

**THE INFLUENCE OF HIFADHI ZA TAIFA TV PROGRAMS IN  
PROMOTING DOMESTIC TOURISM IN TANZANIA**

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REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTERS OF  
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**CERTIFICATION**

The undersigned certifies that she has read and hereby recommends for acceptance, by the Open University of Tanzania a dissertation entitled “Assess the Influence of the *Hifadhi za Taifa TV* Programs in Promoting Domestic Tourism in Tanzania” in partial fulfillment of the requirements for the Masters of Arts in Mass Communication of the Open University of Tanzania.

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I, **PASCAL FILEMON SHELUTETE REG. NO: PG. 201702985** declare that this dissertation is substantially my own original work and has not been submitted in any form for an award at any other academic university.

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**DEDICATION**

To my loving parents: Mr. Filemon Mattiya Shelutete and Mrs. Juliana Albert Narya.

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## ABSTRACT

The overall purpose of the study was to assess the influence of the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania. Specific objectives included: assessment on the extent domestic tourists' are exposed to the *Hifadhi za Taifa TV* programs; assessment of outcomes of *The Hifadhi za Taifa TV* programs in promoting domestic tourism and to find out the domestic tourists' perception regarding the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania. This study was conducted in 10 Tanzania National Parks namely, Arusha, Katavi, Kilimanjaro, Lake Manyara, Mikumi, Ruaha, Saadani, Saanane Island, Serengeti and Tarangire. Duration of the study was 6 months from July 2019 to December 2019. This study used descriptive research technique based on both quantitative and qualitative study approaches. A total of 1000 local tourists from the 10 Tanzania National Parks were given questionnaire which they voluntarily filled at the entrance point of each national park during their visit. A total of 920 local tourists managed to fill the questionnaires and returned them. Interview with TANAPA officials was conducted to clarify issues raised in the filled questionnaires. Results showed that both male and females were visiting the parks of which males accounted for 54% and females for 46%. In terms of age, all age groups were involved from children to the elderly. All the tourists who filled the questionnaires were literate with primary to university education. Sixty nine percent of the respondents said they were watching TV every day while 21% indicated they were watching TV six days per week and 10% they were watching TV five days per week. TANAPA records showed that the *Hifadhi za Taifa TV* Program has contributed in increasing the number of domestic tourists visiting the national parks from 386,528 in 2016/2017 to 464,933 in 2018/2019, an increase of 20.3 percent. Out of 920 local tourists, interviewed, 580 tourists accounting for 63% indicated it was their first time to visit the parks. The findings

showed that 75% of respondents strongly agreed that the TV information about conservation being done in the national parks attracted them to visit park/parks. The findings showed that 85% of respondents strongly agree the TV information about special uniqueness of each park attracted them to visit the various national parks. Based on the study finding it was concluded that the *Hifadhi za Taifa TV* had succeeded to promote domestic tourism in Tanzania. All domestic tourist said they were watching the *Hifadhi za Taifa TV*. This is an indicator that people were influenced by the program of which 94% said they are satisfied with the program because the information they obtain from the program helped them to visit various National Parks. The information and service they received from the TV program are reliable and accurate to compare with actual service they got in the national parks.



## TABLE OF CONTENTS

<b>CERTIFICATION .....</b>	<b>i</b>
<b>COPYRIGHT .....</b>	<b>ii</b>
<b>DECLARATION.....</b>	<b>iii</b>
<b>DEDICATION.....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>v</b>
<b>ABSTRACT.....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>CHAPTER ONE .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Introduction.....	1
1.2 Background of the Study .....	1
1.3 Statement of the Problem.....	2
1.4 Objectives of the Study.....	3
1.4.2 Specific Objectives .....	3
1.5 Research Questions .....	3
1.6 Scope of the Study.....	3
1.7 Significance of the Study.....	4
1.8 Limitation of the Study .....	4
1.9 Delimitations of the Study .....	4

1.10 Definition of Key Terms.....	5
<b>CHAPTER TWO .....</b>	<b>6</b>
<b>LITERATURE REVIEW .....</b>	<b>6</b>
2.1 Introduction.....	6
2.2 An overview on Tourism .....	6
2.3 Tourism in Developing Countries .....	8
2.4 TV Programs and Tourism .....	10
2.5 Production Values of TV Drama, Soap Opera, and Film.....	11
2.6 Television Advertising .....	11
2.7 Theoretical Framework.....	13
2.7.1 Dual-Coding Theory.....	13
2.7.2 Goal Setting Theory .....	14
2.7.3 Uses and Gratification Theory .....	15
2.8 Empirical Review .....	16
2.9 Overview of TANAPA.....	20
2.10 Research Gap .....	21
<b>CHAPTER THREE .....</b>	<b>22</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>22</b>
3.1 Introduction.....	22
3.2 Research Design.....	22
3.3 Area of the Study.....	23
3.3.1 Tanzanian Broadcasting Corporation (TBC).....	23

3.3.2 Independent Television Limited (ITV).....	24
3.3.3 Arusha National Park.....	24
3.3.4 Lake Manyara National Park .....	25
3.3.5 Katavi National Park .....	25
3.3.6 Ruaha National Park.....	25
3.3.7 Kilimanjaro National Park .....	26
3.3.8 Mikumi National Park .....	26
3.3.9 Tarangire National Park.....	26
3.3.10 Saanane Island National Park.....	27
3.3.11 Saadani National Park.....	27
3.3.12 Serengeti National Park .....	28
3.4 Population of the Study .....	28
3.5 Sample Size.....	28
3.6 Sampling Procedures .....	29
3.7 Data Collection.....	29
3.7.1 Questionnaires .....	30
3.7.2 Interview .....	30
3.8 Data Analysis .....	31
<b>CHAPTER FOUR.....</b>	<b>33</b>
<b>FINDINGS.....</b>	<b>33</b>
4.1 Introduction.....	33
4.2 Demographic Information.....	34

4.2.1 Gender.....	34
4.2.2. Age.....	34
4.2.3 Education Level.....	35
4.2.4 Job.....	36
4.3 The Extent Domestic Tourists’ are Exposed to TV Programs.....	37
4.4 To Assess Impact of the <i>Hifadhi za Taifa</i> TV Programs in Promoting Domestic Tourism in Tanzania.....	39
4.5 Domestic Tourists’ Perception Regarding TV Programs in Promoting Domestic Tourism in Tanzania.....	46
<b>CHAPTER FIVE.....</b>	<b>53</b>
<b>DISCUSSION OF THE FINDINGS.....</b>	<b>53</b>
5.1 Introduction.....	53
5.2 To Assess the Extent Domestic Tourists’ are exposed to TV Programs in Promoting Domestic Tourism in Tanzania.....	53
5.3 To Assess the Outcomes of TV Programs in Promoting Domestic Tourism in Tanzania.....	54
5.4 Domestic Tourists’ Perception Regarding TV Programs in Promoting Domestic Tourism in Tanzania.....	55
<b>CHAPTER SIX.....</b>	<b>57</b>
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>57</b>
6.1 Introduction.....	57
6.2 Summary of the Findings.....	57
6.3 Conclusion.....	58

6.4 Recommendations .....	58
6.4.1 For Action .....	58
6.4.2 Suggestions for Further Studies .....	59
<b>REFERENCES.....</b>	<b>60</b>
Appendix One .....	68
Appendix Two .....	70
Administrative Questionnaire .....	70

**LIST OF TABLES**

Table 4.1: Number of Respondents from Tanzania National Parks.....	36
Table 4.2: Respondents 'Educational Level.....	38
Table 4.3: Domestic Tourists to Target National Parks 2016/2017 to 2018/2019.....	44
Table 4.4: People who travelled with Respondents to Visit the National Parks.....	48
Table 4.5: Answers to the five-point Likert Scale to Measure Domestic Tourists Perception.....	49
Table 4.6: National Parks to Visit in the Future.....	51
Table 4.7: Impact of the Hifadhi za Taifa TV Program.....	53
Table 4. 8: Rating the <i>Hifadhi za Taifa TV</i> Program.....	54

## LIST OF FIGURES

Figure 4.1: Respondents' Gender Categories.....	37
Figure 4.2: Respondents' Age Categories.....	38
Figure 4.3: Respondents' Job Categories.....	39
Figure 4.4: Respondents TV Program Exposure.....	40
Figure 4.5: TV Stations Preferred Most by Respondents.....	40
Figure 4.6: TV Stations Which Often Show Programs Related to Tanzania National Parks.....	41
Figure 4.7: Extent Domestic Tourists Listened to <i>the Hifadhi za Taifa TV</i> Program.....	41
Figure 4.8: Regional origin of Domestic Tourists to National Parks.....	45
Figure 4.9: Influence of TV Programmes to Visit National Parks.....	46
Figure 4.10: Influence of TV Pogrammes to Visit Specific National Parks in the Future.....	47

**ABBREVIATIONS**

BBC	-	British Broadcasting Corporation
GNP	-	Growth National Product
ITV	-	Independent Television
MNRT	-	Ministry of Natural Resources and Tourism
SPSS	-	Statistical Package for Social Science
TANAPA	-	Tanzania National Parks
TBC	-	Tanzania Broadcasting Corporation
TTB	-	Tanzania Tourist Board
TV	-	Television
UNESCO	-	United Nations Educational, Scientific and Cultural Organization





## CHAPTER ONE

### INTRODUCTION

#### 1.1 Introduction

This chapter introduces the study on the influence of the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania. It describes the background of the study, statement of the problem, research questions and objectives, scope and significance of the study.

#### 1.2 Background of the Study

Media communication technologies are imperative for frontline investments for sustainable globalized tourism development indicators. The powerful effects of media communications can bring sweeping changes of attitudes and behavior among the key actors in local, national, and global tourism for fostering social, cultural, economic, political, and environmental development and maintaining peace (Babu and Jaya Prakash Narayana, 2014).

Development in communication is one of the best ways to go in developing domestic tourism. The promotion of domestic tourism is always a big concern among tourism and conservation institutions in Tanzania. Failure to promote tourism attractions to the local market put the industry underperforming by depending solely on the foreign tourists who visit sites on a seasonal basis. This strategy involves the planned communication component of programs designed to change the attitudes and behavior of specific groups of people in specific ways through person-to-person communication, mass media, traditional media, or community communication. It aims at the delivery of services and the interface between service deliverers and beneficiaries where people are empowered to

by informed choice, education, motivation, and facilitation affecting the expected changes. This can be done by media advocacy targeting all key stakeholders involved in the tourism industry. Effective use of communication techniques can break barriers and promote better uses of participatory message design which combines both traditional and modern media (GRRTHLM, 2014).

The tourism sector in Tanzania is one of the potential sectors of the economy in terms of foreign currencies and the creation of employment. The number of tourist arrival in Tanzania by October 2017 was 1.2 million and the vision is to reach 2 million by 2020. However, the increase can be attributed to a number of factors including promotion campaigns done by various institutions including Tanzania National Parks. According to a BBC report of the Tanzania Tourist Board (TTB), with more international flights to Tanzania, improvement of the infrastructures, increased tourism investment and marketing can influence more tourists to visit Tanzania sites (Citizen, 2014).

### **1.3 Statement of the Problem**

Despite the fact that Tanzania has beautiful land and tourist sites there is a low rate of domestic tourists due to the lack of awareness and interest to visit Tanzania National Parks. TANAPA has introduced the Hifadhi za Taifa TV program aimed at promoting local tourism by showing the nature and uniqueness of various national parks, tourist attractions, and reliable infrastructure and facilities, which are available in each national park. However, the impact of the Hifadhi za Taifa TV program is not yet known. Very few studies have been done recently to investigate the influence of TV programs in promoting domestic tourism. This study is therefore investigating the influence of the Hifadhi za Taifa TV programs in promoting domestic tourism in Tanzania.

## **1.4 Objectives of the Study**

The overall purpose of the study was to assess the influence of the *Hifadhi za Taifa TV* programs in promoting domestic tourism in the Tanzania

### **1.4.2 Specific Objectives**

- i. To assess the extent to which domestic tourists were exposed to the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania.
- ii. To establish the outcomes of the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania.
- iii. To find out the domestic tourists' perception regarding the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania.

## **1.5 Research Questions**

- i. To what extent were domestic tourists exposed to *the Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania?
- ii. What were outcome of *the Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania?
- iii. What were the domestic tourists' perceptions regarding *the Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania?

## **1.6 Scope of the Study**

This study focused on the influence of TV program in promoting domestic tourism. The study used the *Hifadhi za Taifa* program, which was aired by TBC and ITV. Both TBC and ITV head offices were located in Kinondoni district in Dar es Salaam Region. The

study involved three TANAPA officers from the head office, located in Arusha and domestic tourists from 10 National Parks.

### **1.7 Significance of the Study**

This study will benefit various groups including media practitioners, TANAPA officers, researchers and the public at large.

**Media Practitioners:** This study will help TV programmers to know their audience since the study aimed to know the extent to which the domestic tourists were exposed to TV programs.

**TANAPA:** It will help TANAPA to know the effectiveness of TV programs in promoting domestic tourism. In addition, it will open doors for researchers to identify viable areas for further research in the area of media and domestic tourism in Tanzania. It will also make an additional reference to researchers particularly in media and domestic tourism and other studies. It will help the TV programmers to know the perception of their audience.

### **1.8 Limitation of the Study**

This study investigated only the *Hifadhi za Taifa TV* program, aired by TBC and ITV and leave out other TV and radio program which promotes tourism. The study used six months of data collection commencing June 2019 through to December 2019 and it include only 10 Tanzania National Parks. Moreover, the study did not consider game reserves and museums, which are parts of tourism sites.

### **1.9 Delimitations of the Study**

This study specifically focused on the TV program in promoting tourism, excluding other electronic media forms such as radio and film. The study obtained data from domestic tourists through questionnaire in 10 Tanzania National Parks.

### **1.10 Definition of Key Terms**

**Domestic tourism:** Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip (IRTS 2008, 2.39).

**Domestic tourism trip:** A domestic tourism trip is one with the main destination within the country of residence of the visitor (IRTS 2008, 2.32).

**Domestic visitor:** As a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism.

**Tourism sector:** The tourism sector, as contemplated in the TSA, is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are considered as the tourism industries because visitor acquisition represents such a significant share of their supply that, in the absence of visitors, their production of these would cease to exist in meaningful quantity.

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## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews the literature concerning the influence of TV program in promoting domestic tourism in Tanzania. It has focused on definitions of the key terms, theoretical framework, empirical studies and research gap.

#### **2.2 An overview on Tourism**

In many developing countries, tourism potentially constitutes one of the fastest-growing sectors. Basically, tourism is one of the top five export categories for 83 % of all developing countries and the main sources of foreign currency for at least 38 % of them (WTO, 1999). The contribution of tourism receipts to total revenues in these countries is within the range of 20 to 80 % (Benavides and Perez-Ducy, 2001). Consequently, it is an important industry in providing foreign exchange, employment, income, and public revenue. The tourism industry in Tanzania seems more promising among several sectors of production. For example, the balance of payment statistics compiled by the Bank of Tanzania shows that receipts on the travel account (regarded as a close proxy for tourism earnings) represented 40 % of total exports of goods and services in 1998/99 compared with 25 % in 1995 (MNRT, 2002).

Moreover, about 25,700 jobs were created along with raised foreign exchange receipts by 35 % in the year 2000 compared to 1995 (MNRT, 2002). It also contributed over 16 % of GDP in the year 2004, which is equivalent to 746.02 million US\$ dollars earnings per year (MNRT, 2004). Using Tourist Expenditure Model, estimation suggests that in year 2004, Tanzania earned US\$ 746,016,731 (BOT, MNRT, NBS, Immigration Department and ZTB; 2006). Foreign revenue earnings from tourism grew further from the year 2004

(i.e. USD 746.02) to USD 823.05, 856.2, and 985.3 million in the year 2005, 2006 and 2007 respectively (MNRT, 2008).

Since growth in foreign revenue relates to the overall growth in visitor arrivals tourism features as Tanzania's largest single earner of foreign exchange demonstrates the increasing importance of the tourism industry in Tanzania's foreign exchange. In spite of the significant role of the tourism industry in Tanzania's economy, it has been shown repeatedly that international tourism is very sensitive to matters that have no local controls.

Empirical examples of situations that have in the history of Tanzania led international tourism not to perform impressively include recession in world economies in 1973 and 2008-2009, the enormous increase in oil prices from 1973, and drought of 1974. Other events are the closure of Kenya - Tanzania border in 1977, the Uganda War of 1978/79, the attack fo the World Trade Centre in the USA in September 11, 2001 and other terrorism events in the northern hemisphere. Apart from that, international tourism is very susceptible to poor tourism infrastructure, and bad press publicity.

Besides, the intense competition for overseas tourists especially with other countries offering similar products like Kenya, South Africa and Uganda affects the tourism sector performance. Domestic tourism, then, if well promoted may cushion a deficit in foreign revenue as a result of drop in international tourism, which is why domestic tourism should be made the mainstay for developing countries including Tanzania. Therefore, for the tourism industry to become successful and sustainable, domestic and international tourism should complement each other. Reporting on domestic tourism in Tanzania has been receiving inadequate attention. Consequently, constraints facing this kind of tourism are not well understood, a situation which cannot be left to prevail with the understanding



that Tanzania desires to improve the performance of domestic tourism along with international tourism.

### **2.3 Tourism in Developing Countries**

Tourism becomes a large global industry expanding rapidly not only in developed but also in developing countries. Eleven percent of the world's GNP had been taken by the tourism sector, as related activities (tourism and general travel) are included according to Roe et al (2004). Its split on a global economy has been increasing significantly, and it is faster than global output as per the United Nation world tourism organization report (2005). However, complaints have been coming from tourist destination countries on supportive measures to develop tourism potential areas. Activities in most of the tourist destinations are less than the expected ones (WTR, 2007).

In line with using already existing sites, developing nations like ours by considering potential tourism attractions promotion and development activities should be done simultaneously to increase the benefits of the sector at large. According to Ashley et al (2001), one of the main challenges for tourism to position itself as a key economic sector in developing countries is using only the existing tourism resource. There is a necessity for government policies and donor-financed tourism development programs that attempt to develop brand new potential sites in the tourism industry. Contrary to this idea, developing nations without expecting donation can achieve success if different actors of tourism jointly design least cost promotion and development strategies facilitated by the media.

For many years, Ethiopia has attracted receptive travelers before the appearance of the known Ethiopian tourist sites, that is, Lalibela, Axum, and Lucy. Visitors also celebrated its attractions, yet the country has not benefited from its potential. Ethiopia's territory includes Twelve UNESCO registered World Heritage Sites, four important national

parks, a source of the world's longest river, and sites admired among adherents of Christianity, Islam and Judaism and diverse African traditional societies. Ethiopia has very distinct cultural and historic products based on ancient Axumite civilizations and the Ethiopian Orthodox Church; the walled Old City of Harare with its seven gates considered.

Ethiopia's predominant image in international media remains one of starvation, conflict and barren landscapes and many people in the West continue to see Ethiopia as a charity case. Therefore, to change distorted images in the international media, the country should use its enormous tourism potential by designing well promotion and marketing strategy. It is obvious that economic development has a pervasive role in image formation; and accelerating the perceptions of the international communities are equally important especially for countries like Ethiopia, whose low economic development shadows glamorous historical, cultural and natural attractions until recently.

Ethiopia is a potential market source of revenue for local and foreign tourism industry products and services. Research conducted by Theodros (2012) showed that when we talk about development what comes into our minds are agriculture, industries, mining, etc. Nevertheless, nowadays, tourism-heritage (natural or cultural) has made a huge contribution to development. It is obvious that Ethiopia handles numerous heritages, yet its commitment to using its tourism endowment is very limited. Its shortcomings to develop, maintain, and promote our potential are obvious. Such obstacles hinder the country from not harvesting its fruits.

Developing the tourism sector means not getting foreign currency only, but it is also seen as building the image of our country. Therefore, protecting external media influence is vital and this can be done through the integration of media with the tourism sector. Even

though the media content reflects reality or not is another critical problem. The content is presented from the perspectives of those groups who control the media. According to Howley (2005), the mainstream media distorts facts, portrays minority disobedience as violence, misrepresents marginalized minorities, keeps silent on important local issues, lacks plurality and diversity, and serves the interests of the powerful. So apart from facilitating tourism products and services (hotels, restaurants, and destinations), the country tourism attraction needs to be promoted well.

Even though Ethiopia has a long tradition of cleric inscription and its first newspaper publication is a century old, it is far from having a well-established vibrant free press (Shimelis, 2000). However, the circulation of newspapers and magazines went down from 638 and 241 respectively in 1992 to 85 and 39 in 2005 respectively. Seventy-seven percent of newspapers and sixty-one percent of the magazines in the country are controlled by private organizations (Mekuria, 2005).

#### **2.4 TV Programs and Tourism**

It is well established that popular media such as films, TV drama series, and soap operas plays an important role in generating awareness, interest, and appeal in the geographical locations of places (Beeton, 2005; Riley & Van Doren, 1992; Tooke & Baker, 1996). In addition, popular media leads to creating new touristic places and familiar images of the places, and constructing and contextualizing prospective tourists' anticipations, expectations, and experiences (Butler, 1990; Couldry, 1998; Croy & Heitmann, 2011; S. Kim, 2010, 2012; Riley & Van Doren, 1992; Urry, 1990, 1994). Accordingly, *film tourism*, referring to "visitation to sites where movies and TV programs have been filmed as well as tours to production studios, including film-related theme parks" (Beeton, 2005, p. 11), is gaining a growing recognition among researchers and the tourism industry.

## **2.5 Production Values of TV Drama, Soap Opera, and Film**

Ekström (2000) suggests that TV and film productions intend to entertain and educate the audience with three main communication modes: information, storytelling, and attraction. Various production elements or attributes are therefore purposefully and systematically devised by production. Those media production attributes are called production values, referring to the professional appearance of production and the amount and quality of special effects in the TV and film production studies. More specifically, Shamir (2007) suggests that production values, for example in a TV fiction programs, encompassing writing, scripting, photography, lighting, directing, acting, and editing.

Yet, there are few studies that identified objective production elements or attributes of a TV program to explain audiences' appreciation and quality evaluations (Kim & O'Connor, 2012). This might be partially related to the fact that the culture of media producer(s) influences the media content they produce in terms of aesthetic principles and values (Rohn, 2011).

## **2.6 Television Advertising**

TV advertising remains the most visible and prestigious form of advertising and the most convenient way to reach an audience of millions. A 30-second spot at prime time (morning programs, evening news or serial/show commercial breaks) might be the most expensive advertising buying time. TV has still huge impact that will often dominate a room, demanding attention even if people present are not particularly interested. Appearing on TV prestige on image or brand, send a vivid message about the aspirations of the brand and places it with the most well-known brands. TV as a media vehicle that mostly powerfully reflects and projects audience aspirations and fantasies. Therefore, it is perfect medium for portraying brands as accessories to these aspirations (Hackley, 2010, p.151).

Audience selectivity is available in television through variations in programs and cable TV. What is more, access to satellite TV channels has grouping audience through lifestyle and special interest TV channels. Satellite and traditional TV channels have a great power to convey values and to communicate engaging all sorts of people, attract public's attention on a broad reach. Commonly TV is viewed in a relaxed mood, often in the home and in the company of other people. In this way, TV gives advertisers access to domestic settings. What is of interest of advertisers is that TV has a power of handle information; people are often manipulated consumers suggestible when they are watching. TV strive to produce diversity of content across the channels thus advertising reaches those who are looking for entertainment, news, general interest media.

Generally, television is a sphere in itself to surprise the audience in different ways. Certainly, it is exciting for the mass audience, which considers and watches mainstream channels or uses web-TV content. Nowadays TV retains its importance in the media mix, has a huge power hold its audience, diversify prime time thereby search for a new audience. In the author's view, it has healthy competition within television large networks along with online programs. The audience may find something more suitable on the Internet but the quality of transmitted video on the Internet is lower. TV networks together with cable channels are still competitive enough to attract the attention of an extensive mass. The audience and will be watched in the near future. In the present view TV is not the only media on the market and on the Internet different channels started to appear as a part of it.

Typically, the prestige of television channel advertising has much impact on a brand, bring to mind a visual image or household name. As a rule, people watching commercial breaks might be highly inattentive or do not watch ads at all and this is one of the

challenges on how to encourage interest. For the brand, image, or logo, broadcasting media represents something of a leap of faith (*Ibid*).

TV broadcasting definitely has its place, despite the extension of online media. Ultimately people might like sitting in front of the TV at the same time and watch the same programs of general interest – people are creatures of habit and need the social interaction that comes from watching TV with their families. That’s why the potential of TV advertising is still the leading platform for media makers. TV channels are the perfect place for shaping an image, building an attitude towards the brand that is how to inspire and motivate the audience as generally people like trying new things and sharing experiences.

## **2.7 Theoretical Framework**

This study used the dual-coding theory, agenda-setting theory and uses and gratification theory.

### **2.7.1 Dual-Coding Theory**

This research used the duo-coding theory to assess the outcome of the *Hifadhi za Taifa TV* program in promoting domestic tourism. The theory was developed by Allan Paivio in 1971 (2019). The theory states that listening (sounds) and seeing (images) communicate messages effectively (Paivio 1971). According to this theory, a person can learn new materials using verbal associations or visual imagery but the combination of both is more successful in learning (Reed, 2010). This theory enables the researcher to explain the effectiveness of the *Hifadhi za Taifa TV* Program to promote domestic tourism. The dual-coding theory states that the brain uses both visual and verbal information to represent information (Sternberg, 2003), but this information is processed differently along two distinct channels in the human mind, creating different representations for information that each channel processes.

The existing two coding systems are the verbal system and the nonverbal/visual system. These two coding systems interact, and this interaction results in better recall (Paivio 1991, Al-Seghayer, 2001). This theory is suitable for explaining the effectiveness of the *Hifadhi za Taifa TV* Program. According to Hamida (2015) media tourism program is a tool for tourism attraction because of its an important role in spreading the culture and knowledge of tourism to the local tourists through the dissemination of information about archeological sites, tourist attractions, and various services and programs, in a way that affects the attitudes and opinions of the target audience.

### **2.7.2 Goal Setting Theory**

The study used Locke's goal-setting theory, which insists that in order to achieve high performance is necessary to set smart goals, which are specific, measurable, achievable, realistic, and time-limited goals. (McGrath and Bates, 2017). According to the goal-setting theory, the highest levels of performance are usually reached when goals are both difficult and specific (Locke,1971). The more difficult a goal assigned to someone, the greater the resulting performance level. When a specific, difficult goal is set for employees, then goal attainment provides those employees with an objective, unambiguous basis for evaluating the effectiveness of their performance (Locke & Latham, 2006). Since the number of domestic tourism had been low for the age, this study used goal-setting theory to assess the outcomes of the *Hifadhi za Taifa TV* program. According to Locke's goal-setting theory (1984) using performance goals can result in higher levels of performance compared to when not using performance goals. The theory helped the researcher to examine the outcome of the *Hifadhi za Taifa* Program especially the clarity, accuracy, and reliability of the information aired through TBC1 and ITV. Goals have both an internal and an external aspect for individuals. Internally, goals are desired ends of achievement; externally, goals refer employees to an object or to a

condition being sought, such as a performance level, a sale to a customer, or a promotion (Locke, 1996; Locke & Latham, 2006).

The positive relationship between goal setting and task performance is one of the most replicable findings in the management and organization literature (Locke, Shaw, Saari, & Latham, 1981). According to the goal-setting theory, the highest levels of performance are usually reached when goals are both difficult and specific. The more difficult a goal assigned to someone, the greater the resulting performance level. When a specific, difficult goal is set for employees, then goal attainment provides those employees with an objective, unambiguous basis for evaluating the effectiveness of their performance (Locke & Latham, 2006).

### **2.7.3 Uses and Gratification Theory**

This study used uses and gratification theory to study the gratifications that attract and hold audiences to the kinds of media and the types of content found in the *Hifadhi za Taifa TV Program* that satisfy their social and psychological needs. Uses and Gratification theory is one of many communications theories that help to explain human is the relationship with mass media. Katz, Blumler, and Gurevitch (1999) introduced the Uses and Gratifications approach to media, leading to a movement of studies on how people choose and use media and the ways in which they become dependent on media. The main idea is that people turn to the media to assist them in fulfilling certain needs that used to be filled by just talk to other people, specifically, the five distinct categories of needs fulfilled by media: cognitive, affective, personal integrative, social integrative and tension-free needs.

Cognitive needs: People use media sources both analog and digital to learn about news and to stay updated with current issues. In the case of this study, the theory helps the



researcher to assess people who used the *Hifadhi za Taifa TV Program* social media to educate themselves about Tanzania national parks and conservation environment.

**Affective needs:** It includes all kinds of emotions, pleasure, and moods of the people. People use media; the *Hifadhi za Taifa TV Program* to satisfy their emotional needs especial wildlife, nature and environment.

**Personal Integrative needs:** This is the self-esteem need. People use media to reassure their status, gain credibility and stabilize. For the case of the *Hifadhi za Taifa TV Program*, the theory examined how domestic tourists use the uses and gratification theory to get information about Tanzania's national parks.

**Social Integrative needs:** It encompasses the need to socialize with family, friends and relations in society. In this regard, the study examined how domestic tourists used the *Hifadhi za Taifa TV Program* to attract others to visit the Tanzania national parks.

**Tension free needs:** People sometimes use the media as a means to escapism from the real world as well as to relieve tension and stress. The combination of these theories enabled the researcher to examine the influence of the *Hifadhi za Taifa TV* in promoting Domestic Tourism.

## **2.8 Empirical Review**

In the 1970s, anthropologists and sociologists started to put attention to tourism by attempting to classify particular types of tourism. A study by Smith (2001), have proposed more refined subdivisions to the broader category of domestic tourism, including through influence from local media. According to Stronza (2013) a number of scholars have recorded how the media has transformed local peoples' conceptions of their own identities and domestic products. Tourism literature tends to project fixed and alluring images of destinations, despite the fact that these destinations are undergoing transformations in tandem with the broader dynamics of globalization, including

domestic tourism development. In some places, the promotion of domestic or ethnic tourism has prompted residents to become experts in marketing their own genuineness, playing the native and drawing on and manipulating the domestic symbols spotlighted in the tourist literature for economic gain or to enhance their domestic standing in opposition to other ethnic groups.

Similarly, domestic tourism can stimulate the commoditization of ethnic arts, dances, and rituals. While commoditization does not necessarily bring loss of meaning, as Graburn (2015) notes, but the significance may be transformed. For example, Picard's (2010) study in Bali observes that domestic tourism and tourist productions have become so intrinsic in Bali that they have contributed to shaping contemporary Balinese ethnic identity.

According to Zorn (2014) domestic tourism can be a factor in re-configuring aspects of local media relations. For example, Zorn (2014) documents how the new tourist market for textiles woven by Taquilean women has enabled Andean women to take on more visible roles in public life. In another place, domestic tourism contributes to the eroding of local rank hierarchies and to newfound ethnic self-consciousness and domestic pride, as Adams (2016) has recorded among the Sa'danToraja of Indonesia.

Domestic tourism can be highly political. As illustrated by Picard (2010) politics is deeply involved in structuring domestic tourism and in shaping the visible contours of ethnicity. For example, the Mexican government has promoted the Aztec pyramids as national symbols, tourist sites associated with the heritage of indigenous minorities (Picard 2010). In other cases, such as the bombing of Egyptian pyramids by militant Muslims, domestic tourism is so enmeshed with international politics that destinations frequented by tourists from Western nations become targets (Picard 2010).

Other places domestic tourism has led to the alteration of physical settings, environmental degradation, soaring land prices, and reduced access to the land for indigenous peoples. Domestic tourism can also create conflict between tourists, tourism promoters, and locals over the meaning and use of sites. For example, Australia's Ayers Rock is one such setting, where tourists scaling the peak violate indigenous views of it as a sacred site (Adam 2016). In some settings, locals have developed strategies to reduce the intrusive aspects of tourism, formally or informally delineating front-stage areas for tourists and backstage areas for local life beyond the tourist gaze (MacCannell 2014).

Tourism is currently one of the leading economic sectors in Tanzania and has unlimited potential to contribute even more to the development of the country. Blessed with unique natural and cultural attractions, Tanzania is well placed to become a leader of tourism in the region. According to URT, (2005), to date, the tourism industry has been relying primarily on wildlife resources as the major attraction, with up to 90 percent of all tourists taking part in foreigner safaris or/for hunting.

Recently, the need to diversify away from foreign tourism (as well as complement it) and develop other attractions has been recognized by both the public and private sectors. As Ngoile, (2011a) observes, domestic tourism is one of the areas that have vast, untapped potential to attract tourism investment and tourists. Tanzania is home to many excellent natural and cultural resources that have the potential to serve as excellent tourist attractions. In general, however, this potential has gone unrealized. A study by Ngoile (2011b) identified the accommodation sector, outside of the urban area of Dar es Salaam, is relatively undeveloped, though a number of small hotels can be found along with the suburban areas. One of the biggest constraints to the development of domestic tourism as revealed by Ngoile (2011b) is the limited accessibility to many prime tourist areas.

Investment is needed in attractions development and management, hotels and infrastructure in order for areas of the cultural attractions to become a tourism destination. Successful suburban tourism destinations are the areas that have the potential to develop a diverse array of domestic and natural attractions, quality accommodations at fair prices and reliable access to and from other tourist hubs in the country.

Kamaba (2010) in his report-identified areas of the highest potential to develop into successful ourist destinations include the Pangani-Saadani-Bagamoyo area, the Kilwa area and Mafia Island. In order for Tanzania to become excellent tourist destinations, strong partnerships need to be developed amongst government sectors, and between the national and local authorities, the private sector and local communities.

Studies by Scheseresse, et. al., (2011) commented the inter-sectoral coordination and management of coastal activities, especially coastal tourism, is crucial to the sustainable development of coastal peoples and management of coastal resources. Scheseresse, et. al., (2011) recommended mechanisms to ensure that all relevant stakeholders' voices are recognized need to be developed and implemented so that actions are not taken in an isolated, sectorial context.

Richards (2016) argued that due to the global financial crisis 2008 worldwide tourist trends experienced a severe decline because of massive unemployment and shortage of income. Economic recovery was slow and inconsistent which led to a cautious response in tourist activity. Following the economic recession, several countries focused on restructuring national economies and rehabilitating tourism strategies to boost economic activity and employment in this sector. Additionally, Butler (2010) emphasized that some of the economic restructuring was to reduce public expenditure and to encourage private

sector investment in tourism projects as separate or joint ventures; constructions of big hotels and casinos in several countries are good examples.

## **2.9 Overview of TANAPA**

Tanzania National Parks (TANAPA) was established by the Tanganyika National Parks Ordinance CAP [412] of 1959 and Serengeti became the first National Park. Currently, TANAPA is governed by the National Parks Act Chapter 282 of the 2002 Revised Edition of the Law of the United Republic of Tanzania. The issues of Conservation in Tanzania are governed by the Wildlife Conservation Act No. 5 of 2009, which allows the Government to establish protected areas and outlines how these are to be organized and managed. Tanzania National Parks represent the highest level of resource protection that can be provided (Tanzania Embassy in France, 2017).

Since its establishment in 1959 with only one National Park of Serengeti, to date there are twenty two (22) more areas which have been designated and gazetted as National Parks namely Lake Manyara, Tarangire, Arusha, Kilimanjaro and Mkomazi National Parks located in the northern circuit of Tanzania. Other parks include Mikumi, Saadani, Udzungwa, Kitulo and Ruaha in the eastern and southern part of Tanzania while Katavi, Gombe, Mahale, Saanane Island and Rubondo are situated in the Western and Lake Zone respectively. Other recently established National Parks include Burigi-Chato, Ibanda-Kyerwa, Rumanyika-Karagwe, Ugalla river, Kigosi and Nyerere.

The legal mandate of Tanzania National Parks is to manage and regulate the use of areas designated as National Parks by such means and measures to preserve the country's heritage. Encompassing natural and cultural resources, both tangible and intangible resource values, including the fauna and flora, wildlife habitat, natural processes, wilderness quality and scenery therein and to provide for human benefit and enjoyment of the same in such manner and by such means as will leave them unimpaired for future

generations. Average annual growth of tourist numbers for the past five years i.e. from 2008/2009 to 2012/2013 was 55,712, which is 8.1 %. Annual revenue growth for the same period was TZS 12.11 billion, which is 10.9 %. This has been made possible through efforts made by the organization to market the unique attractions the country is endowed within its national parks as well as improving customer services offered by TANAPA employees and other stakeholders in the hospitality industry. In 2012/2013, the number of tourists recorded in our National Parks was 901,892, of which 537,675 were foreign tourists and 364,217 were locals (TANAPA 2017).

### **2.10 Research Gap**

Societal changes do not experience the same recurring habitual characteristics like those of an economic nature. Rather, they are evolutionary, cumulative, and somehow unnoticeable. The aging of western populations has been accompanied by the measure of wealth, increased and the desire to remain active, among older age groups. It is not strange any more to find elderly people undertaking exhausting and expensive tours, uninhibited by the misperceptions, and taboos of a time past. Moreover, young generations are becoming a growing segment of the tourism market, they are stimulated by a range of motives, which are underpinned by free time, energy, and the spirit of adventure, and perhaps restrained expectations. Changes in attitudes to marriage and family and gender are additional forces helping to fashion the tourism of the past and today. However, the socio-economic fluctuations can create difficulties for the tourism sector, those same societal changes and economic adjustments can lead to more perceptive domestic tourism consumers. However, none of these studies showed concern to the involvement of media in domestic tourism promotion. This study in particular aimed at filling the gap by assessing the role of media in promoting domestic tourism.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter presents a detailed description of the research methodology. This includes a description of the research design, population, sample and sampling procedure, data collection techniques and data analysis.

#### 3.2 Research Design

Research design is the arrangement of conditions for the collection and analysis of data in a manner that combines relevance to the research purpose (Rajagopal, 2019). This study used descriptive research techniques based on both quantitative and qualitative study approaches. Descriptive research design enabled the researcher to identify characteristics of the particular group or category of people that are unique to the specific population, (Rajagopal, 2019). The study used both qualitative and quantitative approaches because of their advantages; that qualitative approach covers issues in great depth and detail, allows the interaction with research subjects, avoids prejudgment and provides data collection based on experiences, (Creswell and Creswell, 2017). It is also flexible and creates openness.

A qualitative approach was used to gain an understanding of underlying reasons, opinions, and motivations that influence domestic tourism. In addition, qualitative approach was used to uncover trends in thought and opinions, and dive deeper into the problem Wimmer & Dominick (2014). This study used mixed methods that offer the opportunity to benefit from the strengths of both exploration and explanation in the same study and presents a more holistic study of a research problem (Roper *et al.*, 2018). The quantitative approach, on the other hand, allows for a broader study, involving a greater

number of subjects, and enhances the generalization of the results. Generally, quantitative methods designed to provide summaries of data that support generalizations about the phenomenon under study (Almalki, 2016). According to Creswell, (2014) the strategy of employing both approaches enables the researcher to get the best information because of the nature of the research which aimed at assessing the influence of television in promoting domestic tourism in Tanzania particularly the *Hifadhi za Taifa TV Program*.

### **3.3 Area of the Study**

This study was conducted in 10 Tanzania National Parks. The Parks were selected according to the geographical areas as follows: Arusha, Lake Manyara, Kilimanjaro, Tarangire, located in the northern circuit of Tanzania. Other parks include Mikumi, Saadani, and Ruaha in the eastern and southern part of Tanzania while Katavi, Saanane and Serengeti are situated in the Western and Lake Zone respectively. The study used the *Hifadhi ya Taifa TV program*, which aired every Monday by TBC1 and ITV to promote domestic tourism.

#### **3.3.1 Tanzanian Broadcasting Corporation (TBC)**

The Tanzanian Broadcasting Corporation is a television network. It is Tanzania's national network and is government-owned and operated. TBC is a public corporation established under the Public Corporation Act, 1992 to provide public service broadcasting through radio and television. TBC is owned by the Government of the United Republic of Tanzania through the Treasury Register, a department within the Ministry of Finance that holds 100 percent of shares. The interest of the government is to use TBC to reinforce the government's efforts in nation building. TBC1 is located in the Mikocheni area in Kinondoni municipality, Dar es Salaam region.



### **3.3.2 Independent Television Limited (ITV)**

Independent Television Limited (ITV) is an associate company of IPP Limited (Commercial). ITV started its operations in 1994 as private and Independent Television. ITV is a Free to Air channel in Tanzania mainland, and a commercial TV station that airs on very high frequency (VHF). ITV is located at Mikocheni industrial area in Kinondoni municipality in Dar es Salaam region.

### **3.3.3 Arusha National Park**

Arusha National Park has mountains, valleys, lakes, and small plains clothed in green, with a wonderful feeling of peace and solitude. It is dominated by Mount Meru, which at 4,566 meters above sea level is the second highest mountain in Tanzania. Tourist attraction in Arusha National Park include: open grasslands where various animals in large numbers can easily be seen such as buffaloes, warthogs, zebras, waterbucks and giraffes. It is a home for the acrobatic Black and White Colobus Monkeys. It holds mount Meru, which provides a good opportunity of exploring mountainous habitats inhabited with different animal and plants species, which are differently from those found in the lowland. It also contains the Ngurdoto and Meru Craters, which provide good points for viewing the snowy peak of Mt. Kilimanjaro, Momella lakes and lower slope with human settlement in Arusha and Kilimanjaro regions. The Momella lake in Ausha NP provide home and important feeding ground for both Lesser and greater flamingos.

Other tourist's attraction of Arusha National Park include: Lake Longid with fresh water and inhabited with Tilapi fish, the Fig Tree Arch (*Ficus thoningii*) with its roots reaching the ground while leaving behind an arch enough for a car to drive through, mountain hiking and walking safaris. The Park also has more than 450 birds' species including both resident and migratory birds.

### **3.3.4 Lake Manyara National Park**

Lake Manyara NP has an area of 648.7 km sq. The Park has remarkable attractions most notably the tree climbing lions, Marang' forest, hot spring, ground water forest, diversity of bird species and the rift valley. Animals found here includes elephant, buffalo, hippo, lion, leopard, occasional cheetah and giraffe. Lions here have opted to rest up during the heat of midday in trees, giving Manyara lions somehow different behavior. The park offers a high diversity of bird species over 390 bird's species both migrants and residents including 50 birds of prey, raucous forest hornbills, pink-hued flamingos and flotillas of pelicans.

### **3.3.5 Katavi National Park**

Katavi National Park is on the western part of Tanzania with an area of 4,471 km sq. The park is located 40km south of Mpanda town, being Tanzania's third largest national park, after Ruaha and Serengeti. Main tourism activities of Katavi National Park include: Game Viewing; Walking safari and bird watching with an outstanding diversity of more than 450 species of birds, ranging from turkey sized group hornbill to the tiny sun birds.

### **3.3.6 Ruaha National Park**

Ruaha National Park is the second largest National Park, covering an area of 20,226 sq.km and located in south-central Tanzania. Main tourism attraction include the abundant wildlife, the magnificent and constantly changing landscapes and a magical touch to the landscape. Baobabs dot the rocky hillsides, the cool green shade along the River and the open grassy plains are all good contributors to tourism attraction. Ruaha NP is the place where visitors can see both Lesser and Greater Kudu because it is the southernmost limit for Lesser Kudu in African continent. In addition to this, Ruaha National Park boasts a healthy population of Wild Dogs, Leopard, Lions, Cheetah, Buffalo, Elephant and 574 species of birds, which are mostly seen during any visit.

### **3.3.7 Kilimanjaro National Park**

Kilimanjaro is the highest mountain in Africa, snow capped and world's highest freestanding volcano. It comprises of two dormant volcanoes (Kibo 5,895m above sea level, and Mawenzi 5,149m above sea level and one extinct volcano (Shira 3,962m above sea level) respectively. The area of Kilimanjaro NP is 1,712 km sq. It was declared a World Heritage Site by UNESCO in 1987 and Natural Wonder of Africa in 2013. Climbing to the top, which is far up into the sky it's a life time experience that no one can forget. The Park is endowed with a diverse variety of attractions ranging from terrestrial wilderness to permanent glaciers on the mountain peaks.

### **3.3.8 Mikumi National Park**

Mikumi National Park is in Morogoro region with an area of 3230 km sq. Main attractions of Mikumi National Park include: the Hippo pools that provide close access to the mud loving beasts and bird watching. The park has many wildlife like buffalos, lions, zebra, wildebeest, impala, giraffes and elephants. Giraffes are often seen browsing leaves from the isolated acacia trees that fringe the Mkata river. Also the greater Kudu and sable antelope can be found in the miombo woodland-covered foothills of the mountain that rise from the Park boundaries. Mikumi National Park boasts with a respectful 400 different species of birds.

### **3.3.9 Tarangire National Park**

Tarangire National Park is impressively splendid for its famous concentration of wild animals especially the elephants and it is one of the finest birding destinations in East Africa. It has an area of 2850 km sq. Main attraction of Tarangire National Park include: large groups of elephants, eland, giraffe, lions, buffalo, cheetah, leopards and zebra which are easily spotted when visiting the park. Also the park has spectacular natural beauty of

savanna landscape, magnificent majestic Baobabs and with over 550 different bird species some of which are threatened or endemic.

### **3.3.10 Saanane Island National Park**

Saanane Island NP has an area of 2.18 sq km and it comprises of three islets and aquatic environment. The islets lie on the southern part of the main Island. It is the first ever National Park to be located within the City and the smallest National Park in both Tanzania and East Africa. Main attraction of Saanane Island NP includes mammals like Impala, Rock Hyrax, Velvet Monkeys and Wild Cats. The presence of “De-brazas Monkey” underscores its potential as the only Park in the country inhabiting the species. Reptiles are also dominant; they include crocodiles, Monitor Lizards, Agama Lizards, Pancake and Leopard Tortoises, Snakes particularly Python. The aquatic part of the Park inhabits a variety of fisheries life, mainly Tilapia and Nile Perch.

### **3.3.11 Saadani National Park**

Saadani is the only wildlife sanctuary in East Africa to boast for an Indian Ocean beachfront. Main attractions of Saadani National Park include: giraffes, buffaloes, warthogs, common waterbucks, reedbucks, hartebeests, wildebeests, red duikers, greater kudus, elands, sable antelopes, yellow baboons and velvet monkeys. Herds of up to 30 elephants are encountered with increasing frequency, and several lion prides are inhabitants, together with leopards, spotted hyenas and black-backed jackals. In addition, boat trips on the mangrove-lined Wami River come along with a high chance of sighting hippos, crocodiles and a selection of marine and riverine birds, including the mangrove kingfisher and lesser flamingo. The beaches form one of the last major green turtle breeding sites on mainland Tanzania.

### **3.3.12 Serengeti National Park**

The Serengeti is home to the world's largest populations of Wildebeest, Zebra, Cape Eland, Lion, Cheetah, Hyena and Gazelles. Main attractions of Serengeti National Park include: The great wildebeest migration of over 1.3 million accompanied by large numbers of zebra, and smaller numbers of Grant's & Thomson's gazelle, eland and impala with an annual pattern seeking fresh grazing and water. The Serengeti has the highest concentration of carnivores especially all the big African cats such as Lions, Leopards, Cheetah and Spotted Hyena. Serengeti has more than 28 species of herbivores including buffalos, wildebeest, zebras, elands, hippos and waterbucks. Serengeti is one of the last remaining sanctuary for critically endangered Black rhino (*Diceros bicornis michaeli*) as well as endangered African hunting dog. The Serengeti National Park has more than 530 species of birds of which one quarter are those migrating from other parts of the world. Serengeti is home to many cultures from the famous tribes of Maasai and Sukuma. Gong rock and Ikoma ruins marks a special combination of game viewing and human history at Serengeti. Serengeti National Park is rich in plant life as well as insects. During the rain seasons the park bust in wild flowers and beautiful butterflies providing exceptional experience to botanists and entomologists. The park is a perfect place for professional photographing, footages and filming.

### **3.4 Population of the Study**

The Population of this study was 10,000 domestic tourists from 10 Tanzania national parks and 10 staff from TANAPA who participated as the key informants.

### **3.5 Sample Size**

Sample size is a small group of respondents drawn from a population in which the researcher is interested in gaining information and drawing conclusions (Kamuzora, 2008). It is exact number of the respondents or items, which participates in the study. The

Sample size of this study was 1,000 local tourists from 10 Tanzania National parks and one key informants from TANAPA.

### **3.6 Sampling Procedures**

The researcher used purposive sampling to select key informants and information about domestic tourists from TANAPA reports. According to Kumar (2011), purposive sampling allows the researcher to apply the best sample according to the purpose of the study. In this study, purposive sampling enabled the researcher to select useful cases only for the subject. In addition, the study used cluster sampling and simple randomly to select 1000 respondents in 10 Tanzania National Parks, which are Arusha, Katavi, Kilimanjaro, Lake Manyara, Mikumi, Ruaha, Saadani, Saanane Island, Serengeti, and Tarangire. According to Hesse-Biber (2010) cluster, sampling means that the total population is divided into clusters and a simple random sample of each group is selected. According to Oso & Onen, (2016) simple random sampling enables the researcher to ensure that each member of the target population has an equal and independent chance of being included in the sample. Here, the population was divided into areas national parks according to the nature of sites and geographical areas. The study aimed to contribute to the field of media studies by developing a clearer understanding of contribution of TV program in promoting domestic tourism.

### **3.7 Data Collection**

The study used both primary and secondary data to assess the influence of the *Hifadhi za Taifa TV* program in promoting domestic tourists in Tanzania. The study involved questionnaire and interview to investigate the influence of television in promoting domestic tourism.

### **3.7.1 Questionnaires**

The researcher used self-administered questionnaires to obtain information from 1000 correspondent. The respondents were given questionnaire at the beginning of their trip. The forms distributed to local tourists in the 10 National Parks. The local tourists were given the form upon their arrival and they were requested to fill it out voluntary, and returned it after completed their tours. This study used semi-structured questionnaires both open and-close-ended question to obtain information about the domestic tourists' perception regarding the influence of television in promoting domestic tourism. The questionnaire presented in written question and answer format. According to (Cozby, 2007, Wimmer and Dominick, 2014) this technique enabled the researcher to distribute the questionnaire to individual respondents. The questionnaire was distributed to 1,000 local tourists however only 920 returned them. The researcher was able to contact large numbers of respondents quickly, because semi-structure questions written clearly to allow respondents to provide answers. Close-ended questions used because they provide greater uniformity of response and easily quantified. Open-ended questions used to give the respondents more freedom in answering questions and an opportunity to provide in-depth responses where that was appropriate. This procedure enabled the researcher to use qualitative data to refine and explain statistical results by examining and exploring participants' views in more depth (Hesse-Biber, 2010; Tashakkori & Teddlie, 2003; and Money Matter site, 2018).

### **3.7.2 Interview**

The researcher used telephone interview to obtain data from TANAPA Officers. An interview enabled the researcher to obtain complimenting data on influence of TV in promoting domestic tourism. The researcher used opened ended questions to obtain information from key informants about the impact of the *Hifadhi ya Taifa* TV program.

An interview involves an interviewer reading questions to respondents and recording their answers by using smart phone. Interview is very important as it provides clear insights. Interviews explore the views, experiences, beliefs and or motivations of individuals on specific central theme (Jenkins and Clark, 2017; Seidman 2013).

### **3.8 Data Analysis**

The researcher analyzed both qualitative and quantitative data. Qualitative data refers to non-numeric information such as interview transcripts, notes, video and audio recordings, images and text documents (Grbich (2012, Denzin, and Lincoln, 2013). Since this study has used interview, the researcher used discourse analysis to interpret, categorize and classify verbal or textual data. The process took three steps as follows: Firstly, the researcher used NVivo, a software for qualitative data analysis to organize and code all qualitative variables used in this study. Secondly, the researcher identified themes and patterns and then interpreted it to get a clear meaning in order to know about local tourists' experiences, opinions, feelings and knowledge, and lastly, the researcher summarized the data and link it with research questions. Quantitative data analysis may include the calculation of frequencies of variables and differences between variables (Field, 2009). Also, the researcher used the Statistical Package for Social Science (SPSS) version 20 to code and summarizes the data in statistical format. This study used Categorical Descriptive Statistical Analyses to classify, summarize and tabulate the data. These measurements provided frequency distribution summaries by using tables, charts and graphs.

### **3.9 Validity of Data**

Validity refers to whether the research method used in the research measures what the researcher has intended it to measure (Roper, Renn, & Biddix, 2018). In this study,



validity was considered by testing research tools during pilot study that included colleagues and local tourists to see whether the responses given were well interpreted.

### **3.10 Reliability of Data**

According to Roper, Renn, & Biddix, (2018) reliability is a determination of how consistently a measure assesses an outcome. A measure is reliable when it is consistent. Research reliability means how similar the results would be if another researcher conducted the same research in another place and time. If the acquired results are similar, the research can be said to be reliable. In this study, it could be easy to get the same results if another researcher in another place and time would repeat the data collection process. In the questionnaire, most of the questions were closed ended questions to ensure reliability. However, the changes in responses, as under most of the qualitative studies may be commended by the context.

### **3.11 Ethical Considerations**

The ethical behavior in research incorporates good manners that a researcher needs to observe when conducting a study. The following are the ethical behaviors as articulated by Roper *et al.* (2018) which were observed by the researcher while at the field; being open and honest, fully explained about the research in advance to the subject and afterward; the researcher maintained the confidentiality at all time. In the case of this study, respondents were informed in advance on the purpose of the study and were assured that the confidentiality would be maintained, and information collected would be used for academic purposes and not otherwise. The researcher followed guiding principles of research such as acknowledgement of sources of published information to avoid plagiarism. The study avoided bias by reporting facts as reviewed from data collection.

## CHAPTER FOUR

### FINDINGS

#### 4.1 Introduction

This chapter presents the research results regarding the influence of the *Hifadhi za Taifa TV* in promoting Domestic Tourism. The findings base on three objectives, which are: to assess the extent domestic tourists' are exposed to the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania, to assess outcomes of *the Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania as well as to find out the domestic tourists' perception regarding the *Hifadhi za Taifa TV* programs in promoting domestic tourism in Tanzania. The findings of this research were drawn from survey data provided by 920, which is 92% of 1,000 respondents as shown in table 1.

**Table 4.1 Number of Respondents From Tanzania National Parks**

National Parks	Number of respondents	Percentage
Serengeti	138	15
Lake Manyara	129	14
Saanane Island	101	11
Arusha	92	10
Mikumi	92	10
Ruaha	83	9
Katavi	74	8
Saadani	73	8
Kilimanjaro	74	8
Tarangire	64	7
	<b>920</b>	<b>100</b>

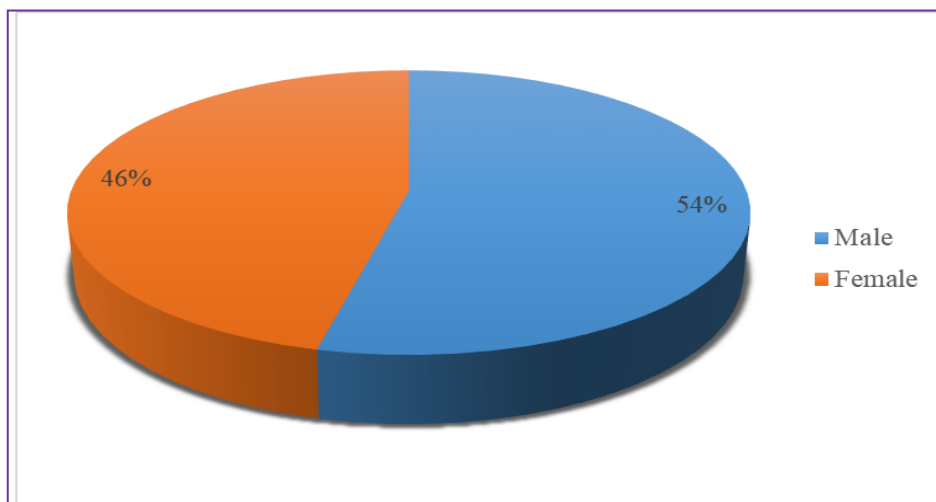
**Source:** The Researcher

## 4.2 Demographic Information

The domestic tourists asked to indicate their demographic information, which included their gender, age, level of education and job.

### 4.2.1 Gender

The findings showed that 497 equals to 54% of the respondents were male, while 423 equivalent to 46% were female (figure 1). The findings showed that tourist sector is about to have a gender balance. Previous study showed that women are cable to transfer the meaning and benefits from their travel experiences upon their return home, within their everyday lives and contexts.

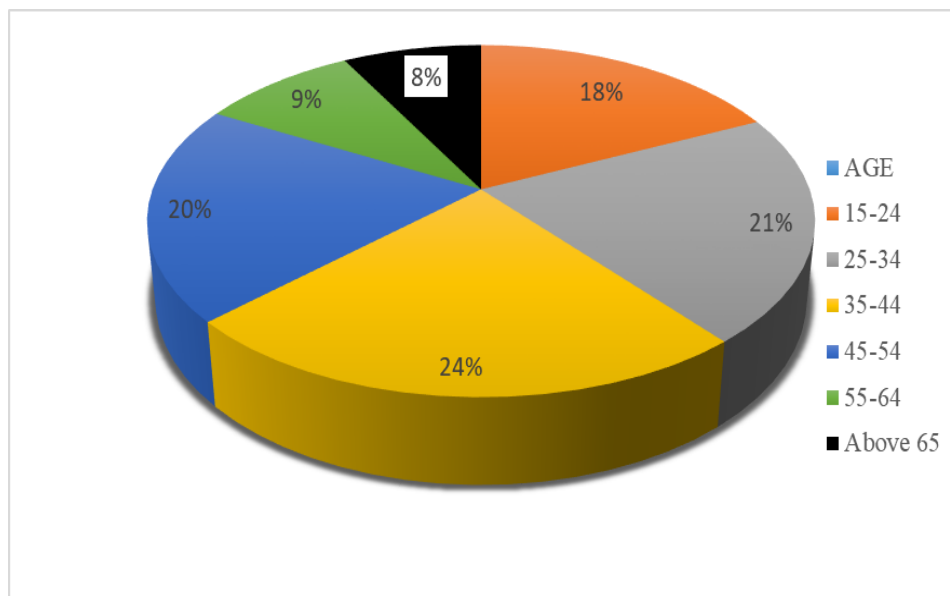


### 4.2.2. Age

The findings showed that 166 out of the *Hifadhi za Taifa TV Program* respondents were between 15 and 24 years which is 18%; 193 (21%) were between 25 and 34 aged. A total of 184 respondents, which is 20% were between 35-44 aged, while a total of 220 equivalent to 24% were aged 45-54, and a total of 83 equal to 9% respondents were between 55 and 64 aged and 74 or 8% were above 65 as shown in figure 2. The findings showed that the respondents who visited national parks for second and third times are elders above 55. This illustrates that different age of domestic tourists involved different

age. This finding is important because development of tourism sector depends on age behavior. Previous study showed that the age of a tourist had a significant effect on only cultural motivations and relaxation-based motivations.

**Figure 4.2: Respondents' Age Categories**



#### 4.2.3 Education Level

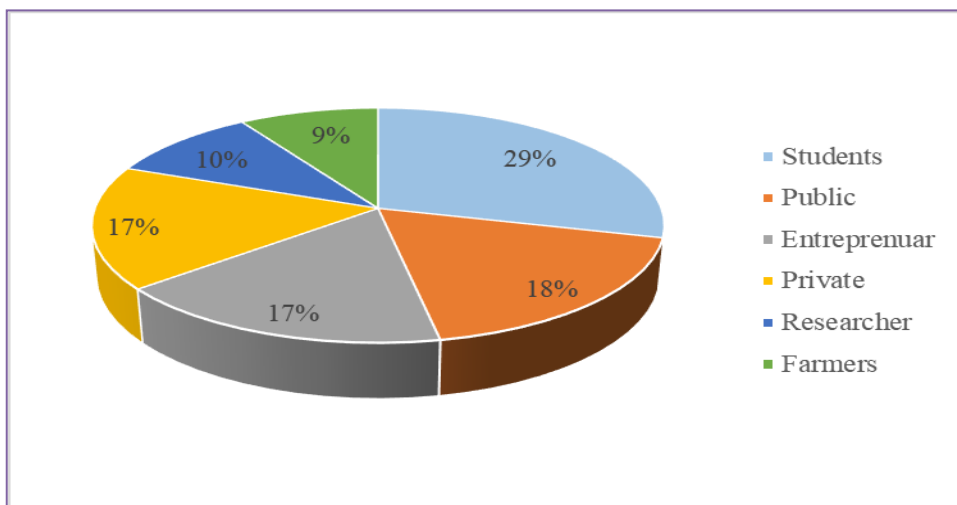
As Table 2 shows, majority of respondents had secondary education 276 (30%) followed by 184 (20%) and 184 (20%) respondents had Bachelor degree and primary education respectively. There were 138 equals to (15%) respondents had diploma and 138 equivalent to (15%) had postgraduate level of education. These findings interpret that most of the domestic tourists are educated. The findings showed that majority of respondents are students, teachers and researchers who visited National parks in-group for learning purpose.

**Table 4.2 Respondents 'Educational Level**

<b>Education Level</b>	<b>Respondent's No.</b>	<b>Percentage</b>
Primary	184	20
Secondary	276	30
Diploma	138	15
Bachelor	184	20
Post graduate	138	15
Total	920	100

**4.2.4 Job**

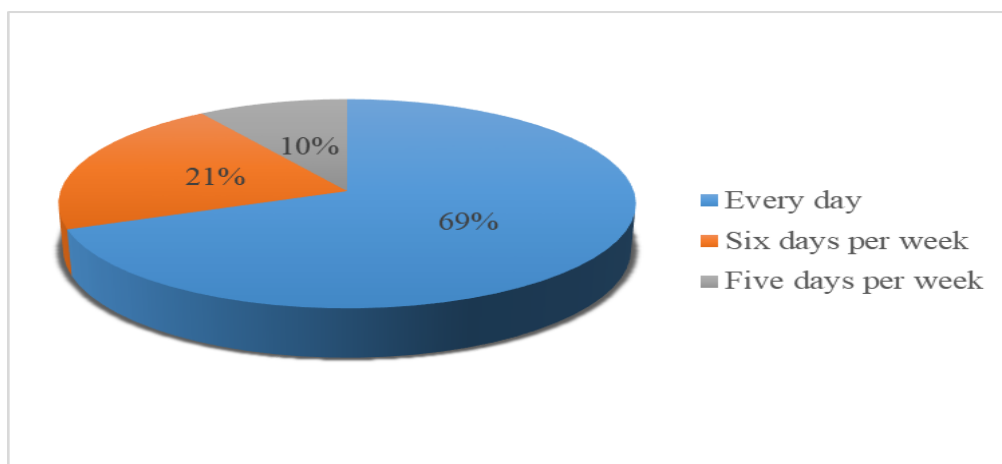
Of the respondents, 267 (29%) were students, 166 (18%) and 156 (17%) had formal employment in public and private sectors respectively, while 156 (17%) were active in the informal sector as entrepreneurs; 92 (10%) were researcher and 83 (9%) were farmers as shown in figure 3. This illustrates that domestic tourists involves students, entrepreneurs and workers from public and private sectors.

**Figure 4.3: Respondents' Job Categories**

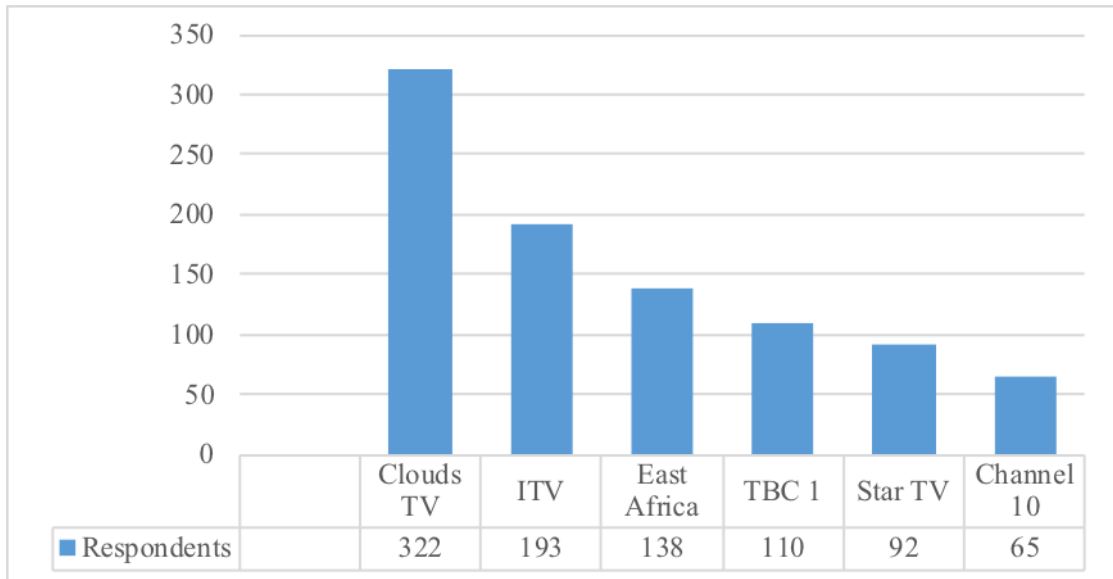
### 4.3 The Extent Domestic Tourists' are Exposed to TV Programs

The *Hifadhi za Taifa TV Program* domestic tourists asked to indicate whether they watched Television program and 69% said they watched TV every day, 21% respondents watched TV six days per week, 10% watched TV five days per week (Figure 4.3).

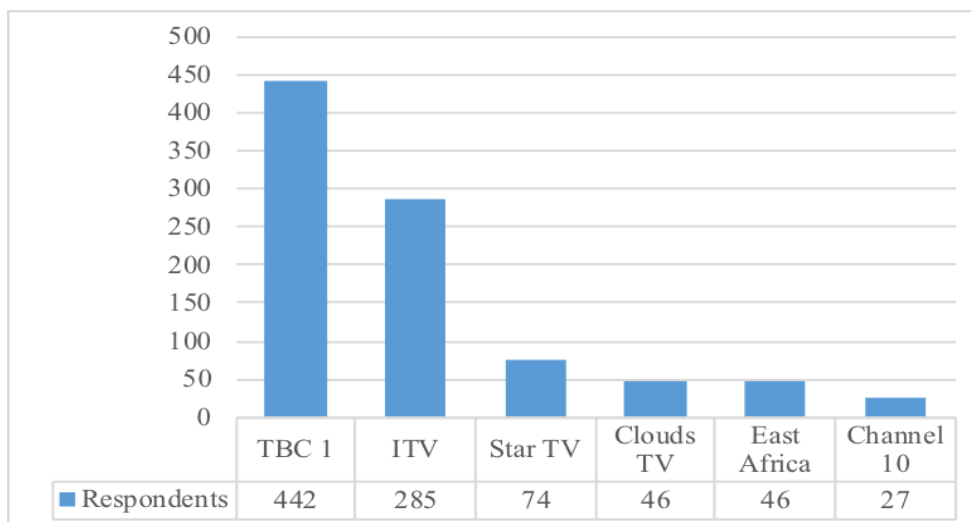
**Figure 4.3: Respondents TV Program Exposure**



The respondents asked to mention the TV stations they most preferred. The findings indicates that 322 equal to 35% respondents preferred to watch Clouds TV, 193 (21%) respondents preferred ITV, 138, which is 15% of respondents preferred the East Africa TV, 110 which is equivalent to 12% respondents preferred TBC1, while 92 (9%) respondents preferred Star TV and 65 (7%) preferred Channel Ten as indicated in Figure 4.5.

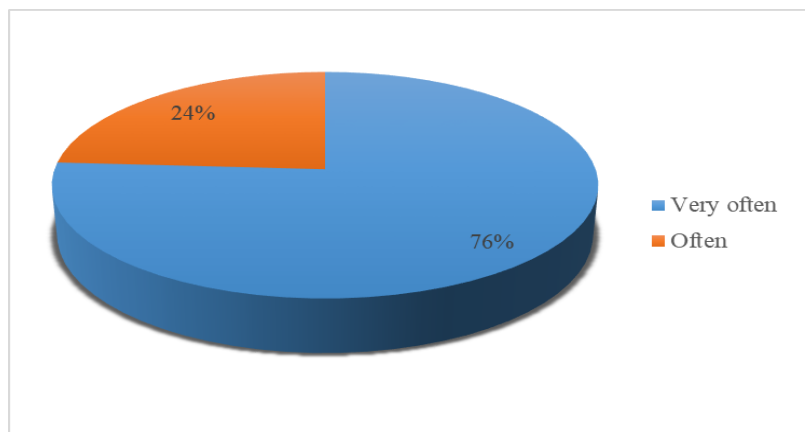
**Figure 4.5: TV Stations Preferred Most by Respondents**

Respondents were asked to list down TV stations, which often show programs related to Tanzania National Parks, findings showed that 442 (48% ) of the *Hifadhi za Taifa TV Program* respondents mentioned TBC, 285 (31%) mentioned ITV, 87(8%) Clouds and the East Africa each were by 46 (5%) and Channel Ten was mentioned by 29 (3%) respondents as indicated in figure 6.

**Figure 4.6: TV Stations Which Often Show Programs Related to Tanzania National Parks**

The researchers intend to find the extent domestic tourists listen to the *Hifadhi za Taifa* TV Program. Findings show that 699 (76%) of the *Hifadhi za Taifa TV Program* respondents listen very often and while (221) 24% listen often as indicated in figure 7.

**Figure 4.7: Extent Domestic Tourists Listened to the *Hifadhi za Taifa* TV Program**



#### **4.4 To Assess Impact of the *Hifadhi za Taifa* TV Programs in Promoting Domestic Tourism in Tanzania**

The researcher conducted in-depth interview with the TANAPA Assistant Commissioner of Business Development to obtain information about the impact of the *Hifadhi za Taifa TV Program* to influence Tanzanians to visit national parks. The TANAPA Assistant Commissioner of Business Development said, the program was very effective and it has succeeded to promote domestic tourism. In the response to the questions why TANAPA decided to choose TBC and ITV, the Commissioner said the two television stations were chosen because they were most popular and had wide national coverage to compare with other TV stations in Tanzania.

“We conducted a visibility study before we selected television stations to air our program and we realized that TBC1 and ITV have wide coverage and most watched with people of all age to compare with other television stations. The outcome of the program is



evidence that we made a right choice as there is increment of domestic tourists in all zones,” said the TANAPA Assistant Commissioner of Business Development.

She explained that TBC1 and ITV have license to facilities to reach in all regions in Tanzania mainland and Zanzibar and especially in the peripheral and semi peripheral regions where other TV stations are not reached. She said the *Hifadhi za Taifa TV Program* aired every Monday at 6.30 PM and watched with people in Tanzania and outside Tanzania especially East Africa and SADC regions. However, she said the next plan of TANAPA is to expand the program to the other TV stations and in the social media in order to maximize the campaign of promoting domestic tourism. He said although the number of domestic tourists has increased the target is to reach more people. The findings show that the *Hifadhi za Taifa TV program* showed information about the improvement of the parks and reliable transportation. For example, Paragliding Mount Kilimanjaro; Walking in the middle of the animals (Walking Safari Serengeti, Arusha and Ruaha); Transport on water using modern ferries like MV Rubondo in Lake Victoria to Rubondo Park. Mountaineering hotspots such as Arusha, Kilimanjaro, Udzungwa, Mahale now the mountaineering facilities have been greatly improved.

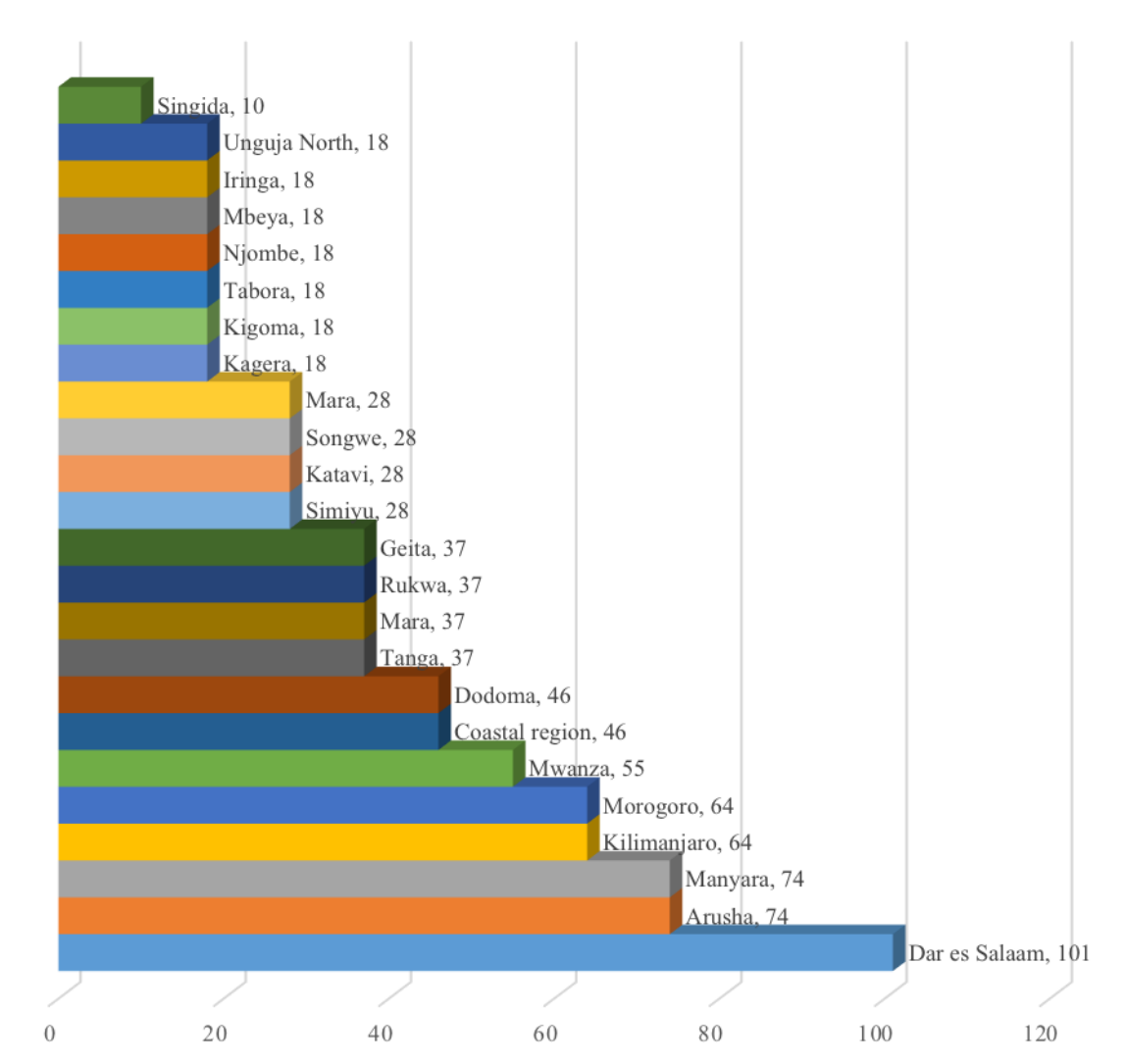
The findings showed that there is an increment of domestic tourists for all three years of TV promotion. The commissioner provided three years data, which showed the increment of domestic tourists in various Tanzania National Parks. The findings indicated that the total of domestic tourists for the 10 national parks in 2016/7 were 386,529, 2017/18 were 409,119 and 2018/19 were 464,933 as indicated in Table 3.

**Table 4.3: Domestic Tourists to Target National Parks 2016/2017 to 2018/2019**

S/N	Parks	2016/2017 Domestic Tourism	2017/2018 Domestic Tourism	2018/2019 Domestic Tourism
	Arusha National Park	32,832	33,645	34,331
	Katavi National Park	2,603	2,004	2,673
	Kilimanjaro National Park	2,785	2,124	2,906
	Lake Manyara National Park	58,001	55,422	62,266
	Mikumi National Park	31,517	33,090	34,602
	Ruaha National Park	6,999	14,521	12,911
	Saadani National Park	18,629	16,257	16,865
	Saanane National Park	10,564	10,321	14,045
	Serengeti National Park	139,076	156,419	183,684
	Tarangire National Park	75,170	76,825	91,006
	<b>TOTAL</b>	<b>378176</b>	<b>400628</b>	<b>455289</b>

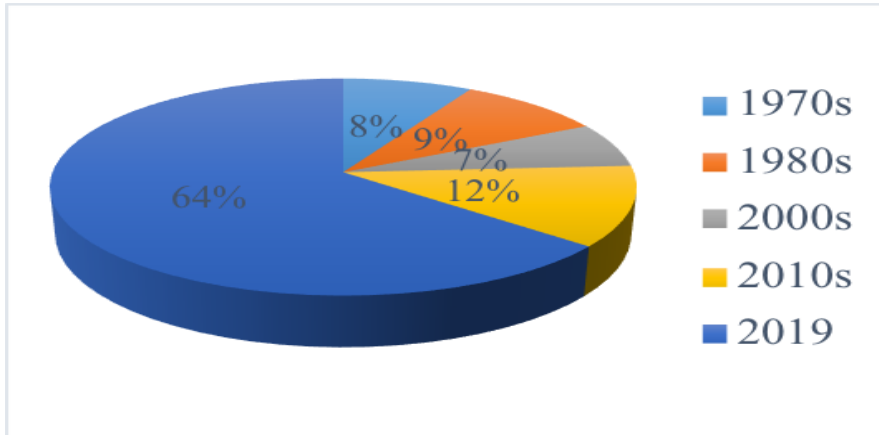
**Source: Ministry of Natural Resources and Tourism**

The study assess the effectiveness of the *Hifadhi ya Taifa program* by investigating the origin (region) of the domestic tourists. The findings show that domestic tourists who participated in this study came from 24 regions of Tanzania. Whereby 102 (11%) came from Dar es Saalam, Arusha and Manyara, 74 (8%) each, Kilimanjaro and Morogoro, 65 (7%) each, and Mwanza 55 (6%). The number of domestic tourists came from Coast region and Dodoma were 46 (5 %) each, Tanga, Mara, Rukwa, and Geita were 37 (4%) each while Simiyu, Katavi, Songwe, and Mara were 28 equal to 3% from each respectively regions. The region with lower number of domestic tourists during the study are Kagera, Kigoma, Tabora, Mbeya and Unguja which consisted only 18 (2%) from each regions and North and lowest number was 10 (1%) came from Singida as indicated in Figure 8.

**Figure 4.8:** The Number of the Study Participants per Region

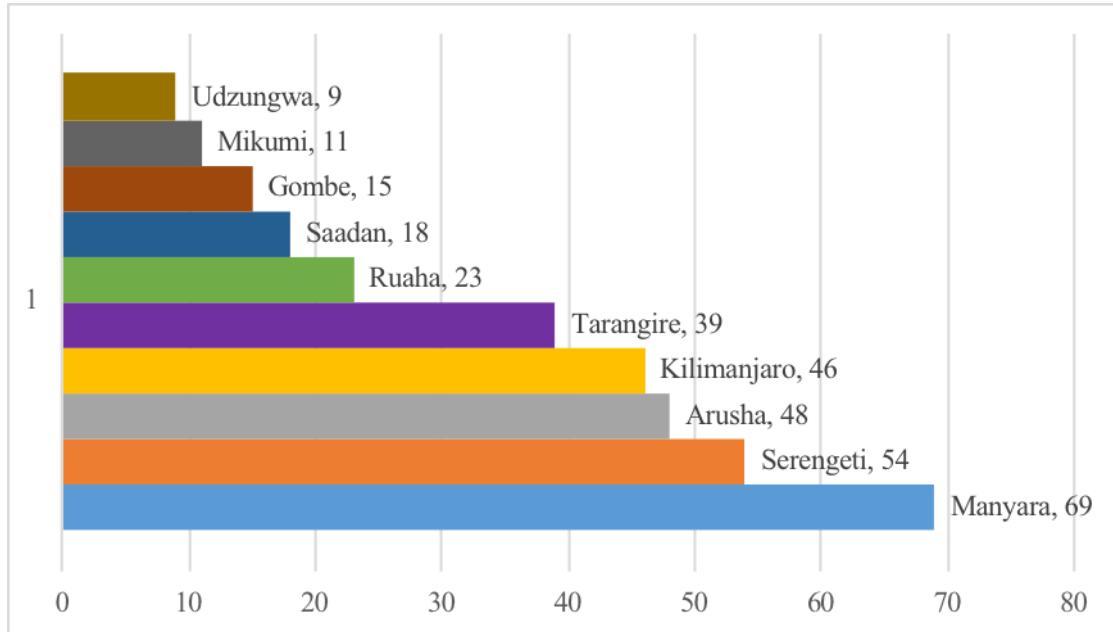
The findings showed that out of 920 respondents, 588 (64%) were new tourists who for the first time visited various national parks in 2019. The rest had visited national parks in different years as following. The findings showed that 110 (12%) visited national parks in 2010, while 62 (7%) visited national parks in 2000 85(9%) visited national parks in 1980s and 75 (8%) had visited national parks in 1970s as indicated in figure 9.

**Figure 4.9:** Influence of TV Programs to Visit National Parks



The study investigated the number of tourists who had revisited national parks in the previous years and plan for another visits after been influenced by the *Hifadhi za Taifa* TV program. The finding shows that 332 out of 920 respondents visited the National Parks for the second and third time. This study investigated where those 322 respondents had visited prior to their current visits. The findings revealed that 69 (21) out of 332 respondents had visited Lake Manyara, 54 (16%) visited Serengeti, 48 (14%) visited Arusha, 46 (14%) visited Kilimanjaro, 39 (12%) Tarangire, 23 (7%) visited Ruaha, 18 (5%) visited Gombe while 11 (3%), 9 (3%) visited Mikumi and Udzungwa respectively as indicated in figure 10.

**Figure 4.10:** The Number of Domestic Tourists who Re-visited the National Parks



The researcher investigated number of people who travelled with respondents to visit the sites. The findings revealed that 5% out of 920 respondents went to the sites along, 7% of respondents were accompanied with one people, 9% respondents were accompanied by two people, 9% respondents were accompanied three people, 11% respondents were accompanied with four people, 12% were group of friends and colleagues which have more than five people, 30% of the respondents were group of students with more than 10 people and 17% of respondents were head of family which lead family of five to seven people as indicated in Table 4.

**Table 4.4: People who travelled With Respondents to Visit the National Parks**

<b>Number of people</b>	<b>Number of respondents</b>	<b>Percentage</b>
Travelling alone	47	5
With One person	64	7
With two people	83	9
With three people	83	9
With four people	101	11
Group of friends	110	12
Group of students	276	30
Group of family	156	17
	<b>920</b>	<b>100</b>

**Source:** The Researcher

**Have you ever suggested to friends/family to visit this site based on your past visit?**

The finding indicates that all respondents who visited national parks in the previous years did recommend their friends and family members to visit the national parks. In addition, the new tourist did promise to influence other people to visit the sites. The respondents were asked to describe reasons for visiting the sites. All 920 respondents said they were influenced by the *Hifadhi za Taifa TV* program and they had visited the national parks to learn about the nature and to observe wildlife animals and birds. However, they provided specific reasons whereby: 8% of respondents said they visited the parks to learn about the past culture. 20% of respondents said they visited National parks for birds watching, 10% of respondents said they were conducting research, 15% said they went there for adventure, 10% indicated they were accompanying friends who paid for their visits and 5% said they visited the Kilimanjaro national parks to climb the Kilimanjaro mountain.

#### 4.5 Domestic Tourists' Perception Regarding TV Programs in Promoting Domestic Tourism in Tanzania

The researcher used the five-point Likert scale ranging from 'strongly agree' to 'strongly disagrees' to measure the domestic tourists' perception regarding the *Hifadhi za Taifa TV* Programs in promoting domestic Tourism in Tanzania.

**Table 4.5: Answers to the five-point Likert scale to measure domestic tourists perception**

<i>Hifadhi za Taifa</i> Tanzania program broadcasted by Local TVs in Tanzania attract you to visit and watch wildlife attractions.			5	5	
<i>Hifadhi za Taifa</i> Tanzania program broadcasted by Television stations in Tanzania convey clear and understood message to attract domestic tourism			5	5	
<i>Hifadhi za Taifa</i> Tanzania program revealed different tourism products from the National parks			0	0	
The information about the Special discounted rates for domestic tourists broadcasted through <i>Hifadhi ya Taifa TV</i> Program attracted you to visit national			0	0	
The information about conservation is being done in the national parks attracted you to visit park/parks			5	5	
The information about special uniqueness of each park attracted you to visit national			5	5	
<i>Hifadhi za Taifa</i> Tanzania program provided information about affordable accommodation facilities for domestic tourists				5	

**Source:** The Researcher

As Table 5 shows, 920 respondents asked to provide their opinion regarding TV programs in promoting domestic tourism in Tanzania. The results showed that 15% agreed and 85% of respondents strongly agreed that the *Hifadhi za Taifa TV* program broadcasted by Local TVs in Tanzania attract them to watch and visit wildlife attractions. The findings showed 25% of respondents agreed and 75% strongly agreed

that the *Hifadhi za Taifa* TV program broadcasted by Television stations in Tanzania convey clear and understood message to promote domestic tourism. The findings indicated that all respondents said the *Hifadhi za Taifa* TV program revealed different tourism products from the National parks that attract domestic tourists to visit the national parks. The findings showed that 90% of respondents strongly agreed that were attracted by the information about the special discounted rates for domestic tourists broadcasted through the *Hifadhi za Taifa TV* Program.

The findings showed that 75% of respondents strongly agreed that the information about environmental conservation attracted them to visit park/parks. The findings showed that 85% of respondents strongly agree the information about special uniqueness of each park attracted them to visit various national parks. The 95% of respondents strongly agreed that the *Hifadhi za Taifa* TV program provided information about affordable accommodation facilities for domestic tourists attracted them to visit tourist sites. Please mention the national park/s you plan to visit in the future (Table 6).



**Table 4.6: National Parks to Visit in the Future**

	<b>Name of National Park</b>	<b>Frequency</b>	<b>Percentage</b>
	Nyerere	110	12
	Serengeti	110	12
	Lake Manyara	101	11
	Mikumi	82	9
	Kilimanjaro	74	8
	Arusha National Park	64	7
	Tarangire	55	6
	Ruaha	46	5
	Katavi	36	4
	Saadani	36	4
	Saanane Island	36	4
	Udzungwa	28	3
	Mkomazi	26	3
	Bugiri	18	2
	Gombe	18	2
	Kitulo	11	1
	Mahale	11	1
	Rubanda	10	1
	Rubondo national park	10	1
	Rumanyika	10	1
	Ugalla River	10	1
	Ibanda	9	1
	Kigosi	9	1

**Source:** The Researcher

The respondents mention the national park they plan to visit in the future as following: Nyerere 12%, Serengeti 12%, Lake Manyara 11%, Mikumi 9% Kilimanjaro 8%, Arusha National Park 7%, Tarangire 6%, Ruaha 5%, Katavi, Saadani, Saanane Island preferred by 4% of respondent each. Also, Udzungwa and Mkomazi each preferred by 3% each, Bugiri and Gombe each will visited by 2% of respondents. Kitulo, Mahale, Rubanda,

Rubondo national park, Rumanyika, Ugalla River and Ibanda each were mentioned by 1% of respondent as a next visit for their future plan.

The respondents asked to provide reasons for their preferences for the next visit. Findings revealed that 59% preferred to visit Nyerere, Serengeti, Lake Manyara, Mikumi and Arusha and Kilimanjaro national park because of reliable transport and hotel facilities. Ten percent of respondents said they preferred to visit Kilimanjaro because they want to climb mountain Kilimanjaro. Forty one percent of respondent said they preferred to visit Saadani, Saanane Island, Udzungwa, Mkomazi , Bugiri and Gombe, Kitulo, Mahale, Rubanda, Rubondo national park, Rumanyika, Ugalla River and Ibanda because of their uniqueness.

The respondents were asked to mention any reasons that hinder them to visit the national parks, which they do not choose to visit in the future. Majority (70%) of respondents said low income is a major reason that prevent them to visit national parks, 10 % of respondents said lack of enough time is the reasons which hinder them to visit national parks, which are located very far from their home place, 5% said they didn't mention Kilimanjaro national park because they are mountain phobia.

Please respond to the following questions using the provided scale with 1=Strongly Disagree 2.Disagree 3. Neutral 4.Agree 5.Strongly Agree (Please tick the appropriate answer) the *Hifadhi za Taifa* program enable you to:

**Table 4.7: Impact of the *Hifadhi ya Taifa* TV Program**

	1	2	3	4	5
Develop interest to visit national parks	0	0	101	0	819
To develop habit of protecting natural resources	0	0	46	396	478
To learn about life of wildlife animals	0	0	46	84	790
To participate in Community conservation effort		0	0	306	614

**Source:** Researcher

As table 7 indicates, the findings shows that majority 819 (89%) of participants strongly agree that the *Hifadhi za Taifa* program makes people to develop interest to visit national parks however 101 (11%) are neutral. The study reveals that 432 (47%) strongly agree and 341 (37%) agrees the program develops a habit of protecting natural resources while 147(16%) of respondents are neutral. The findings showed that 790 (86%) strongly agree and 130 (14%) agreed that visiting national parks enabled them to learn about life of wildlife animals. A total of 396 (43%) agrees and 478 (52%) strongly agree the program enables them to participate in community conservation, only 46 (5%) disagrees.

**Table 4.8 Rating for the *Hifadhi za Taifa* TV Program**

<b>National Parks</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
The information about transports and infrastructure is reliable	892	28	
The program provided information about the tourist products you saw	874	46	
The fees price is actual	864	56	
The information about accommodation actual	892	28	
The information about service is good	883	37	

**Source:** Researcher

The respondents were asked to rate the *Hifadhi za Taifa* Program TV program after they visited national park/s in order to compare the information from the *Hifadhi za Taifa* TV program and what they observed. The respondents were asked to rate the information provided by the *Hifadhi za Taifa* TV program about the improvements of transport services and infrastructure to enable tourists to reach in the National Parks, 892 (97%) of respondents strongly agreed that the information was reliable to compare with actual availability of transports and good condition of roads. A total of 28 (3%) respondents were neutral. The finding indicates that 874 of respondents which is 95% agrees that the *Hifadhi za Taifa* program provided information about the products they saw, actual price, accommodation and service provided therefore the *Hifadhi za Taifa* program plays a major role in promoting domestic tourism. As indicated in table 8. However, 46 (5%) of respondents were neutral as indicated in table 8. The respondents were asked to rate the information provided by the *Hifadhi za Taifa* Program TV program about entry fees to compare with what they had paid.

The findings illustrated that 865 (94%) strongly agreed that information about entry fees, which provided by the *Hifadhi za Taifa* TV program was actual. The respondents were asked to rate the information provided by the *Hifadhi za Taifa* TV program about the improvements of accommodation, restaurants near to the national parks, 892 (97%) of respondents strongly agrees that the information was accurate to compare with actual availability of accommodations nearby national parks. Twenty-eight respondents equal to (3%) were neutral. In addition, respondents were asked to rate services provided in the national parks and in the hotels and restaurants, 883 (96%) of respondents strongly agrees that the service were good and 37(4%) were neutral. Respondents were given a room to provide more information through open-ended question. Some of respondents had written in detail about their opinion as follows:

*“When I visited Katavi in 1985 I never thought of revisiting the park however, I changed my mind after watching Hifadhi ya Taifa TV program and saw major improvement at accessing the park. I came to this place for a second time and my trip was wonderful”,*

Another respondent said the Hifadhi za Taifa TV program is reliable and very accurate because it provides facts. Another respondent said: I did not know Saadani National Park has a unique feature of a beach and bush. I was interested to go there when I watched The Hifadhi za Taifa TV program and learned that at Saadan there is a beach, surrounded by delightful bushlands, and beautify coastal walks. I was cached by the famous saying ‘where the bush meets the beach. He added that he was happy to walk in the beach after going on safari. He said the tourist products found at this national park is actual to what he saw on the programme.

Another participant said that in the 1990s there was no three to four stars hotels but currently the largest Hotel Networks in the world like Four Seasons Serena are available within the Ngorongoro and Serengeti National Parks. In addition, a few kilometers from the parks there is affordable accommodation for people with small budget. Another respondent said: I never thought of visiting Gombe national park in my life, but after watching *Hifadhi za Taifa* programme I learned about how to get to the park by airline. The information about transport and infrastructure were reliable. One respondent reported to have learned from the *Hifadhi za Taifa* TV about non-existent tourism services that were not available 2000s but now are available.

## CHAPTER FIVE

### DISCUSSION OF THE FINDINGS

#### 5.1 Introduction

This chapter presents discussions of the findings from the study based on the research questions and objectives. The study was guided by its three objectives, which are: to assess the extent domestic tourists' are exposed to the *Hifadhi za Taifa* TV programs in promoting domestic tourism in Tanzania, to assess the outcomes of The Hifadhi za Taifa TV programs in promoting domestic tourism in Tanzania and to find out the domestic tourists' perception regarding *the Hifadhi za Taifa* TV programs in promoting domestic tourism in Tanzania.

#### 5.2 To Assess the Extent Domestic Tourists' are exposed to TV Programs in

##### Promoting Domestic Tourism in Tanzania

The domestic tourists were highly exposed to television program as finding showed that 91% watched TV every day. This finding is an evidence that TV is among media channels, which are suitable to promote tourism because people are watching it. The findings is supported by Hamida (2015) that media is considered one of the main tools for tourism attraction because of its important role in spreading the culture and knowledge of tourism to the local and international public through the dissemination of information about archeological sites, tourist attractions and various services and programs, in a way that affects the attitudes and opinions of the target audience.

The findings revealed that only 27% preferred ITV and TBC, which aired the *Hifadhi za Taifa program*. The finding indicated that 73% of respondent preferred to watch Clouds TV, which do not aired the *Hifadhi za Taifa* program. The findings revealed that although 73% of respondent preferred TV stations, which were not airing the *Hifadhi za*

*Taifa* program, 79% of respondents acknowledged that they were aware that ITV and TBC1 often aired programs that related to Tanzania National Parks. In addition, all respondents said that they are familiar with *Hifadhi za Taifa* program. The findings show that 76% of 920 respondents watched *Hifadhi za Taifa* program very often and 24% watched the program often. This means that respondents used to switch TV channels to watch their preference program. This findings supported the Katz, Blumler, and Gurevitch (1999) theory of Uses and Gratifications that people choose and use media to fulfilling certain needs.

### **5.3 To Assess the Outcomes of TV Programs in Promoting Domestic Tourism in Tanzania**

The findings showed that TANAPA has conducted visibility study and choose to use ITV and TBC1 to air the *Hifadhi za Taifa TV* program because both TV have wide national coverage and it watched by people of all age. The results is related with demographic characteristic of this study which showed that the local tourists comprised all ages as indicated in Figure 2.

The findings revealed that domestic tourists increased gradually since the *Hifadhi za Taifa TV* program started. The total of domestic tourists in 2016/7 were 386,529, in 2017/18 were 409,119 and in 2018/19 were 464,933 indicating a progressive increase of tourists number during the period. This is evidence that there is positive impact in the *Hifadhi za Taifa TV* program in promoting domestic tourism in Tanzania. This findings is supported by Kumar (2014) study that Media plays an important role in the growth, development and promotion by creating better awareness and understanding about the requirements of domestic and international tourists. Every traveler is a 'potential' tourist. Means that the increment of domestic tourism is depends upon the campaign of

professionals media professionals and tourism experts) of the industry to tap this potential and convert the ‘potential’ into the ‘actual’ clients or tourist.

The finding showed that the program had influenced 322 of respondents who decided to revisit the sites in order to witness the changes, they heard from the TV program. The finding Tourism Media contributes to the delivery of true and accurate information, preventing the misleading and false information that may harm the tourism industry. It also contributes to absorbing and interacting with the global culture without harming local societal values and principles, reducing the negative impacts that may result from the tourism industry at the cultural and social levels (Abu Asba, 2006).

The findings showed that 84% of respondents who participated in this study went to the national parks with more than two people. The results strongly imply that domestic tourists used the *Hifadhi za Taifa TV Program* to attract others to visit the Tanzania national parks. The results are consistent with Katz, Blumler, and Gurevitch (1999) uses and gratifications theory that people turn to media to assist them in fulfilling certain needs by just talk to other people. All respondents said they visited the national parks to learn about the nature and to observe wildlife animals and birds after had been influenced by the *Hifadhi za Taifa TV* program, this findings provide supporting evidence that TV program is suitable for promoting domestic tourism as Paivio (1971) said listening (sounds) and seeing (images) communicate messages effectively.

#### **5.4 Domestic Tourists’ Perception Regarding TV Programs in Promoting Domestic Tourism in Tanzania**

The TV Programs in Promoting Domestic Tourism in Tanzania is showing the real existing tourism attractions in the different national parks in pictures and in action hence widening their knowledge about the national parks and creating interest to visit the parks. Community perceptions regarding the effectiveness of the TV programs in promoting



domestic tourism in Tanzania is regarded as highly positive hence the need to widen and intensify the programs. A total of 920 respondents asked to provide their opinion regarding the effectiveness' of the *Hifadhi za Taifa TV* program TV in promoting domestic tourism in Tanzania. The results strongly imply that the program was very effective over 85% of respondents strongly agreed that the *Hifadhi za Taifa* Tanzania TV program provided clear and understood message about different tourism products from the National parks, the information about entry fees, transport, accommodation and tourism guide had attracted them to visit the national parks.

In addition, the respondents compared the information from the *Hifadhi za Taifa TV* Program and fact after completed their trip in the National Parks and said the *Hifadhi za Taifa TV* Program provided accurate and reliable information about tourism expenses, transport, and accommodation is realistic and reliable. This results is further supported by the finding that tourism media contributes to the delivery of true and accurate in promoting tourism (Abu Asba, 2006). The respondents mentioned. Furthermore, all respondents said they have planned for next tourism trips another 10 national parts including the new national parks such as Rubanda, Rubondo, Rumanyika, Ugalla River, Ibanda, Kigosi, Game Reserve and Mwalimu Julius Kambarage Nyerere Museum. This pattern of results is consistent with the Locke's goal setting theory (1984) which states that using performance goals can result in higher levels of performance. This results is further supported by the finding that Tourism TV program is more effective because listening and seeing communicate messages effectively (Paivio 1971). Third means that person can learn new materials using verbal associations or visual imagery but the combination of both is more successful in learning (Reed, 2010).

## CHAPTER SIX

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Introduction

This chapter provides the summary, conclusions of the findings and recommendations of the study. It starts with the general summary followed by the conclusion and lastly recommendations for the study.

#### 6.2 Summary of the Findings

The purpose of this study was to gain a better understanding of the impact of the Hifadhi za Taifa TV program in promoting domestic tourism in Tanzania. The study had three objectives, which aimed to assess the extent domestic tourists 'are exposed to TV programs in promoting domestic tourism in Tanzania; to assess the extent domestic tourists' are exposed to the *Hifadhi za Taifa* TV programs in promoting domestic tourism in Tanzania, to assess the outcomes of the *Hifadhi za Taifa* TV programs in promoting domestic tourism in Tanzania and to find out the domestic tourists' perception regarding the *Hifadhi za Taifa* TV programs in promoting domestic tourism in Tanzania.

The study was guided by three theories, which are related with communication, corporate strategy, media and tourism. There are four key findings of this study: firstly, domestic tourists were highly exposed to tourism TV program, secondly, the *Hifadhi ya Taifa* TV program was very successful to promote domestic tourism in Tanzania, thirdly, the people were influenced by the program of which 94% said they are satisfied with the program because the information they obtain from the program helped them to visit various National Parks, and lastly, the information and service they received from the TV

program are reliable and accurate to compare with actual service they got in the national parks.

### **6.3 Conclusion**

Generally, the study's findings revealed that *the Hifadhi za Taifa TV* had successes to promote domestic tourist in Tanzania. All domestic tourist said they are watching the *Hifadhi za Taifa TV*. The number of tourists had increased from 386,529 in 2016/17 to 464,933 in 2018/2019. This is an indicator that people were influenced by the program of which 94% said they are satisfied with the program because the information they obtain from the program helped them to visit various National parks. The information and service they received from the TV program are reliable and accurate to compare with actual service they got in the national parks.

### **6.4 Recommendations**

#### **6.4.1 For Action**

This study suggests the *Hifadhi za Taifa TV* program should be extended to the TV stations, which are most preferable such as Clouds TV, East Africa and Star TV (Figure 4.5) TV program to continue encouraging people to adopt a culture of saving money to visit national parks because it is affordable. This study recommended Staffs at national parks to be informed not to look down at local tourists and favors foreign tourists more. The study suggested that encourage citizens to adopt a culture of having leisure by visiting tourist sites. Suggested that the *Hifadhi za Taifa* program should be extended to online media.

#### **6.4.2 Suggestions for Further Studies**

In terms of future research, it would be useful to extend the current findings by examining other TV Tourism program such as Safari TV channels. Further study should focus on assessment of TV program in promoting Game Reserves

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## Appendix One

### Informed Consent Process

I am a student at St. Open University of Tanzania (OUT), pursuing Master of Arts in Mass Communication. Currently, I am undertaking a research study in partial fulfillment as a requirement for the award of Masters Degree. The purpose of this interview is to collect information from you so as to better understand the impact of the the *Hifadhi za Taifa TV* programme. This discussion will last about 15 minutes or less.

Do you agree to participate in the discussion today?

Yes \_\_\_\_\_ No \_\_\_\_\_

### Demographic information

Sex \_\_\_\_\_

Age \_\_\_\_\_

Occupation \_\_\_\_\_

1. What are your thoughts about the *Hifadhi za Taifa* TV programme broadcasted by TBC and ITV?
2. Why did you choose these two TV channels
3. To what extent has the programme influenced domestic tourism
4. Do you have any data showing domestic tourists have increased since the inception of the programme
5. Are there any plans to use other TV channels to air the Programme
6. Are there any improvements done by TANAPA that influence domestic tourists?
7. What major changes that has happened in the national parks that you think it has influenced domestic tourists to visit the national parks
8. What other thing would you like to say regarding the *Hifadhi ya Taifa* programme if any?

We have now come to the end of this interview. Thank you for your time.

## Appendix Two

### Administrative Questionnaire

#### Introduction:

Dear respondent, I am a student at St. Open University of Tanzania (OUT), pursuing Master of Arts in Mass Communication. Currently, I am undertaking a research study in partial fulfillment as a requirement for the award of Masters Degree. The objective of this study is to find out if the *Hifadhi za Taifa* TV program influenced Tanzanian Citizen to visit National Parks. The following survey will examine the influence of Hitadhi za Taifa television programs in promoting domestic tourism in Tanzania. It is administered by a student from the Open University of Tanzania conducting research as part of his masters' degree program. All responses will remain anonymous and results from the survey will be used for an academic purpose only.

**Instructions:** Please answer the following questions to the best of your ability. Please answer all questions by putting a tick (✓) or number to each appropriate answer. For questions which ask for an explanation, please answer in the space provided.

Job.....Region.....

Please tick (✓) your appropriate choice in the boxes provided.

1. Gender

Male.....Female.....

2. What is your age range?

15-24.....25-34.....35-44.....45-54.....55-64.....Above

60.....

3. Level of education

Primary.....Secondary.....Diploma.....Bachelor....Postgraduate.....

4. What is your job Public servant, self-employed, entrepreneur, student, farmer, researcher
5. How often do you watch a television?
  - i. Very often
  - ii. Often
  - iii. Neither often nor rare
  - iv. Rare
  - v. Very rare
- 6. Which TV stations do you prefer most?**
  - i. Channel 10
  - ii. Clouds TV
  - iii. East Africa
  - iv. ITV
  - v. Star TV
  - vi. TBC 1
  - vii. Others \_\_\_\_\_(mention)
7. Which TV stations are often show programs related to Tanzania National Parks?
  - i. Channel 10
  - ii. Clouds TV
  - iii. East Africa
  - iv. ITV
  - v. Star TV
  - vi. TBC 1
  - vii. Others \_\_\_\_\_(mention)



8. How often do you listen the *Hifadhi za Taifa* TV Program

- i. Very often
- ii. Often
- iii. Neither often nor rare
- iv. Rare
- v. Very rare

9. Is this your first time to visiting this site? If yes, answer continue to answer no, 11.

If no answer question 9 and 10.

10. When was the last time to visited this site?.....

11. Explain why you come back to this site.....

12. Tick all of the following reasons that describe your purpose of coming to this site:

You can tick more than own answer

- a) Lean about the nature
- b) Lean about past culture
- c) Observe wildlife
- d) Birding
- e) Research
- f) Adventure
- g) Take others to see the site
- h) Others.....

13. How many people are travelling with you to visit the site:

Travelling alone

One person

Two people

Three people

Four people

As a part of a group of friends

As a part of a group of students

As a part of A group of family

**Please respond to the following questions using the provided scale with 1=Strongly Disagree 2.Disagree 3. Neutral 4.Agree 5.Strongly Agree (Please tick the appropriate answer)**

Hifadhi za Taifa Tanzania program broadcasted by Local TVs in Tanzania attract you to visit and watch wildlife attractions?					
Hifadhi za Taifa Tanzania program broadcasted by Television stations in Tanzania convey clear and understood message to attract domestic tourism					
Hifadhi za Taifa Tanzania program revealed different tourism products from the National parks					
The information about the Special discounted rates for domestic tourists broadcasted through Hifadhi za Taifa TV Program attracted you to visit national					
The information about who conservation is being done in the national parks attracted you to visit park/parks					
The information about Special uniqueness of each park attracted you to visit national					
Hifadhi za Taifa Tanzania program provided information about affordable accommodation facilities for domestic tourists					

- 14. Please tick the national park/s you have visited as a result of listening Hifathi ya Taifa TV Program**

National Parks	Number of visit	National Parks	Number of visit
Serengeti		Ruaha	
Lake Manyara		Kitulo	
Tarangire		Katavi	
Arusha		Mahale	
Kilimanjaro		Gombe	
Mkomazi		Rubondo Island	
Saadani		Mikumi	
Udzungwa		Saanane Island	
Burigi- Chato;		Ibanda-Kyerwe	

- 15. Please respond to the following questions using the provided scale with 1=strongly Disagree 2.Disagree 3. Neutral 4.Agree 5.Strongly Agree (Please tick the appropriate answer)The Hifathi yaTaifa program enable you to:**

Develop interest to visit national parks					
To develop habit of protecting natural resources					
To learn about Ecological and wildlife health monitor					
To participate in Community conservation efforts					

**16. After visiting national park/s rate the hifadhi ya Taifa TV Program**

<b>National Parks</b>	<b>1.Agree</b>	<b>Neutral</b>	<b>Disagree</b>
The program provided information about the tourist products you saw			
The price is actual			
The accommodation is actual to compare with information from			
The service is good			

Feel free to provide more information regarding The Hifadhi za Taifa TV program about fees, tourism attraction, accommodation and infrastructure and your experience after visited the National park/s.

**17. Mention the national park you planned o visit in the future**