

**IMPACT OF SOCIAL MEDIA ON THE GROWTH OF DOMESTIC
TOURISM IN TANZANIA: A CASE OF NORTHERN TOURIST CIRCUIT**

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CERTIFICATION

The undersigned certifies that, he has read and hereby recommends for acceptance by The Open University of Tanzania dissertation entitled, “**Impact of social media on the growth of domestic tourism in Tanzania: A case of Northern Tourist Circuit, Tanzania**” in partial fulfilment of the requirements of Degree of Master in Tourism Planning and Management (MTPM).

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.....
Date

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Signature

.....

Date

DEDICATION

This work is dedicated to my family, who always loved me unconditionally and have been a constant source of support and encouragement throughout this study.

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My academic journey at The Open University of Tanzania would not have been successful without number of incredible people who touched my life in many ways. I am grateful to the Almighty GOD, this work wouldn't have been a success without the Mercy and guidance that he granted me throughout the research period.

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ABSTRACT

Social media platforms provide a platform for Tanzanian tourism authorities, businesses to showcase the country's natural beauty, cultural heritage, and unique experiences. This study aimed to assess the impact of social media on domestic tourism growth in Tanzania's Northern Tourist Circuit. The specific objectives of the study included the role of social media as a source of information on the growth of domestic tourism, challenges facing social media in enhancing the growth of domestic tourism and the utilization of social media, high-speed internet and Google search as mitigation measures for challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit. Employing a cross-sectional survey design that combined quantitative and qualitative methods, the study surveyed 324 respondents, including domestic tourists, community members, tour operators, and national park staff in Serengeti, Tarangire, and Kilimanjaro National Parks. Data collection methods included questionnaires, interviews, and direct observations, and data analysis utilized content analysis and the Statistical Package for Social Sciences. The study found that social media significantly improved tourism awareness, image, perceived quality, loyalty, and associations but faced challenges such as inadequate technological infrastructure, a shortage of specialized human resources, and limited management support. Recommendations included industry training, improved internet access, and promoting Google search awareness, with an emphasis on government and tourism enterprises leveraging social media for foreign business attraction and future research on social media's impact on tourism product awareness or association.

Keywords: *Social Media, Tourism, Domestic Tourism, Domestic Tourism Growth, Northern Tourist Circuit.*

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LIST OF ABBREVIATIONS

BC	Before Christ
CDC	Centre for Disease Control and Prevention
GDP	Gross Domestic Product
ICT	Information and Communication Technology
MICIT	Minister for Information, Communications and Information Technology
MNRT	Ministry of Natural Resources and Tourism
SET	Social Exchange Theory
SMEs	Small and Medium Enterprises
SPSS	Statistical Package for Social Science
TANAPA	Tanzania National Parks
TTB	Tanzania Tourist Board
URT	United Republic of Tanzania
US	United States
WPAs	Wildlife Protected Areas
WTTC	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter provides the rationale for conducting the study on the impact of social media on the growth of domestic tourism in Tanzania. It is composed of the introduction, background to the study, statement of the problem, objectives of the study, research questions, significance of the study and the organization of the dissertation.

1.2 Background to the Research Problem

The earliest forms of social media were the methods of communication across great distances which used written correspondence delivered by hand from one person to another in the form of letters dating back to 550 Before Christ (B. C.) (Hendricks, 2021). In 1792, the telegraph was invented allowing messages to be delivered over a long distance far faster than a horse and rider could carry them (Hendricks, 2021). In 1865, the pneumatic post was developed as a way of delivering letters quickly between recipients and later the telephone and the radio were invented in 1890 and 1891, respectively, to enable people to communicate across great distances instantaneously (Hendricks, 2021).

However, the earliest forms of networks on the internet, such as CompuServe and email were developed in the 1960s (Borders, 2010; Hendricks, 2021). The internet was not available to the public until 1991 (Edosomwan, *et al.*, 2011). Nonetheless, Geo-Cities was one of the earliest social networking services, launched in 1994 followed by Classmates.com in 1995 and SixDegrees.com in 1997 (Kirkpatrick,

2011). Sites like Myspace and LinkedIn gained prominence in the early 2000s; YouTube came out in 2005; and Facebook and Twitter by 2006 (Hendricks, 2021). Nevertheless, domestic tourism accounted for 73% of total travel and tourism spending globally in 2018 (Bakari, 2021; Stainton, 2020). This was done through the four stages of tourist development in which those people with minimal income were encouraged to stick to recreation at local attractions like community recreation areas while those people with more money are encouraged to explore their country further before going international (Kabote, 2020).

In America, the earliest social media networks began with the Six Degrees in 1997 (Maryville University, 2021; Ritholz, 2010). The late 1990s saw the first blogs and web forums; 2004 gave birth to podcasting; 2005 saw the founding of YouTube, Yahoo 360 and Facebook; and, 2006 saw the worldwide release of Facebook and Twitter (Jasra, 2010; Paine, 2015). In 2002, LinkedIn was founded and in 2003, Myspace was launched (Maryville University 2021). In 2009, the Net log was launched and Google buzz was born in 2010 (Gross, 2010). Notwithstanding, in the US domestic leisure travel increased by 1.9% in 2019 to 1.9 billion person-trips (U.S. Travel and Tourism Overview, 2019).

In Africa, it was not until the mid-1990s, that social media started its rapid spread. For instance, in South Africa, MXit, is the most popular local social networking platform (Essoungou, 2010). In Kenya, Twitter is said to be linked to citizens' interest in challenging misrepresentation by the international media, and in Nigeria, social media activity has reportedly been encouraged (Cox, *et al.*, 2019). Nevertheless, domestic tourism contributes 56% of Africa's revenue from tourism

and travel represents 8.1 per cent today of the African GDP (Mlemwa, 2019). For instance, in Kenya, domestic tourism has been a key growth driver in the industry in recent years (Mlemwa, 2019).

Historically, the tourism industry in Tanzania has been closely tied to the system of national parks and game reserves. During the period of Ujamaa (communal) and Kujitegemea (self-reliance) between 1967 and 1985 tourism was not among the leading economic sectors (Musa, 2011). Likewise, domestic tourism was not a priority until the formulation of regulatory and legislative frameworks in the early 1990s and therefore the industry is even up to now, not fully developed (Bakari, 2021). In efforts to boost domestic tourism in Tanzania, TTB embarked on distributing promotional materials, such as CDs, DVDs and brochures and attracting more local tourists by promoting live musical performances as well as campaigning in schools to encourage student tours to tourist attractions (Batinoluho, 2017).

Furthermore, the entrance fees to national parks, museums and antiquities' have remained low; adults pay Tshs.1,500 and children to pay Tshs.500 to visit the parks, and TShs. 500 and TShs. 200, to visit museums and antiquities (Batinoluho, 2017). Nonetheless, the study that was conducted by Mariki, *et al.*, 2011) revealed that low financial income was indicated as the main constraint affecting the growth of domestic tourism, followed by communication and inadequate information.

Domestic tourism in Tanzania is insignificant with a citizen in most cases visiting relatives and friends (Kyando, 2013). In other words, the number of tourists in Tanzania is still minimal (Maina, 2006; WTTC, 2016). Certainly, for most people in

Tanzania, visits to WPAs remain an economic impossibility because they are not able to cover the costs associated with the trip (Mariki, *et al.*, 2011). Contrarily, Batinoluho (2017) points out that very few Tanzanians participate in domestic tourism for no apparent reason. As result, the contribution of domestic tourism to Tanzania's economy is almost negligible (WTTC, 2016).

The prevalence of mobile phone subscribers engaging with social media is substantial in Tanzania, with an estimated 20 to 25 million users (Boyle, 2012; Clark, 2020; Magomba, 2014). Moreover, Tanzania has witnessed a rapid increase in Internet usage, outpacing many other African countries (Sife, 2013). Facebook, recognizing this trend, introduced a Swahili version of its platform in 2009 (Clark, 2020). As of 2014, the number of Facebook users in Tanzania had reached approximately 682,000, with a noteworthy growth of more than 56,580 users in just six months (Socialbakers, 2014). Consequently, Facebook has emerged as a dominant online portal for social interaction, entertainment, and information gathering, making it the primary choice for millions of Tanzanian users (Clark, 2020). Despite of this effort Domestic tourism in Tanzania is still low.

The foregoing literature indicates that most countries where social media is in use have a high number of domestic tourists; something that is not the case for Tanzania. It is against such background that a study that assessed the impact of social media on the growth of domestic tourism in Tanzania became crucial.

1.3 Statement on the Research Problem

Social media play an increasingly important role in many aspects of tourism, especially in information search, decision-making behaviours, tourism promotion

and social sharing of holiday experiences (Zeng, 2013). For instance, 69% of the worldwide population uses social media for tourism needs (Gururaja, 2015). Likewise, six out of ten Europeans who went on a holiday trip in 2012 used the internet to extract information regarding tourism destinations (Fotis, *et al.*, 2014). In Tanzania, 20 to 25 million mobile phone subscribers engage with social media (Boyle, 2012; Clark, 2020; Magomba, 2014). Likewise, a study by Kessy, (2019) indicated that social media promotion has a positive impact on promoting tourism in Tanzania. Furthermore, the findings of the study by Kuwe (2016) revealed that tourism companies used social media to a large extent. Nevertheless, the most prominent social media of 2020 include Facebook, YouTube, Twitter, Reddit, TikTok, Snapchat, Pinterest and Instagram (Maryville University, 2021).

Despite the stated efforts and the wide application of social media in Tanzania, the number of domestic tourists visiting local attractions remained very low. Little is therefore, known about the effects of social media on the growth of domestic tourism. This situation called for a study that assessed the impact of social media on the growth of domestic tourism in Tanzania.

1.4 Objectives of the Study

1.4.1 General Objective of the Study

The general objective of this study was to assess the effects of social media on the growth of domestic tourism in the Northern Tourist Circuit, Tanzania.

1.4.2 Specific Objectives of the Study

- i. To examine the role of social media as a source of information on the growth of domestic tourism in the Northern Tourist Circuit.

- ii. To determine challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.
- iii. To examine the utilization of social media, high-speed internet and Google search as mitigation measures for challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.

1.5 Research Questions

- i. What are the roles of social media as a source of information on the growth of domestic tourism in the Northern Tourist Circuit?
- ii. What are the challenges of social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit?
- iii. How are social media, high-speed internet and Google search utilized as the mitigation measures for challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit?

1.6 Significance of the Study

This study provide in-depth information regarding the impact of social media on the growth of domestic tourism in Tanzania. In that respect, this study would benefit the government, policymakers, tourism enterprises and the communities surrounding the tourism attraction facilities in the Northern Tourist Circuit. The information gathered in this study would help tourism enterprises to determine the correlation between the integration of social media marketing, brand awareness, profitability and customer. The policymakers and the government would realize the importance of social media as a way of promoting domestic tourism hence increasing Gross Domestic Product (GDP). To the communities surrounding the tourist attractions, the study would

enable them to increase the share of their funds, and improve their infrastructure and social services. Furthermore, the study would make contributions in the academic field by serving as a pivotal information source for future researchers by helping them to evaluate the importance of social media in enhancing domestic tourism in Tanzania.

1.7 Organization of the Dissertation

This report is organized into five chapters. Chapter one constitutes the background to the problem, statement of the problem, the objective of the study, research questions and the significance of the study. Chapter two presents the definition of key concepts, theoretical literature review, empirical literature review, research gap and conceptual framework. Chapter three is composed of research design, area of study, the population of the study, sample size and sampling procedures, data collection methods, data analysis, reliability and validity and ethical considerations. Chapter four provides the results and discussion of the research findings. Lastly, chapter five provides the summary, conclusion and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter is composed of a definition of key terms, theoretical and empirical literature review, policy review, conceptual framework and research gap and chapter summary.

2.2 Definition of Key Terms

2.2.1 Social Media

Social media is a unified communication media and collaboration tool that allows interactions that were previously not available (Brogan, 2010). However, Dailey (2009) argues that social media is online content that is created using publishing technology that is very accessible and measurable. In this study, social media was regarded as the means of relaying information from one to another with the help of common online content such as Facebook, Twitter and YouTube.

2.2.2 Tourism

Tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment (Opentext, 2020). Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for leisure, business or other purposes (Camilleri, 2017). In this study, tourism was regarded as an activity undertaken by the citizen of Tanzania that involves travelling from one residential place to another without necessarily visiting friends and relatives.

2.2.3 Domestic Tourism

Domestic tourism can be described as tourism involving residents travelling within their own country (Choo, 2015). Alternatively, domestic tourism is the tourism of residents within the economic territory of the country of reference (Hall and Lew, 2009). Nevertheless, in this study, domestic tourism was the tourism which involved the movement of citizens of Tanzania from one locality to another for more than two weeks to enjoy nature.

2.3 Theoretical Literature Review

2.3.1 The Social Exchange Theory

The Social Exchange Theory (SET) was introduced in 1958 by the sociologist George Homans (Homans, 1958). Social Exchange Theory focuses on an individual's interaction for profit or the expectation of getting profit out of the interaction. Every person provides rewards and endures costs (Master of Social Work Program, 2021). Likewise, in the proposed study, the promoters of tourism products anticipate getting rewards from the convinced tourists and similarly, the potential tourists expect to benefit by enjoying luxury services; but where both do not meet the expectation, the endurance of costs is inevitable.

Assumptions of social exchange theory included social behaviours involving social exchanges of value; people are motivated to retain some value (reward) when they have to give something up (cost); rewards and costs can be material or immaterial goods; people expect to be rewarded similarly when they incur the same costs (equity of exchange); when measuring reward vs. costs, people compare to their expectations, previous experiences, (Master of Social Work Program, 2021).

The Social Exchange Theory is criticized for being very simple and it assumes relationships have a linear structure (Master of Social Work Program, 2021). The theory is further criticized for reducing human interaction to a purely rational process that arises from economic theory; and it assumes that the ultimate goal of the relationship is intimacy (Macha, 2021). Nevertheless, the relevance of the SET to this study was based on the interaction between the customer (tourist) and the social media promoter. The application of social media in promoting domestic tourism relies on the interaction between the two parties.

2.3.2 Persuasion Theory

The Persuasion Theory was developed in 1946 by Carl Hovland and published in the book called *Communication and Persuasion* in 1953 (Hovland *et al.*, 1953). Persuasion Theory is based on the assumption that influencing others is possible by first changing their attitude to influence them personally rather than influencing their conduct (Gardikiotis & Crano, 2015). The persuasion process has two basic sequential factors which together determine the outcome of the information communicated. These factors are the message source and the channel used secondly, the message presented and the receivers (Kessy, 2019).

Message source refers to the advertiser or the presenter of the advert. While persuading the customers, the marketer has to have in mind that the persuasion has to yield a positive result. The channel refers to the means through which the message is transmitted that is from the source to the receiver (Kessy, 2019). Lastly, the message communicated to produce effects has to be repeatedly advertised (Kessy, 2019).

Notwithstanding, an important consideration of receivers' characteristics has to be analyzed (Gardikiotis & Crano, 2015). For instance, a tourist (customer) can be persuaded to go to Tarangire and not to Serengeti which will result in a change of attitude out of the free will.

Unlike the Social Exchange Theory, the Persuasion Theory relies on the ability to change the attitude of the customer before convincing them to accept the service being offered. Relating the theory to the study, to obtain positive impacts of social media from customers (tourists) the message was focused on the way and means of delivering it. What matters is marketers need to create or change the attitude of the customers (tourists) to create interest and facilitate the final decision (Zeng, 2013). This is made possible by establishing connections to facilitate communication and persuade promotional messages (Kessy, 2019).

2.4 Empirical Literature Review

2.4.1 The Role of Social Media as a Source of Information

The study by Kessy, (2019) aimed at assessing the impacts of social media in promoting tourism in Tanzania. Purposive and convenience sampling techniques were used to select the respondents. The study findings indicated that social media promotion has a positive impact on promoting Tanzania tourism. Consumers (tourists) had positive responses to social media use in promoting tourism. The study by Kessy, (2019) did not identify the impacts of social media on tourism by confirming the positive attitude of the respondents on social media. Furthermore, the study by Kessy, (2019) was too general and lacked focus, unlike this study which specifically dwelt on how social media increased product and service awareness,

image, and perceived quality of tourism products and services.

The aim of the study by Gururaja, (2015) was to understand the growing importance of social media in the tourism industry. The purpose is to understand the future role of social media in the tourism industry so that it benefits the tourism industry and tourists globally. The leveraging of social media for tourism products has proved to be a good strategy for improving not only the quality of the business but also the revenues of the tourism industry at large. Although the study by Gururaja, (2015) managed to establish how social media influenced the quality of tourism products, it failed to capture how it created product awareness, loyalty and image; a gap that was filled by this study.

The study by Al-Badi, *et al.*, (2017) aimed at investigating how to use social media technology to encourage and improve domestic tourism in Oman. The study revealed that there are a large number of people who use social media technology to obtain information about different attractive places they wish to visit in Oman. The findings of the study by Al-Badi, *et al.*, (2017) failed to determine how social media encouraged and improved domestic tourism but instead established the applicability, and attitude and suggested the usage of social media. This study focused on how social media increased awareness, image, perceived quality and association of tourism products and services.

Several other studies were undertaken to establish the role of social media in enhancing tourism. For instance, a study by Prasanna & Parida, (2021) had the purpose of understanding the relationship between sharing and brand association

along with how a startup company could improve brand association for consumers by sharing information on social media. The study by Prasanna & Parida, (2021) revealed that the major benefit of social media marketing is to leverage the huge social network to increase brand awareness by providing instant support to any queries or services and building an online community of brand advocates. Another study that was conducted by Tritama & Tarigan, (2016) to find the correlation between social media communication marketing and with company's brand awareness in social media employed quantitative research. The study by Tritama & Tarigan, (2016) revealed that social media gives a significant influence on a company's product brand awareness in the community.

Another study that was conducted in Indonesia by Budiman, (2021) examined the effect of social media (e-WOM, online community, and online advertising) on brand image and loyalty. The study by Budiman, (2021) established that e-WOM, not only had a positive and significant effect on the brand image, but also brand loyalty. A study by Johansson & Hiltula, (2021) sought to understand how social media marketing activities can affect a firm's brand loyalty and brand image. By employing a quantitative approach, the study by Johansson & Hiltula, (2021) showed that social media marketing activities had a positive effect on brand image as well as brand loyalty.

Similarly, a study conducted in Indonesia by Nilowardono, *et al.*, (2020) determined the effects of perceived quality and social media marketing on brand loyalty through brand trust and brand love. The study by Nilowardono, *et al.*, (2020) found that perceived quality and social media marketing had a significant indirect effect on

brand loyalty through brand trust and brand love for consumers of smartphones Xiaomi.

Another study that employed a quantitative approach by Jiaqi, *et al.*, (2021) examined the influence of social media marketing in building a relationship between brand loyalty to tourism products and product service quality. The study by Jiaqi *et al.*, (2021) revealed that brand awareness, brand loyalty, and tourism product service are integral parts of business objects that are related to social media marketing. A study conducted by Van Asperen, *et al.*, (2018) investigated the relationship between customer loyalty and social media engagement. The results of the study by Van Asperen, *et al.*, (2018) showed a partial positive relationship between social media engagement and customer loyalty: only consuming social media is directly related to affective loyalty.

Although the reviews studies (Budiman, 2021; Jiaqi, *et al.*, 2021; Johansson & Hiltula, 2021; Nilowardono, *et al.*, 2020; Prasanna & Parida, 2021; Tritama & Tarigan, 2016; Van Asperen, *et al.*, 2018) examined the role of social media, they focused much on the marketing aspects of social media and therefore failed to address the how social media enhance the domestic tourism; the gap that was filled by this study.

2.4.2 The Challenges Facing Social Media

A research study by Bakari, (2021) assessed the challenges faced by domestic tourism promotion in Serengeti National Park and Tanzania in general. Data was collected by using questionnaires and observations. The findings of the study

indicated a lack of domestic tourism promotion marketing packages and a lack of attention from domestic tourism business sectors. Unlike the study by Bakari, (2021), this study focused on challenges faced by social media such as lack of specialized human resources; lack of technological infrastructure and knowledge; lack of management support; and resistance to change.

The study by Saeed, (2018) examined the challenges of social media in Tourism Management. Tourism Development is more about creating the culture of tourism and the way people perceive it. The issues of workforce compatibility are the most crucial factor in the adoption of social media. Others are lack of resources, infrastructure, financial as well as a lack of commitment from management. The study by Saeed, (2018) attempted to create the link between social media and tourism management but this study linked social media and domestic tourism; the gap that was filled.

Several other studies were conducted to determine the social media challenges that were related to its application. For instance, a study by Kuikka & Akkinen, (2011) employed an exploratory case study aimed at identifying internal and external challenges related to the adoption and use of social media in a large case company. The study by Kuikka & Akkinen, (2011) showed that internal challenges included resources, ownership, authorization, attitudes and economic issues, whereas external challenges are associated with company reputation, legal issues and public/private network identity.

A study that was conducted in Hong Kong by Sun, *et al.*, (2022) identified the hindrances to smart tourism development. The study by Sun, *et al.*, (2022) indicated

that the hindrances in developing smart tourism in Hong Kong were from four primary perspectives, namely, economic, sociocultural, technological and planning and management. The study by Sun, *et al.*, (2022) only focused on tourism and did not capture the issue of social media while the study by Kuikka & Akkinen, (2011) focused on the internal challenges of social media but failed to address how social media challenges influenced domestic tourism, hence the gap that was filled by the current study.

Another study that was conducted in Africa between 1996 and 2016 by Adeola & Evans, (2020) examined the relationship between information and communication technology (ICT), infrastructure, and tourism development. The findings showed that ICT and infrastructure had a positive, statistically significant relationship with tourism development; as ICT and infrastructure increase, the level of tourist arrivals also increases. A study that was conducted by Odii, (2017) noted that since social media was a very powerful communicative tool, it could strengthen change management initiatives hence change management experts ought to take advantage of it and leverage it as a change management tool since successful management of change was very important to the ever-evolving society. The study by Adeola & Evans, (2020) linked ICT to tourism development; ICT was not necessarily a social media. The study by Odii, (2017) on the other hand determined how management could be encouraged to accommodate changes related to social media which were not necessarily social media challenges.

Many different approaches have been adopted by organizations in the use of social media marketing where companies have exhibited varying attitudes to social media

strategy. For instance, the study by Matikiti, *et al.*, (2018) that was conducted in South Africa examined factors that affect the attitude of travel agencies and tour operators. By using questionnaires, the study by Matikiti, *et al.*, (2018) found that internal factors that influenced attitude were managerial support and managers' level of education. The study by Canovi and Pucciarelli, (2019) investigated the attitude towards social media marketing in the context of small wine companies. The study found that while the majority of winery owners recognize the social, economic and emotional benefits of social media, they are far from exploiting their full potential. Both the study by Matikiti, *et al.*, (2018) and Canovi and Pucciarelli (2019) determined the attitudes of the proprietors towards social media but could capture the actual social media challenges hence the gap that was filled by the current study.

2.4.3 Measures to Address Challenges Facing Social Media

The research by Heras-Pedrosa, *et al.*, (2020) aimed at providing a more informed and systematic basis on which to develop the positioning strategy in social media. This study shows that the results achieved by social media can be improved by identifying all stakeholders and defining a content generation strategy by integrating and adding value. Although the study by Heras-Pedrosa, *et al.*, (2020) briefly provided the measures to challenges of social media, this study went beyond by engaging such measures as upgrading and updating to the latest technologies; and encouraging and training the industry in utilizing social media.

The study by Bethapudi, (2013) examined the role of ICT in the tourism industry and suggested strategies for overcoming ICT challenges. The Enterprises websites should be upgraded and updated with the latest technologies to increase the business

potentiality. The governments should see the high-speed Internet availability and affordability. The awareness for the stakeholders towards Google search should be provided. Enterprises should integrate all departments through ICT. The study by Bethapudi, (2013) attempted to explore the role of ICT in the tourism industry. ICT is not necessarily a social media, though the reverse is true; hence the gap that was filled.

2.5 Policy Review

The first National Tourism Policy was adopted in 1991 to provide the overall objectives and strategies necessary to ensure sustainable tourism development in the country (URT, 1999). This study reviewed sub-section 5.1.2 and Section 5.4 of the policy. The policy strategies for marketing in sub-section 5.1.2 were as follows:

Identifying the target market to put into place cost-effective means of communication; promoting the image of Tanzania's quality resorts and diverse cultural and tourist attractions; supporting operations in the tourism industry; and providing pre and post-vacation services.

The marketing strategies failed to capture the aspects of the media as tourism promotion agents including social media. This is, therefore, inconsistent with the Persuasion Theory which argues that information is used in communicating with the purpose of attitude transformation which results in influencing decision-making and changing behaviour. However, the tourism policy 1999 supports the promotional activities of operations in the tourism industry such as hoteliers, tour operators and travel agents. This is consistent with Social Exchange Theory, (SET) which focuses on an individual's interaction for profit or the expectation of getting profit out of the interaction.

The domestic tourism policy strategy in section 5.4 was as follows:

Collaborating with relevant authorities; encouraging students in secondary schools to undertake tourism studies; encouraging institutions to hold their annual meetings in areas with tourism attractions, and encouraging full utilization of the capacities and services in the accommodation establishments and transport sector during low season.

The tourism policy was keen on identifying the potential tourists whom the Social Exchange Theory would expect to interact to improve profits and endure costs. However, the policy did not mention the media exchanging the information in absence of physical contact. The policy would also encourage the utilization of capacities and services in the accommodation establishments and transport sector during the low season. In this sense, domestic tourism was just meant to fulfil the gap left by international tourism. This would contravene the sentiments of the Persuasion Theory which advocates for the long-lasting relationship between the customer and the tourist marketer. In conclusion, the tourism policy of 1999 seemingly was outdated and required a thorough review to capture social media as the contemporary means for advocating for tourism products and services.

2.6 Conceptual Framework

Chigora, (2016) posits that social media has the power to improve the performance of all brand equity variables. When there is high equity aligned to improved image, extensive awareness, positive quality perception, and high loyalty and association SMEs in the accommodation. However, Saeed, (2018) points out that some of the common challenges faced in the adoption of social media are workforce compatibility, lack of language proficiency, financial issues, and the need for careful monitoring. Nevertheless, Bethapudi, (2013) suggested strategies for overcoming

ICT challenges as follows: upgrading the enterprises' websites; enterprises should encourage and train the industry in terms of utilizing social media; the governments should see that the high-speed Internet availability and affordability; and the awareness for the stakeholders towards Google search should be provided.

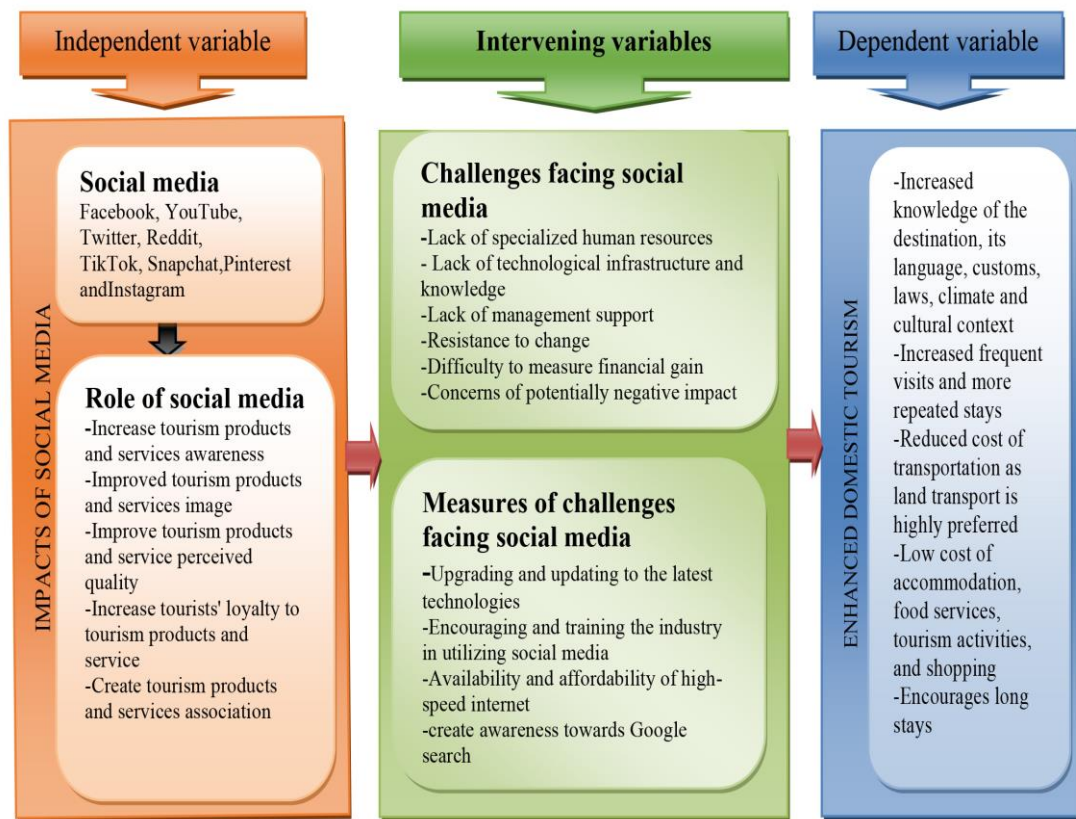


Figure 2.1: Impacts of Social Media on Enhancing Domestic Tourism

Source: Modified from Bethapudi, 2013; Chigora, 2016 and Saeed, 2018

This study conceptualizes the impacts of social media on enhancing domestic tourism by integrating the opinions of Bethapudi (2013), Chigora (2016) and Saeed (2018). Figure 2.1 shows that the independent variable, the impacts of social media is made of social media and its roles. The independent variables affect the dependent variables through the influence of intervening variables which include the challenges facing social media and the measures of challenges facing social media. Furthermore, Figure 2.1 shows that the dependent variable, enhanced domestic

tourism is characterized by increased knowledge of the destination; increased frequent visits and more repeated stays; reduced cost of transportation; low cost of accommodation, food services, tourism activities, and shopping; and encouraged long stays.

2.7 Research Gap

Almost all of the reviewed studies engaged a macro approach by generally exploring aspects of tourism without specifically focusing on the impact of social media on domestic tourism (Al-Badi, *et al.*, 2017; Gururaja, 2015; Kessy, 2019). Other reviewed studies (Budiman, 2021; Jiaqi, *et al.*, 2021; Johansson & Hiltula, 2021; Nilowardono, *et al.*, 2020; Prasanna & Parida, 2021; Tritama & Tarigan, 2016; Van Asperen, *et al.*, 2018) examined the role of social media by focusing much on the marketing aspects of social. Other studies examined the challenges of social media in promoting tourism (Adeola & Evans, 2020; Bakari, 2021; Odi, 2017; Saeed, 2018).

Yet other studies explored the ways of enhancing social media to promote tourism measures (Bethapudi, 2013; Heras-Pedrosa, *et al.*, 2020). The reviewed studies, therefore, depicted very little knowledge about the impacts of social media on domestic tourism. It was against a such background, that there was a need for a comprehensive micro approach to explore the overall impact of social media on domestic tourism. This was the research gap that remained to be filled and was filled by this study.

CHAPTER THREE

THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 Overview

This chapter covers the study area, research design, target population, sampling procedure and sample size, sources of data, and data collection methods. Other components of this chapter are data analysis, interpretation and presentation, validity and reliability of the research instruments and ethical issues and chapter summary.

3.2 The Study Area

This study was conducted in Serengeti, Tarangire and Kilimanjaro National Parks. These parks are situated in Northern Tanzania Tourist Circuit (Figure 3.1). The northern circuit stretches from Lake Victoria in the west to Tanga in the east (Pamba, 2005). The northern tourist circuit was selected for this study because it was where the majority of the country's world-famous attractions such as Serengeti, Tarangire and Kilimanjaro National parks were located. Furthermore, the study area had a well-developed tourism infrastructure and more than 300 tourism-related businesses that were compatible with the social media application were located (Mkumbo, 2010).

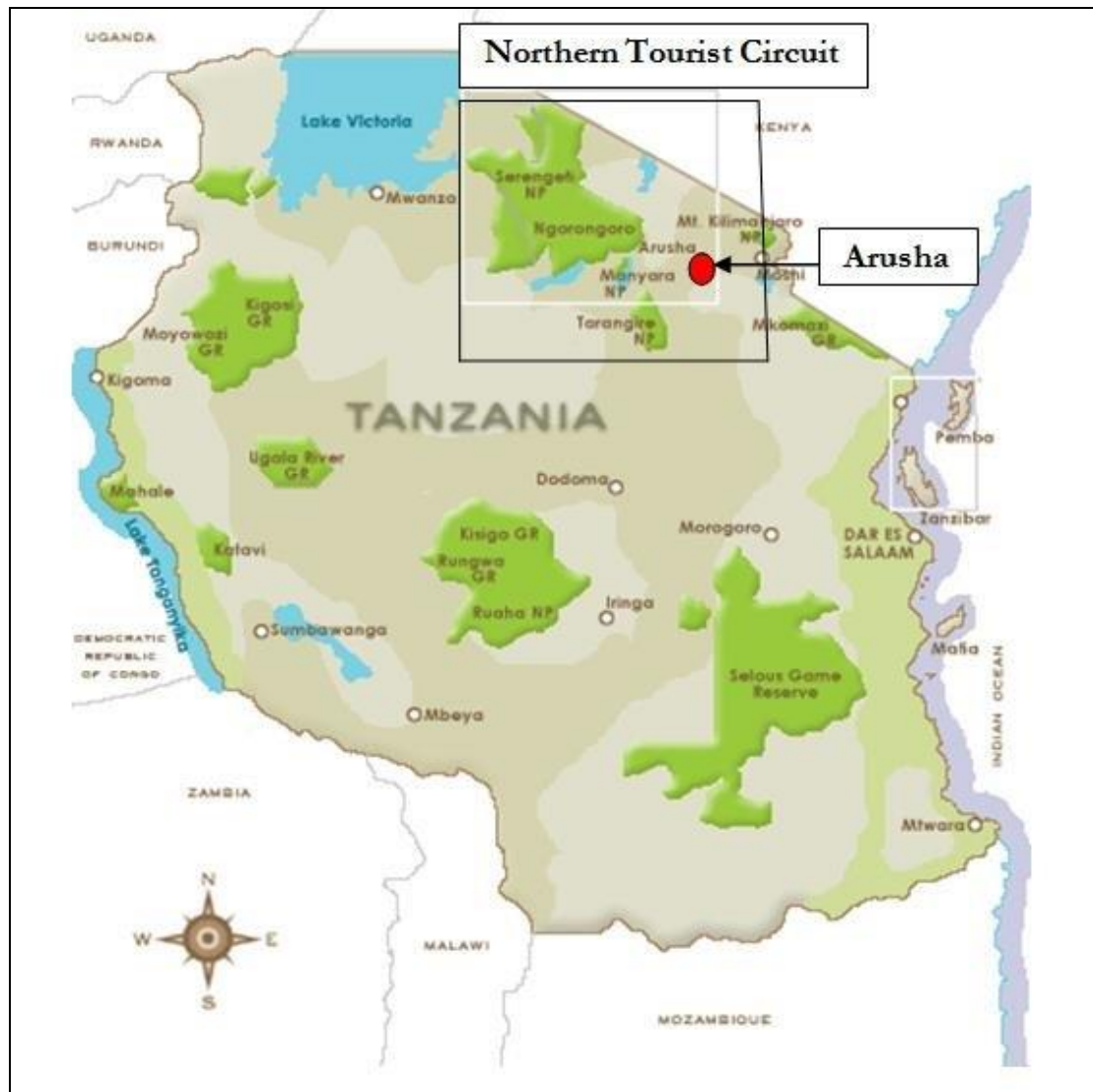


Figure 3.1: A Map of The Northern Tourist Circuit

Source: Ezra, (2015).

3.3 Research Design

A research design is a strategy for a study and the plan by which the strategy is to be carried out (Mills, 2021). This study engaged a cross-sectional survey design. The cross-sectional survey design was selected because it was relatively quick to conduct and suitable for descriptive analysis. The design was combined with both qualitative and quantitative approaches to establish the impacts of social media on the growth of domestic tourism.

3.4 Target Population

The target population is the group of individuals whom the study intends to conduct research (Barnsbee and Nghiem, 2018). In this study, the target population comprised domestic tourists, staff of Wildlife Protected Areas (WPAs) (Serengeti, Tarangire and Kilimanjaro National Parks), tour operators and community members surrounding WPAs.

3.5 Sampling Procedures

This study employed both purposive sampling and stratified random sampling techniques.

3.5.1 Purposive Sampling Technique

Purposive sampling is a form of non-probability sampling in which researchers rely on their judgment when choosing respondents (Pimm, 2018). In this study, the lists of staff members and their respective positions were used to select the public relations unit manager, ICT unit manager, tourism service department manager and planning and investment department manager from WPAs. The experience and knowledge of the impacts of social media on the growth of domestic tourism were used as the basis for the selection.

3.5.2 Stratified Random Sampling Technique

A stratified sampling technique was used to select 324 respondents from the four selected regions in the study area. The first stratum involved selecting WPAs such as Serengeti, Tarangire and Kilimanjaro National parks. The second stratum involved selecting categories of respondents such as domestic tourists, staff from WPAs, tour

operators, and community members. The third stratum involved applying simple random sampling to select respondents from each category of respondents. The list of domestic tourists from each of the WPAs, for instance, was used to sample the domestic tourists that participated in the study. For instance, random sampling from Serengeti National Park's domestic tourists was done by writing numbers 1 to 3,885 (194,264/50) on pieces of paper which was placed in the basket and whatever number would be picked enabled the determination of sample size interval. For example, if 456 would be selected then the first sample would be 456; the next sample would be $456 + 3885 = 4,341$ and then $4,341 + 3885 = 8,226$; the process would continue until a sample size of 102 was obtained.

3.6 Sampling Frame and Sample Size

A sampling frame is a list of all those within a population who can be sampled (Sarndal, *et al.*, 2003). The sampling frame was composed of 102 domestic tourists, 60 staff of WPAs, 20 tour operators and 142 community members surrounding WPAs. The sample size was 324 respondents as provided by Mensah's, (2014) formula. These comprised 102 domestic tourists, 60 staff from WPAs, 20 tour operators and 142 community members surrounding WPAs (Table 3.1). The formula is:

$$n = z^2 \times \frac{p+q}{d^2}$$

Where:

z = standard normal deviation set at 95% confidence level;

p = percentage picking a choice or response;

q = $1 - p$ (expected non-prevalence);

$d = \text{relative desired precision} = 0.054$

$$n = (1.96)^2 \times \frac{.5 \times .5}{.054^2} = 3.8416 \times \frac{.25}{.002964}$$

= 324 people

Table 3.1: Sample Size

No	Categories of respondents	Population (a)	Respondents (b)	Percentages $\frac{b}{a} \times 100$
1	Domestic tourists	295,100	102	0.03
2	Staff from WPAs	785	60	7.6
3	Tour operators	5,565	20	0.36
4	Community members	745,374	142	0.0019
	Total	1,046,824	324	0.37

Source: Author's composition from MNRT, 2018; TANAPA, 2021; URT, 2019

3.6 Sources of Data

3.6.1 Secondary data

Secondary data are data that have already been collected, analyzed, published and have undergone statistical treatment (Vedantu, 2021a). In the context of this study, files, circular reports and other published records were reviewed.

3.6.2 Primary data

Primary data is first-hand information collected by a surveyor, investigator or researcher (Vedantu, 2021a). In this study, primary data were collected by using questionnaires, interviews and observations. Primary data was critical because the study needed data that originated from the more reliable respondents.

3.7 Data Collection Methods

3.7.1 Questionnaires

A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic (Roopa and Rani, 2012). This study employed

both open and closed-ended questionnaires which were administered to domestic tourists, staff of WPAs and community members. The open-ended questions gave the respondent freedom to expression. The data that was collected with the help of questionnaires regarded the role of social media, the challenges of social media and measures of challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.

3.7.2 Interviews

An interview can be defined as a face-to-face verbal interchange in which there are two persons (Egyankosh, 2021). Interviews were conducted with tour operators, public relations unit managers, ICT unit managers, tourism service department managers and planning and investment department managers from WPAs. The interview guide assisted in conducting the interview. The application of the interview was critical because it was flexible and easy to judge the non-verbal behaviour of the respondent (Sociology Group, 2021). Through the interview method, the researcher was able to collect data on the role of social media as a source of information, the challenges of social media and measures of challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.

3.7.3 Direct Observation

Direct observation is a method of collecting evaluative information in which the evaluator watches the subject in his or her usual environment without altering that environment (Holmes, 2013). The study used observation guides, checklists, field notes and photos to collect data. Through the direct observation method, the study

was able to obtain data on whether domestic tourism could be enhanced through social media. Some of the direct observations included clarity of communication, the influx of domestic tourists and the usage of cheap accommodations by the domestic tourists.

3.8 Data Analysis, Interpretation and Presentation

Data analysis is defined as a process of cleaning, transforming, and modelling data to discover information (Madhu, 2020). Subsequently, data interpretation is the process of reviewing data through some predefined processes (Madhu, 2020). Nonetheless, data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets (Vedantu, 2021b). Quantitative data were analysed by using mean, frequency distribution and percentages. Furthermore, qualitative data were analysed with the help of content analysis whereby the desired materials were classified according to the specific objectives and research questions.

The quantitative data will be presented in tables and graphs. The supervised model of Statistical Package for Social Science (SPSS) IBM® version 23, was used to carry out analysis from the questionnaires and generate tables and graphs. The supervised model constitutes normality, linearity, homoscedasticity, and the absence of multicollinearity assumptions. Similarly, narratives was used to explain qualitative data. Besides, the interpretation of quantitative data relied on the significant differences in data that were depicted by the mean. Nevertheless, the qualitative data were interpreted by the themes that were established in the content analysis.

3.9 Validity and Reliability of the Research Instruments

3.9.1 Validity of Research Instruments

The validity of a research instrument assesses the extent to which the instrument measures what it is designed to measure (Robson, 2011). To ensure the validity of the research results, the triangulation method was used in the data collection exercise. This implies that the study used more than one data collection method. This allowed the limitations of each method to be transcended by comparing findings from different perspectives. The validity of the research instruments was ensured through peer review. Furthermore, the validity of the research instruments was ensured by constantly consulting the respondents on any factor that seemed unclear to the researcher.

3.9.2 Reliability of the Research Instruments

Reliability refers to a measurement that supplies consistent results with equal values (Blumberg, *et al.*, 2005). This study ensured the reliability of research instruments by writing research questions clearly, making instructions regarding the questionnaire easily understood and building the respondents' capacity by making rules for selecting the items in the list of items as explicit as possible.

3.10 Ethical Issues

The ethical issues in this study were ensured by first seeking respondents' permission by serving them with an introductory letter from the Open University of Tanzania. The respondents were also respected for avoiding personal matters. The study further informed the respondents that the study was being conducted for academic purposes

only. Finally, the researcher also allowed the respondents to decide on whether to participate in the study or not.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Overview

This chapter presents the results and discussion of the findings. The results and discussion of the data in this section are anchored on the effects of social media on the growth of domestic tourism in the Northern Tourist Circuit, Tanzania. This chapter is composed of characteristics of the respondents, the role of social media on the growth of domestic tourism, challenges facing social media in enhancing the growth of domestic tourism and the mitigation measures for challenges facing social media.

4.2 Characteristics of the Respondents

4.2.1 Age of the respondents

Understanding the age of respondents was quite necessary since this would enable the study to determine whether the respondents conversant with social media platforms. Out of 324 respondents, 47.2% were aged 20-29 years, 21.3% were aged 30-39 years, 23.1% were aged 40-49 years, 3.7% and 4.6% (Table 4.1). This finding implies that the majority of the employees in the tourism sector are youthful and highly compatible with social media applications.

Table 4.1: The Age of the Respondents

Age group	Frequencies	Percentages
20-29	153	47.2
30-39	69	21.3
40-49	75	23.1
50-59	12	3.7
60+	15	4.6
Total	324	100.0

Source: Field survey, (2022).

4.2.2 Gender of the Respondents

Knowing the number of males and females was of profound importance because out of such findings the study would establish the sex that the tourism industry highly preferred for employment. Figure 4.1 shows that 58.3% of the total respondents were males and 41.7% were females. The study, therefore, established that the tourism industry employed more males than females, most likely to the nature of their work, which required more resilient, outgoing and skilled in driving and tour guiding issues.

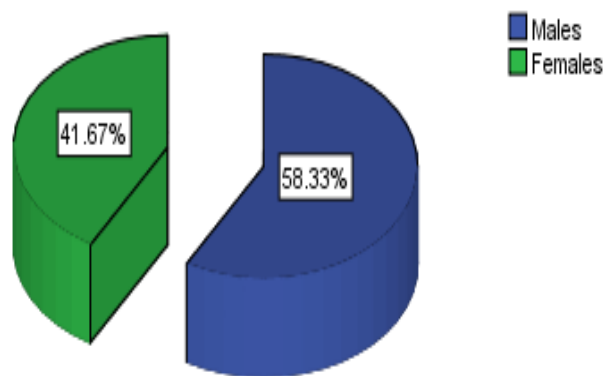


Figure 4.1: Gender of Respondents

Source: Field survey, (2022).

4.2.3 Education Level of the Respondents

Academically, 9.26% of the respondents were primary school leavers, 14.81% were secondary school leavers, 8.33% were advanced secondary school leavers, 11.11% were certificate holders, 17.59% were diploma holders, 29.63% had bachelor's degree, 6.48% had a masters degree and 2.78% were post-graduates (Figure 4.2). Since the majority of respondents were bachelor's degree holders imply that the tourism industry attracted more skilled people who could diligently render tourism services more easily.

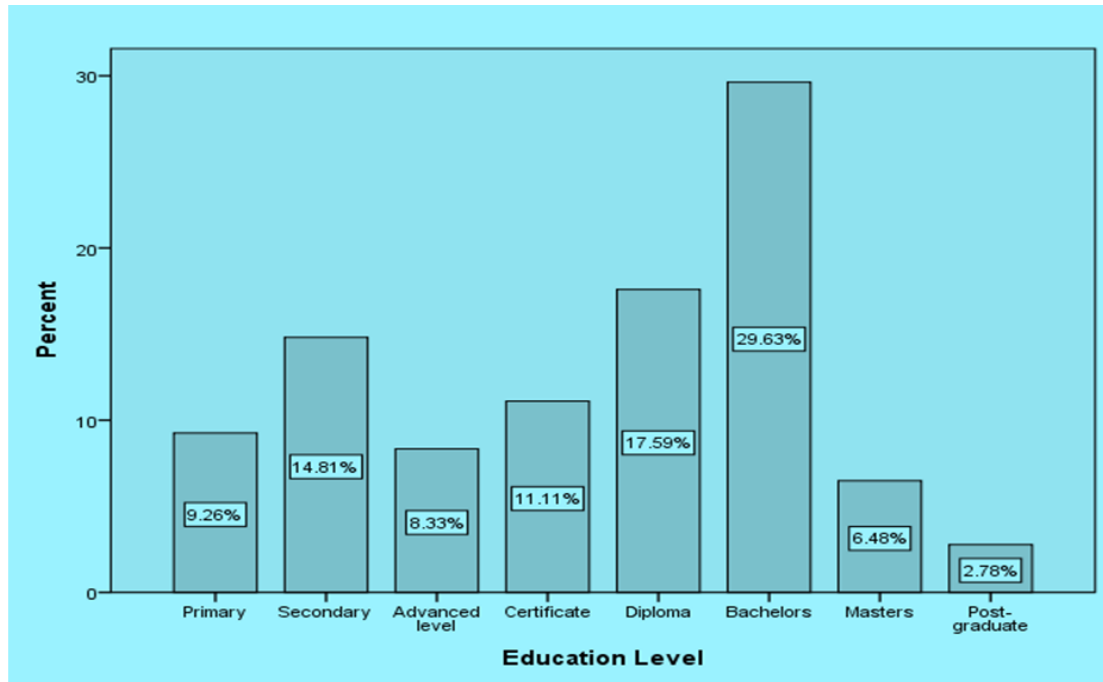


Figure 4.2: Education Levels of the Respondents

Source: Field survey, (2022).

4.3 The Role of Social Media on the Growth of Domestic Tourism

This section provides the findings of the first objective which is stated as “to examine the role of social media as a source of information on the growth of domestic tourism in the Northern Tourist Circuit”. The five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree was used to analyze the role of social media on the growth of domestic tourism.

4.3.1 Increase Tourism Products and Services Awareness

The respondents’ responses to the question which sought to establish whether social media increased tourism products and services awareness hence leading to the growth of domestic tourism were as follows: 0.93% of the total respondents strongly disagreed, 1.85% disagreed, 0.93% of the total respondents were undecided, 33.33% agreed and 62.96% strongly agreed (Figure 4.3). Given that 33.33% of the total

respondents indicated ‘agree’ and 62.96% indicated ‘strongly agree’ imply that social media increased tourism products and services awareness hence leading to the growth of domestic tourism. The mean score of 4.6 out of the maximum mean score of 5 further showed that the opinions of respondents were that social media increased tourism products and services awareness by enabling the tourists to access more information regarding the available tourist’ products and services hence leading to the growth of domestic tourism.

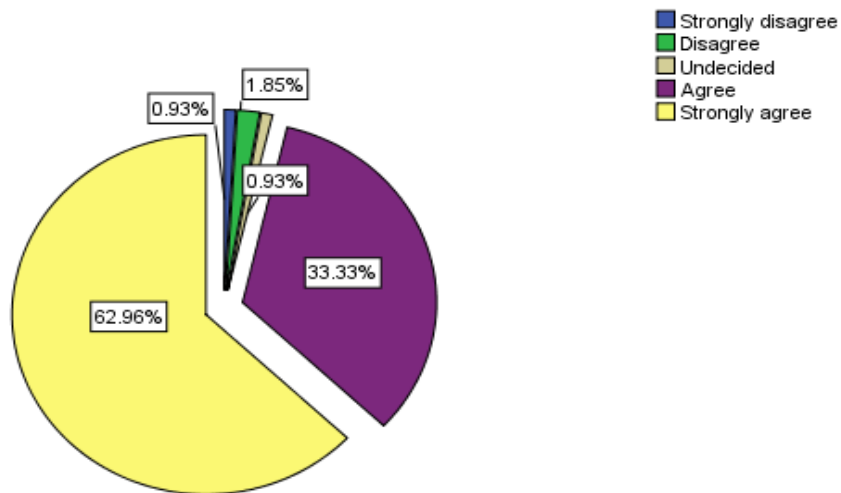


Figure 4.3: Whether Social Media Increase Tourism Products and Services Awareness
Source: Field survey, (2022).

To create awareness, domestic tourists are regularly briefed on environmental protection and park security before proceeding with the tours (Figure 4.4). This also serves as an opportunity for domestic tourists to address their concerns by asking

The question which sought to establish whether social media increased tourism products and services awareness hence leading to the growth of domestic tourism was answered as follows by one respondent:

Social media contributes to the growth of tourism. It reaches all groups of people such as the youths, the aged, men and women [Interviewee No. 1 on August 22nd 2022].

Another respondent had this to say:

Tourism products are promoted on social media. Many local Tanzanian nowadays uses social media to access different information [Interviewee No. 2 on August 23rd 2022].

Another respondent had also this to say:

Indeed, social media do add more awareness to travellers, particularly domestic tourists [Interviewee No. 4 on August 25th 2022].

Another respondent yet had this to say:

Through service awareness, most people including local and international tourists become aware of tourism issues as a result they visit various tourists destinations in the country [Interviewee No. 5 on August 26th 2022].

Another respondent also said:

Social media increase tourism products and services awareness but out of the common interests of the policymakers which makes it have little impact [Interviewee No. 6 on August 29th 2022].

Another respondent had further to say:

Social media has indeed led to the awareness to people on domestic tourism through advertisements and other social media platforms hence the tourism products like accommodation and other facilities tend to increase [Interviewee No. 9 on September 1st 2022].

All the respondents who were interviewed appreciated that social media platforms were used to create product and service awareness. This, therefore, imply that extensive usage of social media would increasingly enable domestic tourists to be attracted to more tourism destinations which in turn would enhance domestic tourism. However, the success of creating product and service awareness on social media is directly proportional to social media branding efforts.

4.3.2 Improved Tourism Products and Services Image

The respondents' response to the question which sought to establish whether social media improved tourism products and services image and ultimately led to the growth of domestic tourism was as follows: 1.85% of the total respondents strongly disagreed, 3.7% disagreed, 5.56% of the total respondents were undecided, 27.78% agreed and 61.11% strongly agreed (Figure 4.4).

Given that 27.78% of the total respondents indicated 'agree' and 61.11% indicated 'strongly agree' implying that social media improved tourism products and services' image and ultimately led to the growth of domestic tourism. The mean score of 4.4 out of the maximum mean score of 5 further showed that the opinions of respondents were that social media improved tourism products and service's image and ultimately led to the growth of domestic tourism. These products and services included accommodations, restaurants, sightseeing trips, museums, cultural centres, arts and crafts stores, or Indigenous cultural experiences.

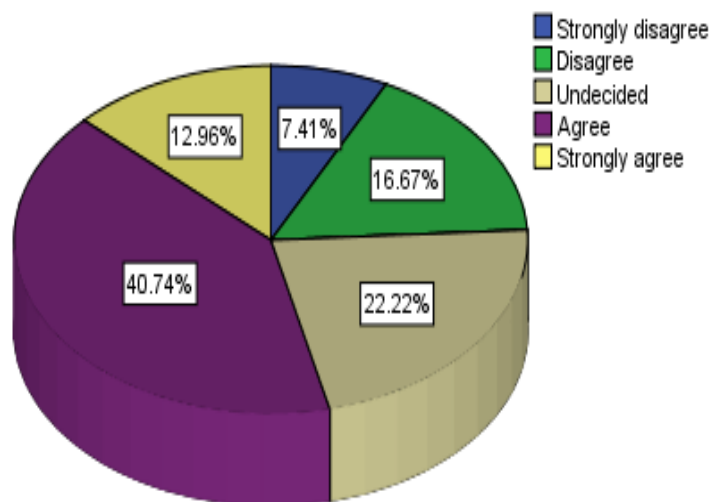


Figure 4.4: Whether Social Media Improved Tourism Products And Service's Image

Source: Field survey, (2022).

Domestic tourists tend to take photographs commonly known as ‘selfies’ which are either shared immediately or later by friends and relatives through social media (Figure 4.6). Generally, technology has changed the way of travelling. Smartphones, travellers’ comments and photos, and search engines can all inspire and empower tourists to plan complex journeys all over the globe within minutes.

The question which sought to establish whether social media improved tourism products and services image hence leading to the growth of domestic tourism was answered as follows by one respondent:

Any improvement done in tourism products and services is promoted through social median like accommodations, restaurants and sightseeing trips. Tourism destinations use social media to collect views from different customers [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

To some extent, social media improves tourism products and services' image but when marketing goes viral, I mean when the audience who is not necessarily meant to access such information gets it, it goes to wider social groups [Interviewee No. 4 on August 25th 2022].

Another respondent had also this to say:

Social media advertises tourist products locally, regionally and internationally – doing so, they enhance the growth of domestic tourism [Interviewee No. 5 on August 26th 2022].

Another respondent further had this to say:

It is true because social media provides concrete and attractive images concerning domestic tourism to help its increase [Interviewee No. 8 on August 31st 2022].

Another respondent also said:

Yes, because through social media some people tend to know about different tourism activities done in their respective countries. So the

value of tourism products tends to improve to create a good service image for the people [Interviewee No. 9 on September 1st 2022].

Another respondent had also this to say:

Social media has made it possible for instant replies and created great participation in customer-to-customer interaction and product discussion [Interviewee No. 10 on September 2nd 2022].

The respondents were of the view that social media increases the level of participation and an enterprise which can take advantage of this is likely to improve the image of a tourism product. In an actual sense, social media is a medium where domestic tourists can easily share their feedback related to tourism products and services. Improvement in product and service image is the outcome of the feedback from the audience who accessed the tourism. If the visitors build a positive image regarding the tourism products and services, the tourism enterprises are likely to perform better and vice versa.

4.3.3 Improve Tourism Products and Service Perceived Quality

The respondents' response to the question which sought to establish whether social media improved tourism products and services' perceived quality hence culminating in the growth of domestic tourism was as follows: 10.2% of the total respondents were undecided, 47.2% agreed and 42.6% strongly agreed (Table 4.2). Given that 47.2% of the total respondents indicated 'agree' and 42.6% indicated 'strongly agree' implying that social media improved the perceived quality of tourism products and services such as accommodation, restaurants, mountain viewing, tour guiding and transportation, hence culminating in the growth of domestic tourism. The mean score of 4.3 out of the maximum mean score of 5 on the Likert scale

further showed the perceived quality of tourism products and services such as accommodation, restaurants, mountain viewing, tour guiding and transportation, improved due to engagement of social media hence culminating in the growth of domestic tourism.

Table 4. 2: Whether Social Media Improved Tourism Products And Service's Perceived Quality

Degree of agreement	Frequencies	Percentages
Undecided	33	10.2
Agree	153	47.2
Strongly agree	138	42.6
Total	324	100.0

Source: Field survey, 2022

The question which sought to establish whether social media improved the perceived quality of tourism products and services hence leading to the growth of domestic tourism was answered as follows by one respondent:

This is quite true; information about tourism products spread easily to various places and different people and by so doing the perceived quality of product and services improve [Interviewee No. 1 on August 22nd 2022].

Another respondent had this to say:

Social media promotes different tourism products like arts and crafts and services like accommodation, transportation and mountain viewing by making them known to the public. They also improve services of products through the comments received from the customers, particularly the tourists [Interviewee No. 2 on August 23rd 2022].

Another respondent had also this to say:

Social media receives feedback from customers on the quality of tourism products, which are then available to the intended personnel responsible for tourism [Interviewee No. 5 on August 26th 2022]

Another respondent had yet this to say:

Social media do not improve the perceived quality of tourism products and services because the growth of domestic tourism included several other boosting catalysts [Interviewee No. 6 on August 29th 2022].

Another respondent said:

The quality of products and services perceived by the tourists are not necessarily influenced by social media but by the tourists' mindset [Interviewee No. 7 on August 30th 2022]

Another respondent had the following to reply:

Somehow social media improves the tourism products and services perceived quality because social media displays the tourism products that attract people and the services that are of good quality leading to the growth of domestic tourism since many people will be attracted by the services offered that they see in the social media platforms [Interviewee No. 9 on September 1st 2022].

The interviewed respondents were of the view that social media platforms tend to magnify tourism products or services such that when the audience comes across it end up regarding it as a product or service with high quality. Since social media enhance effective communication, feedback concerning the quality of a product or service acts as a catalyst for producing more products and services.

4.3.4 Increase Tourists' Loyalty to Tourism Products and Service

The respondents' responses to the question which sought to establish whether social media increased domestic tourists' loyalty to tourism products and services hence leading to the growth of domestic tourism were as follows: 0.93% of the total respondents strongly disagreed, 3.7% disagreed, 11.11% of the total respondents were undecided, 44.44% agreed and 39.81% strongly agreed (Figure 4.5).

Given that 44.44% of the total respondents indicated 'agree' and 39.81% indicated 'strongly agree' this implied that social media increased domestic tourists' loyalty to

tourism products and services hence leading to the growth of domestic tourism. The mean score of 4.2 out of the maximum mean score of 5 on the Likert scale further showed that the opinions of respondents were that social media increased domestic tourists' loyalty to tourism products and services like restaurants, accommodation, and arts and crafts hence leading to the growth of domestic tourism.

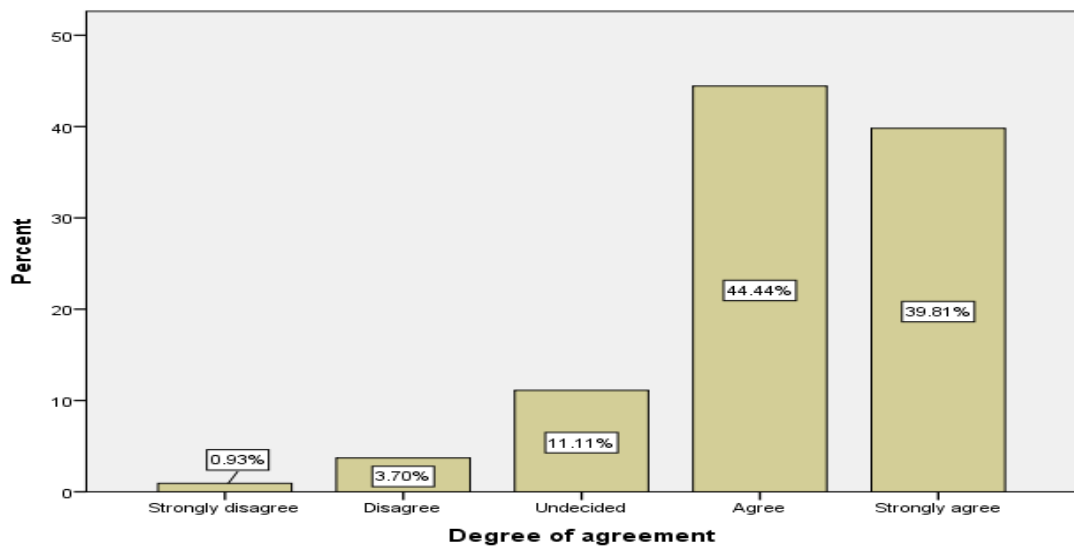


Figure 4.5: Whether Social Media Increased Tourists' Loyalty to Tourism Products and Service

Source: Field survey, (2022)

The question which sought to establish whether social media increased domestic tourists' loyalty to tourism products and services hence leading to the growth of domestic tourism was answered as follows by one respondent:

The video clips posted on social media platforms enable the tourists to see and get interested in various attractions in the tourism sector [Interviewee No. 2 on August 23rd 2022]

Another respondent had this to say:

Due to the increase in social media platforms such as WhatsApp, Facebook and others, there has been a general increase in the number of domestic tourists. Furthermore, social media plays a paramount role in socializing, marketing and awareness creation at a speedy pace [Interviewee No. 4 on August 25th 2022].

Another respondent had also this to say:

It is not clear if social media increases domestic tourists' loyalty to tourism products and services because they just convey information to residents waiting for other facilities to take part [Interviewee No. 6 on August 29th 2022].

Another respondent's response was:

Yes, social media increase domestic tourists because there are so many people on the social media platform who can see the tourism activities and different advertisements that are done through social media about different attractions and tourism activities of their country. Some may be attracted to visit the area and increase domestic tourism [Interviewee No. 9 on September 1st 2022].

Another respondent said:

Social media has been flourishing in customer networking, communication, acquisition and retention building up customer relationships and loyalty [Interviewee No. 10 on September 2nd 2022].

Another respondent also said:

Social media increase domestic tourists because it provides a wide view of information about different tourism products that motivate and influence the increase in the number of tourists [Interviewee No. 11 on September 5th 2022].

Some of the respondents were not certain whether social media increased tourists' loyalty to tourism products and services. However, they agreed that social media was a tool for conveying information regarding tourism products and services. In the view of the respondents, it can be, therefore, said that social media only played a paramount role in conveying information concerning tourism products and services but not necessarily enhancing tourists' loyalty to tourism products and services.

4.3.5 Social Media Create Tourism Products and Services Association

The respondent's responses to the question which sought to establish whether social media created tourism products and services associations hence leading to the

growth of domestic tourism were as follows: 0.93% of the total respondents strongly disagreed, 6.48% disagreed, 13.89% of the total respondents were undecided, 43.52% agreed and 35.19% strongly agreed (Figure 4.5). Given that 43.52% of the total respondents indicated 'agree' and 35.19% indicated 'strongly agree' imply that social media created tourism products and services association hence leading to the growth of domestic tourism. The mean score of 4.1 out of the maximum mean score of 5 on the Likert Scale further showed that the opinions of respondents were that social media created tourism products and services associations hence leading to the growth of domestic tourism.

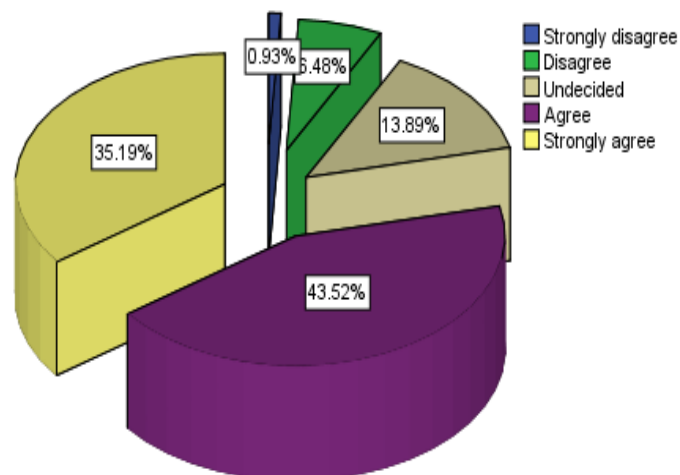


Figure 4.6: Whether Social Media Create Tourism Products And Services Association

Source: Field survey, (2022).

Brand association, which is the co-relation of a brand with a certain concept that a tourist recalls when he comes across that brand, is very important to domestic tourists because they help them to recall the brand right away. For instance, when a Serengeti is mentioned, a tourist who has ever visited Serengeti will recall huge herds of plain animals (wildebeests, gazelles and zebras). The brand association helps people remember the product or service and its unique qualities. Most

domestic tourists recall visiting areas by taking photographs which are also shared through social media platforms.

The question which sought to establish whether social media created tourism products and services associations hence leading to the growth of domestic tourism was answered as follows by one respondent:

Through social media, tourism products get known to tourists and therefore the number of domestic tourists increases in pursuing a particular product through promotion on social media. However, sharing information on tourism products can as well damage the tourism product negatively [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

Social media do not create tourism products and services associations; tourism operations, associations and organizations create tourism products and services and make them available to social media [Interviewee No. 5 on August 26th 2022].

Another respondent also had this to say:

No, social media does not create tourism products and services associations; it advertises the tourism products and services that could lead to the growth of domestic tourism [Interviewee No. 8 on August 31st 2022].

Another respondent also:

Creating product and service associations has been a significant role of social media. It does it by creating community such as blog sites, e.g., travel posts, blog spots and social networking sites such as Trip Advisor [Interviewee No. 10 on September 2nd 2022]

Another respondent said:

Social media does not create tourism product but only provide information about the created tourism product and services at a particular destination n [Interviewee No. 11 on September 5th 2022].

Although some of the interviewees did not accept that social media platforms created product associations but it is a great tool for creating the brand association. A tourist

cannot be able to remember a certain destination unless he/she associates it with a certain concept.

4.4 Challenges Facing Social Media in Enhancing the Growth of Domestic Tourism

This section explores the second objective of the study which determines the challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit. The five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree was used to analyse the challenges facing social media in enhancing the growth of domestic tourism.

4.4.1 Lack of Specialized Human Resources

The respondents' responses to the question which sought to establish whether the lack of specialized human resources was a challenge of social media that frustrated the growth of domestic tourism were as follows: 2.8% of the total respondents strongly disagreed, 6.5% disagreed, 6.5% of the total respondents were undecided, 26.9% agreed and 57.4% strongly agreed (Table 4.3). Given that 26.9% of the total respondents indicated 'agree' and 57.4% indicated 'strongly agree' implying that the lack of specialized human resources was a challenge of social media that frustrated the growth of domestic tourism. The mean score of 4.3 out of the maximum mean score of 5 on the Likert scale further showed that the opinions of respondents were that the lack of specialized human resources was a challenge of social media that frustrated the growth of domestic tourism in the Northern Tourist Circuit.

Table 4.3: Whether Lack of Specialized Human Resources was a Social Media Challenge

Degree of agreement	Frequencies	Percentages
Strongly disagree	9	2.8
Disagree	21	6.5
Undecided	21	6.5
Agree	87	26.9
Strongly agree	186	57.4
Total	324	100.0

Source: Field survey, (2023).

The question which sought to establish whether the lack of specialized human resources was a social media challenge to enhancing the growth of domestic tourism was answered as follows by one respondent:

Social media needs specialized skills since some media distort the information by failing to deliver information in the rightful ways [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

I strongly agree that there is a shortage of experts for running social media platforms like information technology experts and web designers [Interviewee No. 3 on August 24th 2022].

However, another respondent had this to say:

I don't think that lack of specialized human resources is a social media challenge. This is not the case as tourists want to know the reality of the destination and the available attractions [Interviewee No. 4 on August 25th 2022].

Another respondent also had this to say:

The failure of social media to enhance the growth of domestic tourism may be due to the lack of specialized human resources because social media requires specialized human resources to provide true information about a certain destination. So, a lack of specialized human resources leads to the provision of false information or lack of information that can be difficult for a person to understand and this can be a failure of social

media [Interviewee No. 9 on September 1st 2022].

Another respondent had also this to say:

Lack of specialized human resources leads to a lack of high-quality content and lack of consistency which end up producing the poor result in promoting domestic tourism [Interviewee No. 10 on September 2nd 2022].

Another respondent said:

Lack of specialized human resources leads to inadequate information about tourism products and services and sometimes false information may be posted on social media platforms [Interviewee No. 11 on September 5th 2022]

Most of the interviewees agreed that the lack of specialized personnel in social media is detrimental to properly convey the right information to the tourists. This, therefore, implies that most tourism enterprises in Tanzania still have challenges of a lack of specialized personnel on social media platforms. By considering the significance of social media, the lack of specialized human resources, therefore, leads to the failure of the right information not to reach the intended audience, particularly domestic tourists.

4.4.2 Lack of Technological Infrastructure and Knowledge

The respondents' responses to the question which sought to establish whether lack of technological infrastructure and knowledge was a challenge of social media that curtailed the growth of domestic tourism were as follows: 3.7% of the total respondents strongly disagreed, 3.7% disagreed, 6.48% of the total respondents were undecided, 22.22% agreed and 63.89% strongly agreed (Figure 4.7). Given that 22.22% of the total respondents indicated 'agree' and 63.89% indicated 'strongly agree' imply that the lack of technological infrastructure and knowledge was a

challenge of social media that curtailed the growth of domestic tourism. The mean score of 4.4 out of the maximum mean score of 5 further showed that the opinions of respondents were that lack of technological infrastructure and knowledge was a challenge of social media that curtailed the growth of domestic tourism in the Northern Tourist Circuit.

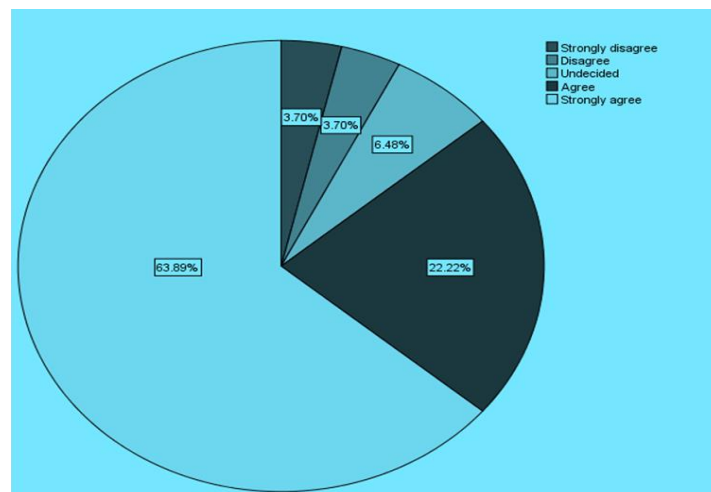


Figure 4.7: Whether Lack of Technological Infrastructure and Knowledge was a Social Media Challenge

Source: Field survey, (2022).

The question which sought to establish whether lack of technological infrastructure and knowledge was a social media challenge to enhancing the growth of domestic tourism was answered as follows by one respondent:

Lack of special skills and poor delivery of information on social media and using poor facilities such as camera handsets results in poor information on social media [Interviewee No. 2 on August 23rd 2022]

Another respondent had this to say:

I agree with the statement; there is poor infrastructure and facilities of technologies used in most of the areas around Tanzania [Interviewee No. 3 on August 24th 2022].

In contrast, another respondent said:

This is not the case; social media doesn't need rocket science to function [Interviewee No. 3 on August 24th 2022].

Another respondent had also this to say:

There is widespread unreliable internet services/network. Likewise, internet services are not easily accessible to rural areas where there is the majority of local communities [Interviewee No. 5 on August 26th 2022].

Another respondent had yet to say this:

Lack of technological infrastructure and knowledge is indeed a social media challenge because all information given to the public must be professional for it to convey the intended message [Interviewee No. 5 on August 26th 2022].

Another respondent further said:

It is true because social media somehow require knowledge in operating it and advanced technology to enhance its success, so a lack of knowledge and technologies hinders social media in enhancing the growth of domestic tourism [Interviewee No. 9 on September 1st 2022]

Save for one interviewee who argued that social media does not need rocket science, the rest of the interviewees agreed that tourism enterprises in Tanzania still lack expertise and technological knowledge to facilitate the application of social media platforms. This, therefore, shows that although social media is widely applied as a tool to reach most domestic tourists, there is still room for improvement, particularly in the area of technology.

4.4.3 Lack of Management Support

The respondents' responses to the question which sought to establish whether lack of management support was a challenge of social media that barred the growth of domestic tourism were as follows: 0.93% of the total respondents strongly disagreed, 6.48% disagreed, 7.41% of the total respondents were undecided, 36.11% agreed and 49.07% strongly agreed (Figure 4.8). Given that 36.11% of the total respondents

indicated 'agree' and 49.07% indicated 'strongly agree' imply that lack of management support was a challenge of social media that barred the growth of domestic tourism. The mean score of 4.3 out of the maximum mean score of 5 on the Likert scale further showed that the opinions of respondents were that lack of management support was a challenge of social media that barred the growth of domestic tourism in the Northern Tourist Circuit.

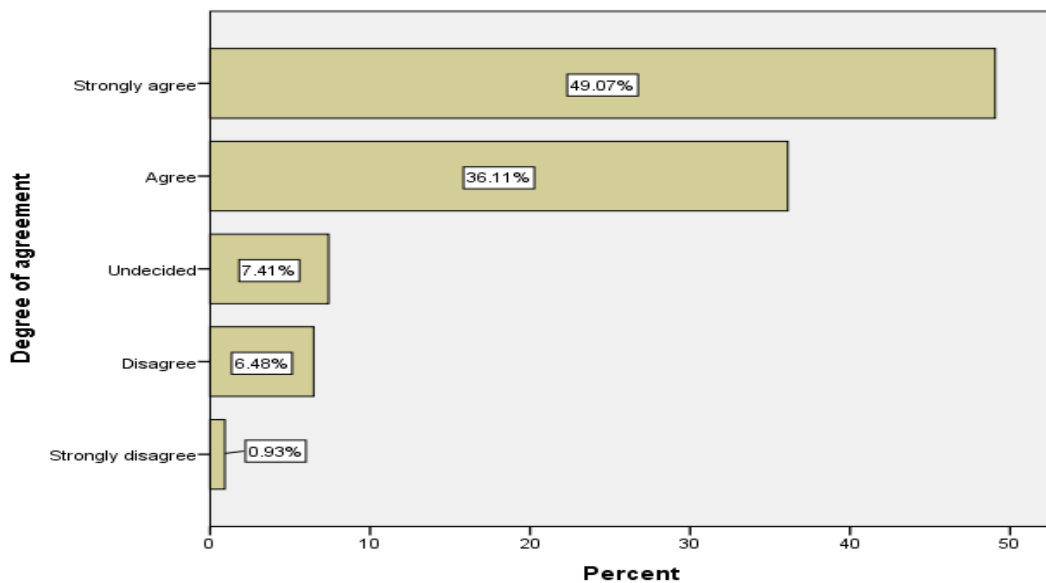


Figure 4.8: Whether Lack of Management Support was a Social Media Challenge
Source: Field survey, (2022).

The question which sought to establish whether lack of management support was a social media challenge to enhancing the growth of domestic tourism was answered as follows by one respondent:

Generally, there is no support from management hence most people have decided to run their social media [Interviewee No. 3 on August 24th 2022].

Another respondent had this to say:

Management support is not required, what matters here is awareness creation and advertisement [Interviewee No. 4 on August 25th 2022].

Another respondent had also this to say:

No, because social media mostly deal with advertising tourism products but management is mainly concerned with personnel organization in which society is not related to [Interviewee No. 8 on August 31st 2022].

Another respondent had yet this to say:

It is true social media can fail to enhance the growth of domestic tourism if it lacks management support because every sector requires good management support [Interviewee No. 9 on September 1st 2022].

Another respondent also said:

Social media platforms can fail to enhance the growth of domestic tourism due to a lack of management support in terms of finance and media regulations [Interviewee No. 11 on September 5th 2022].

Another respondent said:

It is true; there is a lack of management support for social media platforms in enhancing domestic tourism in terms of material, ideology and finance [Interviewee No. 12 on September 6th 2022].

The interviewees have divided on whether management supported social media platforms or not. Those who argued against management support were of the view that social media in most tourism enterprises could be initiated without necessarily management support while those who argued for it were of the view that management support was necessary for the successful implementation of social media activities. Nevertheless, the support required from the management regarding social media may include financial, technological, human resources and acceptance for the enterprises to be aired on different social media platforms.

4.4.4 Resistance to Change

The respondents' responses to the question which sought to establish whether resistance to change was a challenge of social media that thwarted the growth of

domestic tourism were as follows: 2.78% of the total respondents strongly disagreed, 15.74% disagreed, 24.07% of the total respondents were undecided, 41.67% agreed and 15.74% strongly agreed (Figure 4.9).

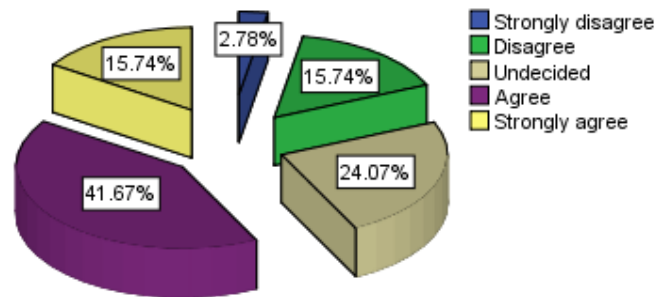


Figure 4.9: Whether Resistance to Change was a Challenge of Social Media
Source: Field survey,(2022).

Given that 41.67% of the total respondents indicated ‘agree’ and 15.74% indicated ‘strongly agree’ imply that resistance to change was a challenge of social media that thwarted the growth of domestic tourism. The mean score of 3.5 out of the possible 5 further showed that the opinions of respondents were that resistance to change was a challenge of social media that thwarted the growth of domestic tourism in the Northern Tourist Circuit.

The question which sought to establish whether resistance to change was a social media challenge to enhancing the growth of domestic tourism was answered as follows by one respondent:

Failure of some people to acquire modern telephone handsets results in their inaccessibility to social media information such as Facebook, Instagram and Twitter [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

Society is ready for change; which is now a norm for many societies that have accepted social media as part of advertisement tools [Interviewee No. 4 on August 25th 2022].

Yet another respondent had this to say:

This is because when society resists the change domestic tourism also becomes resistant to change which is then seen as a challenge [Interviewee No. 8 on August 31st 2022].

Another respondent said:

Yes, somehow it is a challenge because society needs to accept changes particularly when it's for good and the need to support domestic tourism and gain knowledge in different areas to advertise their tourism. If they resist change it can be a challenge to social media [Interviewee No. 9 on September 1st 2022].

Another respondent had also this to say:

In Tanzania, the use of social media is widespread, that is, there is a very small percentage of people who resists the use of social media and have little influence on the growth of domestic tourism [Interviewee No. 10 on September 2nd 2022]

Another respondent also said:

If the society resists changing ethically in terms of supporting social media platforms there will be a general failure of social media to enhance the growth of domestic tourism [Interviewee No. 11 on September 5th 2022].

The interviewees generally pointed out that resistance to change can be detrimental to the successful implementation of social media in several societies however; they appreciated the fact that today most people have acknowledged the need to own modern telephone handsets something that enables them to access information easily. However, the interviewees did not capture whether the proprietors also resisted change by embracing social media platforms or not.

4.4.5 Difficulty to Measure Financial Gain

The respondents' responses to the question which sought to establish whether difficulty to measure financial gain was a challenge of social media in enhancing the growth of domestic tourism were as follows: 7.41% of the total respondents strongly disagreed, 16.67% disagreed, 22.22% of the total respondents were undecided, 40.74% agreed and 12.96% strongly agreed (Figure 4.10). Given that 22.22% of the total respondents indicated 'undecided' and 16.67% indicated 'disagree' imply that the respondents were not certain whether the difficulty to measure financial gain was a challenge of social media in enhancing the growth of domestic tourism. The mean score of 3.4 out of the mean score of 5 further showed that the opinions of respondents were that difficult to measure financial gain was not necessarily a challenge of social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.

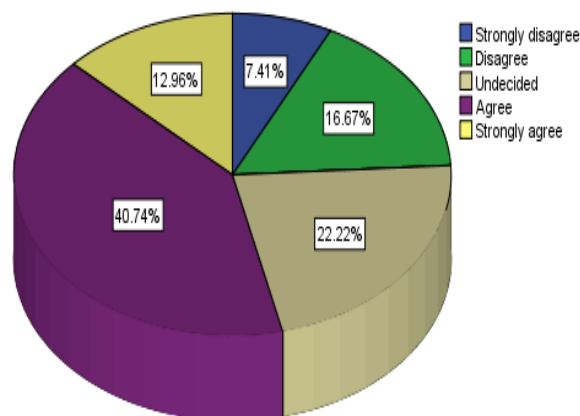


Figure 4.10: Whether Difficulty to Measure Financial Gain is a Challenge to Social Media

Source: Field survey, (2022).

The question which sought to establish whether difficulty to measure financial gain was a social media challenge in enhancing the growth of domestic tourism was answered as follows by one respondent:

Indeed, it is not easy to determine the actual amount of income gained as a result of engaging in social media platforms. Much money and time may be spent but without determining the gain is more or less a waste of resources [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

Indeed, it is very difficult to measure financial gain from social media since other old marketing tools are still used to attract tourists to different destinations [Interviewee No. 4 on August 25th 2022].

However, another respondent said:

It is not difficult to measure financial gain and therefore, it should not be termed as a challenge for social media in enhancing domestic tourism growth [Interviewee No. 7 on August 30th 2022].

Another respondent also said:

It is somewhat difficult but still, you can track using the right metrics to monitor the financial gain of social media [Interviewee No. 10 on September 2nd 2022].

Another respondent, however, said:

It's not difficult to measure financial gain upon applying social media in enhancing the growth of domestic tourism [Interviewee No. 11 on September 5th 2022].

Another respondent also said:

Difficulty in measuring financial gain is a challenge because sometimes tourism enterprises want to know the actual amount generated by a certain media platform but it fails [Interviewee No. 12 on September 6th 2022].

The majority of interviewees agreed that it was difficult to measure the financial gain out of social media engagement. It was on this basis that it could be concluded that indeed some tourism enterprises were slow at embracing social media platforms simply because it was not easy to determine the profit gained against the actual cost incurred on social media.

4.4.6 Concerns of Potentially Negative Impact

The respondents' responses to the question which sought to establish whether concerns of potentially negative impact were a challenge of social media in enhancing the growth of domestic tourism were as follows: 6.48% of the total respondents strongly disagreed, 14.81% disagreed, 22.22% of the total respondents were undecided, 40.74% agreed and 15.74% strongly agreed (Figure 4.11).

Given that 22.22% of the total respondents indicated 'undecided' and 14.81% indicated 'disagree' imply that the respondents were not certain whether concerns of potentially negative impact were a challenge of social media in enhancing the growth of domestic tourism. The mean score of 3.4 out of the maximum mean score of 5 further showed that the opinions of respondents were that a concern of potentially negative impact was a challenge of social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.

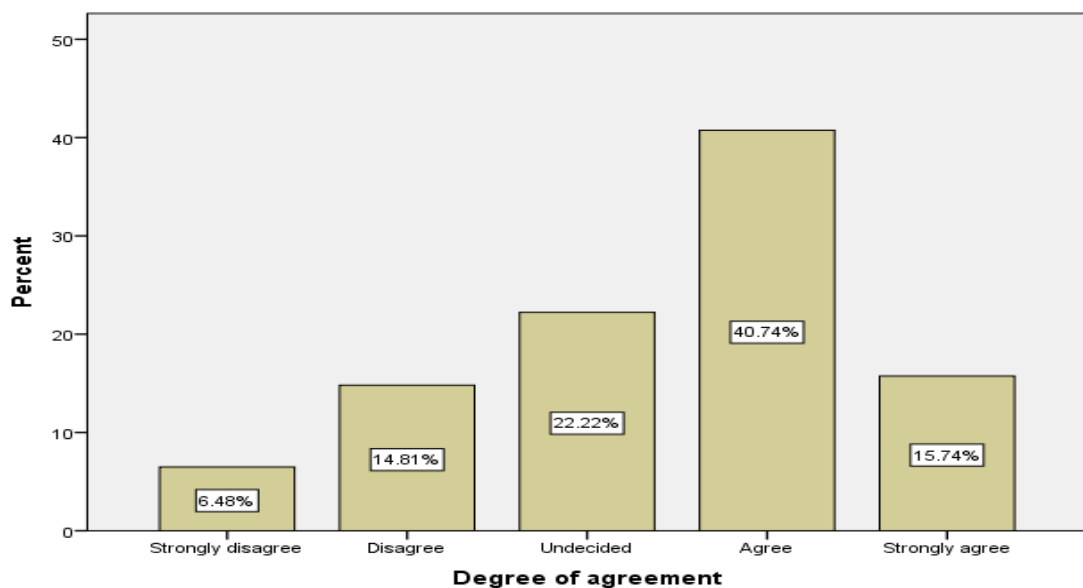


Figure 4.11: Whether Concerns of Potentially Negative Impact were a Social Media Challenge

Source: Field survey, (2022).

The question which sought to establish whether the concern of potentially negative impact was a social media challenge of enhancing the growth of domestic tourism was answered as follows by one respondent:

Some social media platforms post some information which is generally unethical and not acceptable in our society hence they end up affecting domestic tourism negatively [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

Lack of enough information from social media including cyber-attack is a challenge [Interviewee No. 3 on August 24th 2022].

Another respondent also had this to say:

Sometimes some social media give fake news and this has a great impact on the growth of domestic tourism [Interviewee No. 4 on August 25th 2022].

Another respondent yet had this to say:

The answer is yes if the tourism enterprises do not cooperate with social media platforms towards giving information to the public and no if the tourism enterprises cooperate well [Interviewee No. 6 on August 29th 2022].

Another respondent also said:

Concern about the potentially negative impact of tourism enterprises is a barrier to social media in enhancing the growth of domestic tourism because people may be afraid about the impact that is negatively caused by tourism activities in their society so social media may not be able to promote the domestic tourism [Interviewee No. 9 on September 1st 2022].

Another respondent said:

Somehow, this may be due to the lack of enough information about tourism on social media [Interviewee No. 13 on September 7th 2022]

The majority of interviewees agreed that the potentially negative impact indeed made the tourism enterprises slowdown in implementing social media platforms as a

tool for enhancing domestic tourism. Some of the outlined potentially negative impacts regarded the posting of wrong and unethical information.

4.5 Mitigation Measures for Challenges facing Social Media

This section explores the third objective of the study which examines the utilization of social media, high-speed internet and Google search as mitigation measures for challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit. The five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree was used to analyse the mitigation measures of overcoming the challenges facing social media in enhancing the growth of domestic tourism.

4.5.1 Encouraging and Training The Industry In Utilizing Social Media

The respondents' responses to the question which sought to establish whether encouraging and training the industry in utilizing social media was a measure for mitigating social media challenges hindering the growth of domestic tourism were as follows: 1.9% of the total respondents strongly disagreed, 3.7% disagreed, 5.6% of the total respondents were undecided, 15.7% agreed and 73.1% strongly agreed (Table 4.4).

Table 4.4: Encouraging and Training the Industry as a Mitigation Measure for Challenges of Social Media

Degree of agreement	Frequencies	Percentages
Strongly disagree	6	1.9
Disagree	12	3.7
Undecided	18	5.6
Agree	51	15.7
Strongly agree	237	73.1
Total	324	100.0

Source: Field survey, (2022).

Given that 15.7% of the total respondents indicated 'agree' and 73.1% indicated 'strongly agree' imply that the majority of respondents were certain that there was encouragement and training in the industry in utilizing social media as a measure for mitigating challenges of social media that would hinder the growth of domestic tourism. The mean score of 4.5 out of the mean score of 5 further showed that the opinions of respondents were that there was encouragement and training of the industry in utilizing social media as a measure for mitigating challenges of social media that would hinder the growth of domestic tourism in the Northern Tourist Circuit.

The question which sought to establish whether encouraging and training the industry in utilizing social media was a measure for mitigating social media challenges that hindered the growth of domestic tourism was answered as follows by one respondent:

Less is invested in training employees in social media operations [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

Training is highly encouraged particularly by tour operators who emphasize training their employees [Interviewee No. 3 on August 24th 2022].

Another respondent also had this to say:

No training is conducted because people are very busy with their work [Interviewee No. 6 on August 29th 2022].

Another respondent also said:

I agree that tourism enterprises encourage and train their employees otherwise they would not be social media compatible [Interviewee No. 7 on August 30th 2022].

Yet another respondent said:

It is true; most authorities train employees to be aware/know how to use social media to help in marketing to domestic tourists [Interviewee No. 8 on August 31st 2022].

Another respondent also said:

Tourism authorities and enterprises encourage and train tourism employees to utilize social media, for example, Mto wa Mbu enterprises use social media to promote tourism products [Interviewee No. 11 on September 5th 2022].

All the respondents who were interviewed agreed that most tourism enterprises trained their employees to be social media compatible. This is because most enterprises have realized the importance of social media as a tool for reaching a greater audience.

4.5.2 Availability and Affordability of High-Speed Internet

In the respondents' responses to the question which sought to establish whether the availability and affordability of high-speed internet was a measure for mitigating challenges of social media that would curtail the growth of domestic tourism, 3.7% of the total respondents strongly disagreed, 3.7% disagreed, 2.78% of the total respondents were undecided, 17.59% agreed and 72.22% strongly agreed (Figure 4.12). Given that 17.59% of the total respondents indicated 'agree' and 72.22% indicated 'strongly agree' imply that the majority of respondents regarded the availability and affordability of high-speed internet as a measure for mitigating challenges of social media that would curtail the growth of domestic tourism. The mean score of 4.5 out of the possible 5 further showed that the opinions of respondents were that the availability and affordability of high-speed internet was a

measure for mitigating challenges of social media that would curtail the growth of domestic tourism in the Northern Tourist Circuit.

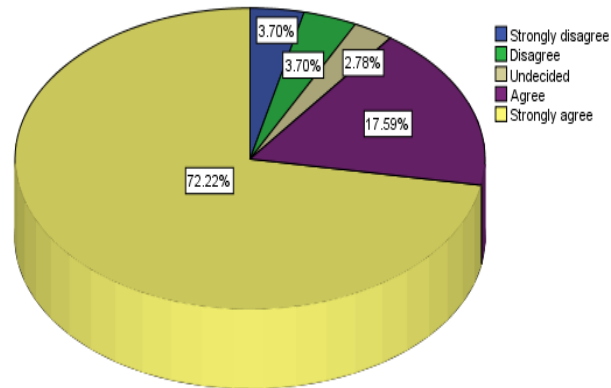


Figure 4.12: Whether Availability and Affordability of High-Speed Internet is a Measure of the Challenge of a Social Media

Source: Field survey, (2022).

The question which sought to establish whether the availability and affordability of high-speed internet was a measure for mitigating social media challenges hindering the growth of domestic tourism was answered as follows by one respondent:

In some places, the internet is sometimes very down and in other places, there is completely no internet something that imposes challenges in enhancing the growth of domestic tourism [Interviewee No. 2 on August 23rd 2022].

Another respondent had this to say:

The government tries to ensure that there is the availability of high-speed internet in most of the areas [Interviewee No. 3 on August 24th 2022].

Another respondent also said:

The government has not yet ensured that there is availability and affordability of high-speed internet. Internet connectivity is still a challenge to many cities forget about the countryside (villages) cyber cafes charge very expensive fees [Interviewee No. 4 on August 25th 2022].

Another respondent further said:

The government is not involved in ensuring the availability and affordability of high-speed internet but the duty of having high-speed internet is upon the social media itself [Interviewee No. 4 on August 25th 2022].

2022].

Another respondent also had this to say:

There is indeed a need for the government to try and fight to ensure high-speed internet as a way of encouraging the application of social media [Interviewee No. 7 on August 30th 2022].

Another respondent said:

The government should ensure the availability and affordability of high-speed internet like 4G to ensure and encourage the application of social media in the growth of domestic tourism [Interviewee No. 9 on September 1st 2022].

The interviewees unanimously agreed that the government had not done enough to ensure that there was available and affordable high-speed internet. The respondent's quick point out that in some rural set-ups there are completely no internet services save in some others where it is too slow to facilitate effective use of social media platforms.

4.5.3 Create Awareness of Google Search

The respondents' responses to the question which sought to establish whether creating awareness of Google search was a measure for mitigating challenges of social media that would thwart the growth of domestic tourism were as follows: 3.7% of the total respondents strongly disagreed, 3.7% disagreed, 5.56% of the total respondents were undecided, 13.89% agreed and 73.15% strongly agreed (Figure 4.13).

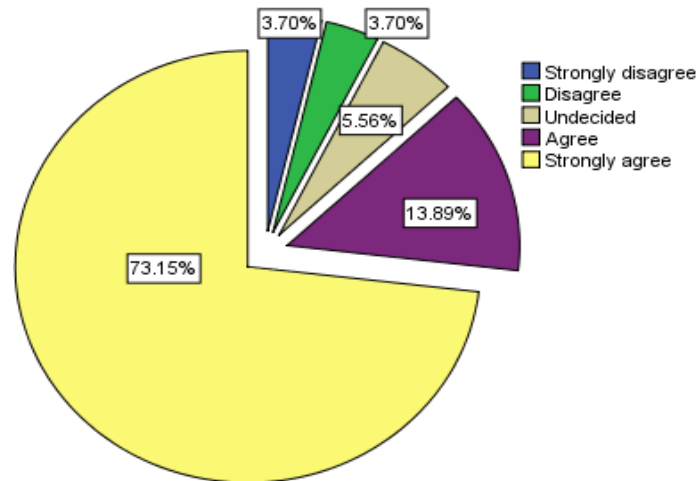


Figure 4.13: Whether Creating Awareness of Google Search is a Mitigation Measure to Challenge Social Media

Source: Field survey, (2022).

Given that 13.89% of the total respondents indicated ‘agree’ and 73.15% indicated ‘strongly agree’ implying that the majority of respondents regarded creating awareness of Google search as a measure for mitigating challenges of social media that would thwart the growth of domestic tourism. The mean score of 4.5 out of the maximum mean score of 5 further showed that the opinions of respondents were that creating awareness of Google search was a measure for mitigating challenges of social media that would thwart the growth of domestic tourism in the Northern Tourist Circuit.

The question which sought to establish whether creating awareness of Google search as a measure for mitigating social media challenges was hindering the growth of domestic tourism was answered as follows by one respondent:

Less effort is being done but there is an increasing trend of use of Google search among youths, especially students [Interviewee No. 2 on August 23rd 2022].

Another respondent said:

The government doesn't create awareness of Google search but individuals, colleges and private companies do so [Interviewee No. 4 on August 25th 2022].

Another respondent also said:

The government of Tanzania raising awareness, I am not sure, but from my experience, there is little awareness among domestic tourism practitioners on the use of Google Search, i.e., search engine optimization (SEO) [Interviewee No. 10 on September 2nd 2022].

Another respondent said:

The government is not involved in creating awareness towards Google search but the private sectors, including tour operators, create awareness towards using social media especial on trip Advisor [Interviewee No. 12 on September 6th2022].

Another respondent had this to say:

So far, the government has not yet taken a lot of initiatives to encourage Google to search and browse for tourism planning [Interviewee No. 13 on September 7th 2022].

Most of the interviewees said that the government of Tanzania is not involved in creating awareness regarding Google Search but most private companies including tour firms do apply the Google search engine. Although Google search is very popular among students tourism enterprises can as well use it to access information regarding potential tourists, which will go alongside enhancing domestic tourism.

4.6 Discussion of the Findings

4.6.1 The Roles of Social Media in Enhancing the Growth of Domestic Tourism

The study established five roles of social media in enhancing the growth of domestic tourism, which included increased tourism products and services awareness,

improved tourism products and services image, improved tourism products and services perceived quality, increased domestic tourists' loyalty to tourism products and services and created tourism products and services association.

The increased tourism products and services awareness had a mean score of 4.6 implying that the respondents' views were inclined towards strongly agreeing that social media increased tourism products and services awareness, which ultimately enhanced the growth of domestic tourism. The respondents' views were, therefore consistent with the findings of several studies which established that social media increased tourism products and services awareness. For instance, a study by Prasanna & Parida, (2021) revealed that the major benefit of social media marketing is to leverage the huge social network to increase brand awareness by providing instant support to any queries or services and building an online community of brand advocates. Similarly, a study by Tritama & Tarigan, (2016) revealed that social media gives a significant influence on a company's product brand awareness in the community. Likewise, a study by Al-Badi, *et al.*, (2017) revealed that there were a large number of people who used social media technology to obtain information about different attractive places they wish to visit.

Another significant role of social media in enhancing the growth of domestic tourism was the improved tourism products and services image. A mean score of 4.4 implies that the respondents' views were anchored on the fact that social media improved tourism products and services' image, which ultimately led to the growth of domestic tourism. The respondents' views were, therefore, consistent with the study by Budiman, (2021) showed that online advertising had a positive and significant effect

on brand image and brand loyalty. Similarly, the findings of a study by Johansson & Hiltula, (2021) showed that social media marketing activities have a positive effect on brand image as well as brand loyalty.

The improved tourism products and service perceived quality was another important role of social media in enhancing the growth of domestic tourism. The improved tourism products and service perceived quality had a mean score of 4.3 out of the possible 5. The mean score of 4.3 implied that the respondents' views were inclined towards agreeing that social media improved tourism products and service's perceived quality hence leading to the growth of domestic tourism. In this respect, the respondents' views were consistent with the findings of the study by Gururaja, (2015) which indicated that leveraging social media for tourism products had proved to be a good strategy for improving not only the quality of the business but also the revenues of the tourism industry at large. Similarly, Chigora, (2016) posits that social media had the power to improve the performance of all brand equity variables that are aligned to positive quality perception.

Another important role of social media in enhancing the growth of domestic tourism that was revealed by this study was the increased domestic tourists' loyalty to tourism products and services. The increased domestic tourists' loyalty to tourism products and services had a mean score of 4.2 indicating that the respondents agreed that social media increased domestic tourists' loyalty to tourism products and services and therefore, enhanced the growth of domestic tourism. The findings of the study, therefore, are consistent with the results of the study by Van Asperen, *et al.*, (2018) which found that there was a partial positive relationship between social

media engagement and customer loyalty: only consuming social media was directly related to affective loyalty.

Likewise, a study by Jiaqi, *et al.*, (2021) revealed that brand awareness, brand loyalty, and tourism product service are integral parts of business objects that are related to social media marketing. The study by Nya, (2018) also established that 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing and 75% of the respondents believe that social media is the best way to reach a business's targeted audience.

Furthermore, the study revealed that social media had another significant role in creating tourism products and service associations. The mean score of 4.1 implied that the respondents' views were anchored on the fact that social media created tourism products and services associations, which ultimately led to the growth of domestic tourism. The respondents' views were, therefore, consistent with findings of the study by Prasanna & Parida, (2021) which showed that brand association could help customers process or retrieve information, be the basis for differentiation and extensions, provide a reason to buy, and create positive feelings. Similarly, Rameshkumar & Karthikeyan, (2018) found that social media created a positive image and a picture of tourism in the attitudes, minds, perceptions, psychology, behaviour or and the selection of the site (inbound and outbound tourists).

4.6.2 Challenges of Social Media in Enhancing the Growth of Domestic Tourism

This study also identified six challenges of social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit. One of these challenges included a

lack of specialized human resources. Lack of specialized human resources had a mean score of 4.3 implying that the respondents agreed that lack of specialized human resources was a social media challenge in enhancing the growth of domestic tourism. The respondents' sentiment was consistent with the findings of the study by Saeed, (2018) which found that the issues of workforce compatibility were the most crucial factor in the adoption of social media. Similarly, the study by Kuikka & Akkinen, (2011) found that social media faced internal challenges including resources both human and physical.

Another profound social media challenge in enhancing the growth of domestic tourism was the lack of technological infrastructure and knowledge. This challenge had a mean score of 4.4 implying that the respondents generally agreed that the lack of technological infrastructure and knowledge was a social media challenge in enhancing the growth of domestic tourism in the Northern Circuit in Tanzania. Arguably, the respondent's views resonate with the study by Adeola & Evans, (2020) found that ICT and infrastructure have a positive, statistically significant relationship with tourism development; as ICT and infrastructure increase, the level of tourist arrivals also increases. However, the study by Sun, *et al.*, (2022) indicated that the hindrances in developing smart tourism in Hong Kong were from four primary perspectives, namely, economic, sociocultural, technological and planning and management.

Lack of management support was another significant social media challenge that influenced the growth of domestic tourism in the Northern Circuit in Tanzania. The lack of management support had a mean score of 4.3, a figure that was high enough

to indicate that the respondents generally agreed that lack of management support was a social media challenge that hindered the straight growth of domestic tourism. The respondents' views, therefore, concurred with the findings of the study by Canovi and Pucciarelli, (2019) that revealed that while the majority of winery owners recognized the social, economic and emotional benefits of social media, they were far from exploiting its full potential. Another study by Matikiti, *et al.*, (2018), similarly, revealed that there were internal factors that influenced the attitude of travel agencies and tour operators such as managerial support and managers' level of education.

Another significant social media challenge that highly influenced the growth of domestic tourism in the Northern Circuit in Tanzania and was deeply rooted in the administrative positioning was the resistance to change. The resistance to change had a mean score of 3.5 implying that the respondent agreed that resistance to change was one of the social media challenges that hindered the growth of domestic tourism. Reiterating the importance of overcoming resistance to change within the organization the result of the study by Spring, (2021) found that if employees are not given information promptly, especially in the fast-paced world of social media, misinformation and discontent can quickly spread through a workforce. The paper by Odi, (2017) noted that since social media was a very powerful communicative tool, it could strengthen change management initiatives.

Difficulty to measure financial gain was also a significant social media challenge that the respondents could not unanimously decide whether it influenced the growth of domestic tourism in the Northern Circuit in Tanzania. The difficulty to measure

financial gain had a mean score of 3.4 implying that the respondents were undecided whether it hindered the growth of domestic tourism. The respondents' views were, therefore, not consistent with the findings of the study by Hoffman & Fodor (2010) which established that instead of calculating the return on the company's investment, managers should assess consumer motivations to use social media and measure the social media investments customers make as they engage with the marketers' brands.

Another social media challenge that the respondents could not unanimously decide whether it influenced the growth of domestic tourism in the Northern Circuit in Tanzania was the concern of potentially negative impact. The concerns of potentially negative impact had a mean score of 3.4 implying that the respondents were undecided whether concerns of potentially negative impact hindered the growth of domestic tourism. Arguably, most studies revealed that social media platforms had negative impacts that are not only known to advertising organizations but the public. It was on this basis that some organizations do not comfortable engaging social media platforms in reaching their audience.

For instance, the study by Akram (2018) indicated that one negative side of social media was that the internet was laden with several risks associated with online communities such as Cyberbullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. Similarly, the study by Quaglio & Millar (2020) revealed that the potentially negative effects of internet use included negative impacts on privacy, the harm related to cyber security and cybercrime, negative effects on knowledge and beliefs and negative effects on democracy and democratic citizenship.

4.6.3 Mitigation Measures for Challenges Facing Social Media

This study identified three major measures for challenges facing social media such as encouraging and training the industry in utilizing social media, availability and affordability of high-speed internet and creating awareness of Google search. Encouraging and training the industry in utilizing social media had a mean score of 4.5 implying that the respondents' views were geared towards strongly agreeing that encouraging and training the industry in utilizing social media was one of the mitigation measures for overcoming the challenges that faced social media in enhancing the growth of domestic tourism. The respondents' views concurred with the findings of the study by Heras-Pedrosa *et al.* (2020), which showed that the results achieved by social media can be improved by identifying all stakeholders and defining a content generation strategy by integrating and adding value.

Another significant mitigation measure for overcoming social media challenges that hindered the growth of domestic tourism that this study revealed was the availability and affordability of high-speed internet. The availability and affordability of high-speed internet had a mean score of 4.5 implying that the respondents strongly agreed that the availability and affordability of high-speed internet was a measure for mitigating social media challenges that hindered the growth of domestic tourism. This sentiment concurred with the findings of the study by Bethapudi, (2013) which revealed that governments should see that high-speed internet availability and affordability.

Finally, the study revealed that creating awareness of Google search was a measure for mitigating social media challenges hindering the growth of domestic tourism.

Creating awareness of Google search had a mean score of 4.5 implying that the respondents strongly agreed that creating awareness of Google search was a measure for mitigating social media challenges that hindered the growth of domestic tourism. The respondents' views were also consistent with the study by Bethapudi (2013) which established to enhance domestic tourism growth; the government was required to create awareness for the stakeholders towards Google search.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Overview

This chapter presents the summary, conclusion and recommendations of the study.

5.2 Summary

The main objective of this study was to assess the effects of social media on the growth of domestic tourism in the Northern Tourist Circuit, Tanzania. The study was guided by three specific objectives, namely, to examine the role of social media as a source of information on the growth of domestic tourism in the Northern Tourist Circuit, to determine the challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit and to examine the utilization of social media, high-speed internet and Google search as mitigation measures for challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit.

The study examined the role of social media as a source of information on the growth of domestic tourism in the Northern Tourist Circuit and revealed that the increased tourism products and services awareness with a mean score of 4.6 was the most outstanding role of social media in enhancing domestic tourism. This was followed by the improved tourism products and services image with a mean score of 4.4, and the improved tourism products and service perceived quality with a mean score of 4.3. The increased domestic tourists' loyalty to tourism products and services with a mean score of 4.2 was the second last and the creating tourism products and services association was the last with a mean score of 4.1.

The study also determined the challenges faced by social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit and revealed that the most significant challenge was the lack of technological infrastructure and knowledge with a mean score of 4.4. The second most profound challenges were lack of specialized human resources with a mean score of 4.3 and lack of management support with a mean score of 4.3. The fourth challenge in order of impact was the resistance to change which had a mean score of 3.5. Nonetheless, the study also revealed that the respondents were undecided whether the difficulty to measure financial gain (a mean score of 3.4) and the concerns of potentially negative impact (mean score of 3.4) were the challenges of social media in enhancing the growth of domestic tourism.

Furthermore, the study examined the utilization of social media, high-speed internet and Google search as mitigation measures for challenges facing social media in enhancing the growth of domestic tourism in the Northern Tourist Circuit and revealed that the three mitigation measures had equal weight, that is, each had a mean score of 4.5 as far as the study was concerned.

5.3 Conclusion

Social media are acknowledged as an important information source that influences tourists' travel choices. Thus, people build their trust in a tourism agency based on the reviews of others. Social media as a tool of tourism marketing more and more convince destination marketers that they are an integral part of the marketing campaigns. Social media has, therefore, transformed the way of building reliable tourism products and services. Through social media, tourism enterprises increase

tourism products and services awareness, improve tourism products and services image, improve tourism products and service perceived quality, increase domestic tourists' loyalty to tourism products and services and create tourism products and services associations.

Although social media has a significant role in enhancing the growing domestic tourism through creating and developing products and services awareness, image, perceived quality, loyalty and association, Tourism SMEs (Small and Medium Entrepreneurs) face challenges that inhibit the growth of implementing social media for marketing purposes. These challenges include lack of technological infrastructure and knowledge, lack of specialized human resources, lack of management support and resistance to change.

Social media presents both opportunities and challenges for enhancing the growth of domestic tourism. Social media serves as a major resource that provides tourists with useful information when organizing holidays, and that helps tourism enterprises to deliver content for commercial marketing purposes. However, tourism enterprises face challenges that inhibit the growth of implementing social media for marketing purposes. Mitigating the challenges of social media, therefore, becomes necessary, particularly in Tanzania where Facebook, Twitter and Instagram forms of social media platforms dominate and where both organizational and environmental challenges are scaling up. Given the scale of challenges of social media in enhancing the growth of domestic tourism, the study set out three major mitigation measures, namely, encouraging and training the industry in utilizing social media, the availability and affordability of high-speed internet and creating awareness of

Google search

5.4 Recommendations

The recommendations of this study are as follows:

- i. Any tourism enterprise that aims at using social media in enhancing domestic tourism should apply the Big Three of social media, that is, Facebook, Twitter and Instagram that has been the leader in the tourism industry and travel is among the most shared topics on all of them;
- ii. The government should encourage and endorse the social media platforms on an extensive level for the businesses in the tourism sites by advocating for partnership among the local travel industry start-ups and the web-developing and digital marketing firms;
- iii. The government-owned official website should have all the necessary information for the local and foreign tourists regarding the safety measures, transport, accommodation and all other facilities as an effective marketing tool to attract tourists to the destination brands;
- iv. The government can also utilize social media to grow interested among foreign businesses such as hotels to invest in this country by setting up investment-friendly rules and regulations and having them advertised on social media.
- v. The government and tourism enterprises should have their uniqueness of identity to differentiate the destination brands by, for instance, creating symbols for the particular special tourist-attracting spots around the country, for example, Mount Kilimanjaro, Ngorongoro crater and the migrating wild beasts in Serengeti National Park;

- vi. The tourism enterprises and the government tourism authorities should support the use of social media marketing for small and medium tourism businesses by providing training and workshops on social media marketing for the staff to acquire the necessary skills; and
- vii. Tourism enterprises must define their marketing objectives to develop their social media strategies based on what their business wants to achieve.

5.4 Area for Future Studies

In recognizing the role of social media, the challenges of social media and the mitigation measures for challenges facing social media in enhancing the growth of domestic tourism, the following are the recommendations for future studies:

- i. The study recommends that future studies should be conducted on the effect of social media usage on either tourism product awareness, image, perceived quality, loyalty or association
- ii. The study also recommends that future studies should be conducted on how to determine financial gain from the application of social media
- iii. The study further recommends that a future study should be conducted on the impact of high-speed internet on the growth of domestic tourism.

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APPENDICES

APPENDIX I: QUESTIONNAIRES FOR DOMESTIC TOURISTS, COMMUNITY MEMBERS AND STAFF OF WPAs

I am Gerald Henry Mono, a student at the Open University of Tanzania. I am carrying out a study on the impact of social media on the growth of domestic tourism in the Northern Tourist Circuit, Tanzania. The purpose of this study is to add to the stock of knowledge and literature that is associated with the impact of social media on the growth of domestic tourism which will benefit academicians, researchers and policymakers. I, therefore, request you to provide answers to the given questions. I would like to notify you further that your responses will be treated with the utmost confidentiality and that your name will not be mentioned or appear in any part of this study.

a. Personal Characteristics

1. Gender

Male () Female ()

2. Age

20-29	
30-39	
40-49	
50-59	
60+	

3. Education level

Primary level	
Secondary level	
Advanced secondary level	
Certificate	
Diploma	
1st degree	
Masters	
Postgraduates	

b. The role of social media as a source of information on the growth of domestic tourism

This section examines the role of social media as a source of information on the growth of domestic tourism.

Please, indicate your degree of agreement or disagreement with the following statements by ticking (✓) your response using this scale:

- | | | | | |
|--------------------------|-----------------|------------------|--------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly disagree | Disagree | Undecided | Agree | Strongly agree |

S/N	STATEMENT	1	2	3	4	5
1.	Social media lead to the growth of domestic tourism by increasing tourism products and services awareness					
2.	Social media enhance the growth of domestic tourism by improving tourism products and services image					
3.	Social media improves tourism products and services' perceived quality leading to the growth of domestic tourism					
4.	Social media increases domestic tourists' loyalty to tourism products and services hence enhancing the growth of domestic tourism					
5.	Social media creates tourism products and services associations leading to the growth of domestic tourism					

5. What are the additional roles of social media as a source of information on the growth of domestic tourism? Kindly outline them

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b. The challenges of social media in enhancing the growth of domestic tourism

This section determines the challenges of social media in enhancing the growth of domestic tourism.

Please, indicate your degree of agreement or disagreement with the following statements by ticking (✓) your response using this scale:

1
2
3
4
5

Strongly disagree Disagree Undecided Agree Strongly agree

S/N	STATEMENT	1	2	3	4	5
1.	Social media fails to enhance the growth of domestic tourism because of a lack of specialized human resources					
2.	Lack of technological infrastructure and knowledge is a barrier to social media in enhancing the growth of domestic tourism					
3.	Social media fails to enhance the growth of domestic tourism due to a lack of management support					
4.	The societal resistance to change is a challenge of social media in enhancing domestic tourism					
5.	Difficulty to measure financial gain upon applying social media to enhance the growth of domestic tourism is a challenge of social media					
6.	The concerns of potentially negative impact by the tourism enterprises is a barrier to social media in enhancing domestic tourism					

5. What are the additional challenges of social media as a source of information on the growth of domestic tourism? Kindly outline them

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c. The examines measures of challenges facing social media in enhancing the growth of domestic tourism

This section examines measures of challenges facing social media in enhancing the growth of domestic tourism.

Please, indicate your degree of agreement or disagreement with the following statements by ticking (✓) your response using this scale:

1 **2** **3** **4** **5**
Strongly disagree **Disagree** **Undecided** **Agree** **Strongly agree**

S/N	STATEMENT	1	2	3	4	5
1.	Tourism authorities and enterprises encourage and train tourism employees to utilize social media in enhancing domestic tourism					
2.	The government ensures the availability and affordability of high-speed internet as a way of encouraging the application of social media					
3.	The government creates awareness of Google search as a way of encouraging the application of social media					

5. What are additional mitigation measures of challenges facing social media in enhancing the growth of domestic tourism? Kindly outline them

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APPENDIX II: INTERVIEWS GUIDE TO PUBLIC RELATIONS UNIT MANAGER, ICT UNIT MANAGER, TOURISM SERVICE DEPARTMENT MANAGER, PLANNING AND INVESTMENT DEPARTMENT MANAGER FROM WPAs AND TOUR OPERATORS

I am Gerald Henry Mono, a student at the Open University of Tanzania. I am carrying out a study on the impact of social media on the growth of domestic tourism in the Northern Tourist Circuit, Tanzania. The purpose of this study is to add to the stock of knowledge and literature that is associated with the impact of social media on the growth of domestic tourism which will benefit academicians, researchers and policymakers. I, therefore, request you to provide answers to the given questions. I would like to notify you further that your responses will be treated with the utmost confidentiality and that your name will not be mentioned or appear in any part of this study.

a. Personal Characteristics

1. Gender

Male () Female ()

2. Age

20-29	
30-39	
40-49	
50-59	
60+	

3. Education level

Primary level	
Secondary level	
Advanced secondary level	
Certificate	
Diploma	
1st degree	
Masters	

b. The role of social media as a source of information on the growth of domestic tourism

1. Do social media lead to the growth of domestic tourism by increasing tourism products and services awareness? Kindly explain

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.....

2. Do social media enhance the growth of domestic tourism by improving tourism products and services' image? Kindly explain

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.....

3. Do social media improve tourism products and service perceived quality leading to the growth of domestic tourism? Kindly explain

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4. Do social media increase domestic tourists' loyalty to tourism products and services leading to the growth of domestic tourism? Kindly explain

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5. Do social media create tourism products and services associations leading to the growth of domestic tourism? Kindly explain

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6. What is the additional role of social media as a source of information on the growth of domestic tourism? Kindly outline them

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b. The challenges of social media in enhancing the growth of domestic tourism

7. Do social media fail to enhance the growth of domestic tourism because of a lack of specialized human resources? Kindly explain

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8. Is a lack of technological infrastructure and knowledge a barrier to social media in enhancing the growth of domestic tourism? Kindly explain

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9. Do social media fail to enhance the growth of domestic tourism due to a lack of management support? Kindly explain

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10. Is the societal resistance to change a challenge of social media in enhancing domestic tourism? Kindly explain

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Is it difficult to measure financial gain upon applying social media to enhance the growth of domestic tourism a challenge social media? Kindly explain

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11. Is the concern of potentially negative impact by the tourism enterprises a barrier to social media in enhancing domestic tourism? Kindly explain

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12. What are the additional challenges of social media as a source of information on the growth of domestic tourism? Kindly outline them

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c. The examines measures of challenges facing social media in enhancing the growth of domestic tourism

13. Do tourism authorities and enterprises encourage and train tourism employees to utilize social media in enhancing domestic tourism? Kindly explain

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14. Does the government ensure the availability and affordability of high-speed internet as a way of encouraging the application of social media in the growth of domestic tourism? Kindly explain

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15. Does the government create awareness of Google search as a way of encouraging the application of social media in the growth of domestic tourism? Kindly explain

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APPENDIX III: OBSERVATION GUIDE

S/N	ITEMS TO OBSERVE	REMARKS
1.	Clarity of communication,	
2.	The influx of domestic tourists	
3	The usage of cheap accommodations by the domestic tourists	
4	The general usage of social media in WPAs	
5.	The demand for the band in WPAs	
6.	The availability of internet services in the WPAs	

APPENDIX V: BUDGET

S/N	Expenditures	2022				Total cost
		January to April	May to July	August	September	Tshs.
		Tshs.	Tshs.	Tshs.	Tshs.	
1	Bus fare to Arusha/Dar es Salaam	200,000	300,000	250,000	100,000	850,000
2	Bus fare within Arusha/Dar es Salaam	50,000	150,000	150,000	100,000	450,000
3	Secretarial services	150,000	250,000	250,000	50,000	700,000
4	Internet services	350,000	150,000	150,000	50,000	700,000
5	Stationery	200,000	100,000	100,000	300,000	700,000
6	Food and accommodation	300,000	200,000	200,000	250,000	950,000
	Total	1,250,000	1,150,000	1,100,000	850,000	4,350,000

APPENDIX VI: RESEARCH TIMELINE

S/N	Activities	Sept 2021 – July	August to Sept 2022	Oct 2022	Nov 2022
1.	Proposal development & presentation				
2.	Data collection & Data analysis				
3.	Thesis writing				
4.	Thesis submission & defence				

RESEARCH AND DATA COLLECTION ATTACHMENT

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF POSTGRADUATE STUDIES

P.O. Box 23409
Dar es Salaam, Tanzania
<http://www.out.ac.tz>



Tel: 255-22-2668992/2668445
ext.2101
Fax: 255-22-2668759
E-mail: dpgs@out.ac.tz

Our Ref: PG201900738

17th August 2022

Conservation Commissioner,
Tanzania National Parks (TANAPA),
P.O. Box 3134,
ARUSHA.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1st January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. MONO, Gerald Henry, Reg No: PG201900738** pursuing **Master in Tourism Planning and Management (MTPM)**. We hereby grant this clearance to conduct a research titled **“Assessment of the Impact of Social Media on the Growth of Domestic Tourism in Tanzania: A Case of Northern Tourist Circuit, Tanzania”** He will collect his data at your area from 18th August 2022 to 18th September 2022.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O.Box 23409, Dar es Salaam. Tel: 022-2-2668820. We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours,
THE OPEN UNIVERSITY OF TANZANIA


Prof. Magreth S. Bushesha
DIRECTOR OF POSTGRADUATE STUDIES.



THE UNITED REPUBLIC OF TANZANIA
 MINISTRY OF NATURAL RESOURCES AND TOURISM
 TANZANIA NATIONAL PARKS
 ISO 9001 : 2015 certified



In reply please quote:

Ref. No: **AB.245/288/01**

Date: **18/08/2022**


Director of Postgraduate studies,
 The Open University of Tanzania,
 P.O.BOX,23409,
DAR ES SALAAM, TANZANIA.

E-mail: dpgs@out.ac.tz

RE: PERMISSION TO COLLECT DATA

Reference is made to your letter dated 17th August 2022 on the subject.

2. We acknowledge the receipt of the above-mentioned letter requesting permission to collect data in favour of **Mr Mono Gerald Henry**, from the Open University of Tanzania.
3. Please be informed that permission is granted to collect data at Kilimanjaro, Tarangire, Serengeti National Park concerning the research title "**Assessment of the Impact of Social Media on the growth of Domestic Tourism in Tanzania**" **A case of Northern Tourist Circuit, Tanzania**. He will collect his data in the mentioned areas as from 18th August 2022 to 18th September 2022.
4. We hope that the study conducted will have positive results in promoting Domestic Tourism in Tanzania.
5. Thank you for your good cooperation.


 DCC-Herman K. Batiho

For: **CONSERVATION COMMISSIONER**

Copy: Gerald Henry Mono

Mwalimu J.K Nyerere Conservation Centre, Dodoma Road, P.O.Box 3134, Postcode 23106, Arusha - Tanzania
 Tel: +255 27 297 0404/0405 Conservation Commissioner's Line: +255 27 297 0407
 E-Mail: cc@tanzaniaparks.go.tz Website: www.tanzaniaparks.go.tz

"SUSTAINABLE CONSERVATION FOR DEVELOPMENT"