

**ENHANCING DOMESTIC TOURISM IN TANZANIA: A CASE STUDY OF  
SAANANE ISLAND NATIONAL PARK**

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

**DEPARTMENT OF GEOGRAPHY, TOURISM AND HOSPITALITY**

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**2024**

**CERTIFICATION**

The undersigned certifies that she has read and hereby recommends for acceptance by The Open University of Tanzania a dissertation titled, **Enhancing domestic tourism in Tanzania: Case study of Saanane Island National Park** in partial fulfillment of the requirements for the Degree of Master in Tourism Planning and Management (MTPM)

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**I Deogratius Nicholas Ndelolia**, declare that the work presented in this dissertation is original. It has never been presented to any other University or Institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfilment of the requirement for the Degree of Master in Tourism Planning and Management.

.....

Signature

.....

Date

## **DEDICATION**

This work is dedicated firstly to Almighty God. Secondly, I dedicate the work to my wife Moureen, my daughters Imelda, Sharon and Doreen and my son Arthur who encouraged me to work very hard, especially in tough hours, thus remained as my source of inspiration and encouragement.

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## ABSTRACT

This study assesses ways to enhance domestic tourism in Tanzania national parks using Saanane Island National Park (SINP), the closest destination to domestic tourists as a case study. The study assessed the perception of Mwanza city residents on tourism, limiting social-cultural factors and promotion campaigns used to market tourism products to Tanzanians. About 150 respondents were randomly consulted using a semi-structured questionnaire in Mwanza city. In addition, key informant interview was conducted with 11 residents who have lived in the city for more than 10 years and have practised business in hospitality. The results indicate that the majority (57%) of respondents perceive tourism is not only for international tourists but also for residents. Low number of domestic tourists in SINP is attributed to the lack of travel culture and awareness of tourism destinations. This is evidenced by 95.3% of respondents who strongly agreed that they have no habit of travelling to national parks while on holidays or annual leave. Lack of information on travelling time and costs to enter the park as well as insufficient promotion materials were found to limit residents to visit SINP. With these findings, the study concludes that to enhance domestic tourism in Tanzania, strategic awareness campaigns (i.e. information on how far the destination is, travelling time, attractions present and total costs of visit) and incentivize travel are needed to inculcate travel culture among the residents. This is why the study used a park that is very close to the city but with low tourists' visitation to assess ways to enhance domestic tourism in Tanzania.

**Key words:** *Saanane Island National Park, Tanzania, Domestic Tourism.*

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**LIST OF ABBREVIATIONS AND ACRONYMS**

COVID 19	Corona Virus Disease of 2019
GDP	Gross Domestic Product
MNRT	Ministry of Natural Resources and Tourism
NBS	National Bureau of Statistics
OUT	Open University of Tanzania
SINP	Saanane Island National Park
SOP	Standard Operating Procedure
TANAPA	Tanzania National Parks
TTB	Tanzania Tourist Board
TZS	Tanzania Shilling
UNWTO	United Nations World Tourism Organization
US\$	United States Dollar
WTTC	World Travel and Tourism Council

## CHAPTER ONE

### 1.0 INTRODUCTION

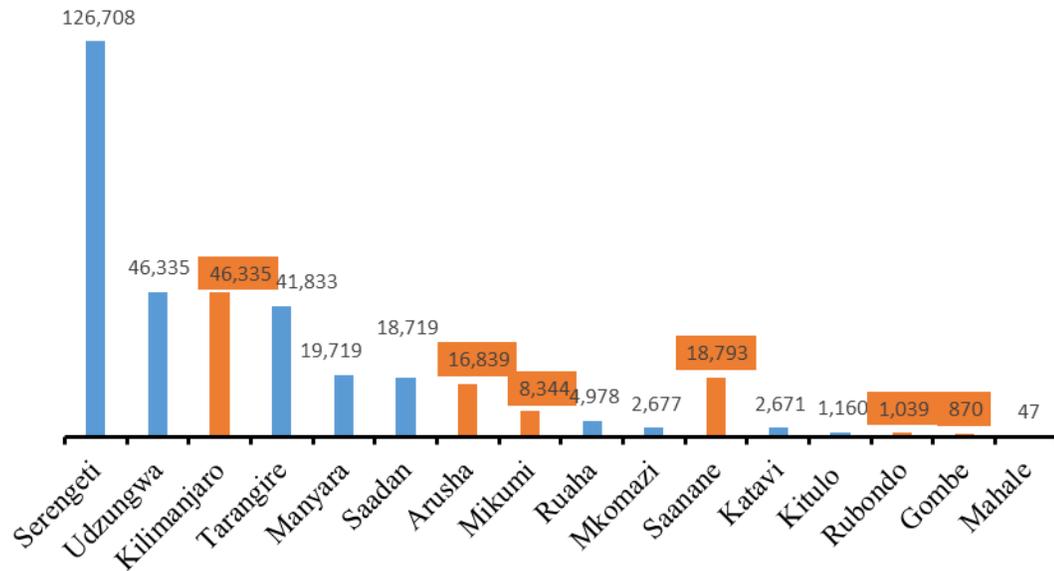
#### 1.1 Background

Worldwide, domestic tourism provides paramount support to the tourism industry (Allan *et al.*, 2022; Kihima, 2015; Anderson, 2013; UNWTO, 2010). This is because, domestic tourism bridges the seasonality gap that guarantees jobs year-round (Kihima, 2015). Further, domestic tourism enhances regional dispersal and spending (Allan *et al.*, 2022; Kihima 2015; Anderson, 2013). Domestic tourism is currently the fastest-growing tourism segment worldwide. Its growth is estimated to be six times to international tourism in terms of volumes (Samunderu, 2023; Ngari, 2017). Thus, domestic tourism is the main driving force of the tourism sector. Globally, domestic tourism accounts for US\$ 3,971 billion (~73%) of total travel and tourism spending (WTTC, 2018). China led the domestic tourism market with spending of US\$ 840.9 billion (WTTC, 2018). In Africa, the volume of domestic tourists and their contribution is less compared to international tourism. In 2019, the world counted 1.4 billion international arrivals compared to 8.4 billion domestic arrivals (Adamiak and Szyda, 2021). Of the 8.4 billion global domestic tourist trips, only 1.6 percent were in Africa (Adamiak and Szyda, 2021).

Few domestic tourists in Africa has been attributed to poverty, inadequate information on tourism attractions, lack of travel interest and poor record of domestic tourism statistics (Kihima, 2015). Tanzania like many other African countries, is not exceptional, as such domestic tourism has been taken for granted. The country has heavily invested

on international tourists' arrivals. The country has neither assessed the volume nor contribution of domestic tourism to the Gross Domestic Product (GDP) since independence (DOTS, 2022). This makes the contribution of domestic tourism to be seen as negligible. Inadequate economic contribution of domestic tourism to the country's GDP could be attributed to many factors including lack of comprehensive domestic tourism data, poverty, poor marketing and promotion strategies to sensitize citizens to travel and lack of enabling environments.

In recent years, domestic tourism studies in Tanzania have increased tremendously. Nevertheless, the majority of the studies have focused on the factors limiting its growth and ability to compete with international tourism (Mato, 2022; Bakari, 2021; Melubo, 2020). Most of these studies have concluded that poverty and high transport costs to protected areas limit the growth of domestic tourism. However, this is likely not the only case as even some of the protected areas that are located in the vicinity of cities and towns e.g. Saanane Island, Rubondo Island, Arusha, Mikumi, Gombe and Mount Kilimanjaro national parks still receive low number of domestic tourists (Figure 1.1). Thus, a detailed assessment is needed to inform policymakers on how to enhance development of domestic tourism in Tanzania.



**Figure 1.1: Domestic tourism arrivals in Tanzanian national parks in 2020/2021**  
(Orange highlights park close to towns)

## 1.2 Statement of the Problem and Justifications

Tanzania strives to boost the contribution of the tourism sector to the GDP and domestic tourism is supposed to be an integral part of international tourism (Mariki *et al.*, 2011). However, the sector is still at its infant stage (Macha, 2021; Mkwizu, 2017). According to 2022 national population census, Tanzania has 61.7 million inhabitants (URT, 2022). Of these inhabitants, 9.3 million (~15%) people are potential domestic tourists (URT, 2012). Nevertheless, the 2020/2021 statistics shows that only 340,819 Tanzanians (~4%) engaged in domestic tourism in national parks (TANAPA, 2021). Revealing ways to enhance domestic tourism in Tanzania is a key to inform policy makers. Section 5.4 of

the Tanzanian Tourism Policy of 1999 acknowledges that most citizens have not been able to visit tourists' attractions which are found in the country due to financial constraints. Recently, several studies have focused on domestic tourism in Tanzania. Bakari (2021) assessed challenges facing domestic tourism from a promotion perspective and only focused on the Serengeti National Park. However, this national park is among the parks in the country which are the farthest from potential tourists. Mariki *et al.* (2011) examined characteristics of domestic tourists and factors affecting domestic tourism in the northern Tanzania tourist circuit. Moreover, Batinoluho (2017) assessed the status and prospect of domestic tourism in Tanzania, unfortunately focusing on primary school children who according to Africa setting they are unable to make decision to travel. Mkwizu (2018) analysed media and source markets for domestic tourism in Kitulo National Park in Tanzania.

These previous studies focused on long haulage tourism where the cost of travel is a major challenge for domestic tourists. Despite the fact that high travel costs are likely the limiting factor, national parks at the vicinity of cities and major towns where travel costs are not high would receive high number of tourists. Nevertheless, as Figure 1 indicates, even national parks at the vicinity of major cities and towns receive few domestic tourists than those at far. Thus, studies to avail other factors limiting domestic tourism is a requirement to assist decision makers and consequently to enhance domestic tourism. Further, a study to bridge this knowledge gaps is a requirement as now domestic tourism is seen as a tool for economic development in Tanzania and each national park is demanded to earn substantial income to sustain its daily activities.

This current study is vital and timely for reviewing the National Tourism Policy of 1999 which is outdated as it is almost 25 years old. Much effort in policy review should focus on inculcating the motive to travel among Tanzanians apart from improving salary, annual leave and setting aside destinations potential for tourism.

### **1.3 Objective of the Study**

#### **1.3.1 General objective of the study**

The study aims to assess ways to enhance domestic tourism in Tanzania based on Saanane Island National Park (SINP).

#### **1.3.2 Specific objectives of study**

- i. To assess the perception of local residents on tourism and visits in SINP
- ii. To analyse social-cultural factors that limit domestic tourism in SINP
- iii. To identify promotional campaigns used to market domestic tourism in SINP.

### **1.4 Research Questions**

- i. What do local residents perceive regarding tourism and visits to SINP?
- ii. What are the social-cultural factors which limit local residents to engage in domestic tourism in SINP?
- iii. What are the promotion campaigns used by tourism entities and companies to market SINP to domestic tourists?

### **1.5 Significance of the Study**

Enhancing the contribution of domestic tourism to livelihood, GDP and employment is contingent to sustainable conservation. The Tanzanian Wildlife Policy of 1998 and the Tourism Policy of 1999 both call for strengthening domestic tourism in the country. This research brings to the fore ways to enhance the contribution of domestic tourism in Tanzania by analysing the perception of residents to tourism, social-cultural factors affecting domestic tourism and promotion campaigns used to market domestic tourism in nature-based destinations. The findings are likely to be used for updating the tourism master plan for the sustainability of the tourism industry, of which the contribution of domestic tourism is seeming low.

## CHAPTER TWO

### 2.0 LITERATURE REVIEW

#### 2.1 Definition of key Concepts

##### 2.1.1 Tourism

Tourism refers to the act of travelling to another destination for recreation, leisure, or business (UNWTO, 2014). For the context of this study, tourism is defined as an act of travelling to and staying in places outside the usual environment for a day and less than a year for leisure or any other purposes not connected to any earning activity, military mission or asylum seeking.

##### 2.1.2 Domestic tourism

Domestic tourism is a form of tourism that involves residents traveling only within their own country for leisure or business (UNWTO, 2012). In the context of this study, domestic tourism refers to travelling and staying away from normal residence for a period of at least one night and not more than 12 months within one's own country for the purpose of leisure or business. The term also includes day trip visitors who are referred to as excursionists (UNWTO, 2020).

##### 2.1.3 Domestic tourist

This study adopts the definition by Middleton *et al.*, (2009) who define domestic tourist as a person who travel to a destination and stay for a day or overnight and engage in tourism activities within his/her own country.

#### **2.1.4 Excursionist**

This study adopts a definition by Peter, (2020) who defines excursionist or same-day visitor as a person who travels and returns to the place of origin on the same day.

#### **2.1.5 Tourist attraction**

The study adopts the definition by Gunn and Var (2002) who define a tourist attraction as a natural or manmade, physical, environmental, or cultural feature or event that meets a specific tourist's desire to travel to a specific destination.

#### **2.1.5 Tourism destination**

Zygmunt, (2013) defines a tourist destination as a unique place that exhibits tourism products such as attractions, support services and tourism resources and where a visitor spends at least one night. Kilungu (2019) defines tourist destination as a geographic location with political or administrative boundaries which attracts a tourist to travel and stay temporarily and provide him/her with a range of attractions and activities for a memorable experience. This study adopts Kilungu (2019) definition as Saanane Island exhibit administrative boundary and has attractions that provide a tourist with memorable experiences.

### **2.2 Guiding Key Theories**

Essentially, people have time to perform leisure activities, for this study tourism activities. However, the basic needs must be met before individual become motivated to achieve higher-level needs, for this case tourism. For tourism to happen, pull and push

theory is a concern (Li, 2023). Push factors are the trigger for people to travel away from their usual environment. These are mostly linked to socio-economic and cultural factors (e.g. disposable time and income and traveling culture) and environmental factors (e.g. bad weather). The pull factors are the destination's attributes that lure a person to visit a destination. These include attractions both natural and man-made, varied accommodations to cater to different visitors' needs, amenities, accessibility, activities, affordability and security.

In this study, two theories namely; the Push-pull, and Abraham's Hierarchy of human needs are reviewed. The Push-pull theory is selected to explain the reasons why tourists travel and engage in tourism activities and choose one destination over the other. The Abraham Maslow's hierarchy of need theory is selected to explain the push factors that trigger a person to travel. Disposable income and time are among the key push factors for a person to travel and this is achieved after a person meeting his/her basic needs (i.e. physiological, safety, love and belonging needs). Esteem and self-actualisation needs, in which tourism is considered, are considered after a person has met the basic needs.

### **2.2.1 Push–pull theory**

Push-pull theory argues that a person travels because is pushed by internal forces and pulled by external forces. To become a tourist, whether local or international, a person must be prompted by internal and external forces. The main internal forces or push factors are disposable income and time that trigger socio-psychological motivations hence make a person to travel (Bogari *et al.*, 2004). Other push factors include desires to

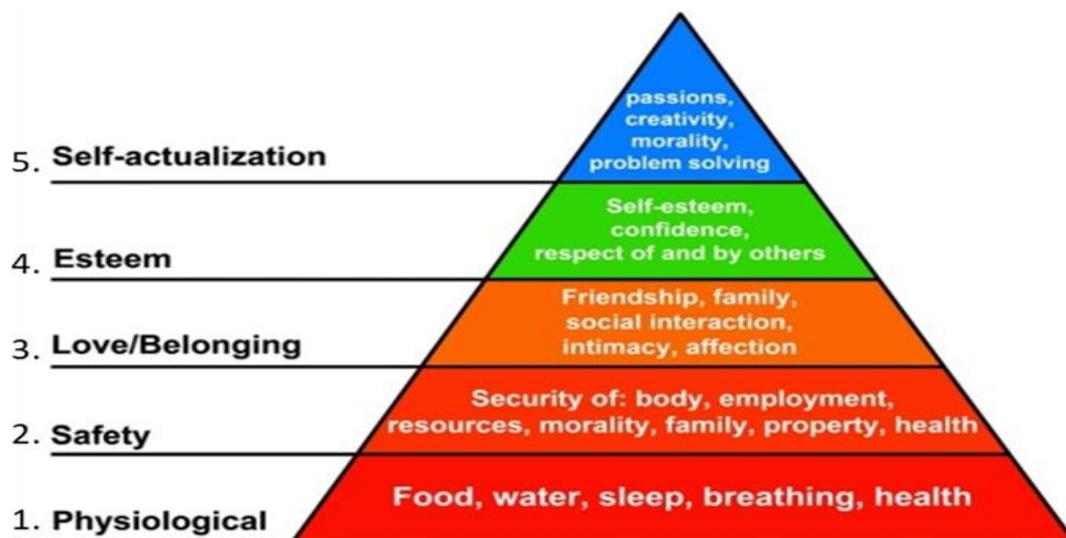
escape from a normal environment, experience new things, relax, prestige, health and fitness reasons. The external forces that pull someone to travel include; affordability, accessibility, activities, attractions, amenities, and accommodation in the destination.

Amenity is one of the pull factors which attracts a tourist to the destination. Amenity is defined as necessary service and facility to make the tourist feel comfortable while travelling. The amenities in SINP include; public campsite that can accommodate up to 20 people at a time and scenic trails. Moreover, while in the park someone can enjoy picnic facilities as well as information and direction signals. Time for traveling to reach the destination which is associated with accessibility can also act as a pull factor to visit a destination. The time taken to reach SINP is only three minutes by speed boat from park head office located on the mainland at Capripoint area.

### **2.2.2 Hierarchy of human need theory**

The theory of hierarch of human needs explains human behaviour's urge to seek leisure after achieving basic needs. The theory divides human needs into five distinct levels. Every level is met after achieving former needs (Figure 2.1). The esteem and self-actualisation, in this study are termed as leisure or desire to travel for leisure. Esteem and self-actualization, are considered after fulfilling the first three basic needs (1) physiological (i.e., food, shelter and clothing), (2) safety (both physical and health), and (3) love and belonging (friendship, sense of connection, etc.).

Leisure and recreation are among the key attributes of tourism that explain a situation when a person feels esteem to visit a certain attraction, feels connected to the destination (choice), desire to experience new things, ego and relaxation. A person feels like traveling when he/she feels secured, meet basic needs and has disposable income and time. If a person has all it takes to travel and still do not travel, this call a research to fill the knowledge gap and advise the policy makers.



**Figure 2.1: Hierarchy of human need theory**

### **2.2.3 Justification of using Pull-push and Hierarchy of human needs theories**

This study applies the Pull -push and Maslow theories because urban people are assumed to have disposable income and time. According to the Tanzania Employment and Labour Relations Act (2004), sub section D, every employee in the private or government sector is entitled to a leave of 28 days annually and a paid leave after every two years of leave circle. Thus, income and time are likely not a challenge to meet one's

basic needs. Moreover, the government has set aside almost 30 percent of its land for conservation and tourism. These areas are distributed all over the country. In addition, Tanzania has been making tireless effort to attract domestic tourists by lowering entrance fees to the national parks to cater for less privileged domestic tourists. In this case, the SINP is very close to the city, thus the challenge of affordability, accessibility, accommodation and amenity are likely not the main reasons of low participation in domestic tourism. The park charges Tanzania Shilling (TZS) 5 900 as conservation fee for an adult person of 16 years and above and TZS 41300 for boat transport for 15 persons and it takes only 5 minutes to reach the park. However, this seems not well known to majority of residents in Mwanza.

## **2.3 Empirical Literature Review**

### **2.3.1 Perceptions of residents to domestic tourism and national parks**

Assessing public perceptions on a certain development is important in planning, development and policy making (Dieckmann *et al.*, 2021). For tourism, seeking public opinions is a prerequisite for sustainable development. Perception can either be good or bad. If the public has poor perception to a certain tourism destination for example, any development could be a waste of resources. Perceptions studies seek to speculate the perceived preference of people over targeted attributes. For this study, perceptions seek to understand why a person chose one destination over the other and this is attributed to both pull and push factors.

Understanding the perceptions of residents over a certain tourism destination is likely a key to devise informative marketing and promotional strategies for domestic tourism, inculcating citizens traveling traditions, and building a destination image. Rossi *et al.* (2015) defines perception as a process whereby people sense, mentally process and act on information derived from the environment around them. Perception is a cognitive process that has both biological and socio-cultural dimensions. The biological component relates to how our receptors i.e. eyes and ears receive incoming stimuli and respond to them while socio-cultural dimension relates to how we make sense of the information that we receive.

In Africa, the perception of domestic tourism among citizens and governments is low and potential economic contribution of the sector is likely being underestimated (Wafula, 2020). In Sub-Saharan Africa, for example, tourism is mainly focused on international arrivals and Tanzania is not exceptional. Studies that seek to understand the reasons for low number of domestic tourists in Tanzanian tourism destinations have mainly concluded on poverty (Mariki *et al.*, 2011). However, poverty has little to do with how residents perceive a certain destination. Therefore, there is a need to assess perception of residents to domestic tourism as studies of these nature have been given less attention.

Most of residents in the country likely perceive tourist attractions and facilities are targeting international tourists. No wonder, this is also how investors and government portray the destinations. This is affirmed in marketing and promotions materials, which

are prepared in foreign language, packaged for foreigners and distributed in luxe offices and media where low income/class residents who are majority have limited access. Consequently, participation of residents in domestic tourism and outbound tourism has been perceived as luxurious and expensive activity and a resident is not ready to incur the perceived high costs. As a result, residents spend their leisure time and income in none tourism activities such as in bars, night clubs, wedding and other 'leisure' activities (personal experience and observation). Seeking public perceptions on how they perceive a certain tourism destination is likely to help to devise informative tourism products and services to cater for domestic tourists. In turn, this is likely to build a good destination image for domestic tourism.

### **2.3.2 Socio-cultural factors limiting domestic tourism**

Several factors have been found to influence domestic tourism in developing countries. The majority of the studies which have been conducted have concluded on economic factors as a challenge for residents to participate in domestic tourism (Macha, 2021; Mariki *et al.*, 2011). Inaccessibility, poor transportation and connectivity have as well been discussed as limiting factors for domestic tourism as they increase the cost of transport to a destination (Macha, 2021; Lu *et al.*, 2021). In Kenya, a study by Ngari (2017) found low participation in domestic tourism is mainly due to limited disposable time. In Uganda, a study by Kihunde (2021) showed prices charged for tourism services, access to tourism information and availability of tourist attractions affect domestic tourism while individual income was found to insignificant affecting the residents to participate in domestic tourism. In Tanzania, the issues of disposable time and income

are likely not a critical deterrent for someone to engage in domestic tourism as according to Employment and Labour Relations Act of 2004, section D, every employee is entitled to annual leave (i.e. 28 days) in each year and a paid annual leave in every two years of leave circle (URT, 2004).

Nevertheless, tourism destinations including national parks, the majority, even those at cities vicinity still record low number of domestic tourists (cf. Figure 1.1). For instance, Saanane Island, Mikumi, Manyara and Kilimanjaro national parks are very close to major cities and towns and they are accessible via public transport, yet receives low number of domestic tourists. Various attractions in protected areas (PAs) within the country are not much visited by residents probably due to negative residents' perception. Moreover, studies conducted in the northern and southern tourist circuits by Mariki *et al.* (2011) and Mkwizu, (2018) show low participation of Tanzanians to domestic tourism to be contributed by limited financial capability. Studies explain that the contribution of tourism events, publicity and demographic factors (e.g. age, marital status, levels of education, employment and presence of children) to domestic tourism are either completely neglected or touched in too little details and hence there is less information to establish strategies to promote domestic tourism.

### **2.3.3 Promotion campaigns to boost domestic tourists**

Promotion is one of the elements in marketing mix whereby both customers and potential customers are informed about the product/services offered and share with them their most attractive and innovative attributes (Bagri and Bhatt, 2013). Bayih and Singh

(2020) define promotion as communications made to inform, persuade and remind potential and actual customers to purchase tourism product. Since in developing countries, domestic tourism is deemed to be very low (Bayih and Singh, 2020), rigorous marketing and promotion is needed to improve the performance of domestic tourism as among the leisure activity and a means for livelihood.

Tourism destinations use promotion and marketing as a communication strategy to influence destination image and the two are critical business functions for attracting customers (Mkwizu, 2018). Promotion is likely a key source of information to make the residents be aware of destinations and their attractions and essential for the growth of domestic tourism (Macha, 2021; Morupis and Mokgalo, 2017). In Tanzania, although tourism is the second largest foreign exchange earner and one of the fastest growing sectors, promotion of destinations for domestic tourism is poor (Mkwizu, 2018; Mariki *et al.* 2011). The strategy is likely, poor in the sense that the tourism product package is mainly for international tourism. Moreover, in terms of research, little has been done to ascertain the role of promotion to domestic tourism. Importantly, researches are required to segregate the needed components of promotion for domestic tourism over that of international tourism. This is because domestic tourists are likely to prefer a slightly different products or services compared to international tourists.

#### **2.4 Research Gap**

SINP is endowed with various attractions in form of fauna, flora as well as outstanding landscape beauty. However, the park receives few domestic tourists despite being easily

accessible, close to major cities (Mwanza, Geita and Kahama) and being a getaway to the Serengeti National Park. Low number of visitors in this park has not been assessed since its establishment. Several studies have been conducted on domestic tourism in Tanzania. Bakari (2021) studied the challenges facing domestic tourism promotion in Serengeti National Park, while Batinoluho (2017) assessed the status of domestic tourism using schools as key sources of tourists in Tanzania. Mkwizu (2018) analysed media and source markets for domestic tourism in Kitulo National Park in Tanzania. Of these studies, none has attempted to bring to the fore the factor that contribute to few domestic tourists to national parks which are close to urban areas.

This study assumes that the reasons could not be income, accessibility or disposable time. Likely, understanding how residents perceive the SINP, their social-cultural behaviors towards nature and travel, and how promotion and marketing is done by destinations managers and other stakeholders could provide insight to informative tourism planning not only for the SINP but other destinations that receive few tourists like Kilimanjaro, Arusha and Lake Manyara national parks. This study, therefore, intends to fill the knowledge gaps. The findings of the study are likely to improve the phasing out SINP General Management Plan (2014 -2024) and Mwanza strategic plan 2014-2017. The study will further, contribute to ongoing review of Tourism Policy of 1999 that seeks to improve the contribution of domestic tourism to country's GDP.

## **CHAPTER THREE**

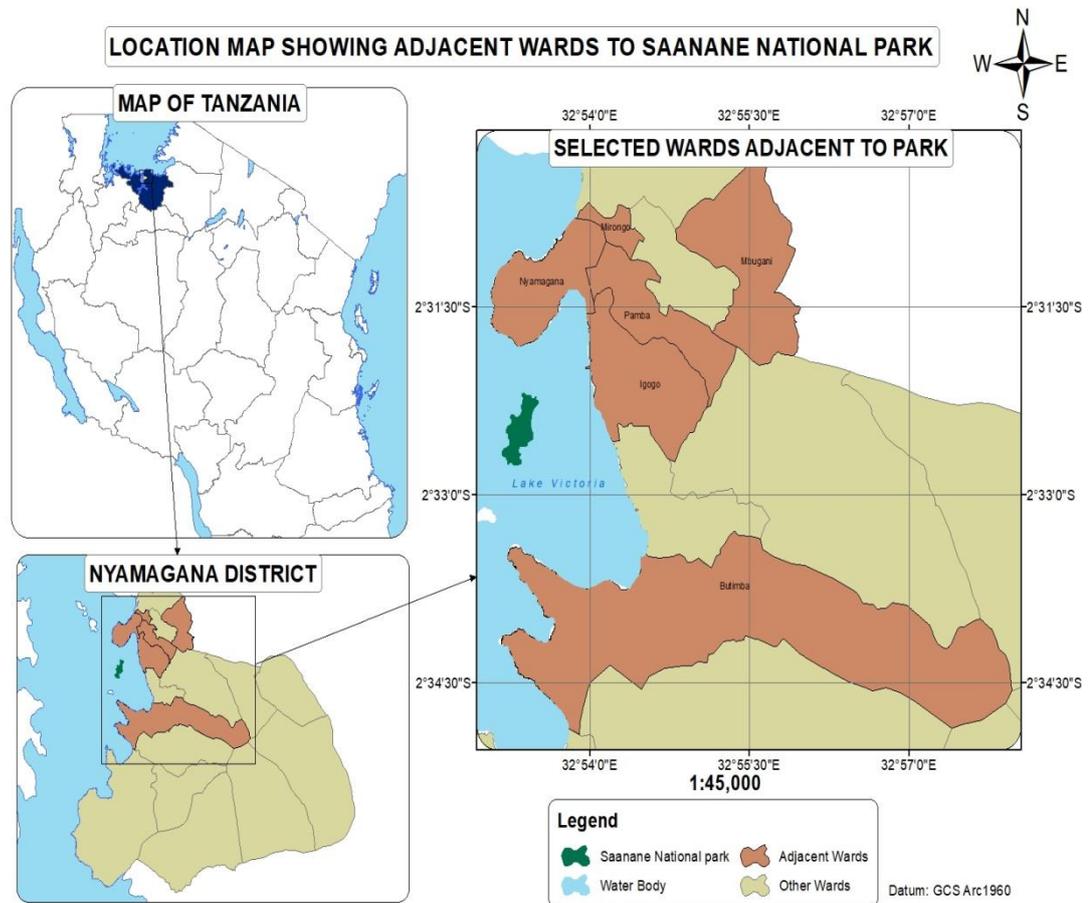
### **3.0 METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the procedures that were used to conduct the study. The chapter provides a description of the research approach, research design and the area of the study. Other aspects which are covered in this chapter include the population of the study, the sample size and sampling techniques, data collection methods, data analysis, interpretation, and presentation. The validity, reliability of results and ethical issues are also presented in this chapter.

#### **3.2 The study Area**

Mwanza region consists of seven districts namely; Nyamagana, Ilemela, Magu, Misungwi, Kwimba, Sengerema, Buchosa and Ukerewe. The study was conducted in Nyamagana because the district makes the city of Mwanza, and is the most populated in the region with a population of 594 687 (URT, 2022). The residents in Nyamagana district are also assumed to have stable incomes and high purchasing power. According to NBS (2016), the average earning of the residents in the district is TZS 741 000 per month. Further, the area was selected as it lies closest to SINP. SINP was named after the Late Saanane Chawandi who was a fisherman and the owner of the island between 1950s and 1960s. The Park is the smallest among 21 national parks and is located within the city. SINP covers an area of 2.18 km<sup>2</sup>. The park is located about 2 km south-west of Mwanza city, lying in the gulf of Lake Victoria. SINP is located between Latitude 2.5° S and Longitude 32° E (Figure 3.1).



**Figure 3.1:**A map of Saanane Island National Park showing study wards

(Source: Mwanza City Council GIS Unit, 2023).

### 3.3 Research Approach

Research approach explains in detail methods of data collection, analysis, and interpretation (Creswell and Creswell, 2018). This study used semi-quantitative research approach. It used semi-structured questionnaires to assess the perception of residents towards domestic tourism and visit in SINP and social -cultural factors limiting their travel behaviours. Data collection also involved visiting different tourism offices, observing different displayed promotional materials and whenever possible the materials including brochures and rollup banners were photographed.

Key informants' interview was used as a qualitative approach to seek opinion of destination managers, tour and travel agents and hoteliers on how they promote and market domestic tourism in nearby destinations and the targeted customers.

### **3.4 Research Design**

Research design is defined as a plan, structure and strategy of investigation so that to obtain answers to research questions (Kumar, 2002). The study used cross-sectional research design as recommended by de Vaus (1993) to collect data. The study population was visited only once for two weeks. Cross section research design allows collection of data from different groups of respondents at a time and enables determination of the relationship between variables.

### **3.5 Target Population**

The target population of the study included government and private sector employees and self-employed residents in Nyamagana district with a minimum income of TZS 300 000 per month. The 2017-2018 household budget survey revealed that average consumption per household per month in Tanzania Mainland is TZS 417 000. Therefore, the study assumes that for minimum income of TZS 300 000, someone need to save only TZS 725 per month in order to raise up TZS 8 700 after 12 months so that to be able to visit the park. Government and private sector employees and self-employed were selected to represent the perceived preferences of residents over SINP and to delineate social-cultural factors that limit their travel to SINP. Also, the study included SINP staff; Tanzania Tourism Board (TTB) staff, Mwanza City Council Tourism Department staff, tour operators and hoteliers in Mwanza city. The

staff from SINP, TTB, Mwanza City Council–Tourism Department, tour operators and hoteliers were selected as key informants to reveal marketing strategies and tourism product packages for domestic tourists.

### **3.6 Sample Size**

The study used a convenient sampling to obtain the desired sample size of 150 in two weeks. The convenience sampling technique was used as it was impossible to get an established government roster of residents who earn about TZS 300,000 and more per month. Although in convenience sampling there is no exact recommended sample size, the study conducted an interview for two weeks to maximize numbers of respondents reached. Mocanasu, (2020) recommends sample size to vary between 20 and 50.

### **3.7 Sampling Strategies**

The study used a stratified sampling strategy whereby respondents were asked about their income before participating in the research. The residents who explained their income per month to be less than TZS 300 000 were excluded and those whose income per month was more than TZS 300 000 were included in the study. The first strata for city dwellers were people whose monthly earnings range from TZS 300 000 to 499 000, then followed by people whose income was TZS 500 000 to 999 000 and lastly people with income of TZS 1 000 000 or above. Income was mostly considered because, without disposable income, tourism is nearly impossible.

### **3.8 Data Collection Techniques**

Data was collected through questionnaires, key informant interviews and field observation. The three tools collected data on the perception of local residents to

domestic tourism and visits in SINP, social-cultural factors that limit domestic tourism in SINP and promotional campaigns to market domestic tourism in SINP.

### **Questionnaire**

In this study, some of the data were collected by questionnaire. According to Owens (2010), a questionnaire enables the researcher to reach out to a large number of respondents within a short time, give the respondent adequate time to respond to items and offer the sense of security. The study used questionnaires with both closed and open-ended questions to collect data from the respondents. Close-ended questions enable easier interpretation of data as they are in immediately usable form while open-ended questions encourage the respondents to give an in-depth and felt response held in any information. The questionnaire sought to understand the perception of residents to domestic tourism and visits in SINP and the social-cultural factors that limit domestic tourism in SINP.

The questionnaires also sought to unveil if the respondents are aware of the tourism products promoted by SINP. Further, convenient sampling techniques was employed during data collection. The target population was stratified as narrated in subsection 3.6 above. After stratification, random sampling was applied, where every individual with a specified income group had an equal chance to be a respondent. The study was done in two weeks including weekends after which the exercise was closed.

### **Key Informant Interviews**

The study used guided interviews to collect information from five entities namely; SINP, Ministry of Natural Resources and Tourism (MNRT), Mwanza City Council

Tourism Department, tour operators and hoteliers in Mwanza city. The study interviewed 11 key informants in order to collect information on marketing and promotion campaign and tourism products included in the promotion materials.

The information from key informants complements the questionnaires as local communities might not be aware of the promotion campaigns and efforts that are used to promote the park. Key informants interview is recommended for its flexibility and ability to obtain in-depth information from few respondents (Kombo and Tromp, 2006). In this study, key informant interview was employed to bring to the fore products included in the promotional materials and promotion strategies used to reach the targeted residents.

### **Field observation**

Field observation explored promotion materials and strategies used to market tourism products offered by SINP, tour operators and hoteliers. The approach also explored how the residents are informed about the destinations and attractions. Field observation was used to complement the information from questionnaires and key informants' interviews and involved visiting offices and observing the type of promotional materials for tourism products being displayed and the channels used for promotion. The method assisted to directly collect information which could not be gathered if only questionnaires and key informants' interview were used. The researcher visited 11 offices (i.e. 3 government institutions, 3 tour companies and 5 hotels). During field work 123 promotion materials (e.g. 121 brochures, and 2 roll up banners) were observed in the offices. Out of 123 promotion materials observed, five (three brochures and two roll up banners) were specifically dedicated to SINP.

The remaining promotion materials marketed other destinations in the country including the famous Serengeti National Park and Ngorongoro Crater.

### **3.9 Scale**

The study used five-level Likert scale in collecting data on perception of local residents to tourism and visits in SINP.

### **3.10 Data Analysis**

Data from questionnaire survey was analysed by using Excel computer program. The analysis focused on perception of residents to domestic tourism and visits to SINP, social-cultural factors limiting domestic tourism and promotion campaigns used to market SINP. Frequencies and percentages were calculated for variables related to demography, residents' perception to domestic tourism and social-cultural factors limit domestic tourism and presented in the form of tables and graphs. Key informants (the guided interview) was subjected to content analysis to acquire important information needed for the study. Content analysis was used to analyse verbal communication by breaking down the components of recorded dialogue with the respondents during key informants' interviews into themes that describe promotion strategies used to market domestic tourism in SINP (Thomas, 2003).

### **3.11 Reliability**

Reliability refers to the quality of a measurement of procedure that provides repeatability and accuracy (Kumar, 2011). According to Creswell and Creswell (2018), reliability concerns with the extent to which a measurement of a phenomenon provides stable and consistent results. The study used approved methods to collect

data. The collected data were cleaned before the analysis. Data collection tool was pretested for reliability. Both male and female respondents were given equal chances to participate in the study. Moreover, during the study, data were collected from adults (from 18 years old and above) who had travelled or are potential travellers based on their income level (TZS 300 000 and above).

### **3.12 Validity**

According to Kumar, (2011) validity ensures that correct procedures are applied in a research study. In this study, the validity was achieved by triangulation of data collection tools. Perception of residents towards domestic tourism was validated with the type of promotional campaigns used by destination managers, tourism board, tour operators and hoteliers. Through observation, the researcher was able to prove if the residents were aware of the tourism destination, products and services which can cater their expected experiences and act as the trigger for travelling.

### **3.13 Ethical Consideration**

During the study, the researcher was introduced by letter from the Open University of Tanzania. The respondents were assured about privacy and confidentiality in the information that were gathered and acknowledged for their participation. The researcher also ensured voluntary participation of respondents during the study. Citation and acknowledgement of works of other authors was always considered. The research norms and principles such as avoid of data cheating were adhered to. Lastly, the Standard Operating Procedures (SOP) for Corona Virus Disease of 2019 (COVID-19) was observed throughout data collection period.

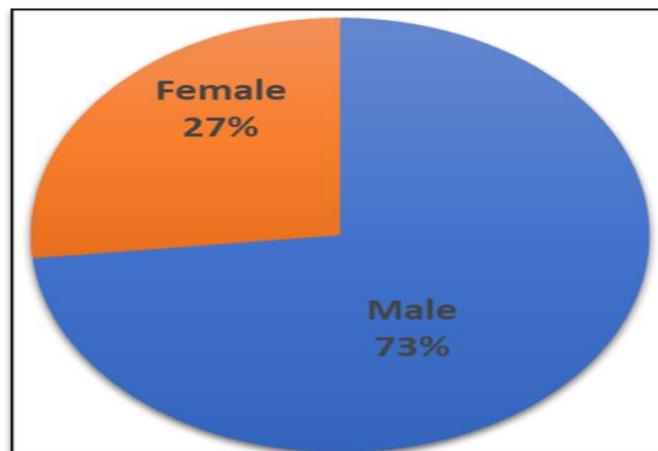
## CHAPTER FOUR

### 4.0 RESULTS

#### 4.1 Demographic Information

##### 4.1.1 Sex of respondents

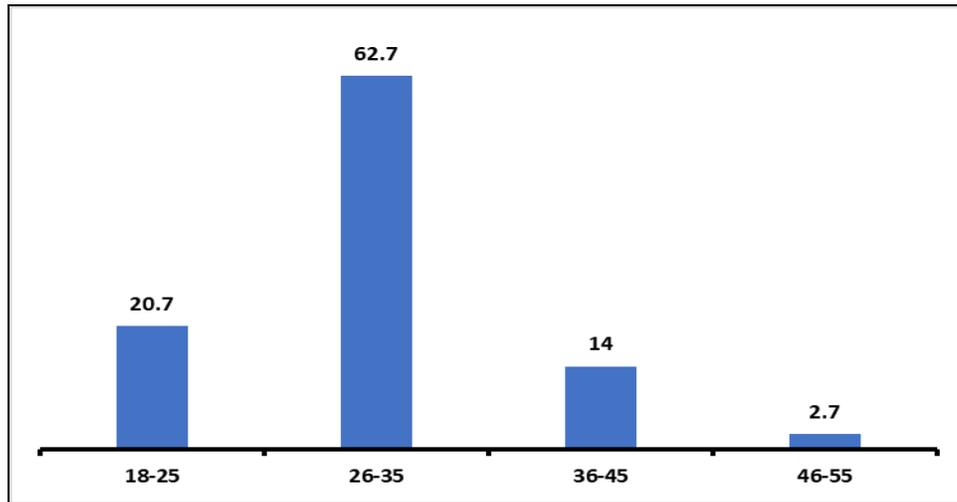
The study interviewed 150 respondents, of which 73.3 percent were male and the remaining proportion (26.7%) were female (Figure 4.1).



**Figure 4.1: Sex of respondents**

##### 4.1.2 Age of respondents

The majority (62%) of the respondents were adults at the age between 26-35 years, followed by those at the age between 18-25 years (20.1%), then respondents at the age between 36-45 years (14.0%). Age group with least proportion (2.7%) was between 46-55 years (Figure 4.2). The study, therefore, interviewed potential tourists who are autonomous in income earning, use of disposable time and money and ability to travel.



**Figure 4.2: Age of respondents**

#### 4.1.3 Marital status of respondents

The majority (74.0%) of the respondents were not married. Married respondents represented 25.3 percent of the sample, while divorced respondents were few (0.7%) (Table 4.1).

**Table 4.1: Marital status of respondents**

Marital status	Frequency	Percent
Not married	111	74.0
Married	38	25.3
Divorced	1	0.7
Total	150	100.0

#### 4.1.4 Household size

Number of household member is likely to tell travel behaviour. Many household members are indicator of dependence; hence, little is left for leisure. In Tanzania the average number of household members is 1-6, of which 2 are parents and 4 are children.

The results of the present study show the number of household members varied. Nevertheless, households with 1-3 members counted the majority (40%), followed by households with 4-6 members (38.7%) and then those with more than 6 members (21.3%) (Table 4.2). In Tanzania, household with 1-6 members is considered to be standard and cannot be considered as a hindrance for travel as the country's labour policy pays employees, spouses and four children during annual leave.

**Table 4.2: Household size**

Household members	Frequency	Percent
1-3	60	40.0
4-6	58	38.7
More than 6	32	21.3
Total	150	100.0

#### **4.1.5 Education of respondents**

Table 4.3 shows that the majority (36.7%) of respondents have college education, followed by those with university education (32.7%).

**Table 4.3: Education level of respondents**

Education level	Frequency	Percent
Primary education	28	18.7
Secondary education	18	12.0
College education	55	36.7
University education and above	49	32.7
Total	150	100.0

Respondents with primary school education accounted 18.7 percent while respondents with secondary school education accounted the least with 12.0 percent of all respondents.

#### 4.1.6 Employment type for respondents

The results in Table 4.4 show that most of the respondents (42.7%) are employed in the private sector, 30 percent are self-employed and 27.3 percent are employed in government.

**Table 4.4: Employment types of respondents**

Type of employment	Frequency	Percent
Government employed	41	27.3
Private Sector employed	64	42.7
Self employed	45	30.0
Total	150	100.0

#### 4.1.7 Employment sector of respondents

Results in Table 4.5 show the majority (26.7%) of respondents are in business sector.

**Table 4.5: Employment sector of respondents**

Employment sector	Frequency	Percent
Health	12	8.0
Business	40	26.7
Education	22	14.7
Transportation	19	12.7
Mining	5	3.3
Judiciary	6	4.0
Energy	4	2.7
Industrial production	26	17.3
Communication	3	2.0
Security	9	6.0
Hospitality	4	2.7
Total	150	100.0

Further, the study shows 14.7 percent and 12.7 percent are in education and transportation sector respectively.

#### 4.2. Residents' Perceptions for Tourism and Visits in SINP

The findings in Table 4.6 showed varied perception of whether visiting to national parks is for foreigners or residents. The assessment shows that 57 percent of respondents do not perceive that visiting to national parks is only for international tourists. Nevertheless, about 27.3 percent perceive that visiting national parks is for only international tourists. It was quite unfortunate to find that 13.1 percent of residents were unable to tell if visiting national parks is for residents or foreigners.

**Table 4.6: Perception of respondents to tourism and visits in SINP**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	86	57.3
Disagree	41	27.3
Undecided	20	13.3
Agree	2	1.3
Strongly agree	1	0.7
Total	150	100.0

##### 4.2.1 Costs to visit national parks is too expensive to locals

Results in Table 4.7 show that 53.3 percent of respondents strongly disagreed that the costs to visit national parks is too expensive to locals.

**Table 4.7: Costs to visit national park is too expensive to locals**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	80	53.3
Disagree	47	31.3
Undecided	12	8.0
Agree	10	6.7
Strongly agree	1	0.7
Total	150	100.0

About 31.3 percent of respondents disagreed that cost of visiting national parks is too expensive to locals. Eight percent of respondents were unable to tell if costs to visit national parks is too expensive to locals or not. Small proportion (6.7%) of respondents agreed and 0.7 strongly agreed that costs to visit national parks is too expensive to locals.

#### **4.2.2 Attractions in national park**

Results in Table 4.8 show that 58 percent of respondents strongly disagreed that someone can't see much while in national park. About 31.3 percent of respondents disagreed that someone can't see much while in national park. Ten percent of respondents were unable to tell if someone can't see much while in national park. Very small proportion (0.7%) of respondents agreed that someone can't see much while in national park.

**Table 4.8: Someone can't see much while in the park**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	87	58.0
Disagree	47	31.3
Undecided	15	10.0
Agree	1	0.7
Total	150	100.0

#### **4.2.3 Behavior of residents' visiting national parks in their holiday or free times**

Results in Table 4.9 show that 35.3 percent of respondents strongly agreed that locals have no habit of visiting national parks while on holiday or annual leave. About 42.0

percent of respondents were unable to tell if locals have no habit of visiting national parks while on annual leave.

**Table 4.9: Locals have no habit of visiting national parks on holidays or leave**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Strong disagree	16	10.7
Disagree	10	6.7
Undecided	63	42.0
Agree	8	5.3
Strongly agree	53	35.3
Total	150	100.0

About 6.7 percent of respondents disagreed that locals have no habit of visiting national parks. Further, results show 10.7 percent of respondents strongly disagreed that locals have no habit of visiting national parks while on holiday or annual leave.

#### **4.2.4 Customer care and services**

Results in Table 4.10 show that 48 percent of respondents strongly feel that locals get good services while in the park. About 36.7 percent feel that locals get good services while in the park. About 12.7 percent of respondents were unable to tell if locals don't get good service while in national park. Very small proportion (2.7%) agreed that locals don't get good services while in the park.

**Table 4.10: Locals don't get good services while in the park**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	72	48.0
Disagree	55	36.7
Undecided	19	12.7
Agree	4	2.7
Total	150	100.0

#### **4.2.5 National parks have no infrastructure and facilities for domestic tourists**

Results in Table 4.11 show that 44 percent of respondents strongly agree that there are infrastructure and facilities for domestic tourists. Nevertheless, the minority (2.7%) feels that parks have no facilities for leisure.

**Table 4.11: National parks have no infrastructure and facilities for domestic tourists**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	66	44.0
Disagree	61	40.7
Undecided	18	12.0
Agree	4	2.7
Strongly agree	1	0.7
Total	150	100.0

#### **4.2.6 No specific tourism product or hospitality packages for domestic tourists**

Results in Table 4.12 show that 55.3 percent of respondents strongly agreed that national parks offer products for domestic tourists. About 35.3 percent agree that national parks offer products for domestic tourists. The minority (1.3%) feels that there is no diverse product to motivate their travel. About 8 percent were unable to decide, and they were considered on leisure personnel.

**Table 4.12: National parks don't offer products for domestic tourism**

<b>Response</b>	<b>Frequency</b>	<b>percent</b>
Strongly disagree	83	55.3
Disagree	53	35.3
Undecided	12	8.0
Agree	2	1.3
Total	150	100.0

### **4.3 Factors which Limit Residents to Visit SINP**

#### **4.3.1 Awareness of attractions found in Tanzania**

During the study, respondents were asked to mention national parks found in Tanzania. Few respondents were able to mention more than one national parks. Among the national parks which were frequently mentioned by respondents was SINP (30.1%), Rubondo Island National Park 27.3 percent and Serengeti National park 12.6 percent (Appendix 4).

#### **4.3.2 Awareness to attractions found in Mwanza**

The study asked to mention national parks found in or adjacent to Mwanza. SINP was most frequently mentioned with 92.5 percent followed by Rubondo island national park with 4.4 percent (Table 4.13).

**Table 4.13: Respondents knowledge of national parks in Mwanza region**

<b>Park name</b>	<b>Responses</b>	
	<b>Frequency</b>	<b>Percent</b>
Saanane	148	92.5
Rubondo	7	4.4
Serengeti	2	1.3
Burigi Chato	3	1.9
Total	160	100.0

### 4.3.3 Time taken to the SINP

During the study respondents were asked if they are aware of time taken from Saanane national park-head office to Saanane Island (Table 4.14).

**Table 4.14: Time taken to visit SINP**

Awareness	Frequency	Percent
Yes	50	33.3
No	100	66.7
Total	150	100.0

The study findings show that more than 66.7 percent of respondents were not aware while 33.3 percent were aware and informed about time required to reach the island.

### 4.3.4 Awareness to the park's entrance fees and transport

During the study respondents were asked if they are aware of costs for park entrance fees and boat transport to Saanane Island. Study findings indicate that 59 percent of respondents were not aware of costs for park entrance fees and boat transport costs to the island. About 40.7 percent of respondents admit that they are aware of the costs for park entrance fees and transport to the island (Table 4.15).

**Table 4.15: Respondents awareness to costs for entrance fees and transport**

Awareness	Frequency	Percent
Yes	61	40.7
No	89	59.3
Total	150	100.0

### 4.3.5 Respondents awareness to attractions found in SINP

During the study respondents were asked if they are aware of attractions found in SINP. Results in Table 4.16 show that 40.7 percent of respondents are aware of attractions

found in the park while 59.3 percent admitted that they are not aware of the attractions found in the park.

**Table 4.16: Respondents' awareness of attractions found in SINP**

Awareness	Frequency	Percent
Yes	61	40.7
No	89	59.3
Total	150	100.0

#### 4.3.6 The use of disposable time

During the study, respondents were asked if they have disposable time including holidays and annual leave (Table 4.17). Results indicate that, out of 150 respondents, 140 explained to have disposable time. The study further asked them how they use their disposable time. The majority of respondents (69.1%) explained to use their disposable time to visit friends and relatives. About 8.6 percent explain to spend disposable time in clubs and bars, 5.9 percent explained to use disposable time to visit national parks, 2.6 percent explained to use disposable time to stay with family or engage in religion.

**Table 4.17: Respondents use of disposable time**

Use of time	Responses	
	Frequency	Percent
Visit friends and relatives	105	69.1
Go to clubs	13	8.6
Go to tradition dances	5	3.3
Visit national parks	9	5.9
I have no disposable time	10	6.6
Stay with family	4	2.6
Engage in religion	4	2.6
Farming	1	0.7
Visit and supervise business	1	0.7
Total	152	100.0

#### 4.3.7 Respondents monthly income

During the study respondents were asked their monthly income. Large proportion of respondents (54.7%) explain to earn between TZS 300 000 – 499 000 per month. About 29.3 percent earn TZS 500 000 – 990 000 per month while 16 percent earn above TZS 1 000 000 per month (Table 4.18).

**Table 4.18: Respondents monthly income**

<b>Income (TZS)</b>	<b>Frequency</b>	<b>Percent</b>
300 000-499000	82	54.7
500 000-999000	44	29.3
1 000 000 and above	24	16.0
Total	150	100.0

#### 4.3.8 Respondents access to paid annual leave

The study results show that 36.7 percent of respondents have paid annual leave while 63.3 percent have no paid annual leave (Table 4.19). Those with no annual leave are likely self-employed residents who traditionally have no formal time for leave, despite the fact having several breaks.

**Table 4.19: Respondents access to paid annual leave**

<b><i>Paid annual leave</i></b>	<b><i>Frequency</i></b>	<b><i>Percent</i></b>
<i>Yes</i>	55	36.7
<i>No</i>	95	63.3
<i>Total</i>	150	100.0

#### 4.3.9 Factors which limit locals to visit SINP

The majority of respondents (71.2%) admitted that inadequate savings limit them to visit SINP. Inadequate disposable time ranked the second (22.2%).

**Table 4.20: Factors which limit locals to visit SINP**

<b>Limiting factors</b>	<b>Responses</b>	
	<b>Frequency</b>	<b>Percent</b>
Lack of money	109	71.2
Lack of disposable time	34	22.2
Visiting national parks is prestige	4	2.6
Lack of information on SINP	3	2.0
No much to see	2	1.3
Aqua phobia	1	0.7
Total	153	100.0

About 2.6 percent felt that it is prestige and hence they don't feel to visit SINP. Two percent explained to lack information on SINP and hence find it difficult to visit it (Table 4.20).

#### **4.3.10 Respondents use of disposable income**

Respondents were asked to explain the use of disposable money as indicated in table 4.21.

**Table 4.21: Respondents use of disposable time**

<b>Use of disposable money</b>	<b>Responses</b>	
	<b>Frequency</b>	<b>Percent</b>
Carter for family needs	109	70.8
Add business capital	29	18.8
Pay for house rent	1	0.6
Enjoy friends in clubs and bars	4	2.6
Buy a plot of land	1	0.6
Support in education	1	0.6
Others	9	5.7
Total	154	100.0

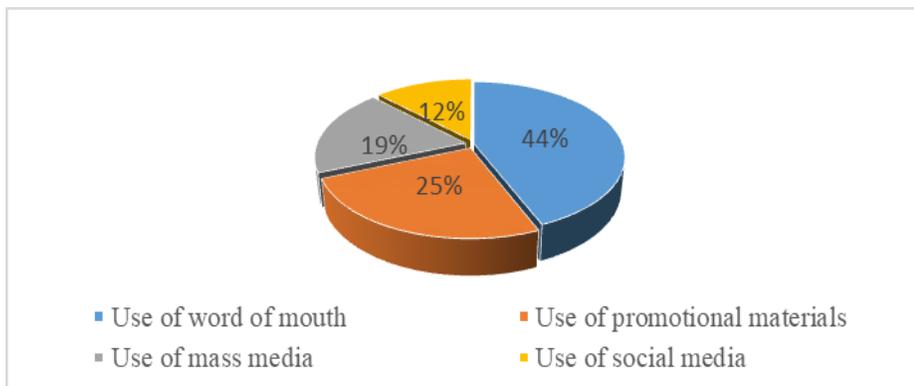
Results show most respondents (70.8%) explained using the money to meet family needs including food, clothes, air time and school fees for children. About 18.8 percent

explained to use the money as an addition to business capital, as profit from business is later used to promote family income. A small proportion (2.6%) of respondents explained to use the money to enjoy with friends in clubs and bars and 1.3 percent explained using the money to donate to orphans.

#### **4.4 Promotion Campaigns and Marketing Initiatives for Domestic Tourism in SINP**

##### **4.4.1 Initiatives to market domestic tourism in SINP**

During the study, key informants were asked how they market domestic tourism in SINP. The majority of respondents (44%) use word of mouth while in trade fairs, exhibitions, events or door to door promotion while 25 percent use promotional materials including brochures, fliers, posters to market domestic tourism in SINP. Nineteen percent use mass media (radio and TV) to market domestic tourism. Small proportion explained to use social media including Instagram, Facebook, Whatsapp and You tube to market domestic in SINP (Figure 4.3).



***Figure 4.3: Initiatives for marketing domestic tourism in SINP***

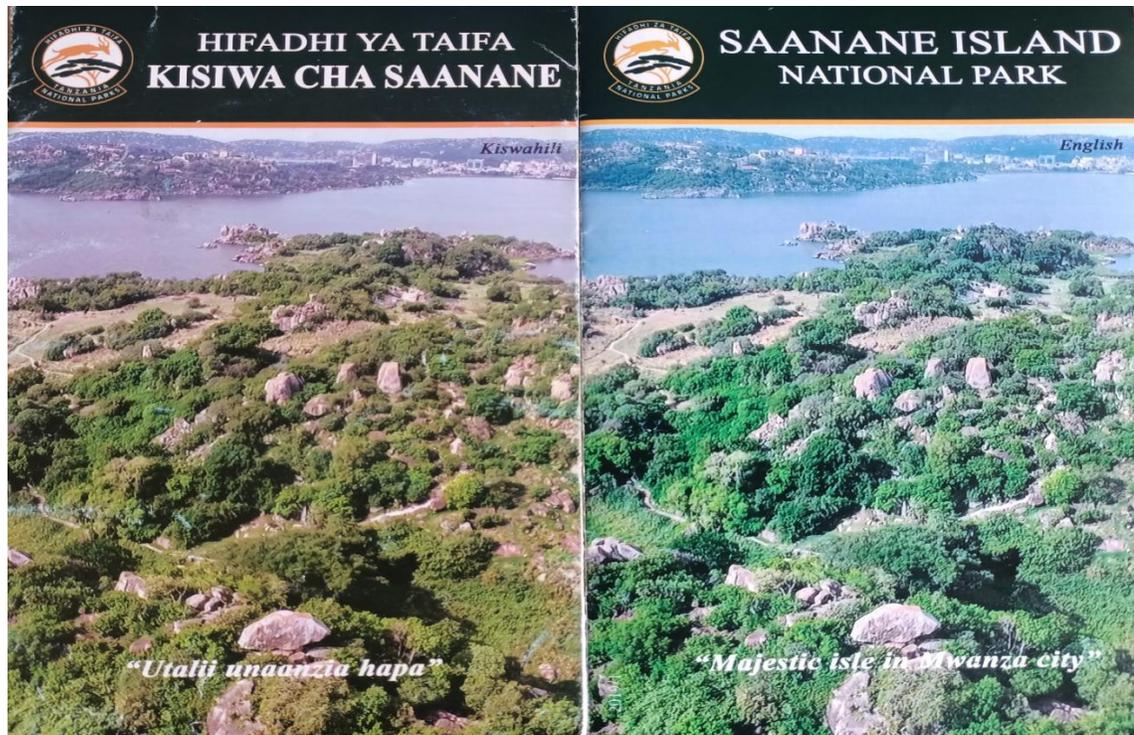
#### *4.5 Field Observation*

To complement the key informants' interview, field observation approach identified some of the onsite promotion materials used and the content in them. The study observed the fliers, brochures, banners and magazine in different offices. The study observed 123 promotions materials; 121 were brochures and 2 roll up banners from 11 different offices. Of these, only 7 (five brochures and two roll up banners) equivalent to 5 percent had promoted SINP. The brochures and banners indicated the attractions, products and facilities found in SINP as well as rates and contacts. Promotion material which marketed SINP were only found in the park, TTB office and Rock Beach Resort. (Plate 4.1).

About 8 brochures equivalent to 6 percent were found to promote other national parks including Serengeti and Burigi–Chato and other conservation entities such as Ngorongoro Conservation Area Authority (NCAA), Tanzania Forest Agency (TFS) and Tanzania Wildlife Agency (TAWA). About 43 brochures equivalent to 35 percent were found to promote facilities and services provided by hotels, lodges and tented camps. Note that these hotels are not in the national parks but rather in large cities and towns. This implies that national parks are out of the scope to hospitality owners in Mwanza.

Further, 26 brochures equivalent to 21 percent promoted tour operators' products, targeting on famous national parks and destinations including Serengeti and Kilimanjaro national parks and NCAA and mainly focus on international tourists (Plate 4.2). Even the tours operators in Mwanza were found to have packages focusing on famous

Serengeti national park and excluding a nearby SINP (Plate 4.4). The study found 41 brochures equivalent to 33 percent focused to none tourism and hospitality products (Table 4.22).



**Plate 4.1:** Swahili and English version of brochures for SINP



**Plate 4.2:** Top page of tour operators' brochure



**Plate 4.3:** A brochure of tour operator in Mwanza with only Serengeti Package

**Table 4.22: Promotion materials observed**

S/N	Office	promotional material		material target SINP	promotion content
		Brochures	Banners		
1	SINP	3	2	5	Attractions, products and facilities in SINP
2	TTB	39	0	1	Attraction, products and facilities in SINP
3	MWANZA COUNCIL CITY OFFICE	52	0	0	Facilities and safari packages in northern circuit
4	ROCK BEACH RESORT	1	0	1	Attraction, products and facilities in SINP
5	HOTEL FARMS	1	0	0	Hotel facilities and rates
6	RYANS BAY HOTEL	8	0	0	Hotel facilities and rates
7	GOLD CREST HOTEL	2	0	0	Hotel facilities and rates
8	NEW MWANZA HOTEL	1	0	0	Hotel facilities and rates
9	SAYONA TOURS	2	0	0	Facilities and safari packages in northern circuit
10	NATURE LAND SAFARI	1	0	0	Facilities and safari packages in northern circuit
11	MASUMIN TOURS	10	0	0	Facilities and safari packages in northern circuit
	TOTAL	121	2	7	

## CHAPTER FIVE

### 5.0 DISCUSSION

Enhancing domestic tourism should be an agenda in Africa, as tourism has been praised as a tool for economic development (Dube, *et. al.*, 2023; Kilungu, 2023; Abdukhamidov, *et al.*, 2022; Setokoe, 2021; Kyara, *et. al.*, 2021). Nevertheless, in Tanzania, domestic tourism studies have largely focused on factors limiting its growth (Melubo, 2020), with inadequate recommendations on what should be done to enhance its growth. To enhance domestic tourism in Tanzania, this study brings to the fore the perception of local residents to domestic tourism using SINP as case study. In Tanzania, Saanane Island National Park is the closest, easiest and cheapest to visit by domestic tourists as it takes only 15 from the city centre of Mwanza to the park. The short distance to the park reduces the long-haul costs that hinders tourism participation as discussed in Basera (2018). The costs for visiting the park is only about TZS 8700 each for a group of 15 adults. This cost includes park entrance fees, boat transport and guiding services. The study by Kabote (2019) in Zimbabwe found domestic tourists prefer destinations which are closer to their residential areas than distant ones. However, this is not the case for the Tanzania as domestic tourism in SINP a destination is still low (cf. Figure 1; Chapter 1 of this study).

Kara and Mkwizu (2020) noted demographic factors including gender, sex, education level and marital status influence tourism participation. The results of this study align with previous study that the age between 18-35 year is well inculcated with motivation

to travel are willing to do so. Age is an important demographic factor which influence individual's desire to travel (Kara and Mkwizu, 2020). According to Kara and Mkwizu (2020) gender is another major factor influence travel demand. During the study the majority of both male and female respondents strongly disagree that visit to national parks in only for international tourists. From the study results, both male and female respondents are potential clients to SINP. The findings are contrary to Collin and Tisdell (2002) who noted travel patterns and engagement to tourism to vary between men and women thus, men travel more frequently compared to the counterpart women. Marital status affects someone's' travel decision, predicts travel pattern and determine vacation decisions. For instance, Lee and Bhargava (2004) found that married couples spend less time enjoying leisure than the singles.

During the study, the majority of single respondents strongly disagree that visit to national parks is only for international tourists. The results imply that respondents who are un married are more willing to visit the park compared to respondents who are married. Moreover, the majority of small households with one to three members strongly disagree that visit to national parks is only for international tourists. Morris *et. al.* (2015) argue that understanding the relationship between how we travel and how we feel offers insight into ways of improving existing transportation services, prioritizing investments, in turn, tourism. Thus, bringing to the fore the costs and distance to and from destinations is vital to enhancing domestic tourism. This helps in building a good destination image and/ or appeal, that in turn enhance domestic tourism (Basera, 2018).

This is probably the case as the findings in this study show that the majority of residents feel that visiting national parks is not too cost. But if this is the case, why still not travelling? The results in this thesis, thus do not support that long haul and high travel cost are the challenge for domestic tourism as argued by Bukely *et al.* (2015).

Poor customer care has been discussed as among the challenges for tourism development, nevertheless, the respondents in this study didn't perceive to be a challenge. Awareness to a destination is considered to be a push factor for someone to travel. The findings in this study show that awareness of Tanzanian tourist destinations among the citizens is poor, as respondents failed to mention at least five Tanzania national parks of their interest. The result signifies that destinations image for Tanzanians is still not well built. Kara and Mkwizu (2020) noted destination image to be among the pool factors for tourists to travel. For the case of this study, most of the respondents confessed not to be aware of the total costs required for someone to visit SINP, time which is needed to reach the park and attractions found in the park. Knowing the cost of visit is a major pull factor and plays a major role in destination appeal and tourists decision to visit a destination (Nicolau and Mas, 2020). Perception that a destination is cost is likely to affect domestic tourist visitation. Nevertheless, during the study, respondents had positive perception that the cost of visiting the SINP is not too high but visiting the park is for international tourists. The results are contrary to study conducted by Mato (2022); Basera (2018) and Richardson (2013) who found residents to perceive visiting to national parks to be less exciting, expensive and special for foreigners.

Even though the three levels in Maslow hierarchy of needs have been fulfilled, travel culture is among the factors that hinder the growth of domestic tourism (Camiller, *et. al.*, 2018). Travel for nature makes a country to realise its domestic tourism and its contribution to nature conservation. However, the current study found that travel for nature is not well inculcated to most Tanzanians. This was evident as respondents explained how they spend their extra income on visiting friends and family members. The results imply that Tanzanians are not ready for nature and if the situation is left the way it is now, conservation will not have its value to Tanzanians. As a results, poaching will continue to rise. The culture of travel to tourism destinations is not well developed among the local residents and this makes them to prefer to visit their relatives and friends during holidays and annual leaves than visiting tourist destinations. The findings are parallel with Basera (2018) who found that there is a social bond among relatives and friends which make most people prefer to visit their rural areas during holidays than visiting tourism destinations. Thus, to enhance domestic tourism in Tanzania, the social bond needs to be built among people to visit nature.

The cost to a destination, especially travel has been a challenge to residents to engage in domestic tourism as it is in many countries (Basera, 2018). However, this should not be the case for SINP as the travel cost is minimal due to close vicinity to Mwanza city. The study found inadequate savings for nature visits to limit residents to engage in tourism. The findings are parallel with Basera (2018), Mato and Mosoma (2022), Melubo (2020), Ngari (2017), Morupisi and Mokgalo (2022) who found lack of disposable income to hinder residents to participate in domestic tourism.

Competing needs is another factors that affect someone to engage in tourism. For instance, payment of school fees and meeting daily bills are mentioned to hinder someone to engage in tourism (Melubo, 2020) and hence perceived as an unnecessary expenditure (Cooper *et al*, 2011). The findings imply that the decision to engage in tourism come after fulfilling all the basic needs. According to Kihima (2015) in many African settings a travel culture is considered as a luxury and unnecessary that many can't afford or they take such activity for granted. Tanzania being one of the African countries, engaging in tourism is still viewed as a luxury need. Maslow's hierarchy of needs, explains the behaviour of people to fulfil basic needs first before moving to higher-level needs including tourism (Simkova and Holzner, 2014). But this is psychological as the study found respondents still spend their income with friends in clubs and the same income would have been partly spent for tourism.

Furthermore, how and where to spend leisurely depends on how much you know about the surrounding environment. The study assessed promotional campaigns to market SINP as Robert *et al*. (2007) argued that promotion for tourism is designed to enhance familiarity with the destination and hence create demand for tourism products or services. Promotion is designed to inform potential visitors about the tourism product offered and innovative attributes. The present study observed different promotion materials put in different offices in Mwanza city. Unfortunately, the study found very few promotion materials of which only seven out of 123 promotion materials promoted the SINP. The study findings are contrary to Basera (2018) who noted that marketing

tourism stimulates demand for locals to visit a destination. Further, analysis shows that word of mouth in trade fairs, exhibition, events and door to door visits was opted for tourism promotion. Similar findings were reported by Basera (2018) who found local tour operators to use word of mouth in exhibitions and trade shows as a marketing strategy to attract tourists to destinations.

Use of trade fairs and events to promote domestic tourism had been observed in the Nane Nane exhibition, whereby tourists are advocated to visit different national parks with reduction in traveling costs. However, this should not be the key promotion strategy for domestic tourism as Tanzania has a long history of conservation and this will not enhance the growth of domestic tourism. The use of mass media and social media were also observed to be limitedly used in promoting domestic tourism. Language barrier was also observed to be the challenges for promoting domestic tourism as the majority of the printed promotion materials were in English (Refer to Plate 4.2 and 4.3, promotion materials for safari destination).

Richardson, (2013) noted that lack of information prepared in native language to hinder spreading of knowledge and awareness to residents about the available attractions in their locality. During the study, promotion materials were also observed in lux offices and hotels where most of the residents do not prefer to go in. The language and the method used to distribute the promotion materials to local residents were not friendly for promoting domestic tourism in SINP and in the country at large. This was justified, as

the promotion package does not largely and directly target residents. The study findings concur with Mato and Mosoma (2022) who found tourism promotion in the country to minimally target domestic tourists.

## **CHAPTER SIX**

### **6.0 CONCLUSION AND RECOMMENDATIONS**

#### **6.1 Conclusion**

The study assessed ways to enhance domestic tourism in Tanzania as tourism has been seen as a tool for economic development. The study assessed the perception of local residents to tourism and visits in SINP, social-cultural factors that limit domestic tourism, and promotional campaigns used to market domestic tourism. The majority of respondents perceived visiting national parks as not only for foreigners but for locals as well. Nevertheless, the saving for nature travel is not their priority due to poor knowledge of the total cost of visiting the park. Awareness on the cost and distance to the park is likely to enhance domestic tourism in protected areas of Tanzania. Lack of this information makes most Tanzanians spend their disposable time and income to visit friends and relatives or spend time and income in bars and night clubs.

Inadequate saving for nature travel is a limiting factor to enhance domestic tourism in Tanzania. The findings provide insights that the country has to invest in awareness creation on the importance of travelling and incentivise visiting for government employees through tourism trips so that to cultivate the culture of nature traveling. This is proposed because it was observed that respondents have no culture of saving time and money for visiting national parks. This is evidenced from the fact that when respondents were asked about the use of disposable time, they explained to use it for visiting friends and relatives or spend it in bars and night clubs. They also explained to use disposable

income in family needs. From the study findings, visiting the park is not at all a preference to local residents and culture of traveling through saving money and allocating time is less cultivated among the Tanzanians.

Promotion materials targeting tourist destinations are vital to enhance domestic tourism. Nevertheless, the study found limited promotion materials targeting Tanzanians in different offices. The study found very few promotion materials of which only 7 out of 123 promotion materials promoted SINP. Use of social media is a likely the best promotional channel for tourism destinations and products. However, use of social media is not well capitalised as it was mentioned by key respondents to be limitedly used to market the park to domestic tourism.

## **6.2 Recommendations**

In order to enhance domestic tourists in SINP, this study recommends promotion materials for domestic tourism to be prepared in Kiswahili and be distributed in easily accessible areas. The study also recommends the park and tourism stakeholders in Mwanza to use social media as one of the methods of promoting the park to domestic tourism since the method is cheap and can reach many people at a time.

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**APPENDICES**

**LIST OF APPENDICES**

**Appendix 1: Questionnaire**

Street..... Ward .....

Division ..... District .....

Date .....

A: General information of the respondent

A1: Age of respondent (years).....

A2: Sex: (1) Male..... (2) Female .....

A3: Marital status: (1) Single..... (2) Married..... (3) Divorced..... (4) Widowed  
.....

A4: Size of household (if married) .....

A5: Number of dependents: .....

A6: Level of education

(1) No formal school

(2) Primary education

(3) Secondary education

(4) Others (specify) .....

## A7: Source of livelihood and income

SN	Livelihood activity	Rank <sup>1</sup>	Annual income (TZS)
(1).	Farming		
(2).	Fishing		
(3).	Petty trading		
(4).	Employment		
(5).	Others		

A8: What is duration of residence in the current domicile (years) .....

## B: Perception of visits in Tanzania national parks

B1: ..... visits to NP is for foreigners only

B2: ..... visits to NP is too expensive for locals

B3: ..... visits to NP has no much to see

B4: ..... locals are poorly treated while in NP

B5: ..... locals have no traveling culture

Codes: 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly agree

**C: Social-cultural factors that limits domestic tourism**

C1: What do you do during your leisure time including holidays and annual leave?

.....

C2: What are the factors which limit you from visiting the park?

1 = Lack of traveling culture, 2 = low income, 3 = remoteness and lack of accessibility,  
4=lack of facilities for locals, 5= lack services for locals, 6 = lack of amenities for locals,  
7=lack of awareness and promotion, 8=lack of disposable time, 9=others

**D: Packaging and publicity of tourism destinations and their attractions**

D1. Have you ever visited NPs as tourist destination? ..... Code: 1 = Yes, 2 = No

D2. If yes is there special rates for locals to visit NPs? ..... Code: 1 = Yes, 2 = No

D3: Are the rates for visiting NPs friendly and affordable to locals? .....

Code: 1 = Yes, 2 = No

D4. Do you have access to information on various tourist destinations and their attractions in the country? ..... Code: 1 = Yes, 2 = No

D5: Do you access information on the attractions available in Saanane islands NP?

Code: 1 = Yes, 2 = No

D6: What are your main sources of information on tourist destinations and their attractions?.....Code: 1 = media, 2 = Family members/friends, 3 = Internet, 4 = park staff, 5= social media, 6= others

D7. Do you understand well the information which is being delivered and the packaging on tourist destinations and their attraction? ..... Code: 1 = Yes, 2 = No

**Appendix 2: Checklist of questions for Key Informants**

A: Factors that limits domestic tourism

A1: How long have you been operating tourism business in your locality?

.....

A2: Who are the main clients in your tourism business?

.....

A3: Do you receive travel requests or bookings to national parks from locals? .....

Code: 1 = Yes, 2 = No

If No: Explain

.....

A4: What are the factors which limit the locals to visits NPs?

.....

A5: Do you think NPs are equipped enough in terms of facilities and amenities to host

locals? Code: 1 = Yes, 2 = No

A6: Do you think SINP is easily accessible by locals? ..... Code: 1 = Yes, 2 = No

(1) If yes: explain .....

(2) If no: explain

.....

B: Packaging and publicity of tourism destinations and their attractions

C1: Do you have packages and rates targeting locals to visit NPs ..... Code: 1 = Yes,

2 = No

C2: How do you deliver information on packaging of tourist destinations and their attractions to local residents?

**Appendix 3: Wards and streets visited during survey**

Ward	Frequency	Percent
Pamba	27	18.0
Butimba	11	7.3
Igogo	2	1.3
Mirongo	3	2.0
Mbugani	5	3.3
Total	150	100.0
<b>Streets</b>		
Nyamagana	1	.7
Makoroboi	7	4.7
New Mwanza hotel	10	6.7
Mbita	4	2.7
Kamanga	19	12.7
Railway station	5	3.3
Rwagasore	9	6.0
Karuta	9	6.0
Esawa	5	3.3
Makongoro	1	.7
Kapripoint	10	6.7
Igogo	26	17.3

Thaaqafa	3	2.0
TANESCO	1	.7
Nyamagana East	14	9.3
Miti Mirefu	13	8.7
Mbita	1	.7
Uhuru	1	.7
Total	150	100.0

**Appendix 4: Respondents knowledge to national parks found in Tanzania**

National park name	Responses	
	N	Percent
Rubondo	50	27.3
SINP	55	30.1
Serengeti	23	12.6
Mkomazi	6	3.3
Gombe	3	1.6
Ibanda Kyerwa	2	1.1
Ruaha	8	4.4
Tarangire	8	4.4
Manyara	5	2.7
Katavi	3	1.6
Saadani	4	2.2
Mikumi	6	3.3
Kilimanjaro	2	1.1
Rumanyika-Karagwe	3	1.6
Mahale	1	0.5
Arusha	3	0.1
Burigi –Chato	1	0.5
Total	183	100.0

**THE OPEN UNIVERSITY OF TANZANIA**

**DIRECTORATE OF POSTGRADUATE STUDIES**

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**Our Ref: PG201902028**

1<sup>st</sup> September 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 1<sup>st</sup> 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 1<sup>st</sup> 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. NDILOLIA, Dografias Nicholas, Reg No: PG201902028 pursuing Master in Tourism Planning and Management (MTPM). We have by grant this clearance to conduct a research titled "Factors Affecting Domestic Tourism in Tanzania Destinations: Saianwe Island National Park". He will collect his data at your office from 2<sup>nd</sup> September 2022 to 30<sup>th</sup> 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 23408, Dar es Salaam Tel: 022-2-2668923. We fully thank you in advance for your assured cooperation and facilitation of this research academic activity.

Yours,

**THE OPEN UNIVERSITY OF TANZANIA**

Prof. Magrith S. Buchacha  
**DIRECTOR OF POSTGRADUATE STUDIES.**



JAMHURI YA MUUNGANO WA TANZANIA  
WIZARA YA MALIASILI NA UTALII  
HIFADHI YA TAIFA SAANANE



Unapojibu tafadhali taja:  
Kumb. No. TNP/SINP.PF.1075

Taraha: 02.09.2022

Director of Post Graduate Studies  
Open University of Tanzania  
P.O. Box 23409  
Dar es Saalam

**RE: RESEARCH CLEARANCE**

Kindly refer to above mentioned subject.

The Office of the Park Incharge Saanane Island National Park on behalf of Conservation Commissioner - TANAPA has received your letter dated 1<sup>st</sup> September 2022 with reference number PG 201902028 regarding the subject above.

I would like to inform your office that research permit has been granted to Mr Deogratius Nicholaus Ndelolia of Open University of Tanzania, Mwanza Centre, who is Pursuing Master Degree in Tourism Planning and Management (MTPM) to conduct the research titled "Factors affecting Domestic Tourism in Tanzanian Destinations: Saanane Island National Park" from 2<sup>nd</sup> September to 30<sup>th</sup> September 2022. The park will provide necessary support and assistance to student while conducting the research.

Cooperatively yours,

  
Upendo A. Saibul  
For: Park Incharge



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"HIFADHI ENDELEVI KWA MAENDELEO"