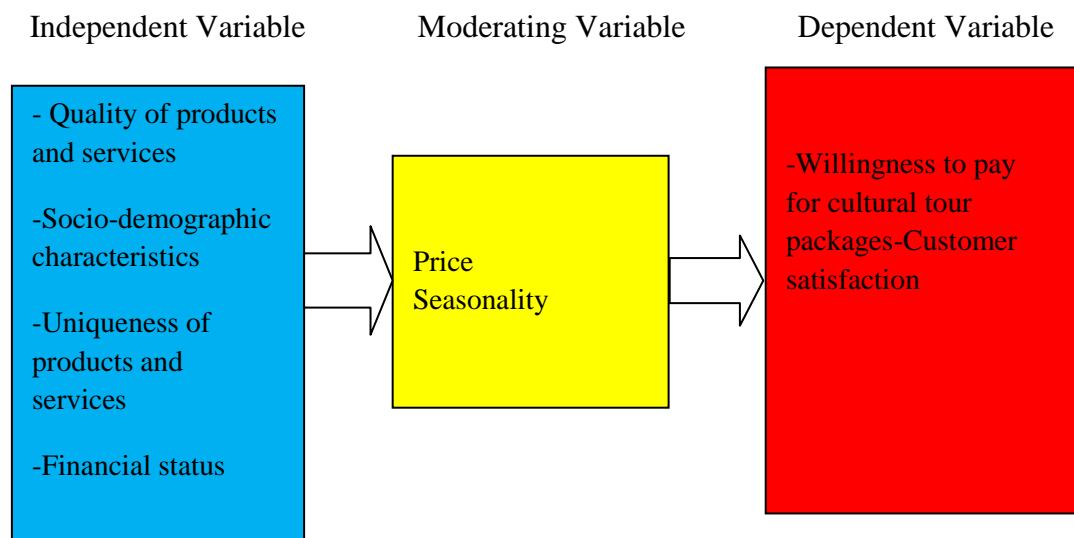
Figure 2.1: Conceptual Framework

Source: Researcher, 2016

The diagram 2.1 shows the relationships that exist between dependent and independent variables. In this particular case there are various factors that affect Willingness to pay for a Cultural Tourist and their satisfaction, which includes socio-economic characteristics of tourists, quality of services/products offered, quality of

the cultural landscape/heritage sites and attractiveness of the environment where the tour is taking place and presence/provision of needed cultural/eco-tour facilities and equipments. Ideally, this study is based on interplay between variables and a group of intervening variable that would determine the willingness to pay for visitors. Satisfied visitors are willing to pay and by doing this they contribute significantly into community social-welfare improvement projects.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

This chapter presents the study area and methodology. Specifically this chapter presents research design, the study area and study population. It further presents sampling procedure and sample size, data collection methods used in data analysis and presentation, validity and reliability.

3.2   Research Design

According to Kothari (2009), research design incorporate the way data collected, measured and analyzed. In this study case study used since it is concerned with describing the characteristics of a particular individual or group. The case study design applied in this study helped researcher to get accurate information according to the current situation in the study area.

3.3   The Study Area

The study was conducted in Arusha region. Among 60 registered CTEs by the TTB cultural tourism programme in Tanzania, 25 CTEs (41.7%) are found in Arusha region (TTB, 2015). The study area was selected purposively from the northern safari circuit because of the activeness of the tourism sector and availability of tourists venturing in cultural tourism activities. According to NBS (2012) Arusha region has a population of about 1.649 million people (NBS, 2012). The region is referred as a safari capital for East Africa as its home to the world's re-known attractions and most safaris in Tanzania starts from this city.

3.4   Target Population

The targeted population in this study was all international tourists visiting cultural tourism enterprises (CTE's) found in Arusha region. Arusha region consists of 25 cultural tourism enterprises registered by TTB which are Mto wa Mbu, Ng'iresi, Tengeru, Longido, Kioga, Monduli Juu, Ilkuroti, Engaresero, Ganako-Karatu, Lake Eyasi, Olpopongi Maasai Village, Agape Mulala, Mkuru Camel, Momela, Oldonyo Sambu, Engaruka, Karatu-Iraqw, Themi Valley, Meru Forest, Ee-yeiyo, Matunda, Mbora Women, Ilkiding'a, Ifulong and Simangori. Another population targeted was CTE's coordinator and TTB officers.

3.5   Sampling Procedure

In this study both probability and non probability sampling was used in selecting sample from population in the study area.

3.5.1   Purposive Sampling

Purposive sampling refers to as judgment, selective or subjective sampling (Kothari, 2004). It is a non probability sampling technique characterized by deliberate effort to gain representative samples by including groups or typical areas in a sample. The researcher relied on this method to select 5 CTE's out of 25 CTE's found in Arusha region at the time of this study. Apart from that judgmental/purposive as a non-probability sampling technique was used to obtain 1 respondent among the owners/coordinators of CTE's and key informants from TTB.This was done by visiting them in their respective areas/offices. Purposively, 5 staff were selected from 5 CTE' and 1 key informant from TTB which made total of 6.

3.5.2   Random Sampling Techniques

Simple random sampling (SRS) technique was used in this study to obtain respondents from population of tourist visited in CTE's. This technique was applied due to the fact that tourist are many and every tourist/customer has an equal chance to give views about the willing to pay for cultural tourism packages where by 150 tourist respondents were selected from 5 CTE's. During this study, researcher selected 150 tourists out of 1,363, which was the number of population available in the study area by the time of this research. The sample size was influenced by a range of factors including willing to respond of tourists and time.

3.6   Sample Size

Table 3.1: Sample Size

S/N	Name of CTE	Population during study time	Sample
1.	Mto wa mbu	784	78
2.	Tengeru	232	34
3.	Ilkiding'a	168	18
4.	Agape Mulala	98	11
5.	Ifulong	81	9
	Total	**1363**	**150**

Source: Researcher, (2015)

3.7   Sources of Data

This study made use of both secondary and primary data.

3.7.1 Secondary Data

In this study secondary data was obtained from various documents such as theses, books, magazines, pamphlets, journals, articles, electronic sources, TTB reports and unpublished literature. Data obtained from those sources helped researcher to get information from other people who did the same or related studies

3.7.2 Primary Data

Primary data is the data collected afresh or for the first time, and thus happen to be original in character (Kothari, 2009). Data was collected through interviews, questionnaires and direct observation by a researcher. The data collected enable the researcher to get information from respondents about the willingness to pay for cultural tourism tour packages.

3.8 Data Collection Methods

3.8.1 Questionnaires

In this study questionnaires were used to obtain information from tourist respondents in the study area/CTE. Appendix 1 shows a questionnaire that was used to survey tourists. Both open ended and closed ended questions were applied to enable a researcher get sufficient data and information about the tourist willingness to pay for cultural tourism packages tour.

3.8.2 Interviews

This technique was used to collect information from key informative in TTB and CTE's coordinators. The interview guides were used (Appendices 2 and 3) in collecting data, which involved presentation of oral verb responses. Researcher decided to choose this approach because it enables the researcher to probe deeper into the given situation and get detailed information from the respondents.

3.8.3 Observations

In this study direct observation technique was also used in order to supplement information collected through other data collection methods. The researcher use

observations regarding the tourist willingness to pay and selection of tour packages. Through observations the researcher had an opportunity to make personal judgments regarding the situation in the study area.

3.8.4 Documentary Literature Review

In this research documentary literature review was used where various literatures worldwide and local was reviewed. Different books, journals, government reports, magazines, newspaper, research papers, electronic, media and internet were also reviewed. The review was conducted in order to help researcher to get view and information from different authors about the tourist willingness to pay as well as customer satisfaction.

3.9   Data Analysis, Interpretation and Presentation

Qualitative data was analyzed through content analysis. According to Kumar (2005) Content analysis means analyzing information collected through interviews in order to identify the main theme that emerge from respondents. Content analysis is one of the classical procedure for analyzing textual material range media products to interview data on this essential feature is the use of categories which are often derived from theoretical models (Flick, 2006). In this study content analysis was used to analyze data collected through interview, Observation and open ended questions from the questionnaire.

Quantitative data are data which are in form of numbers. In this study quantitative data were analyzed by using descriptive statistics where by simple statistical analysis such as comparisons and percentages were used to analyze data. Statistical Package

for Social Science (SPSS) was applied to analyze the coded information of the questionnaire in this study. For analyzing the quantitative data, Welman and Kruger (2001) as well as Blaikie (2003) identify the descriptive statistic analysis, which concerned with the description and or summarization of the data obtained for a group or individual unity of analysis. The data collected from this study was presented by using pie charts, tables and graphs.

3.10 Reliability and Validity

Reliability refers to the extent to which data collection technique or techniques yield(s) consistent findings. In other words, similar observations would be made or conclusion reached by other researcher or where there is transparency made from the raw data to ensures reliability (Saunders *et al*., 2007). Validity refer to the extent to which data collection method or methods accurately measure(s) what they were intended to measure or the extent to which research findings are really about what they profess to be about (Saunders *et al*., 2007).

To enhance the validity and reliability, researcher used various research tools to collect information. Questionnaires as instruments were used to collect information from tourists; both open and closed ended questions were used. The researcher guided and assist respondents to fill questionnaires where there is any difficult especially for those who needed more explanation and clarification about questionnaire. Interview guides were used to collect information from key informants of TTB and coordinators from cultural tourism projects. Face-to-face interview through interview guides was appropriate as it enabled the researcher to obtain the in-depth detailed information.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings obtained through interviews, questionnaires, observations and documentary review. The chapter begins with socio-demographic characteristics of respondents based on age composition, education level, occupation and gender. The chapter goes further to present tourist perceptions, satisfaction and willingness to pay for cultural tourism offered in Tanzania.

4.2 Socio Demographic Characteristics of Respondents

The parameters examined in this study were age, gender, education level and occupation. These variables helps to provide a profile of the sample surveyed, some of the information is useful on its own because it highlights various features of tourist willingness to pay as well as satisfaction.

4.2.1 Gender of Respondents

In order to have good representations of gender, sex of the respondents was taken into consideration. The results show that 53% of total respondents were females while 47% were males.
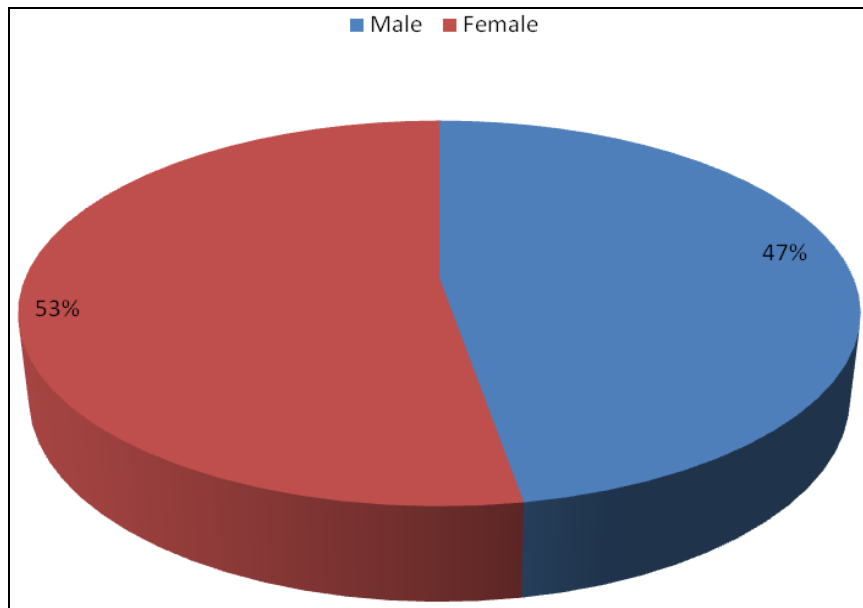
Figure 4.1: Distribution of Respondents by Gender

Source: Field Survey, (2016)

4.2.2   Education Level of Respondents

Education is always regarded and valued as a means of liberation from ignorance (Basnayake and Gunaratne, 2002). It is perceived as among the factors that influence an individual's perception of an intervention before making decision to take part. Thus, understanding the education levels of the respondents under the study was an important factor in assessing their skills and knowledge for judging about different matters.

Table 4.1: Distribution of Respondents by Education Level

S/N	Education level	Frequency	Percentage
1.	Primary education	3	2
2.	Secondary education	56	37
3.	Collage/Technical education	27	18
4.	University	64	43
	Total	**150**	**100**

Source: Field Survey, (2016)

A larger proportion (43%) of the tourists sampled had at least University education, followed by those who had attained secondary level of education (37%), technical college (18%) and only 2% who had primary level education. In literature Studies conducted by (Nuissl and Schulze, 1991, Kirchberg, 1996) in attractions show that visitors are dominated by higher educated individuals. Pensioners and students comprise a relatively small group. Out of working-age visitors, 70% are managers or highly qualified specialists. Individuals with higher education, better social status and more income prefer museums and historical sites. People of lower professional status are more interested in fairs and relics of technology. Education of visitors to art museums is higher than that of visitors to regional, science and historical museums (Nuissl and Schulze, 1991, Kirchberg, 1996).

4.2.3 Age of Respondents

It was important to investigate the age of tourists because of the diverse implication each age group has on social settings which may subsequently have an impact on their perception, length to stay and willingness to pay for cultural tour packages offered in different cultural tourism enterprises in the study area. Therefore the age of respondents was categorized into five groups; the grouping was from the age of 18 years to 60 years and above.

Table 4.2: Distribution of Respondent by Age

S/N	Age	Frequency	Percentage
1	18-35	59	39
2	36-45	31	21
3	46-60	38	25
4	Above 60	22	15
Total		**150**	**100**

Source: Field Survey, (2016)

Age of a person is among the factors that influence people to travel (citation is needed here. Most respondents (39%) had the age between 18-35 years; most of them were students visiting the area for learning or leisure during holiday. Few respondents (15%) were of the age above 60 years. Most of them are retired people who spending their leisure time in cultural attractions. In Literature studies conducted by the ATLAS provide information about the age of attraction visitors (Richards, 2001). They indicate that the largest group of visitors is comprised of individuals aged up to 30 (more than 35%) and more than 50 (26%). ATLAS studies have also demonstrated age group differences with regard to the type of attractions. Young persons prefer fairs and festivals; middle-aged persons prefer galleries and museums, while older persons prefer historical sites.

4.2.4   Distribution of Respondents by Income Level (in USD)

Most tourist earn between 2001 to 3000 US dollars per month while few of them earn below 1000USDsper month. Tourists who earn less than 1000USDs were mostly students.
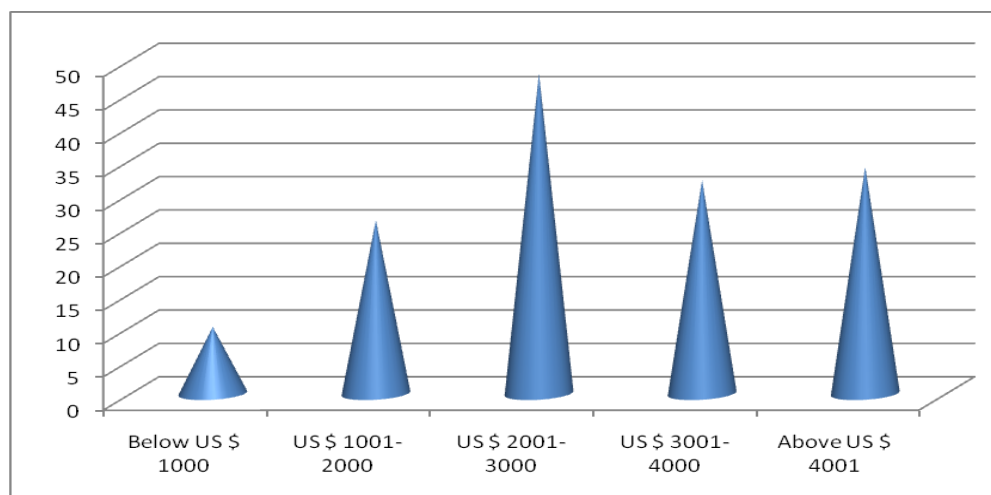
Figure 4.2: Distribution of Respondents by Monthly Income in USD

Source: Field Survey, 2016

The study reveals that average monthly income was a common factor, which influenced the Willingness-To-Pay for cultural tourism packages; donate for local projects and village development. Also the study reveals tourist who earn high monthly income increase a length to stay and spend more.

4.2.5 Occupation

The results show that most of tourists who visit the selected cultural tourism enterprises were employed in private sector, public and self employed. Most of employed tourists were willing to pay for cultural tourism enterprises packages due to disposable of income which is among of the push factor. Another group of tourists were students who use their holiday to visit cultural tourism enterprises for leisure learning of research purposes. Last group are retired people spent their time in leisure since they have enough time. Some of the retired tourists were pensioners with disposable of income and most of them were willing to pay and stay in cultural tourism enterprises up to more than three days.
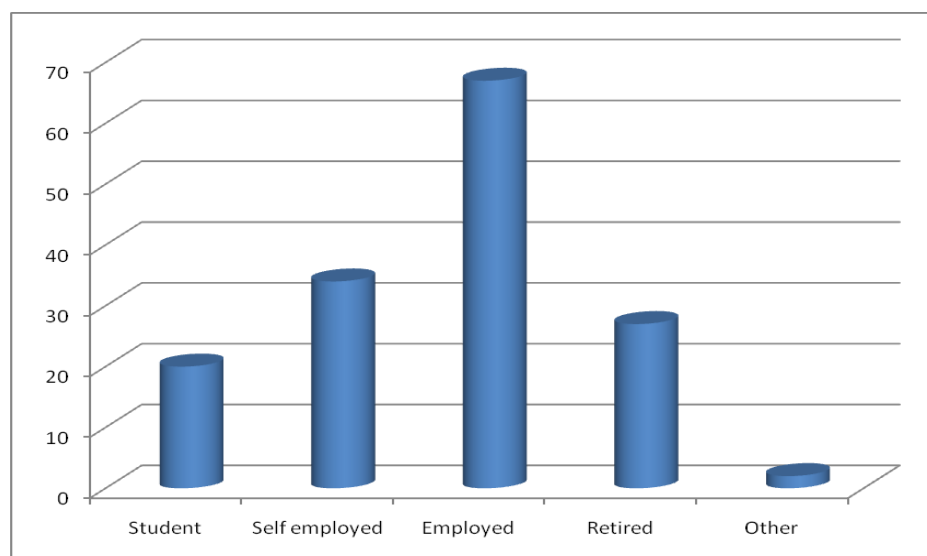
Figure 4.3: Occupation

Source: Field Survey, (2016)

4.3   Information on Previous Visit, Expectations and Reasons for Revisit

Most of the tourists (75%) had not visited any cultural tourism enterprises prior to this survey while only 25% had previously visited. This question was meant to identify customers with expectations before visiting the establishment and to assess reasons for customers revisit. Most of the respondents had high expectations about the cultural tourism enterprises they visited (53%) and average (41%) while overwhelmingly smallest proportion had low expectation representing only 6% (Figure 4.4). Concerning the reasons of revisit, highest proportion (60%) cited satisfaction they received from the selected cultural tourism enterprises in previous visit, which motivated them to visit again. Other significant proportion prefers to revisit because of cost implications 'cheap' (29%) and accessibility (11%).
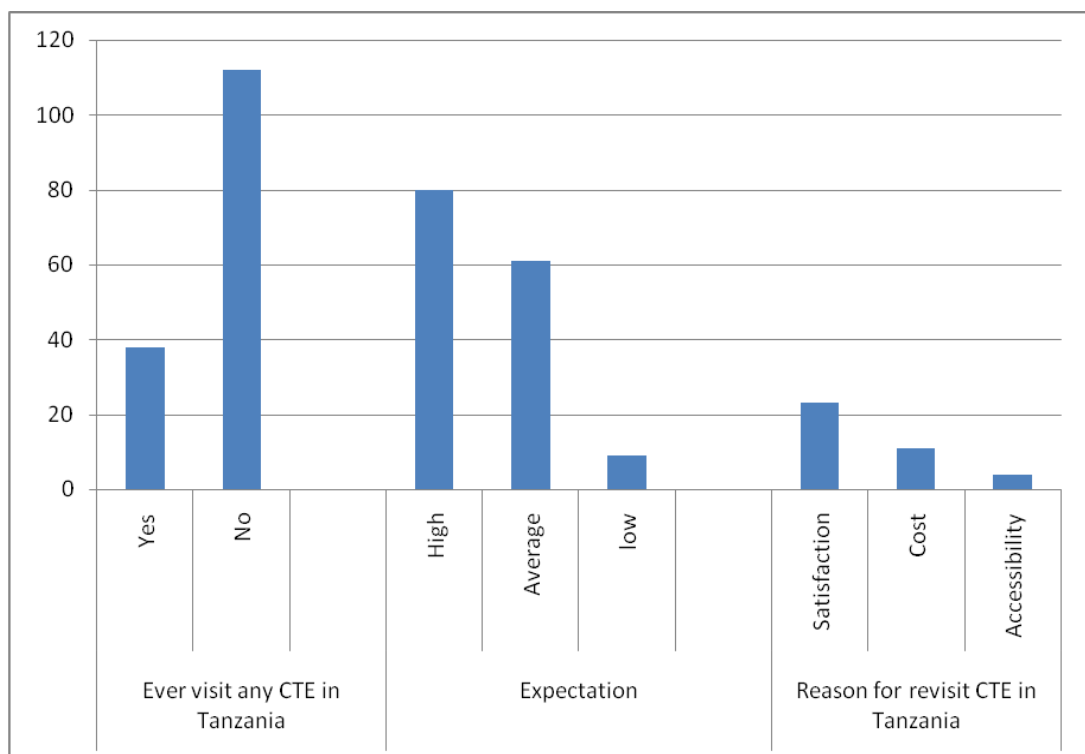
Figure 4.4: Information on Previous Visit and Reasons for Revisit

Source: Field Survey, (2016)

4.4   Perception of Tourists Towards Service Quality Offered by Different CTE's in the Study Area

Perception of tourists towards service quality offered by different cultural tourism enterprises in the study area were measured using 5 point Likert scale (Excellent, good, fair, poor and very poor). Generally most respondents had a positive perception [(45%) good, (47%) excellent] while no one said is very poor only 1% said quality services offered by CTE's was poor. The result is an indication   that Tanzania as a tourist destination has very unique cultural attractions. Apart from that the study reveals that positive perception of tourist is among factors influencing willing to pay for CTE's tour packages as well as donation for local projects and village development fee.

Table 4.3: Perception of Tourist Towards Quality of Services

S/N	Perception level	Frequency	Percentage
1.	Excellent	67	45
2.	Good	71	47
3.	Fair	10	7
4.	Poor	2	1
5.	Very poor	0	0
Total		**150**	**100**

Source: Field Survey Data, 2016

4.5.1 Customer Satisfaction among Selected CTE's

Level of satisfaction among visitors varied significantly among the selected CTE's (Pearson p-value=0.01) (Table 4.5). Nonetheless, most tourists (53.8%) to the CTE's were very satisfied with the services provided and 35.9%) were only satisfied. (Smaller proportion (7.7%) did not comment on their satisfaction level and were

classified as neutral while a smallest proportion (2.6%) was dissatisfied. With reference to specific selected CTE's, visitors to Mto wa mbu were overwhelmingly very satisfied (100%). Also, highest proportion (75%) of the customers in Tengeru was very satisfied while the remaining were satisfied (25%). This was in contrary to the customer complaints that were common in some CTE's. The findings shows that (50%) of visitors to Ifulong CTE were very satisfied and the rest of (50%) satisfied whereas in Mulala significantly highest proportion were very satisfied (71.4%) and others were satisfied (28.6%). Notably, there were no tourists who reported to be very satisfied in Ilkiding'a CTE but the highest proportion (60%) were satisfied while 30% did not provide opinions their level of satisfaction. Remarkably, though very small proportion (10%), it was only in Ilkiding'a CTE where visitors were dissatisfied (Table 4.4).

Table 4.4: Cross-sectional Survey of Level of Customer Satisfaction

| | | Level of satisfaction towards services offered | | | |
		Very satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)
	Ilkiding'a		60	30	10
	Tengeru	75	25		
CTE's	Mtowambu	100			
	Ifulong	50	50		
	Mulala	71.4	28.6		
Total		**53.8**	**35.9**	**7.7**	**2.6**

Source: Field Survey, 2016

Table 4.5: Chi-Square Tests for Customer Satisfaction Across Selected CTE's

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.192[a]	12	.010
Likelihood Ratio	32.706	12	.001
Linear-by-Linear Association	10.463	1	.001
N of Valid Cases	39		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .10

Customer satisfaction has been identified as a key performance indicator in services industry. According to Ching (2008), the demand for service increases as the quality standard increases parallel to the Visit campaign in 1990. The figure below shows tourists enjoying local lunch at Mto wa mbu CTE in Arusha region.

Figure 4.5: Customer Listening to a Local Guide of Mto wa Mbu Village as he Explains the Contents in Each Pot of a Local Lunch Offered after a Cultural Village Walk

Source: TTB, (2015)

4.6   Willingness to Pay for Cultural Tour Package - Contingent Valuation Method

This section shows the willingness of visitors to pay a high cost for cultural tours. Respondents/tourists were given three different prices of cultural tour packages; low

(50USD), medium (100USD) and high (150USD). Three different prices were (50USD, 100USD and 150USD). The price was raised until it reached the visitors maximum bid. Figure 4.5 displaying tourists' responses to the three different prices of cultural tour packages. The probability of saying yes decreases as the price/fee of cultural tour package increased. The willing to pay for cultural tour packages for the majority of visitors (52%) was 50 USD. On the other hand, only 13% answered 'yes' when the price reached 150 USD.
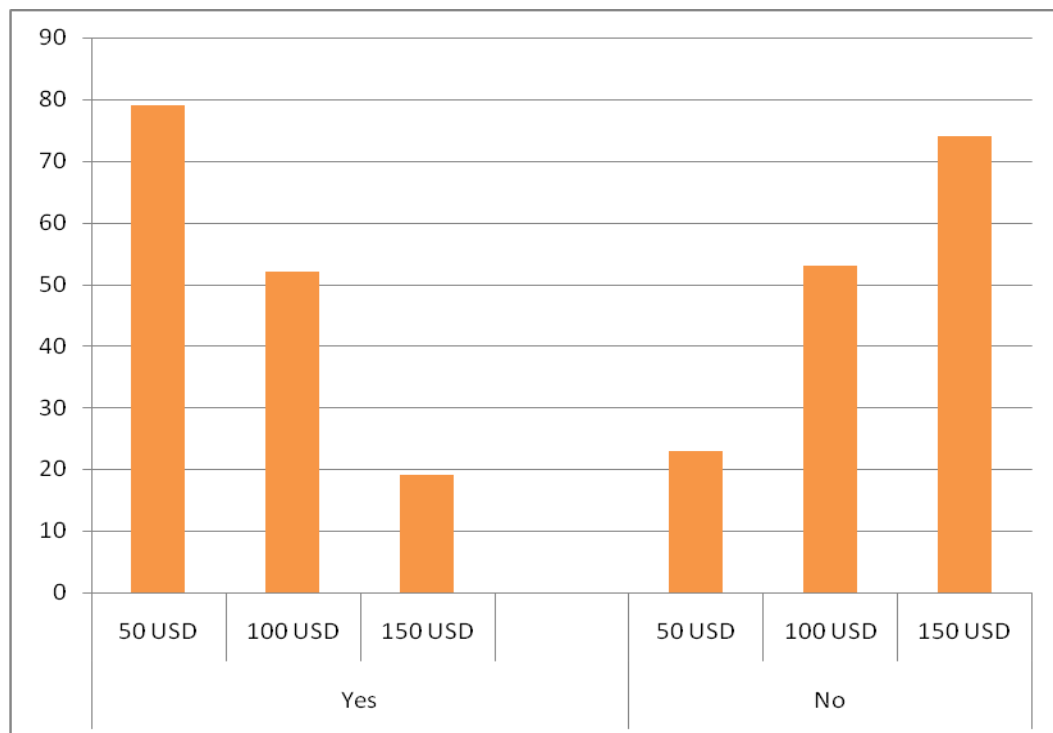
**Figure 4.6: Tourists WTP for Cultural Tour Packages-Contingent Valuation
      Method**

Source: Researcher, (2016)

During the interview with CTE's coordinators one respondent said;

"Our guests differ, and willingness to pay is influenced by many factors such as nationality, income, level of satisfaction and their perception towards services. There are customers who are ready to pay any given price while others complain even if

price is low.'' Another respondent said *"During high season many customers are willing to pay even higher price compared to low seasons"*. This proves that willingness to pay for cultural tour packages is influenced by many factors.

4.7   Customer/Tourist Complaints

Some of the specific customer complaints were identified in some of the selected CTE's. The most frequent type of complaint among customers was the wrong information where the prior information varies significantly with the actual information. This variation was attributed to over-promising promotion techniques to induce competition while the CTE's cannot meet some of the specifications stated under marketing tool.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter provides conclusions and recommendations of this study.

5.2 Conclusion

This study attempted to assess the tourist willingness to pay for cultural tourism towards visitors' satisfaction and community welfare improvement in Tanzania. The study was conducted in five cultural tourism enterprises in Arusha region which are Mto wa mbu CTE, Tengeru CTE, Ilkiding'a CTE, Agape- Mulala CTE and Ifulong CTE. Specifically the study aimed to examine tourists' perceptions of cultural tours offered in Tanzania, to identify socio-economic characteristics of tourist so as to determine their behavior, to estimate tourist's WTP for cultural tourism package fee visits and to determine an average optimal price for cultural tourism services offered in Tanzania.

The average monthly income was among the common factor which influenced the willingness-to pay of tourists/respondents for cultural tours offered by cultural tourism enterprises. Furthermore, the attitude and perception of visitors and occupation of tourists had a significant effect on willingness to pay. Customer satisfaction has been identified as among the factors influencing tourist willing to pay. This stems from the service quality in tour packages and delivery specifications. This mirror the quality of service provided and the management (CTEs coordinators) should seriously look into that since service quality will determine the willing to pay.

Moreover, level of satisfaction and willing to pay among visitors varied significantly among the selected CTEs.

5.3   Recommendation

(i)   Cultural Tourism enterprises should put in place a mechanism for price determination that must include all tangible dimensions with off-course intangible attributes.

(ii)   Finding the actual value of tourism products should involve both the people on the demand side and those on the supply side to ensure business sustainability. This will allow the customers to put in place openly the value they put on certain products and services but also give room to the suppliers/producers identify resources needed and weigh if the business venture will be profitable or not.

(iii)   Cultural tourism enterprises should arrange special courses to their service personnel/tour guides in order to improve their communication skills

(iv)   Cultural tourism enterprises and their service providers should ensure that attributes of cultural tours offered contain more of the authentic traditional and cultural elements. Most visitors were highly satisfied by natural beauty of the local landscape especially the one conserved using traditional skills, experiencing the local village life and sampling real traditional food and wines during their cultural tours

(v)   Cultural tourism coordinators in collaboration with TTB should develop pricing guideline and procedures in order to have a clear pricing system which

will ensure that communities benefits through the business while satisfying customers.

(vi) Cultural tourism enterprises should develop monitoring and evaluation forms that will be given to all tourists to fill to assess their level of satisfaction with various tour attributes including the price of the products and services offered

(vii) Cultural tourism enterprises in Tanzania should always consult tourists as well as other players in the distribution channel when trying to diversify and introduce new products and services. This can be done through informal discussions or by using survey forms for the purpose of understanding their perception and viability of the products and services planned to be lounged

(viii) Since willingness to pay for cultural tours was found to vary significantly in all selected CTEs, it is recommended that each cultural tourism enterprise should develop it's own price for offered products and services and not adopting prices from other existing cultural tourism enterprises.

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APPENDICES

Appendix 1: Questionnaires for Tourist

Dear respondent,

I am ElirehemaMaturo, Open University of Tanzania postgraduate student conducting a study on "**Tourists' Willingness To Pay for Cultural tour packages offered in Tanzania**". The study is a partial fulfillment for my Masters degree and expected to obtain visitor's views and opinions concerning the pricing and planning for overall development of the programme. I kindly request you to spare some of your precious time to respond to the questions below with as much transparency as possible. All information provided will be treated strictly confidential for the study purpose only.

PART 1: TOURIST INFORMATION

1. **Gender**

a) Male   b) Female

2(a) Age

a)18-35 years   b) 36-45 years

c) 46-60 years   d) above 60 years

(b) Education level

a) Primary education   b) Secondary education

c) Collage/technical education   d) University education

3. Monthly income (In USD)

a) Below US $1000   b) US $1001-2000

 c) US $2001-3000   d) US $3001-4000   (e) US

$4001 and Above

4. Occupation

a) Students   b) Employed   c) Self-employed   d) Retired

5. Length of stay at a cultural Tourism program. Please circle the most correct answer;

a) Half day   b) Full day   c) Two days and

one night

d) Three days   e) More than three days

PART 2: GENERAL QUESTIONS RELATED TO TOURISTS' PERCEPTION AND

SATISFACTION ON CULTURAL TOURISM

6. Have you ever visited any cultural tourism site/enterprise in Africa?

a) Yes   b) No

7. How many times have you visited Tanzania Cultural Tourism enterprises/sites?

a) 1time   b) 2 times   c) 3 times   d) More than 3 times

8. What was your perception of the quality of cultural tours offered in Tanzania before

your visit?

   a)   Excellent   c) Fair

   b)   Good   d) Poor   e) Very poor

9. In your cultural tour package to this village, what was the most exciting activity/

attraction that you sampled?

a) Visiting a local families and local farms   b) Visiting schools and other social

projects

c) Waterfall & natural forest   d) Spotting birds and other wildlife   e) Visiting

museums and cultural heritage sites

10. How can you rank your satisfaction with tour guiding and interpretation services

offered by the local guides?

    a) Excellent   c) Fair

    b) Good   d) Poor   e) Very poor

11. How can you rank your satisfaction with traditional food and beverage services

offered by this community?

    a) Excellent   c) Fair

    b) Good   d) Poor   e) Very poor

12. How can you rank your satisfaction with thestate of cultural landscape, heritage

sites and the the natural environment/attractions?

    a) Excellent   c) Fair

    b) Good   d) Poor   e) Very poor

13. What challenges did/ do you face while visiting Tanzania's Cultural Tourism

Enterprises/sites?

a) Accessibility problems in attraction sites

b) Overpricing of CT products

c) Difficult in getting information about the CTE

d) Accommodation problems-quality and abundance

e) No challenges faced

14. Part (a): **Were there eco/cultural tour facilities and equipments offered to you or**

used during this tour?

a) Yes   b) No

If the answer above is YES, answer part (b) of the question below,

14. Part (b): **How can you rate the quality of cultural/eco-tour facilities and equipments Information centre, museums, walking sticks, demonstration sites you used in this cultural tour?**

   a) Excellent   c) Fair

   b) Good   d) Poor   e) Very poor

15. How can you rate the overall Cultural experience offered by this Community to you?

   c) Excellent   c) Fair

   d) Good   d) Poor   e) Very poor

16. What do you think should be improved?

a) Improve Pricing –Value for money

b) Access roads and trails to attractions

c) Improve accommodation facilities in rural areas

d) Tour guiding and interpretation

e) Nothing-everything is ok

PART 3: **QUESTIONS RELATED TO TOURIST'S WILLINGNESS TO PAY**

17. Do you think tourist should pay for various cultural tours offered in Tanzania?

a) Yes   b) No

18. (a) How much did you paid for this cultural tour package?

US $ for half day/full day/two days-one night tour package

(b) How can you rank the price charged?

   a) Very expensive price   c) Fair price

b) Expensive price   d) low price   e) Very low price

19. How much are you willing to pay for a half day tour package in this Village?

a) US $10-20   b) US $21-35   c) US $36-50

d) US $51-100   e) US $100 and above

20. How much are you willing to pay for a full day tour package in this village?

a) Less than US $30   b) US $31-50   c) US $51-71

d) US $ 51-100   e) More than US $100

21. How much are you willing to pay for a two days one night cultural tour package in this village?

a) Less than US $50   b) US $51- 100   c) US $101- 150

d) US $151- 200   e) More than US $200

22.How much are you willing to pay fortraditional food and beverage services offered?

a) Less than US $5   b) US $5- 10   c) US $11- 15

d) US $15- 20   e) More than US $20

23. Part (a): **Would you be willing to donate money for the development projects (E.g. education facilities, clean water, healthy services etc) of the local communities in this area in form of a Village development Fund charged into your tour fees?**

a) Yes   b) No

23. Part (b):**How much are you willing to pay as Village Development Feecharged into your tour feesin each trip you make to this village?**

a) Less than US $5   b) US $5- 10   c) US $11- 20

d) US $21- 30 e) More than US $30

Thank you!

Appendix 2: Interview Guide for CTE's and TTB Coordinators

1. What are the pricing methods used by CTE's towards cultural tour packages?

2. What are the factors influencing tourist willing to pay for cultural packages?

3. How do socio demographic characteristics can influence willing to pay for cultural tour packages?

4. How do you ensure customer satisfaction in CTEs?

5. What are the indicators of customer satisfaction?

6. How does CTE's cooperate with TTB to promote CTE's and to market their packages?