

**PROMOTING PUBLIC AWARENESS ON THE EXISTING CULTURAL  
HERITAGE TOURISM SITES: A CASE OF DAR ES SALAAM CITY**

**RAHEL LUCAS KISUSI**

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

**2014**

**CERTIFICATION**

I, the undersigned certify that I have read and hereby recommends for acceptance by the Open University of Tanzania, a dissertation entitled, “Promoting Public Awareness on the Existing Cultural Heritage Tourism Sites: A Case of Dar es Salaam City” in partial fulfillment of the requirements for award of the degree of Masters of Arts in Tourism Planning and Management of the Open University of Tanzania.

.....  
**Dr. Athumani S. Samzugi**

**(Supervisor)**

.....  
Date

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I, Rahel Lucas Kisusi, do hereby declare that this dissertation Promoting Public Awareness on the Existing Cultural Heritage Tourism In Dar es Salaam City is my own original work, and that it has not been submitted for a similar degree in any other University.

.....

Signature

.....

Date

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## **ABSTRACT**

This study was designed to identify and assess means and ways to promote public awareness on the existing cultural heritage tourism sites in Dar es Salaam City. Specifically, it sought to assess extent to which available heritage assets were known to general public; to identify means used to promote public awareness on the existing cultural heritage assets; to assess the effectiveness of public awareness creation strategies on available heritage assets; and to examine environment suitable to support public awareness campaigns on heritage assets. To do so, questionnaire was administered to 54 community members and 20 tourists conveniently chosen, while interview was conducted to 10 key informants from responsible institutions. Findings show that most of the cultural heritage assets were known in general but only few of the places were known as cultural heritage tourism sites. Main source of knowledge for majority was informal education and training programs in schools, colleges and universities. Moreover, mass media was considered as main means of promoting cultural heritage tourism.. However, public awareness creation strategies on available heritage assets were considered somehow effective as some sources which could be useful were inadequately accessible. Emphasized environment for public awareness aspects include support in terms of funding, suitable heritage tourism policies, making cultural heritage a priority by responsible authorities, and government prioritization in budgeting and organization of cultural heritage related things. It was also called for sponsored workshops and trainings, establishment of cultural tourism centre, provision of free visits, and provision of cultural heritage awareness campaigns in schools, colleges and universities in order to impart public awareness on cultural heritage tourism.

## TABLE OF CONTENTS

<b>CERTIFICATION .....</b>	<b>ii</b>
<b>COPYRIGHT .....</b>	<b>iii</b>
<b>DECLARATION .....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>xii</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS .....</b>	<b>xiv</b>
<b>CHAPTER ONE .....</b>	<b>1</b>
<b>1.0 INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Statement of the Problem.....	5
1.3 Research Objective .....	6
1.3.1 Main Objective.....	6
1.3.2 Specific Objectives.....	6
1.4 Research Questions.....	7
1.5 Significance of the Study.....	7
1.6 Scope and Limitation of the Study .....	8
1.7 Definitions of Key Terms and Concepts .....	8
1.7.1 Cultural Heritage Sites .....	8
1.7.2 Cultural Heritage Tourism .....	9
1.7.3 Public Awareness .....	9
1.8 Thesis Structure .....	9

<b>CHAPTER TWO .....</b>	<b>11</b>
<b>2.0 LITERATURE REVIEW .....</b>	<b>11</b>
2.1 Introduction.....	11
2.2 Importance of Cultural Heritage Tourism .....	11
2.3 Classification of Cultural Heritage tourism.....	13
2.4 Cultural Heritage Sites in Tanzania.....	14
2.5 Importance of Cultural Heritage Tourism in Urban Areas.....	15
2.6 Role of Public Awareness on Cultural Heritage Tourism Growth.....	17
2.7 Models and Theories of Communication and Social Change Marketing.....	18
2.7.1 AIDA Model .....	19
2.7.2 AKAP Sequence.....	20
2.7.3 Lasswell Model of Communication.....	20
2.8 Strategies for Promoting Public Awareness .....	22
2.9 Effective Public Awareness Creation for Cultural Heritage Tourism in Cities	26
2.10 Enabling Environment for Public Awareness Campaigns for Cultural Heritage Tourism Growth.....	28
2.11 Synthesis on the Nexus Between Public Awareness Raising and Cultural Heritage Tourism Growth.....	29
<b>CHAPTER THREE .....</b>	<b>31</b>
<b>3.0 RESEARCH METHODOLOGY .....</b>	<b>31</b>
3.1 Introduction.....	31
3.2 Study Area .....	31
3.3. Research Design .....	35
3.4 Population of the Study .....	35



3.5	Sample Size and Sampling Techniques .....	36
3.5.1	Sample Size.....	36
3.5.2	Sampling Techniques .....	36
3.6	Data Collection Instruments .....	37
3.6.1	Primary Data .....	37
3.6.2	Secondary Data collection.....	39
3.7	Pilot Study (Questionnaire Pre-testing) .....	39
3.8	Administration of Research Instruments .....	40
3.9	Data Processing and Analysis.....	40
3.10	Ethical Consideration.....	40
	<b>CHAPTER FOUR.....</b>	<b>41</b>
	<b>4.0 DATA ANALYSIS AND FINDINGS PRESENTATION.....</b>	<b>41</b>
4.1	Introduction.....	41
4.2	Demographic Data .....	42
4.2.1	Distribution of Respondents by Districts .....	42
4.2.2	Respondents by Age.....	42
4.2.3	Respondents' Sex .....	43
4.2.4	Community Respondents Education Levels .....	44
4.2.5	Respondents' Occupation.....	45
4.2.6	Tourists' Visit Group Type .....	45
4.2.7	Distribution of Tourists Respondents by Country of Origin.....	46
4.2.8	Purpose of Visit.....	47
4.2.9	Factors influenced tourists' visits.....	48
4.3	Extent of knowledge on Available Heritage Assets by the General Public .....	50

4.3.1 Knowledge on the Existing Sites by Community .....	50
4.3.2 Source of Information by the Community about the existence of known Cultural Heritage Sites.....	53
4.4 Means of Promoting Public Awareness on Heritage Assets in Dar es Salaam	55
4.4.1 Source of information by the Community .....	55
4.4.2 Source of information that influenced Tourist Visit .....	56
4.4.3 Source from which tourist obtained information .....	57
4.5 Effectiveness of the Public Awareness Creation Strategies on Available Cultural Heritage Assets. ....	58
4.5.1 Perception on the Effectiveness of Sources of Public Awareness Campaigns .	58
4.5.2 Effectiveness of Awareness of Cultural Heritage Assets Strategies .....	61
4.5.3 Accessibility of the Sources of Information .....	65
4.6 Environment for Supporting Public Awareness Campaign on Heritage Assets .....	69
4.7 Opinions from Community on improving Cultural Heritage Tourism in Dar es Salaam .....	74
4.8 Findings from Qualitative Investigation .....	76
4.8.1 Visited Institutions and Individuals for Interview .....	76
4.8.2 Results from the Interview .....	78
4.9 Chapter Summary .....	81
<b>CHAPTER FIVE.....</b>	<b>83</b>
<b>5.0 DISCUSSION OF THE FINDINGS .....</b>	<b>83</b>
5.1 Introduction.....	83
5.2 Knowledge by the General Public on Available Heritage Assets .....	83

5.3 Means used to Promote Public Awareness on the Existing Cultural Heritage Assets in Dar es Salaam.....	87
5.4 The Effectiveness of the Public Awareness Creation Strategies on Available Heritage Assets.....	89
5.5 Environments for Supporting Public Awareness Campaigns on Heritage Assets.....	96
<b>CHAPTER SIX .....</b>	<b>100</b>
<b>6.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS .....</b>	<b>100</b>
6.1 Introduction.....	100
6.2 Summary.....	100
6.3 Conclusion .....	101
6.4 Recommendations.....	102
6.4. Recommendations to Improve Knowledge on Available Heritage Assets by General Public .....	102
6.4.2 Recommendations to Enhance Accessibility of Community to Cultural Heritage Sites.....	103
6.4.3 Recommendations to Improve Goodwill and Cooperation to Tourists .....	103
6.4.4 Recommendations to Improve Ethics of Cultural Heritage Care.....	103
6.5 Areas for Further Research.....	104
<b>REFERENCES.....</b>	<b>105</b>
<b>APPENDICES .....</b>	<b>110</b>

## LIST OF TABLES

Table 4.1:	Distribution of respondents by District.....	42
Table 4.2:	Respondents by Age .....	43
Table 4.3:	Respondents' Sex .....	44
Table 4.4:	Community Respondents Education.....	45
Table 4.5:	Respondents' Occupation.....	46
Table 4.6:	Tourists' Visit Group Type .....	46
Table 4.7:	Distribution of Tourists by Country.....	47
Table 4.8:	Source of Knowledge on the Existing Cultural Heritage Sites.....	54
Table 4.9:	Perception by Tourists on Effectiveness of Sources of Public Awareness campaigns regarding Cultural Heritage Assets .....	60
Table 4.10:	Perception by Community on Effectiveness of Sources of Public Awareness campaigns regarding Cultural heritage Assets .....	61
Table 4.11:	Reflection of Cultural Heritage Assets' Public Awareness Strategies..	63
Table 4.12:	Accessibility of the Source of Information.....	68
Table 4.13:	Opinion of the Community on Environment for Supporting Public Awareness Campaigning on Heritage Assets .....	71
Table 4.14:	Opinions of the Tourists on Environment for Supporting Public Awareness Campaign on heritage assets .....	73
Table 4.15:	Opinions from Community .....	76
Table 4.16:	Institutions Visited and their Respective Cultural Heritage Promotion Functions.....	77

## LIST OF FIGURES

Figure 2.1: A Conceptual Model for the study .....	18
Figure 3.1: Dar es Salaam City Centre Map .....	32
Figure 4.1: Purpose of Visits.....	48
Figure 4.2: Factors influenced Tourists' visits .....	49
Figure 4.3: Type of Tourism attraction in Tanzania attracting more to visit.....	50
Figure 4.5: Knowledge of sites by Community Respondents in Dar es Salaam.....	53
Figure 4.6: Where community obtained information from .....	56
Figure 4.7: Source of Information that influenced tourist visit.....	57
Figure 4. 8: Source of Information tourist obtained.....	58

## **LIST OF ABBREVIATIONS**

AIDA:	Attention – Interest – Desire – Action
AKAP:	Awareness – Knowledge – Attitude – Practice
CDs:	Compact Discs
CNN:	Cable News Network
DCC:	Dar es Salaam City Council
DVDs:	Digital Video Disc
EUROMED:	European-Mediterranean Partnership for Economic Development
GDP:	Gross Domestic Product
GDS:	Growth and Development Strategy
HEAR:	Headquarters of East African Railway
JNIA:	Julius Nyerere International Airport
MNRT:	Ministry of Natural Resources and Tourism
n.d:	No Date
NGO:	Non Government Organizations
NSGPR:	National Strategy for Growth and Poverty Reduction
PhD:	Doctor of Philosophy
PR:	Public Relations
SITE:	Swahili International Tourism Expo
SPSS:	Statistical Package for Social Sciences
TBC:	Tanzania Broadcasting Corporation
TCRA:	Tanzania Communication and Regulatory Authority
TTB:	Tanzania Tourism Board
UNESCO:	United Nations Educational, Scientific and Cultural Organization

URT: United republic of Tanzania

WHS: World Heritage Sites

WTM: World Travel Market

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1 Background of the Study**

Cultural tourism can be defined as a subset of tourism concerned with country or region's culture and its customs. Indeed, it generally focuses on communities who have unique customs, unique form or art or different social practices. It includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. Other scholars like Richards (1996:24) defined cultural heritage tourism as "travelling to experience the places, artifacts, and activities that automatically represent the stories and people of the past and present.

The term is also used by Lwoga (2011) to refer to visits to cultural heritage assets such as archeological sites, museums, places, historical buildings, famous buildings, ruins, arts, sculpture, crafts, galleries, festivals, events, music and dance, folk arts, theatre, ethnic cultures/communities, churches, cathedrals/mosques and other things to represent people's culture. Mckertcher and du Cross (2002), use the term cultural tourism to connote the movements of persons essentially for cultural motivations such as performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study folk-role or art and pilgrimages. Richards (2003) considers Cultural Heritage Tourism to cover all aspects of resources involved in cultural tourism including archeological sites, historical sites, paleontological sites and museums, architectural ruins, famous buildings and towns, arts, sculpture events, music and drama.



Tourism sector is generally acknowledged to contribute significantly to the economy of the country and one of the main engines of economic and social development. For example, Tanzania is today greatly benefiting from cultural heritage tourism, this is due to the flow of tourists coming from all corners of the planet just to see what is available then set aside for future generations, and due to this it contributes much in the country income. (The Citizen, Friday, 7 March 2014). In the country, the sector creates employment, generates foreign exchange earnings and tax revenue and it supports 624,000 jobs in the year 2010 (Mnaku, 2011). It provides jobs on the Mainland and a further 11,500 workers and 45,000 people engaged in tourist activities in Zanzibar (Tairo, 2011). In 2011, the tourism sector contributed 17.5 percent of the country's gross domestic product (GDP) and nearly 25% of the total export earnings, the second foreign exchange earner after agriculture (Mnaku, 2011). This contribution is from both natural tourism and cultural tourism.

As a subsector, cultural heritage tourism is powerful economic development because it creates jobs, provides new business opportunities, strengthen local economies and preserving local traditions. In addition, it also provides an opportunity for the tourists to see, understand and appreciate other cultures (URT, 1991:11). Studies assert that, heritage attractions increase local value-added through expanding tourist's expenditures (entrance fees, tours, local transport and merchandising), diversification of the tourism experience beyond wildlife, sun, sea and sand, tourism product differentiation, as well as spreading tourism geographically beyond the hotel and the beach. It is argued that about 70% of earnings from tourism sector emanates from heritage tourism. Besides, heritage sites play a major role in reflecting cultural

heritage and they assist in ensuring that people continue to be aware of their cultural identities, history and traditions.

Dar es Salaam city is among places in Tanzania that are endowed with numerous cultural heritage assets such as museums, monuments, and other historic sites that promise for bettering the economy and its people. The city is called a heaven of peace and has a tremendous potential for cultural tourism. The city contains different architecture designs presenting various past occupancy of the area such as Arabs, Indians, Germans and British. In fact, Dar es Salaam city can be viewed as cultural centre whereby Asian and European culture meets. Buildings left by intruders are considered as national heritage assets. These assets are Askari Monument, Clock tower, City Garden along Samora Avenue/ Shabaan Robert Garden Street, Mnazi Mmoja Ground, National Stadium, The White Fathers Building and Lutheran Church Kivukoni. Others are St Joseph Cathedral, City Council Offices, Old Boma, The Karimjee Hall, Mbuamaji, Kunduchi ruins and others related to these, mention few (The Citizen; On Friday, 7<sup>th</sup> March 2014). It is through this background that the National Tourism Policy (1999:11) encourages individuals and local authorities such as Dar es Salaam city to support and promote the tourism industry by documenting, publishing and disseminating information on cultural attractions.

Dar es Salaam city, however, attracts only a small portion of the tourism market. Studies connote that, the city has not succeeded in building up a creative environment that encourages tourists to extend their stay and expenditure. Despite its richness in cultural heritage assets, the city has for long remained as the tourist

gateway to remote coastal, southern and northern circuits (Lwoga and Kessy, 2010). Furthermore, findings by Lwoga and Kessy, (2010), indicate low tourists stay in Dar es Salaam in relation to those who disembark at Julius Nyerere International Airport (JNIA) and Ubungu Bus Terminal. Many tourists use the city as a hub to route to other destinations such as Zanzibar, Serengeti, Bagamoyo, and Mount Kilimanjaro. As the result the city loose potential economic opportunity such as foreign currency, job creation as well as chance to re-brand itself as a desirable destination (Whitney 2014).

The implementation of cultural heritage tourism will have a positive impact to the people of Dar es Salaam as well as the country in general. If implemented such opportunities include new businesses such as tour operators, tour guides and others that has potential to reduce poverty as envisages in the Vision 2025 and the National Strategy for Growth and Poverty Reduction (NSGPR) popularly known as Mkukuta. Diversification of the economy of Dar es Salaam through cultural heritage tourism would help the city to provide quality social services to its citizens and promote the taxation base. Meanwhile, Dar es Salaam could be easily become a holiday destination.

Although a number of initiatives are on the table, they aim at protecting the resources than boosting their contribution to the economy of the Dar es Salaam city. These include the Antiquities Act No. 10 of 1964, and its Amendment Act No. 22 of 1979, as the principal piece of legislation used to protect all cultural heritage resources in Tanzania including Dar es Salaam cultural heritage. The Act guides and regulates

activities within sites that might have potential impacts on values including disfigure, use and destruction of historicity of relics, protected objects and monuments (Kamamba 2005a, 2005b; Karoma 1996). However, strategies to boost public awareness on the Dar es Salaam cultural heritage are unclear or undocumented. This is greatest motivation why this study was formulated to reveal these missing facts.

## **1.2 Statement of the Problem**

In Sub-Sahara Africa although most cities are rich in terms of cultural heritage assets, they fail to attract, retain and satisfy cultural tourists (Wight *et al.*, 2005). The same is reflected in Dar es Salaam city whereby, although it has numerous gazetted heritage assets, a number of its sites have yet to capture fully the economic benefits to be derived from tourism to the Dar es Salaam city and its residents. Few tourists visit these precious assets. Instead, they opt to visit nearby places which are already known such as Bagamoyo, Saadan, Kilwa, and Zanzibar in east circuit; and others in the northern circuit. Yet, reasons for few tourists visit cultural heritage sites in Dar es Salaam are not known as there is no study so far conducted. A lot of income is thus lost which could otherwise be earned if the assets were effectively marketed to the public. In order to understand fully and promote the historical cultural sites of Dar es Salaam it is necessary to document and provide public awareness regarding the sites.

Identifying and documenting means and ways to effectively enhance public awareness of the existing cultural heritage assets and promote them within and outside the country for gaining economic benefit is important. On the global scale, the available literatures worldwide have documented initiatives made by various

cities to promote cultural heritage tourism in their respective to boost income. However, despite the importance attached to cultural heritage tourism as a source of revenue for the city, in the local context of Dar-es-Salaam, initiatives to boost cultural heritage tourism are either lacking or remain unknown and undocumented. Available studies (Mlozi, 2013) though have dealt with issues of tourism; they only look on factors contributing to destination choice, but they are not specific to cultural heritage tourism. The present study therefore, will be undertaken to identify, document, publicize and disseminate information on cultural attractions of Dar es Salaam city. It is expected that this could make Dar es Salaam to become one of the holiday destination point.

### **1.3 Research Objective**

#### **1.3.1 Main Objective**

The main objective of this study was to identify and assess means and ways to promote public awareness of the existing cultural heritage sites in Dar es Salaam city.

#### **1.3.2 Specific Objectives**

The specific objectives of this study were:

- i) To assess the extent to which available heritage assets were known to the general public.
- ii) To identify means used to promote public awareness on the existing cultural heritage assets in Dar es Salaam city.

- iii) To assess the effectiveness of the public awareness creation strategies on available heritage assets.
- iv) To examine environment suitable to support public awareness campaigns on heritage assets.

#### **1.4 Research Questions**

Based on the above objectives, the study was addressing the following questions:

- i) To what extent available heritage assets are known to the general public?
- ii) What strategies are employed to enhance public awareness of the existing cultural heritage sites?
- iii) How effective the public awareness creation strategies on available heritage assets?
- iv) What environment is suitable to support public awareness campaign on Cultural Heritage tourism assets?

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

As one of the largest industries in the country, and one of the fastest growing sector in the world, a failure of responsible institutions and stakeholders to capitalize on the opportunities it presents (in job creation, economic development, cultural interchange, and cultural heritage management) signifies a failure to help to steer it toward a sustainable development path. Unveiling effective means and ways for public awareness promotion on cultural heritage tourism is thus important in order to boost the economic and social gains that may be accrued from cultural heritage tourism. The study thus has poverty alleviation significance and it may trigger into

improving wellbeing and livelihood of the respective society. Besides, the study has implications on policy, planning and decision making regarding effective cultural heritage tourism promotion and marketing strategies. In so doing, study's results are expected to contribute to the body of knowledge empirically and theoretically. Although the study's focus was limited to on Dar es Salaam city, its findings were hoped to be generalizable for other cities and towns in Tanzania, given their contextual similarities.

### **1.6 Scope and Limitation of the Study**

This study was limited to Dar es Salaam City only, and leaves away other areas with cultural heritage assets in Tanzania. Reasons include financial resources being not enough to facilitate research work in such big scope. Additionally, three months time given for data collections and writing was not sufficient to complete the work. Yet, the findings generated by this study were hoped to be generalizable for other cultural heritage sites with contextual similarities.

### **1.7 Definitions of Key Terms and Concepts**

This section provides definitions of some key terms as used in the study. Where there is more than one acceptable definition, an operational definition for the purpose of this study has been used.

#### **1.7.1 Cultural Heritage Sites**

According to the Tanzania Cultural Heritage Policy (2008), cultural heritage sites are defined as places where cultural heritage resources are found.

### **1.7.2 Cultural Heritage Tourism**

This study adopted definition used by Lwoga (2011) to refer to visits to cultural heritage assets such as archeological sites, museums, places, historical buildings, famous buildings, ruins, arts, sculpture, crafts, galleries, festivals, events, music and dance, folk arts, theatre, ethnic cultures/communities, churches, cathedrals/mosques and other things to represent people's culture.

### **1.7.3 Public Awareness**

Tamale (n.d) refers public awareness as informing, sensitizing and drawing attention to the target population. Raising awareness is about communicating –communicating something that changes the way people perceive the world and therefore changes the way they think and act. It can take several forms such as use of seminars, workshops/conferences, awareness materials (such as brochures, posters, videos, exhibitions etc.); use of public awareness events such as visitors days, and field days; use of media (such as newspapers, radio, Television etc.) and use of websites and other internet-based tools.

## **1.8 Thesis Structure**

This thesis organized into six chapters. Chapter one introduced the study by giving the background information, statement of the problem, objectives of the study, definitions of key terms, and significance of the study. Chapter two provides literature review where by the thematic topics relating the study, were reviewed, and finally the synthesis and research gap were given. Chapter three provides the research methodology including the study area, research design, sampling



procedures, data collection and analysis methods. Others in Chapter three were limitations and ethical consideration. Chapter four presents findings of the study based on data analysis. Chapter five presents discussion on findings presented in Chapter four. Chapter six presents overall summary, conclusions, contribution and implications concerning main issues and objectives raised in the study.

## **CHAPTER TWO**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews related literature relevant to the study. Reviewed literatures sources are from books, journals, reports, internet, articles and dissertations. This was done to find out what others have written about the topic. The literature review was approached through themes and is divided into nine sub-themes under the following headings: Importance of Cultural Heritage Tourism; Classification of Cultural Heritage tourism; Cultural Heritage Sites in Tanzania; Importance of Urban Cultural Heritage Tourism; Role of Public awareness on cultural heritage tourism growth; Models and Theories of Communication and Social Change Marketing; Strategies (means and ways) for Public awareness; Effective Public awareness creation for cultural heritage tourism in cities; and Enabling Environment for Public awareness campaigns for cultural heritage tourism growth

#### **2.2 Importance of Cultural Heritage Tourism**

The importance of Cultural heritage tourism is enormous to socio-economic development of a country. The sector is powerful for economic development including jobs creation, provision of new business opportunities; income generation, strengthening local economies, preserving local traditions and for poverty alleviation. It is thus pivotal to the national economy. Moreover, heritage attractions increase local value-added through expanding tourists' expenditures resulting from entrance fees, tours, local transport and merchandising. Other benefits are diversification of

the tourism experience beyond wildlife, sun, sea and sand, tourism product differentiation, as well as spreading tourism geographically beyond the hotel and the beach. Some argue that about 70% of earnings from tourism sector emanates from heritage tourism (Kamamba, 2012). Also, heritage sites play a major role in reflecting cultural heritage and they assist in ensuring that people continue to be aware of their cultural identities, history and traditions.

In fact, the link between culture and tourism is the most visible aspect of the contribution of culture to local development. Thirty seven percent (37%) of the global tourism has a cultural motivation (EUROMED, n.d). When tourism is identified as parts of an overall development strategy, the identification, protection and enhancement of historic sources is vital for any sustainable effort. Worldwide, whenever heritage tourism is given priority, heritage visitors stay longer, spend more per day, and therefore, have a significantly greater impact to the economy. In fact, when heritage tourism is done right, the biggest beneficiaries are not the visitors but the local residents who experience a renewed appreciation for and pride in their local city and its history. Thus, it improves local economy and enhances quality of life of the locals. The benefits may further include the potential for profitable domestic industries such as hotels, restaurants, transport systems, souvenirs and handcrafts and guide services. Thus, increasing public awareness of cultural heritage assets and the initiatives being undertaken for cultural heritage tourism growth is of crucial importance.

The marketing challenge in Cultural Heritage Tourism is similar to that in other

areas: how to increase visitors to a site or community, how to increase their length of stay, how to increase their spending per day, and how to ensure that they come back (and/or pass along good recommendations to others). A successful strategy could greatly contribute to sustainability insofar as benefits (revenues and jobs) could be increased without increasing numbers. However, to attract such a segment, and to be able to charge commensurably high prices, a destination needs to offer attractions and/or service of a quality level sufficiently high to differentiate themselves from competitors. Some sites have been successful in this regard, though success involves far more than simply the promotional side of marketing.

### **2.3 Classification of Cultural Heritage tourism**

Cultural heritage tourism is widely classified as natural or artificial; movable or immovable, tangible or intangible, on surface or underwater heritage assets. Tangible culture including things like buildings, monuments, landscapes, books, works of art, and artifacts, while intangible attributes (such as folklore, traditions, language, and knowledge).

Natural heritage include culturally significant landscapes, and biodiversity of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations, while artificial (man-made) heritages assets (such as buildings, monuments, and ruins. Cooper et al. (2008), consider man-made attractions as products of history and culture. Movable and immovable heritage resources found on land surface or underwater, aged one hundred (100) years and more, or those that due to their significance and according to Government laws and

regulations on cultural heritage, have been identified and declared national monuments by the Minister responsible for cultural heritage resources (Tanzania Cultural Heritage Policy, 2008).

## **2.4 Cultural Heritage Sites in Tanzania**

In Tanzania, and Dar-es-Salaam in particular, cultural heritage tourism can be identified as niche product to be developed extensively for the development of the city and its people. In the country, cultural heritage sites are located in different parts of the country. Although, there are many cultural heritage sites (more than 200) in the country, only 17 sites are being promoted. Of these, four of them are inscribed as World Heritage Sites (WHS). The four WHS include the Olduvai Gorge World heritage site, Ruins of Kilwa Kisiwani and Ruins of Songo Mnara World heritage site, Kondoa Rock Art World' heritage site, and Stone town of Zanzibar World heritage site. Other cultural heritage sites are Amboni Caves, Engaruka Ruins, Caravan Serai, Ruins of Kaole, the Old Fort of Bagamoyo, the Dr. Living stone Memorial Museum at Ujiji Kigoma, Ruins of Kunduchi, the Mwalimu Nyerere Memorial Museum at Magomeni, Mbozi Meteorite, Dr. Living Stone Tembe at Kwihara Tabora, Ruins of Tongoni, Mkwawa Museum at Kalenga and Ismila Stone Age Site, (Kamamba, 2012).

Cultural heritage sites in Dar es Salaam fall into those cultural heritage sites gazetted but not promoted. The sector could be of great socio-economic benefits had it been that there was ample public awareness, given the flow of people in the city. Instead and as it was noted before, Dar es Salaam city remains as a tourist gateway not

because it lacks attractive tourist's sites, but due to the fact that the city heritage assets and other elements of cultural heritage tourism supply are not appropriately poised to take best advantage of visitors (Wight, 2005). Besides, Mabula and Bower (2010), argue that like the citizens of many nations, most Tanzanians do not have adequate information about their rich and diversified cultural heritage. Furthermore, many do not comprehend the immense contribution of Tanzania' cultural heritage to an understanding of human origins and history. They (ibid) further remind on the importance to raise awareness of cultural heritage through Tanzania touching all age groups and community categories. This fact is the greatest motivation to undertake this study on promoting awareness of cultural heritage tourism in Dar es Salaam City.

### **2.5 Importance of Cultural Heritage Tourism in Urban Areas**

In most cities, cultural heritage tourism has turned as engine for fostering development strategies and creates local distinctiveness in the faith of globalization, developing their social economic vibrancy (Ray, 1999). Tourism and culture both play an important role in shaping the environment to meet the needs of consumers. Indeed, the growth of cultural consumption (of arts, food, fashion and music), and the industries that cater to it has fueled the symbolic economy of cities (Ray, 1998; Zukin, 1995).

The image of a city or region becomes based both on physical assets and a series of experiences built around those assets, generally extending to the living culture and the atmosphere of places. This trigger for the need to safeguard cultural heritage

tourism which in turn safeguard practices, expressions, knowledge, skills, as well as the instruments, objects, artifacts and cultural spaces associated therewith that communities and individuals recognized as part of their cultural heritage. Scholars have already stressed on the need to conserve and promote cultural heritage tourism for long term benefits in terms of socio-economic, historical-cultural and ethical dimension of conservation (D'Auria, 2009).

Tuner (1999) asserts that, urban cultural heritage tourism is particularly recognized to possess a unique glue value intended as a value related to the structure and functioning properties of the system which holds everything together. In addition to that, Wight et al., (2005), identifies objectives for developing tourism in the city to include increasing the length of tourists stay and expenditure in the city, to conserve urban heritage, to diversify country's tourists to bring opportunities for social economic development and city generation.

Studies however report that, although the study of urban tourism and tourists is a growing area of research in Europe, America and Asia, very little urban tourism research has been done in Sub-Sahara Africa. For example Johannesburg through her growth and development strategy (GDS) 2040 indicate the need to evaluate, design new attractions and improve the existing ones as well as the city in order to tape opportunities for jobs creation, small business development for fueling the economy (Mtanzania Newspaper, 20<sup>th</sup> May 2014). In the same newspaper, the reporter complains on the non existence/undocumented of any concrete strategies done by the Dar es Salaam city. Although there few moves towards research in urban areas in

Tanzania (Lwoga and Kessy, 2010), available ones concentrates (focus) on demand side of cultural heritage tourism with those focusing on public awareness creation strategies being scant.

## **2.6 Role of Public Awareness on Cultural Heritage Tourism Growth**

It is generally accepted that raising public awareness of a topic or issue is an attempt to inform a community's attitudes, behaviors and beliefs (Sayers, 2006). According to Sayers (2006), information provision seeks to influence these attitudes, behaviors and beliefs positively in the achievement of a defined purpose or goal. In regards to cultural heritage tourism promotion, Euromed (n.d) considers education and access to knowledge as key factors and as a necessary means to improve awareness that can in turn encouraging its accessibility and the ethics of its care. This is important because, cultural heritage is a finite non-renewable resource comprising unique and irreplaceable elements (Samukelisiwe, 2012). Accordingly, it will foster knowledge creation regarding cultural heritage assets available and their conservation of cultural heritage hence promoting them and marking identity of the respective community. Besides Samukelisiwe, (2012), adds that, since cultural heritage tourism depends greatly on goodwill and cooperation, host community then they need to be involved in decision making. Among others public awareness is an important way to involve the host community in decision making.

An executive report by Viet Nam National Commission for UNESCO (1995), suggests that Public awareness campaigns should be conducted for the general population in order to (a) heighten awareness of the need to preserve the cultural



resources of the area; (b) bolster local culture and traditional cultural values in the light of the rapid social change which tourism could bring to the area; (c) promote a positive attitude towards and interpretation of the cross-cultural encounters which will result from increased international tourism; (d) inform local entrepreneurs, employers and potential employees of opportunities for investment or employment in tourism-related industries, businesses and services. The same report (ibid) adds that, these public awareness activities should make extensive use of the mass media, but they should also provide opportunities for more selective interested public groups to attend seminars, workshops and short training courses in the above topic, among others. However, for the case of Dar es Salaam City the methods used to create public awareness on the existing cultural heritage tourism sites is not known. Therefore, this study is undertaken in order to address this issue.

## **2.7 Models and Theories of Communication and Social Change Marketing**

Models and theories are useful in providing a framework for organization of knowledge as a discipline, determining focus of the discipline and serving as a guide for observation as well as interpretation. According to Christoph and Holten, (2007) the role of the model include helping to structure and formalizing interpretation of a subjective understanding in a domain of focus. In this study, the theories and/ practice of public awareness-raising has always been drawn heavily on the literature of mass communication and social or "social change" marketing. Social change marketing refers to the practice of communicating or selling a 'good idea' with the stated object of changing community attitudes and actions. The models employed by this study and from which its conceptual model was formulated include the AIDA

model, AKAP sequence, and the Lasswell Model of communication.

### **2.7.1 AIDA Model**

The AIDA model was for the first time incepted by Elias St. Elmo Lewis (1898). The model concerns how a marketer can attain a promotional goal. The model connotes that consumer awareness and education models must contain analysis of the largest audience including its segmentation, detailed methods and approaches to reach each specific segments of the target audience. The term AIDA is an abbreviation of four words “Attention”, “Interest”, “Desire”, and “Action”. This implies that, any promotional message to be used must be able to create the required attention, interest, desire that can finally trigger into action. The main thrust of the model is that consumer responds to a promotional message via cognitive (thinking), affective (feeling) and conative (doing) methods. If the consumer does not know that a marketer’s product exists, they will never consider purchasing the item. The marketer must gain the target market’s attention. Then the marketer needs to get the consumer interested enough to desire to purchase the product. Desire usually is a want for a specific branded product.

The last part of the model is to have the consumer take part in a conative thinking sequence called Action. This can be enhanced through promotions price discounts and calling out of the features or benefits. In relation to urban tourism development, Lwoga and Kessy(2010) asserts that, the promotional message to be applied must be people oriented since tourism industry represents a high involvement sector, thus the message needs to concentrate on the images elicited in the minds of customers.

### **2.7.2 AKAP Sequence**

AKAP sequence is a popular model standing for Awareness-Knowledge-Attitude-Practice that is used to design and implement communication strategies. It aims at easily identifying of the intended receptors or beneficiaries of the social marketing product. It involves comprehensive description of the socio-cultural characteristics of the target audience as well as the people's awareness-knowledge-attitude-practices (AKAP) of the programme components. A proper identification of primary and secondary/intermediate audiences is an important factor in projecting market shares and designing effective marketing strategies. According to Capul (1987), communication related problems are those that deal with issues regarding people's participation, perceptions, adoption of innovation and change of behavior. These kinds of problems are generally concerned with change in awareness-knowledge-attitudes-and practices (AKAP- levels) or with factors concerning participation (Capul et al., 1987). Evenson (1987) introduced the AKAP in this study on extension services to connote an Awareness, Knowledge, Attitudes and Productivity Sequence. In other words, is that; where there is awareness, there would be knowledge that modifies attitude, which in turn can results into practices that lead to productivity and growth.

### **2.7.3 Lasswell Model of Communication**

Another model reviewed by this study was the Lasswell's communication model. Lasswell (1948) was especially concerned with mass communication and propaganda, so his model is orientated to the researchers developed in order to answer the following questions: Who - Control analysis, says what - Content

analysis, In which channel - Media analysis, To whom - Audience analysis and with what effect - Effect analysis.

### **2.7.3 Who: The Sender**

This component of communication has to be studied through the “Control Analysis”. This requires the researcher to investigate things such as which company owes certain television channel or newspaper, the ideology of the different media it owes, etc.

### **2.7.4 What: The Message**

Lasswell’s main preoccupation was the mass communication, so he was especially concerned with the messages present in the media. The “Content analysis” is usually related to representations of concrete persons and situations in the media, this is, with stereotypes. For example: how are women represented in television? If one common representation of women is the housewife that cleans the house and takes care of the children, we would have to compare the percentage of that kind of women in television to the real or objective percentage by resorting to official statistics.

### **2.7.5 Channel: The Media**

In simple terms, we can state that messages can be sent in channels corresponding to our five senses. Each sense, and therefore each channel, suits better in different cases. The “Media analysis” is aimed to study the choice of one medium among all the possibilities, which will depend on lots of factors such as the content of the message, the purpose of the message, the target public, etc.

### **2.7.6 Whom: The Receiver**

The question of the audience is of vital importance in order to be successful in a concrete communicational situation. By the “Audience analysis” we will try to know every important thing about the target public of one message, from gender and age to social status and tastes.

### **2.7.7 Effect: The Consequences**

Lasswell was especially concerned by the consequences of mass communication on the population, so one of his major contributions was the concept of “effect”. Through the “Effect analysis” we will try to know how certain message has affected its receivers.

Although Lasswell’s model was aimed to study mass communication, it is positively known for being suitable to different situations, including mass and interpersonal communication. This study is opinion that, if the public awareness campaign is to be effective, it is important to carefully analyze the “who”; says “what”; to “whom”; in “which channel”; to “whom”; and with “what effect.”

## **2.8 Strategies for Promoting Public Awareness**

The difficulty of selling a good idea should not be under estimated. As one social marketing expert noted, "changing people's behavior has always been the most problematic enterprise in human affairs" (Sayers, 2006). According to Sayers (2006), even where it has the endorsement and support of government or civil society, selling

a good idea is not easy. Providing information and promoting understanding of an issue is relatively easy to achieve with the right strategies and approaches (ibid).

Pedersen (2002) documents seven strategies for promoting a site. They include the following:

International tourist guidebooks can be a free source of promotion. Guidebooks are a popular source of information for trip planning and are available for almost every country and region of the world. Because guidebook information is constantly changing, new editions are regularly updated, and editors are usually willing to publish information free of charge. This presents an opportunity to have information on a site and local attractions and services distributed to a wide audience.

Supplying information to travel magazines, newspapers, radio and the internet is another cost-effective way to promote a site. Travel magazines and newspapers publish information on tourism attractions free of charge and local radio and television stations broadcast such information as a public service. These can all be useful sources of free publicity for the site. In-flight airline magazines reach a large public, and because they are published quarterly or by monthly, articles remain in circulation for considerable periods. Most publications can be accessed by the internet and the information transferred in this manner.

Brochures can be used to distribute site information to a wide range of audiences. They can be mailed to national tourism offices, included in promotional information sent to tour operators, newspapers, magazines, radio and television stations and

distributed to hotels. However, unlike other types of promotional material, brochures are costly to produce, and should be designed to remain valid over a long period of time. Most people who receive brochures read them. However research has found that brochures are likely to exert more influence on people who have not visited a site before and less likely to attract repeat visitors.

Contacting tour operators directly is a useful means of interesting them in a site. Tour operators are always on the lookout for new attractions to sell to their clients. Operators, particularly companies that specialize in activities offered at the site, will appreciate receiving a brochure and any information about the local community. Direct contact with tour operators by passes travel agencies and improves the chances of a positive response.

Producing an information package to area attractions and services can help direct benefits to local residents. If one of the goals of a site's tourism programme is to benefit local communities, a multilingual community guide sheet may be a valuable promotional tool. It can direct visitors to neighboring destinations and attractions, providing a detailed picture of what the area offers, including dining, shopping and accommodations. The information is especially useful for attracting the independent traveler. Such a package should be distributed to key points such as hotels in major cities and at national tourism offices or embassies abroad. If a site has internet, it can be distributed electronically. A guide can also be used as a management tool for bringing about desired visitor behavior, by for example discussing cultural rules and taboos and good conservation practices. Such a guide can be produced by the

community with the help of site management. A local NGO may provide free computer time and translating services. Selling the guide even if it is very simple may help to pay for future copying expenses.

National tourism offices or embassies can be a free and effective means of distributing promotional materials. Tour operators are always on the lookout for new attractions to sell to their clients. Operators, particularly companies that specialize in activities offered at the site, will appreciate receiving a brochure and any information about the local community. Direct contact with tour operators by passes travel agencies and improves the chances of a positive response.

Holding a press day can be an effective way to introduce a site to the media. The day can be scheduled to coincide with a cultural celebration at the site, or it could be a yearly event held to mark the beginning of the tourist season. Tour operators, hotel owners and government officials who belong to the site's advisory group can be recruited to play a role. These stakeholders usually have press contacts and may be interested in obtaining media coverage of their activities or businesses. National tourist offices sometimes organize familiarization tours for travel writers whose expenses paid by the government or large tourist enterprises. To get a site included on a familiarization tour is not easy, but the manager may approach the tourism ministry or perhaps a hotel chain with promotional materials. If no outside funding is available stakeholders may be able to offer or raise financial support. If foreign press is invited, local business people are more likely to contribute time and resources to the event. Familiarization visits for the international media are most successful if the



journalists invited have special interests that match the activities of a site, such as the theatre or marine protection. One method of identifying appropriate journalists is to find their by-lines in the international press.

## **2.9 Effective Public Awareness Creation for Cultural Heritage Tourism in Cities**

Recall, the effectiveness of public awareness is a measure of the extent to which the intended advocacy for public awareness goals of the intended cultural heritages tourism is reached. The central message or themed messages of a campaign are communicated to a selected target audience or range of audiences using different approaches and techniques. Four key components of an effective awareness-raising campaign are suggested by Sayers (2006), including:

Message- What is the central message of the campaign? ; Audience- Who will comprise the target audience or audiences for this campaign?; Strategy- What communication strategy will be most effective for reaching the intended target audience or audiences – to increase the reach of the message and enhance audience understanding? ; and Timing-What timeframe is involved - when will the campaign begin and end?

According to Sayers (2006), a typical planning process might begin with all of the relevant stakeholders coming together for a brainstorming session. The purpose of brainstorming is to quickly generate lots of ideas about a particular issue, usually with the help of a neutral facilitator or chairperson and some simple guiding questions. Brainstorming is also a useful technique for identifying obstacles and enablers if any.

A communication mix is necessary that can to ensure that everyone in the target audience receives and understands the campaign message through at least one approach. Given the diversity evident in most communities, any awareness-raising campaign that relies too heavily on just one or two approaches is unlikely to achieve its goals. Yet, from the Lasswell models (1948) by Harold Lasswel, effectiveness of any information provision depends on “Who “as the source; “Says what” the message; “In which channel”, the medium of communication; and “To Whom”, the destination; “To what effects”.

Common approaches and techniques for raising public awareness include:

Personal communication with community members through public meetings, presentations, workshops and informal social events; Structured education and training programs in schools, colleges, universities, adult learning centre’s and libraries; Static and traveling exhibitions and displays; Printed materials - for example, brochures, billboards, cartoons, comics, pamphlets, posters, and resource books, Audiovisual resources - for example, pre-recorded cassettes, videos, CDs and DVDs; Websites, email discussion lists and Web Logs (blogs); Social Networks- for example, facebook, tweeter, instagram etc.; Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the Internet; Mass media interviews and news items on radio and television; Celebrity spokespeople ; Oral traditions dominate, performances of specially composed stories, songs, dances, plays and poems; Public Relations (PR); and Political advocacy and lobbying.

## **2.10 Enabling Environment for Public Awareness Campaigns for Cultural Heritage Tourism Growth**

Improving the understanding and the importance of cultural tourism and thus its ethical care for the country has already been defined as one of the key success factors while developing sustainable tourism. Thus, for cultural heritage tourism industry to flourish and continue being one of the important GDP contributors as well as an important employer, the various stakeholders need to understand the dynamics and needs of the industry. Through this understanding it can be easy to prepare suitable environment for it to flourish. It will help to boost public awareness of tourism, whilst enhancing its image and positioning it positively in the minds of people in terms of economic, social and environmental development within the public domain.

In order to mobilize support for the sector across the nation, it is deemed necessary to implement a national public awareness campaign that needs to focus on policymakers from both the executive and legislative branches to ensure policy reform requirements are prioritized and addressed effectively. This will ensure sufficient investment in international tourism marketing, and the creation of an enabling environment for its growth. On the community level, jobs in tourism will be positioned as the career of choice, while entrepreneurs will be more encouraged to participate in new tourism product development. The population at large will also become more sensitive to tourists' needs. The increase of public awareness also contributes to the accelerated implementation of the tourism strategy, specifically to highlight the importance of tourism, and the urgency of supporting regulatory and institutional change that would result in the implementation of the national tourism

strategy, and increased economic opportunities for the respective country. Increased public awareness also contributes to increase in local tourism activities

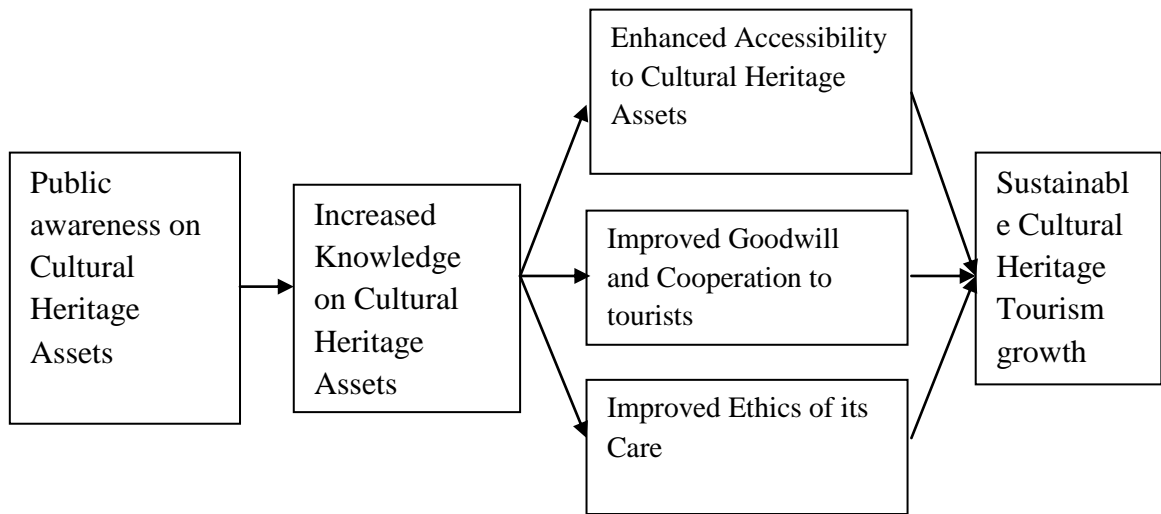
Among the suggested supporting environment include:

The need for coordinated inter-agency planning and action; The need to ensure a sustainable source of financing for site restoration and maintenance; The need to respect and not exceed the carrying capacity of particular buildings, monuments, and sites; The need to preserve environmental buffer zones around protected sites; The need to ensure adequate training of tourist industry personnel and culture industry professionals; The need to involve the local community in the planning process; The need to ensure equitable profit-sharing with the local community; and the need to assure cultural authenticity in all preservation, conservation and restoration work.

### **2.11 Synthesis on the Nexus between Public Awareness Raising and Cultural Heritage Tourism Growth**

From the reviewed literature both theoretical and empirical, it can be said that, public awareness rising on cultural heritage assets will increase knowledge on cultural heritage assets. This will eventually lead to modification of attitudes towards cultural heritage at their exposure. In turn it will trigger increased accessibility to those cultural heritage assets, with improved ethics of their care and improved goodwill and cooperation to tourists. Ensuring its care, while improving access to the assets is important because, cultural heritage is a finite non-renewable resource comprising unique and irreplaceable elements (Samukelisiwe, 2012). In turn it will trigger for sustainable cultural heritage growth and thus enhancing socio-economic

development. The Conceptual Model in Figure 1 summarizes.



**Figure 2. 1: A Conceptual Model for the Study**

Source: Researcher 2014

Indicators for cultural heritage tourism growth include:

Increased number of visitors of the cultural heritage sites; Increased revenue to the heritage sites and, more broadly, to the community and country that hosts them; Increased overnights in all accommodations; Developed cultural heritage resources and creative resources; Increased Visitors satisfaction; and, and Improved cultural heritage tourism enterprise performance.

## **CHAPTER THREE**

### **3.0 RESEARCH METHODOLOGY**

#### **3.1 Introduction**

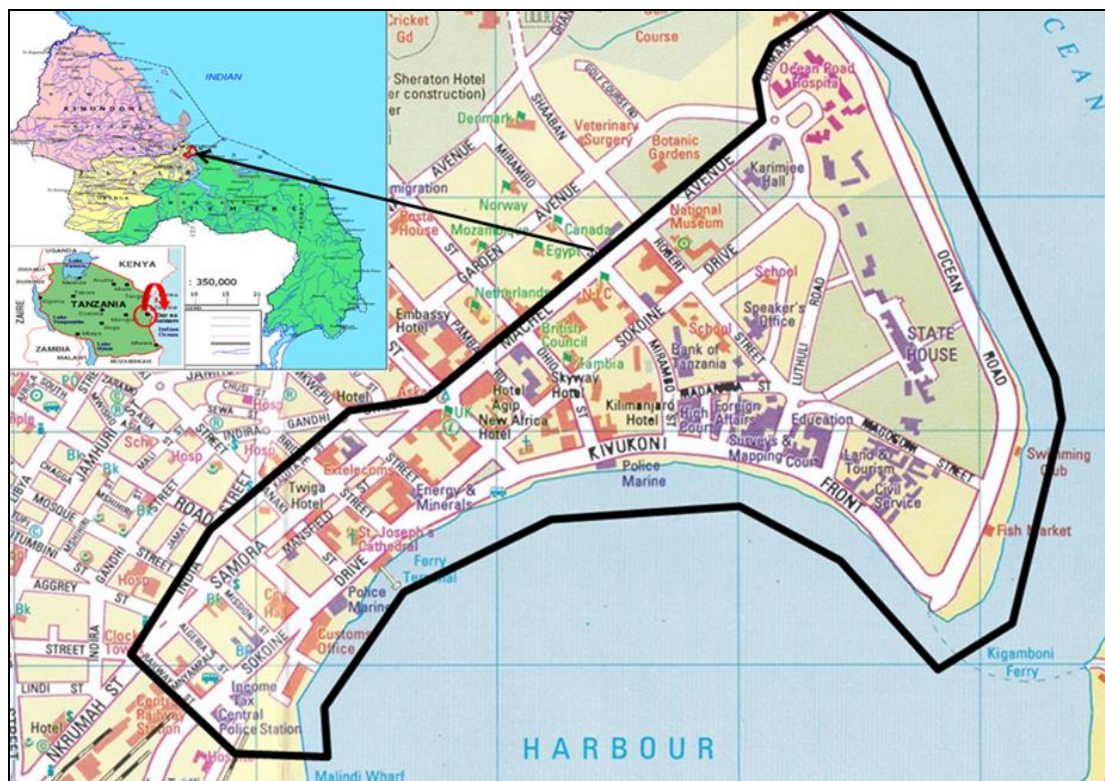
This chapter describes the study area, research design, and population, sample size and sampling techniques. It describes the various methods of data collection used such as questionnaires, interviews and documentary sources. The study area, population and sampling procedure and methods of data analysis are explained. All these enabled the researcher to obtain the necessary information about the study. The chapter further describes some measures/criteria taken to ensure data quality control; that the collected data from respondents was correct and that avoids biasness. Ethical data issues concerned in data collection are given as well.

#### **3.2 Study Area**

The study was conducted in Cultural Heritage Tourism Sites found in Dar es Salaam, Tanzania. Figure 2 is the map for Dar es Salaam City. This region was selected because it hosts the most cultural heritage sites but also it is a transit route for tourists in other tourist attraction sites. Also the researcher is familiar with this region, so it was very easy to collect data for this study. Moreover, most of the government offices are found in the city like ministries, so this was very easy to access different offices deals with cultural heritage tourism sites as well as tourism in Tanzania.

Dar es Salaam region is located between latitudes 6.36° and 7.0° south of the Equator, and longitudes 39.0° and 33.33° to the east of Greenwich. It is bordered by

the Indian Ocean to the east and by the Coast Region on all the other sides. The total surface area is 1,800 square kilometers comprising 1,393 square kilometers of land mass with eight offshore islands. There are three districts in Dar es Salaam region. These include Temeke which has the largest land surface area (652 square kilometers) followed by Kinondoni (531 square kilometers) and Ilala with the smallest area of 210 square kilometers (DCC, 2004). Dar es Salaam city centre is the largest and oldest city in Tanzania with about 2.8 million people (DCC, 2004). It is the most important city for industry, manufacturing, business, social facilities and government activities. Inhabitants of the city engage in diverse economic activities such as business, employees of the government and private institutions, industries while a few are peasants.



**Figure 3.1: Dar es Salaam City Centre Map**

Source: Lwoga (2010)

Dar es Salaam city has an astonishing history and tourism potentials. Most scholars agree that Dar es Salaam came-up in 1862/65 with the coming of Sultan Seyyid Majid in unoccupied areas south-west of Mzizima village, and later grew to engulf other forerunner settlements such as Kunduchi and Msasani (Sutton: 1970; Mturi: 1982; Schotsman: 2003; Brennan and Burton: 2007). The area has also been inhabited since around 1,500 years ago by Bantu-speakers evidenced by concentration of pottery known by Archaeologists as Triangular Incised Ware (Mapunda: 2010). The Sultan's wish to get away from stressing affairs at his court of Zanzibar (Schotsman: 2003) gave the area the name '*Dar es Salaam*' from '*Bandar-ul-Salaam*', meaning the house or land of peace for the Sultan's retreat. Before his death in 1870 in Zanzibar, Sultan had constructed several architectural buildings in Dar es Salaam. These included his palace at the south-western extremity of the front (Sutton: 1970), the double-storeyed building known as 'Old Boma', a commercial building, the White Father's House on Main Avenue/Sokoine Drive, the present City Drive, and the adjoining Seyyid Barghash building at the corner of Mkwepu Street (Casson: 1970).

To date, only the White Fathers' house and the Old Boma have survived. They manifest the intelligence and technological advancement of the Swahili architecture which resulted from the interaction of locals and immigrants from Arabia or Persian Gulf with big influences from Islamic architecture (Garlake: 1966). The coral (coralline limestone) for the masonry was obtained from the reef and islands outside the harbour (Sutton: 1970). The lime mortar and white plaster was derived from burnt coral which was mixed in proper proportions with sand and other materials.



Such tasks and achievements of the past periods by locals (which are rarely practiced today) are clearly manifested by these buildings.

After Sultan Seyyid Majid's death in 1870, his successor, Sultan Seyyid Barghash decided to concentrate his development plans in Zanzibar (Sutton: 1970). In 1885, the Germans initiated plans of using Dar es Salaam port as a means towards exploiting the interior (Sutton: 1970). Architectural buildings that were constructed during the German period include the first European building in Dar es Salaam, the Berlin Mission in 1887.

In general, there were so many other structures constructed during the German and later the British periods. But, due to a number of factors such the 'Bushiri' and the World Wars, and post-independent construction developments, several buildings were demolished. The historical buildings that still stand today are architecturally classified into the following groups for easy presentation: German Classical-Swahili Style, Simple Classical Style, and Gothic and Bavarian Alpine Style buildings.

The German Classical-Swahili style buildings show some influence from Swahili/Islamic architecture evidenced by features such as thick walls of coral masonry, pointed arches and rare domed roof. The buildings include the City Hall, Ocean Road Hospital, Government Chemist Building, Medical Headquarters, State House, Old Post and the adjacent International Motors Mart, Railway Station Building, Headquarters of East African Railways (HEAR), Internal Revenue Building "Nyumba ya Mayai".

### **3.3. Research Design**

Research design is a strategy that provides the overall structure for the procedures that the researcher collects data including analysis that the researcher conducts (Creswell, 2000). According to Kerlinger (1986), a research design is a plan, structure or strategy of investigation so conceived to obtain answers to research or questions and problems. According to Bernard (1995), a research design is an arrangement of conditions for collection and analysis of data. Kessy (2010) asserts that, research designs differ depending on the purpose for conducting the study. In order to obtain data and information for this study, survey method employing both closed and open ended questionnaires was used. According to Kothari (2004), survey method is acknowledged to have potential to gather data from a relatively large number of cases at particular time. The research design for this study was descriptive. Descriptive is made a thorough examination of the research problem for the purpose of describing phenomenon as in defining, measuring and clarifying it.

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

According to Rwegoshora (2014), Population refers to people or things in the similar things or characteristics which the researcher intends to study within the context of a particular research problem. The study population is a set of cases or group members that one is researching (Saunders et al 2009). Population is the source of data for inquiring and is defined on the basis of problematic situation and general research question of inquiry. According to Ghauri (2002), the targeted population in this study comprised cultural heritage authorities, local communities, tourists and people involved in decision making and policy making in relation to cultural heritage

tourism sites in Tanzania. Population of this study included Director of Antiquities, Conservators of antiquities, Director of National Museum and House of Culture, Curators, as well as Dar es Salaam local communities. The criteria used in formulating the categories of the respondents were information rich and knowledgeable people involved in the tourism sector.

### **3.5 Sample Size and Sampling Techniques**

A sample is a small group of respondents drawn from a population, from whom the researcher is interested in gaining information

#### **3.5.1 Sample Size**

The issue of sample size has been debated by various scholars. Kotler (2000) pointed out that if well chosen, samples of about 1% of the population can repeatedly provide good reliability. Sekaran (1992), on the other hand, proposed that a sample size larger than 30 and less than 500 are appropriate for most research. In this study, respondents' sample size of 100 people was used in order to get information about the study.

#### **3.5.2 Sampling Techniques**

According to Rwegoshora (2014), a sample is a part of the population which is being studied to make inferences on the whole population. The process of selecting the sample to represent the population is referred to as sampling technique (Kothari, 2010). Punch (2004), argues that sampling is important in qualitative and quantitative research. In research, the researcher selects the sample that is sufficient to provide maximum insight

and understanding of the problem under study. Sampling methods was employed to select key informants situated within the study. In order to collect data for this study, both closed and open ended questionnaires were used. To do so, questionnaires were distributed and conducted respectively. Respondents were chosen purposively basing on their position in decision making or those that was authorized by top management to participate as respondents in that survey.

### **3.6 Data Collection Instruments**

Data collection refers to systematic, focused and orderly collection of data for the purpose of obtaining information to solve research problems (Ghauri, 2002). Both primary and secondary data collection methods were used. In all, the following data collection methods were applied in the study including semi-structured interviews, questionnaire and documentary analysis. The methods was used in a triangulation form which implies that, more than one data collection method was used to gather data from one setting. The use of combination of different methods was intended to limit the limitation of one method.

#### **3.6.1 Primary Data**

According to Mugenda (1999:12), primary sources of data constitute information a researcher obtains from the field that is, data collected from the subjects in the sample. Therefore, primary data for this study were collected through survey using questionnaire whereby 90 questionnaires were distributed, but only 74 were filled and returned. Moreover data were collected through interviewing 10 key informants such Director of Antiquities; others were representatives of the Ministry of Natural

Resources and Tourism, Directors of City Municipal Council and Director of National Museums, Director of Tanzania Tourism Board. Before these methods were fully implemented to a large scale, a pilot study carried out to test research instrument's clarity, validity and consistency.

#### **3.6.1.1 Survey Questionnaire**

According to Wilson (1994), a questionnaire provides “structured” often numerical data, administered without presence of the researcher. Kothari (2010) recommends this method because it accommodates large samples and its findings are dependable and reliable. Therefore, the questionnaire was one of the methods used to collect primary data for this study. Moreover, questionnaire method allows for freedom and privacy of the respondents. As Kidder (1986) points out that “respondents, as being anonymous expressing their views prefer it”. The questionnaire minimizes the interview bias and thus creates openness and readiness in answering questions. Another advantage is that questionnaire has the ability to cover a wider area within a short period of time. For this reason, this study considers questionnaire as the best instrument given the limited resources available. Questionnaires was later standardized, and structured with both open and closed ended questions. The researcher administered the questionnaires (74 respondents) and interviews (10 respondents).

#### **3.6.1.2 Key informants face to face Interview**

For this kind of study interviews was another best method in data collection. This was merely to obtain some detailed responses from respondents. The major advantage of face-to-face interviews is that it enables a researcher to easily notice the body and facial

expressions during conversation. Elly (2002), adds that face to face interview has the ability to collect information through pointing out inconsistencies in responses on the spot and correcting them. Although interview is criticized for bringing different responses and create difficulties in making comparison among them and hence taking some time to consume it, supplements the information from other instruments.

Specifically, the interviews were done with those people who have a key informants believed to have direct input into decisions of primary data from key informants such Director of Antiquities. Others were representatives of the Ministry of Natural Resources and Tourism, Directors of City Municipal Council and Director of National Museums. Others are Documents on policy issues. This was purposively done to obtain supplementary information which would be otherwise not easily obtained through survey questionnaires.

### **3.6.2 Secondary Data collection**

Secondary data collection was done through Library research/documentary review. Both published and unpublished books, reports, newspapers, articles, and online sources were reviewed and major parts were summarized. It focused on the identification and collection of primary data from antiquities department, Ministry of Natural Resources and Tourism (MNRT), Municipalities City Council, National Museums, National Archive, and documents on policy issues.

### **3.7 Pilot Study (Questionnaire Pre-testing)**

According to Brinke (1996), a pre-testing of the research instruments is a small-scale version or trial run before the major study. In this study, prior to commencement of

the main study, pre-testing of questions was carried out. The aim of the trial-run was to obtain information that improved the research instruments. For the purpose of testing research instrument's clarity, validity and consistency, the pilot study was conducted in one site with few respondents. Ten people were picked at random to obtain data that can be used to strengthen the questionnaire and the instruments through revising on the basis of responses from the pilot study.

### **3.8 Administration of Research Instruments**

The researcher administered the questionnaire and interviews.

### **3.9 Data Processing and Analysis**

According to Rwegoshora (2006), data analysis involves ordering of data into constituent parts to obtain answers to the research questions. Therefore, primary and secondary data were organized, verified, compiled, coded and summarized by the researcher before analysis. Questions from the open ended questionnaire were analyzed using the SPSS WINDOWS 20.0 program (Statistical Package for Social Sciences). The data from open-ended questions from the questionnaire and interview analyzed using content analysis. This method uses the theme or content of the responses as the unit of analysis to derive descriptive statistics, tables, frequencies, and graphs etc.

### **3.10 Ethical Consideration**

Ethical consideration in this research considered:

- a) Confidentiality about the information those gathered from the respondents.
- b) Ensuring that respondents' personalities was not exploited.

## **CHAPTER FOUR**

### **4.0 DATA ANALYSIS AND FINDINGS PRESENTATION**

#### **4.1 Introduction**

This chapter presents analysis of the collected data. The survey method mainly questionnaire and interview were employed in the data collection. The study focused on the promoting public awareness on the existing cultural heritage tourism sites in Dar es Salaam City.. The presentation of data analysis is according to the objectives of the study, which included: (1) To assess the extent to which available heritage assets were known to the general public; (2) To identify means used to promote public awareness on the existing cultural heritage assets in Dar es Salaam city; (3) To assess the effectiveness of the available heritage assets for public awareness creation strategies; and, (4) To examine environment suitable to support public awareness campaigns on heritage assets.

In order to accomplish the objectives of this study as presented, the following research question, also indicated in chapter one were used. The research questions formed a basis for the formulation of the questionnaire. The questionnaire used closed and open-ended questions, 84 respondents participated in the research whereby 74 questionnaires were filled and returned. Also 10 respondents were interviewed from different institutions responsible with cultural heritage tourism sites. Before the objectives are presented, the demographic data of the respondents from the community are presented, which include, respondents' districts of residence, age, sex, education, and occupation. Also, tourists' country of residence,



age, sex, occupation and type are presented under demographic data of respondents.

## 4.2 Demographic Data

The demographic data for this study included the district of resident, respondents' age, respondents' sex, and respondents' levels of education, and their occupations.

### 4.2.1 Distribution of Respondents by Districts

Dar es Salaam Municipality has three districts. These are Kinondoni, Ilala and Temeke. These districts are endowed with cultural heritage tourism sites. In the three districts, a total of respondents participated in the research. Table 1 presents the distribution of respondents by districts.

**Table 4. 1: Distribution of Respondents by District**

District	Number of Participants = 54		
	Frequency	Percentage	Cumulative Percent
Ilala	17	31.5	31.5
Temeke	10	18.5	50.0
Kinondoni	27	50.0	100.0
Total	54	100.0	

Source: Field Study (2014)

### 4.2.2 Respondents by Age

Tourism is a sector which the researcher was interested to get different views from all segment of the population regarding Table 4.2 presents the age distribution of the respondents. Table 4.2, it indicates that 44.4% of community respondents were aged between 20-29 years. This was followed by 35.2% which was the age between 30-39 years. The remaining, 16.7% were between 40-49 years, 1.9% between 50-59 years

and 1.9% aged between 60-69 years. On the other hand, age of tourists who responded to this question and as presented in same Table 2, indicate that majority of respondents comprised of 55% aged between 30-39 years. This was followed in number by the age between 40- 49 years old, comprising of 20% of all the tourists who participated in this study. The distribution was followed by 15% and 10% who were aged between 50-59 years and 20-29 years respectively.

The study is inclusive because all the ages were presented. Therefore the results will present the reviews and all ages out of 54 people who participated in the survey. The issue of age was important through it, one can easily segment the market. This is on consumer behavior (Lawton, 2002). From the age characteristic it is possible to establish the requirement of each group segment.

**Table 4. 2: Respondents by Age**

		<b>Community</b> N= 54		<b>Tourist</b> N=20	
Age categories		Frequency	Percent	Frequency	Percent
Valid	20-29	24	44.4	2	10
	30-39	19	35.2	11	55
	40-49	9	16.7	4	20
	50-59	1	1.9	3	15
	60-69	1	1.9	-	-
	Total	54	100.0	20	100.0

**Source:** Field Study (2014)

#### **4.2.3 Respondents' Sex**

This aspect was considered to identify the gender of respondents. There is generally an assumption that respondent's sex may influence the awareness of the public on the

existing cultural heritage tourism sites. For example a number of studies have proved that there is relationship between individual's sex and the level of awareness of some matters. As presented in Table 4.3, the number of males was higher than females in both respondents from community and the tourists. There were 59.3% and 40.7% of males and females respectively among the community respondents who participated in this study. On the other hand, 75% and 25% were males and females tourists who participated in this study.

**Table 4. 3: Respondents' Sex**

Sex Categories		Community N=54		Tourists N=20	
		Frequency	Percent	Frequency	Percent
Valid	Male	32	59.3	15	75
	Female	22	40.7	5	25
	Total	54	100.0	20	100.0

**Source:** Field Study (2014)

#### **4.2.4 Community Respondents Education Levels**

This study also felt important to establish respondents' education levels from the community. The idea was to find out if there was a difference in awareness about the existing cultural heritage tourism sites. This assumption emanated from Gardner and Rausser (2001) who argued that people with higher education have better access to information and knowledge that are useful in various business operations. The highly educated people also tend to possess higher analytical capability of information and knowledge necessary for successfully implementation of some new behaviors. Thus, the same trend was expected for awareness on cultural heritage sites. As presented in Table 4.4, it was reveal that the education level of respondents who participated to

this study ranged from ordinary level (Form Four) to PhD level. Of this 42.6% of respondents had Bachelor degree, 27.8% had masters degree, 11% had Diploma, while PhD and Form four education level was carried by 5.6% each. 3.7% of respondents had Certificate level of education. The details on revealed relationship between education and awareness on cultural heritage assets are presented in subsequent sections under discussion of findings.

**Table 4. 4: Community Respondents Education Levels**

**N = 54**

		Frequency	Percent
Valid	PhD	3	5.6
	Masters Degree	15	27.8
	Bachelor Degree	23	42.6
	Advanced Diploma	2	3.7
	Diploma	6	11.1
	Certificate	2	3.7
	Form Four	3	5.6
	Total	54	100.0

**Source:** Field Study (2014)

#### **4.2.5 Respondents' Occupation**

According to Table 4.5, about 57.4% of respondents were employed in different institutions, then 24.1% of respondents were self employed and 18.5% of respondents were not employed or self employed. This study involved different people with different characteristics in order to get their views on the study.

#### **4.2.6 Tourists' Visit Group Type**

This question focused on the type of tourists visit group. Findings revealed that as indicated in Table 6, tourist on independent holiday were 30%, followed with those

who are local residents and those visiting friends/relatives were both 20% and the groups of tourists on inclusive/package tour, business and students both were 10%. As a result, tourists on independent holiday were the most who visited.

**Table 4. 5: Respondents' Occupation**

Occupation Categories		Community N=54		Tourists N=20	
		Frequency	Percent	Frequency	Percent
Valid	Employed	31	57.4	13	65
	Self employed	13	24.1	6	30
	Non employed	10	18.5	1	5
	Total	54	100.0	20	100.0

Source: Field Study (2014)

**Table 4. 6: Tourists' Visit Group Type**

**N = 20**

		Frequency	Percent
Valid	Local resident	4	20
	Tourists on independent holiday	6	30
	Tourist on inclusive/package tour	2	10
	Visting friends/relatives	2	10
	Business	4	20
	Student	2	10
Total		20	100.0

Source: Field Study (2014)

#### **4.2.7 Distribution of Tourists Respondents by Country of Origin**

Dar es Salaam is a gateway to many tourists arriving in the country. In fact, many international airlines have direct flight to Dar es Salaam International Airport. The respondents were requested to indicate where they come from. Responses to this question showed that, from USA 1 respondent, China 1 respondent, England 2 respondents, Eritrea 2 respondents, India 1 respondent, Italy 1 respondent, Kenya 1

respondent, Myanmar 1 respondent, Netherlands 1 respondent, Somaliland 2 respondents, Tanzania 6 respondents and from Uganda 1 respondent. Table 4.7 summarizes responses on the country of origin for tourists.

**Table 4. 7: Distribution of Tourists by Country**

**N = 20**

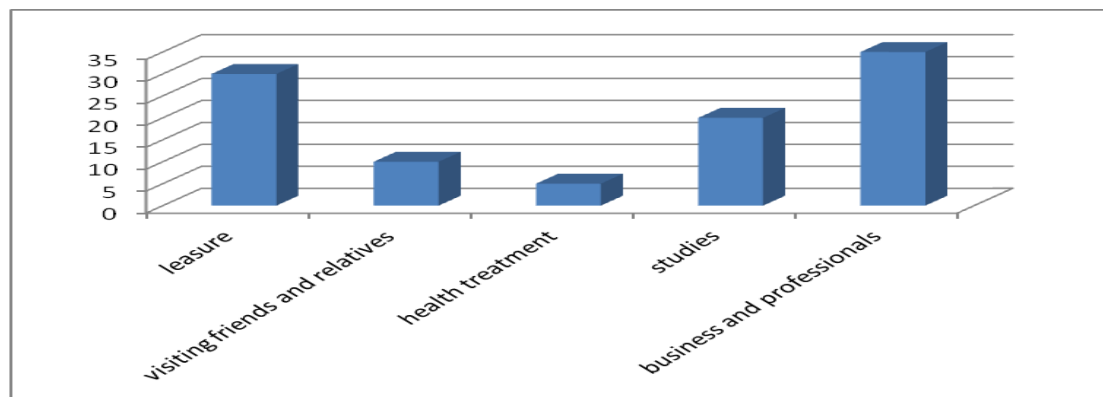
	Frequency	Percent
USA	1	5.0
China	1	5.0
England	2	10.0
Eritrea	2	10.0
India	1	5.0
Italy	1	5.0
Kenya	1	5.0
Myanmar	1	5.0
Netherlands	1	5.0
Somaliland	2	10.0
Tanzania	6	30.0
Uganda	1	5.0
Total	20	100.0

Source: Field Study (2014)

#### **4.2.8 Purpose of Visit**

Tourism is the act to travel for the purpose. Such purpose includes recreation, business, visiting cultural attractions, medical treatment, studies business etc. (Cooper et al., 2008). Based on this fact, people travel in order to achieve different objectives. These research results indicated that tourism marketers are required to do research on a continuous basis in order to establish tourist purpose of visit to promote marketing of their services. In this research, respondents were asked to indicate the purpose of their visit. As indicated below in Figure 4.1, presented in percentage indicate that 35% of respondents visited for business and professional

reasons. 30% of respondents had visited for leisure purpose, while 25% of respondents visited for studies. Others 15% of respondents visited friends and relatives and those who their purpose was medical treatment were 5% of respondents. This may be caused by the fact that, they were not aware that Dar es Salaam City is rich in tourist sites which are worth visiting.



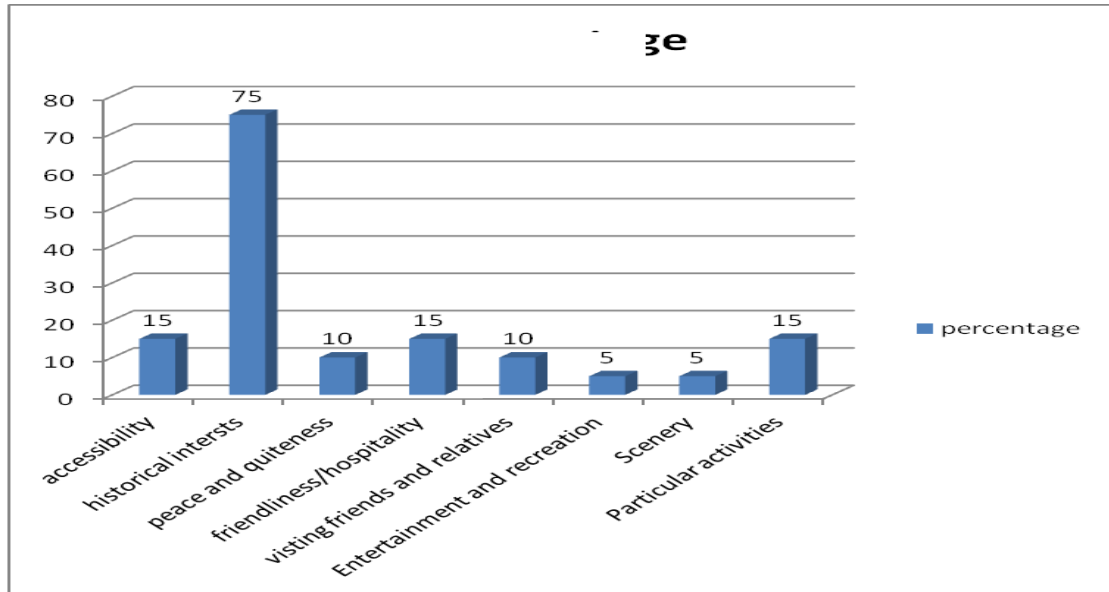
**Figure 4.1: Purpose of Visits**

Source: Field Study (2014)

#### **4.2.9 Factors Influenced Tourists' Visits**

Attractiveness of tourists to visit a site is influenced by a number of factors such as infrastructures, price levels, attitudes towards tourist, peace and tranquility, and culture (Global insight, 2004). Out of twenty asked to state the reasons for choices of visiting sites. The findings as shown in Figure 4.2 revealed that 75% were influenced by their historical interests, 15% were influenced by their accessibility, 15% were influenced by friendliness/hospitality, 15% were influenced by particular activities. While others 10% were influenced by peace and quietness, who were influenced by peace and tranquility in the country. The findings collaborate well with findings by Mlozi (2013) and Huh (2002), who infer that sufficient tourist infrastructure is necessary to maximize tourist participation in an employment of the destination. The

result of this study suggests that Dar es Salaam is in a position to gain the largest number of visitors because of prevailing peace and security. Other factors influencing tourists to visit as reported by 5% each includes scenery, entertainment and recreation factors influenced.



**Figure 4.2: Factors influenced Tourists' Visits**

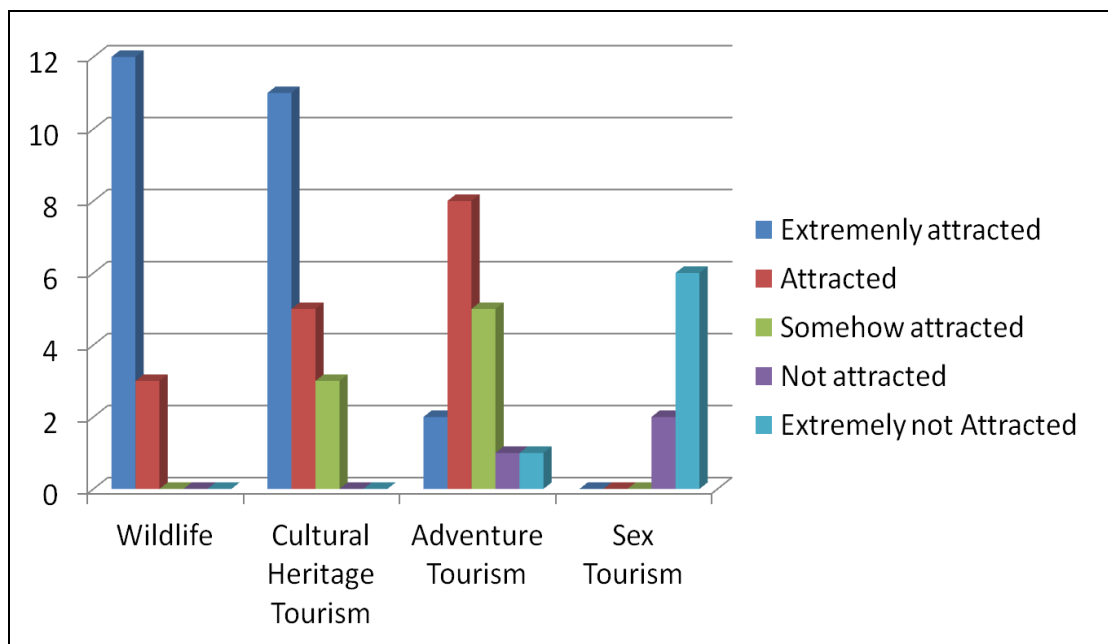
Source: Field Study (2014)

#### **4.2.10 Tourism Attractions by Level of Preference**

The understanding of tourist attraction sites is an important factor to facilitate their destination choice. Dar es Salaam City has a number of tourist sites both cultural and natural which can be prime tourist attractions. Respondents were asked which type of tourism attraction attracts more to visit. Responses given in Figure 4.3 are not mutually exclusive, meaning that one opinion could have been given by more than one respondent. The findings revealed that the majority about 12 (60%) tourists were attracted to visit national parks (wildlife), followed by cultural heritage with 11 (55%) tourists (both Local and foreigners). This indicated that cultural heritage



tourism sites in Dar es Salaam are not as popular compared to other cultural heritage attractions both to local and foreigners. Figure 4.3 portrays the types of tourism attractions.



**Figure 4.3: Type of Tourism Attraction in Tanzania Attracting More to Visit**

Source: Field Study (2014)

### 4.3 Extent of knowledge on Available Heritage Assets by the General Public

#### 4.3.1 Knowledge on the Existing Sites by Community

Findings from this study as reflected in Figure 4.4, revealed that although the community was aware of places in question in a general way. Yet, these places were not known to them as cultural heritage tourism sites. Therefore, when they were asked to mention which places they know as cultural tourism sites, sites like Askari monuments, City Garden, Kariakoo market, Village museum, Kunduchi Ruins, Botanical Garden, Mwalimu Nyerere Memorial House, White Fathers building, National Stadium, St, Joseph Cathedral, Old Boma, the Kalimjee Hall, and Julius

Nyerere International Airport could not score more than 20% (Figure 5). Only few of them were known as touristic attractions sites. This calls for urgent need for the government and Dar es Salaam municipal to publicize these attraction sites which could be used as a source of revenue as well as source for employment. Findings revealed that the places known as cultural heritage tourism sites are following:

#### **4.3.2 National Museum and House of Culture**

The National Museum and House of Culture, formerly known as the National Museum Dar es Salaam, is the largest museum in the country with collections and exhibitions covering the fields of Archaeology, Biology, Ethnography, History and Arts. Open daily. The House of Culture is an exciting project which has transformed the old King Gorge V museum in Dar-Es-Salaam into a modern tribute to African Cultural heritage in Tanzania. It is a great place for children and young people to engage with and learn about local heritage and culture. The House of Culture was launched officially on 3rd December 2011 by President Dr. Jakaya Kikwete (Lwoga and Kessy, 2010).

#### **4.3.3 The Azania Front Lutheran Church**

The Azania Front Lutheran Church is a Lutheran church in Dar es Salaam, Tanzania, serving as a cathedral for the local diocese. It is among the most well-known landmarks and tourist attractions of the city. It is in the city center, close to the ocean, facing the harbour. It was built by the German missionaries in 1898, in the Bavarian style of the time, with a red-tiled roof, tiled canopies over the windows and bright white walls (Sutton: 1970).

#### **4.3.4 The State House**

The State House was originally built as the first British Governors Residence and offices in 1923 and has been extended over the years to incorporate a banquet hall, visiting heads of state accommodation and the offices of the President and Vice President. Is a renovated old German building near the entrance to the largest harbour in the country (Sutton: 1970). The building is the office cum residence of the Head of State. This feature coupled with a Regas robust sculpture mounted on a granite plinth donated by a famous German photographer Hans Meyer in 1911 at the main western gate of the State House form a spectacular scenery as you approach the harbour from the Indian Ocean (Ibid).

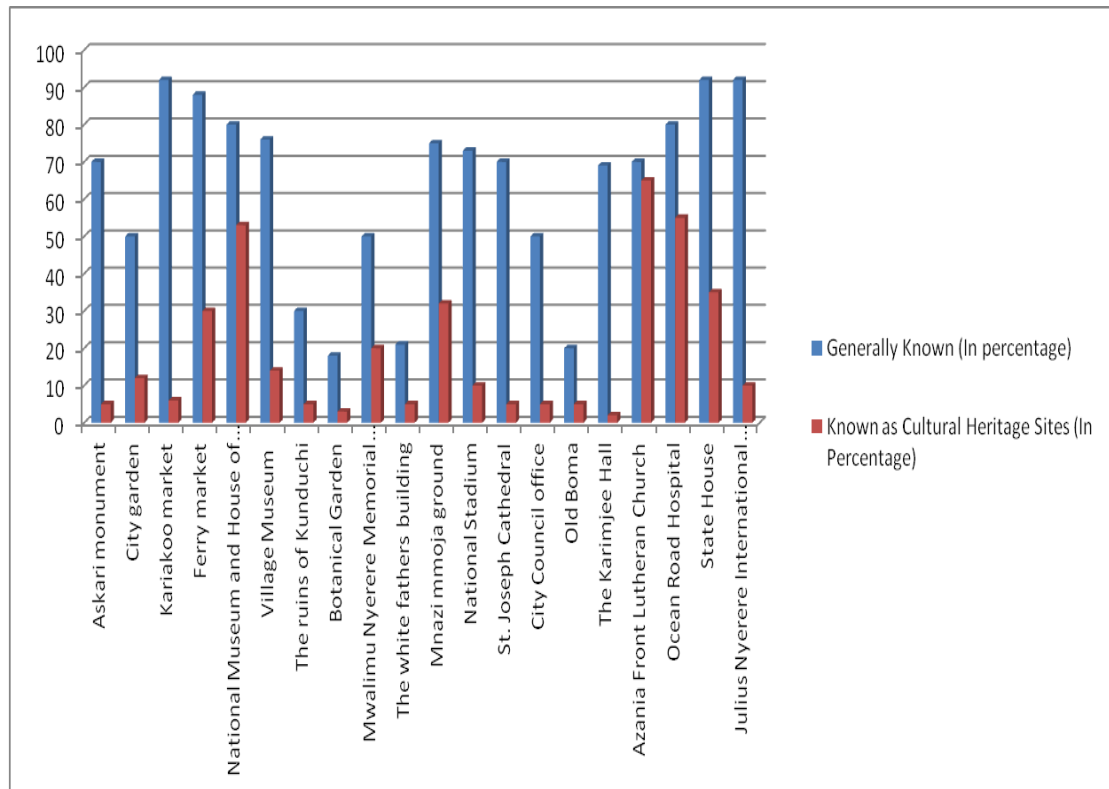
#### **4.3.5 Kariakoo Market**

In 1914, the German colonial government of Tanganyika commissioned the first building on the land that is now the Kariakoo Market. The building was built to house celebration of the coronation of King Kaiser Wilhelm, but First World War broke out the event could be held. During the war, Dar es Salaam and Tanganyika fell under British rule. (Sutton: 1970). The British army used the building as a camp for their “Carrier Corps” unit, a team of African porters who critically supported British troops in battle. In 1919, the new British protectorate repurposed a place as a market. The market was named Kariakoo a Swahili pronunciation of “Carrier Corps” in honer of the men that served in the war (ibid).

#### **4.3.6 Ocean Road Hospital**

Built in 1897, very admirable today as it has undergone a total rehabilitation. Note

the small domed building between the main hospital and the old doctor's house where Dr. Koch discovered the malaria and tuberculosis viruses. It is presently the only tumour hospital of the country, closely cooperating with the German Cancer Research Center in Heidelberg (Sutton: 1970).



**Figure 4.4: Knowledge of sites by Community Respondents in Dar es Salaam**

**Source:** Field Data (2014)

#### **4.3.2 Source of Information by the Community about the Existence of Known Cultural Heritage Sites**

Knowledge about the existence of cultural heritage sites depends to a great extent on how well people are informed. Knowledge acquired by a community is valuable asset of the society. In this part, the respondents were asked to indicate the sources of knowledge on the existence of known cultural heritage sites. Findings show that most

of the community gained knowledge about the existence of known cultural heritage sites from structured education and training programmes in schools, colleges, universities, adult and learning centers indicated by 38 (70.4%) respondents. Findings revealed further that printed materials-such as brochures, billboards, posters and pamphlets are the sources of knowledge to community about the existence of known cultural heritage sites as were indicated by 23 (42%) respondents. According to Table 8, structured education and training programs in schools, colleges, universities, adult and learning centers is effective compared to other sources. This might be caused by the fact that heritage tourism is part of the learning process in these institutions. The results are contrary to the findings of Beerli and Martin (2004) and Crompton, (1979) who affirmed that brochures and informal sources are the good sources of knowledge about a destination.

**Table 4.8: Source of Information on the Existing Cultural Heritage Sites**

S/N	Source of knowledge about the existence of known cultural heritage sites	Frequency	Percentage
1	Structured education and training programs in schools, colleges, universities, adult and learning centers	38	70.4
2	Printed materials-such as brochures, billboards, posters and pamphlets	23	42.6
3	Exhibitions	22	40.7
4	Mass media interviews and news items on radio and television	22	40.7
5	Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet	21	38.9
6	Advice from friends/relatives	19	35.2
7	Oral traditions, performances of specially composed stories, songs, dances, plays and poems	17	31.5
8	Tourist guidebooks	8	14.8
	Public relations (PR)	6	11.1

9	Advice from tourist information	5	9.3
10	Celebrity spokespeople	5	9.3
11	Political advocacy and lobbying	2	3.7

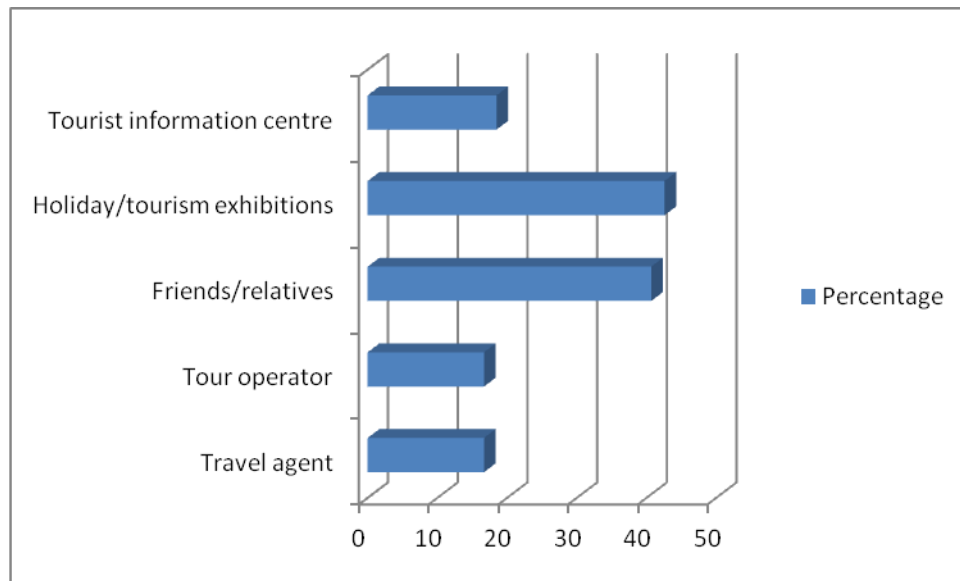
**Source:** Field Study (2014)

#### **4.4 Means of Promoting Public Awareness on Heritage Assets in Dar es Salaam**

The second objective of this study was to identify means of promoting public awareness on the existing cultural heritage assets in Dar es Salaam city.

##### **4.4.1 Source of information by the Community**

Public awareness plays an important role by alerting the public and the general population of a given area anything of interest to them. The researcher was interested to know the sources of information used in promoting public awareness on the existing cultural heritage assets in Dar es Salaam. 54 respondents were asked to indicate sources of information used by the community. Figure 6 show that, 40% (22) of the community obtained information about cultural heritage assets from holiday/tourism exhibitions followed by 38% (21) of the community obtained information from friends/relatives. Whereby 18% (10) of the community obtained information from tourist information centres and others 16% (9) obtained information from tour operator and travel agent. This study revealed that holiday/tourism exhibitions promoted more cultural heritage assets in Dar es Salaam compared to others as indicated in Figure 4.5.



**Figure 4.5: Where community obtained information from**

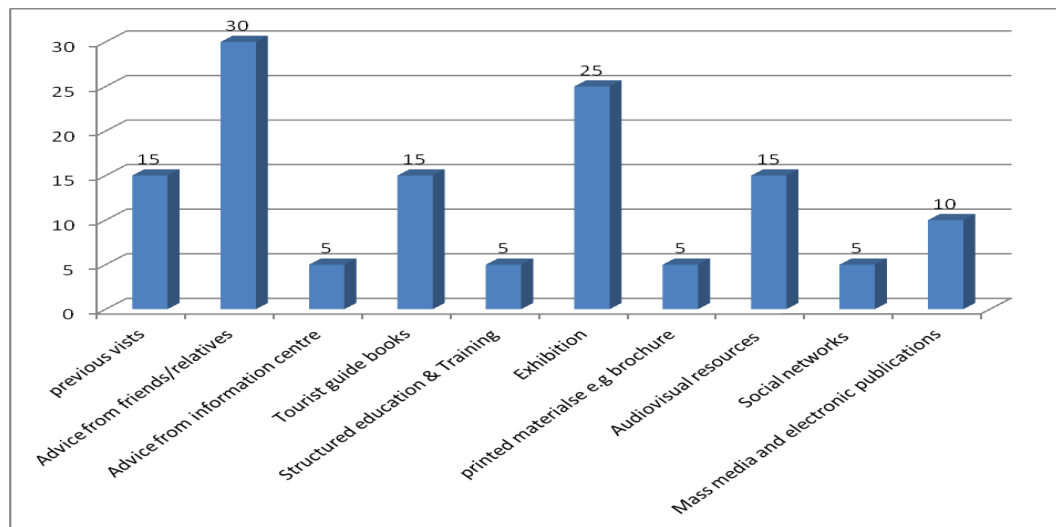
**Source:** Field Data (2014)

#### **4.4.2 Source of information that influenced Tourist Visit**

Understanding how customers acquire information is important for marketing of the products. This is more for tourism and travel industry. According to Molina, Gomez and Consuegra (2010) argued that, a concrete destination which is occasionally demanded by tourist is a particularly important means of promotion for the tourist industry. In order to establish the sources of information that influenced tourist visit, the tourists who participated in this study were asked to choose among the various sources which influenced them to visit.

In this study, different sources of information as indicated in Figure 4.6, and presented in percentage show that 30% of respondents were influenced by

friends/relatives to visit, as their main source of information while 25% of respondents' source was exhibition. Other influences like previous visit, advise from information centre and audiovisual resources each were indicated by 15% of respondents. Mass media and electronic publications were each mentioned as influences by 10% of respondents. Others like tourist guide books, printed materials, social networks and structured education and training, were each mentioned as a source of influence to visit by 5% of respondents. This data supports the findings of Beerli and Martin, (2004) and Crompton (1979) who affirmed that “formal sources of information like brochure and informal sources such as relatives and friends have an influence on image formation in a tourist destination.



**Figure 4.6: Source of Information that Influenced Tourist Visit**

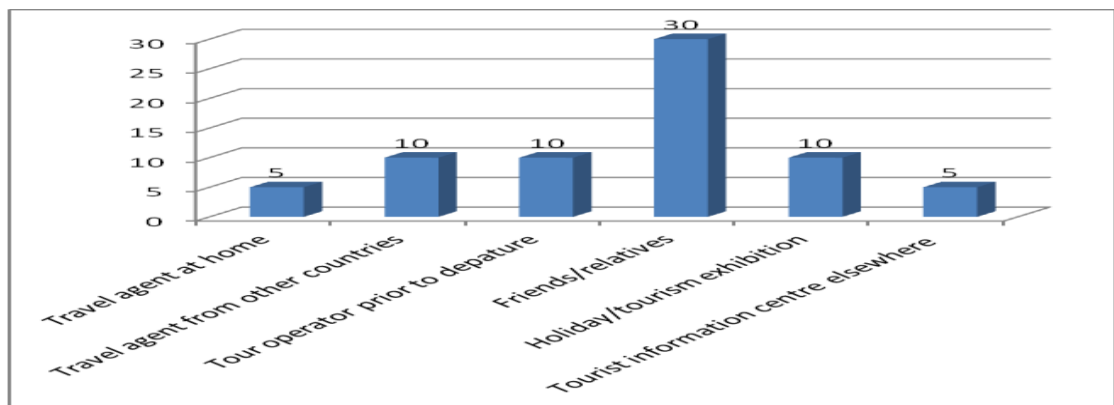
**Source:** Field Study (2014)

#### 4.4.3 Source from which Tourist Obtained Information

The value of the promotion channel depends on its capacity to reach consumers and satisfy their interest and needs (Molina, Gomez and Consuegra, 2010). In this study, the answers to this question presented in percentage in Figure 4.7, indicate that, 30%



of respondents obtained information from friends/relatives, while those who obtained information from travel agent from other countries, tour operator prior to departure and holiday/tourism exhibition were 10% of respondents each, while those who obtained information from tourist information centre elsewhere in the country and travel agent were 5% of respondents each. This is seemingly that the main source of information dependable was from friends and relatives. This implies that other sources which literature considers potential were either not used or ineffective.



**Figure 4.7: Source of Information Tourist Obtained**

Source: Field Study (2014)

#### **4.5 Effectiveness of the Public Awareness Creation Strategies on Available Cultural Heritage Assets.**

The third objective of this study was to assess the effectiveness of the public awareness creation strategies on available heritage assets.

##### **4.5.1 Perception on the Effectiveness of Sources of Public Awareness Campaigns**

A number of initiatives have been taken to raise public awareness on the existing heritage assets. Such strategies are well elaborated in Table 4.9 and Table 4.10. However, their effectiveness is not known. To know the insight, a total of 74

respondents were asked to rate themselves using a scale from 1- very effective, 2- effective, 3- somehow effective, 4- ineffective and 5- very ineffective.

In this study a mixed perception regarding the effectiveness of the sources of information was revealed. For example respondents from community considered mass media interviews and news items on radio and television are very effective sources. Moreover, advice from tourist information centre, Printed materials-such as brochures, billboards, posters and pamphlets, Tourist guidebooks, Exhibitions, Audiovisual resources-such as pre-recorded cassettes, videos, CDs and DVDs, Websites, email discussion lists and blogs, Social networks-such as facebook, twitter, instagram, mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet, mass media interviews and news items on radio and television and Composed stories, songs, dances, plays and poems are considered as effective sources .

On the other hand tourists considered Mass media interviews and news items on radio and television as very effective sources. Furthermore, Advice from tourist information center, Tourist Guidebooks, Exhibitions, Audiovisual resources- such as pre-recorded cassettes, videos, CDs and DVDs, Websites, email discussion lists and blogs, Social Networks-such as facebook, twitter. instagram etc, Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet, Mass media interviews and news items on radio and television, Celebrity spokespeople and Public relation (PR) these were considered as effective sources by tourist respondents. The remaining sources were considered

from somehow effective, ineffective and very ineffective by both tourist's respondents and community respondents.

The results suggest that, there is a need to come out with very effective public strategies in order to raise awareness to community as well as to tourists. This will enhance to public awareness on the existing cultural heritage tourism sites. For more details refer Table 4.9 and Table 14.0.

**Table 4.9: Perception by Tourists on Effectiveness of Sources of Public Awareness Campaigns regarding Cultural Heritage Assets**

S/N	Descriptive Statistics						Total
		Very effective	Effective	Somewhat effective	Ineffective	Very Ineffective	
1	Advice from tourist information center	3(15.0%)	7(35.0%)	5(25.0%)	3(15.0%)	2(10.0%)	20(100%)
2	Printed materials-such as brochures, billboards, posters and pamphlets	2(10.0%)	4(20.0%)	8(40.0%)	5(25.0%)	1(5.0%)	20(100%)
3	Tourist Guidebooks	2(10.0%)	8(40.0%)	6(30.0%)	3(15.0%)	1(5.0%)	20(100%)
4	Exhibitions	3(15.0%)	7(35.0%)	5(25.0%)	3(15.0%)	2(10.0%)	20(100%)
5	Audiovisual resources- such as pre-recorded cassettes, videos, CDs and DVDs	4(20.0%)	7(35.0%)	6(30.0%)	2(10.0%)	1(5.0%)	20(100%)
6	Websites, email discussion lists and blogs	3(15.0%)	8(40.0%)	5(25.0%)	2(10.0%)	2(10.0%)	20(100%)
7	Social Networks-such as facebook, twitter, instagram etc.	2(10.0%)	8(40.0%)	5(25.0%)	3(15.0%)	2(10.0%)	20(100%)
8	Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet	5(25.0%)	9(45%)	4(20.0%)	1(5.0%)	1(5.0%)	20(100%)
9	Mass media interviews and news items on radio and television	7(35.0%)	7(35.0%)	3(15.0%)	2(10.0%)	1(5.0%)	20(100%)
10	Celebrity spokespeople	3(15.0%)	6(30.0%)	8(40.0%)	1(5.0%)	2(10.0%)	20(100%)
11	Composed stories, songs, dances, plays and poems	3(15.0%)	3(15.0%)	10(50.0%)	3(15.0%)	1(5.0%)	20(100%)
12	Public relation (PR)	1(5.0%)	9(45.0%)	7(35.0%)	2(10.0%)	1(5.0%)	20(100%)
13	Political advocacy and lobbying	2(10.0%)	4(20.0%)	10(50.0%)	1(5.0%)	1(5.0%)	20(100%)

Source: Field Study (2014)

**Table 4.10: Perception by Community on Effectiveness of Sources of Public Awareness Campaigns regarding Cultural Heritage Assets**

S/N		Very effective	Effective	Somehow effective	Ineffective	Very Ineffective	Total
1	Advice from tourist information centre	6(11.1%)	17(31.5%)	16(29.6%)	9(16.7%)	6(11.1%)	54(100%)
2	Printed materials-such as brochures, billboards, posters and pamphlets	9(16.7%)	19(35.2%)	17(31.5%)	6(11.1%)	3(5.6%)	54(100%)
3	Tourist guidebooks	5(9.3%)	19(35.2%)	16(29.6%)	9(16.7%)	5(9.3%)	54(100%)
4	Exhibitions	13(24.1%)	18(33.3%)	14(25.9%)	5(9.3%)	4(7.4%)	54(100%)
5	Audiovisual resources-such as pre-recorded cassettes, videos, CDs and DVDs	9(16.7%)	19(35.2%)	14(25.9%)	9(16.7%)	3(5.6%)	54(100%)
6	Websites, email discussion lists and blogs	12(22.2%)	19(35.2%)	12(22.2%)	6(11.1%)	5(9.3%)	54(100%)
7	Social networks-such as facebook, twitter, instagram	14(25.9%)	18(33.3%)	15(27.8%)	3(5.6%)	4(7.4%)	54(100%)
8	mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet	17(31.5%)	18(33.3%)	10(18.5%)	7(13.0%)	2(3.7%)	54(100%)
9	mass media interviews and news items on radio and television	19(35.2%)	19(35.2%)	12(22.2%)	2(3.7%)	2(3.7%)	54(100%)
10	Celebrity spokespeople	11(20.4%)	12(22.2%)	14(25.9%)	10(18.5%)	7(13.0%)	54(100%)
11	Composed stories, songs, dances, plays and poems	11(20.4%)	17(31.5%)	17(31.5%)	4(7.4%)	5(9.3%)	54(100%)
12	Public relations	8(14.8%)	13(24.1%)	20(37.0%)	6(11.1%)	7(13.0%)	54(100%)
13	Public advocacy and lobbying	5(9.3%)	11(20.4%)	20(37.0%)	9(16.7%)	9(16.7%)	54(100%)

Source: Field Study (2014)

#### 4.5.2 Effectiveness of Awareness of Cultural Heritage Assets Strategies

This study was assessing on the effectiveness of awareness of cultural heritage assets strategies. Respondents were asked to rate themselves a scale from 1-strongly agree,

2-agree, 3-somehow agree, 4-disagree and 5-strongly disagree. The findings are presented in Table 4.11. The findings revealed that, 3 respondents (5.6%) strongly agreed, 18 respondents (33.3%) agreed on the advertised messages and supporting materials on cultural heritage tourism sites are being seen clearly, on the other hand 14 respondents (25.9%) somehow agreed and 13 respondents (24.9%) disagree, the remaining 6 respondents (11.1%) were strongly disagree respectively.

Furthermore, 5 respondents (9.3%) were strongly agreed on the messages on cultural heritage tourism are perceived to be credible and plausible whereby 24 respondents (44.4%) agreed on the statement, while 18 respondents (33.3%) somehow agreed and the remaining 4 respondents (7.4%) disagree and 3 respondents (5.6%) strongly disagree. on the factor of messages on cultural heritage tourism affect behavioral changes, 7 respondents (13.0%) strongly agreed, while 26 respondents (48.1%) agreed on a statement, and 14 respondents (25.9%) and the remaining disagree and strongly disagree on the statement (5(9.3%) and 2(3.7%). Cultural heritage tourism sources of information used are accessible was strongly agreed by 2 respondents (3.7%) , 21 respondents (38.9%) agreed, while 23 respondents (42.6%) somehow agreed, then 6 respondents (11.1%) disagree and 2 of respondents (3.7%) strongly disagree, from this results the sources are effective.

Apart from that, 9 respondents (16.7%) strongly agreed public awareness campaign on cultural heritage tourism has received broad support of individuals and interested groups; whereby 13 respondents (24.1%) agreed and 22 respondents (40.7%) were somehow agreed, while the remaining respondents disagreed and strongly agreed.

Furthermore, 4 respondents (7.4%) strongly agreed that, the cultural heritage tourism messages is objective, accurate and concise while 16 respondents (29.6%) agreed on the statement, on the other hand 25 respondents (46.3%) somehow agreed, and those who disagree and strongly agree were 4 respondents (7.4%) and 5 respondents (9.3%). Respondents rated strongly agree were 5 respondents (9.3%), while 14 respondents (25.9%) agreed and 24 respondents (44.4%) were somehow agreed, then 7 respondents (13.0%) disagree and 4 respondents (7.4%) were strongly disagreed respectively. Number of respondents who were strongly agreed were 3 (9.3%) on the public awareness campaign are usually short and powerful to mobilize people to action, then 21 respondents (38.9%) agreed, while 18 respondents (33.3%) somehow agreed, and the remaining 7 respondents (13.0%) and 3 respondents (5.6%) disagree and strongly disagree respectively.

**Table 4.11: Reflection of Cultural Heritage Assets' Public Awareness Strategies**

S/N		Strongly agree	Agree	Somehow agree	Disagree	Strongly disagree	Total
1	The advertised messages and supporting materials on cultural heritage tourism sites are being seen clearly	3(5.6%)	18(33.3%)	14(25.9%)	13(24.9%)	6(11.1%)	54(100%)

2	The messages on cultural heritage tourism are perceived to be credible and plausible	5(9.3%)	24(44.4%)	18(33.3%)	4(7.4%)	3(5.6%)	54(100%)
3	Messages on cultural heritage tourism affect behavioral changes	7(13.0%)	26(48.1%)	14(25.9%)	5(9.3%)	2(3.7%)	54(100%)
4	cultural heritage tourism sources of information used are accessible	2(3.7%)	21(38.9%)	23(42.6%)	6(11.1%)	2(3.7%)	54(100%)
5	Public awareness campaign on cultural heritage tourism has received broad support of individuals and interested groups.	9(16.7%)	13(24.1%)	22(40.7%)	4(7.4%)	6(11.1%)	54(100%)
6	The cultural heritage tourism messages is objective, accurate and concise	4(7.4%)	16(29.6%)	25(46.3%)	4(7.4%)	5(9.3%)	54(100%)

7	A cultural heritage tourism message have been relayed to the public through a variety of means in an effort to reach more people who will connect the campaigns purpose	5(9.3%)	14(25.9%)	24(44.4%)	7(13.0%)	4(7.4%)	54(100%)
8	The public awareness campaign are usually short and powerful to mobilize people to action	5(9.3%)	21(38.9%)	18(33.3%)	7(13.0%)	3(5.6%)	54(100%)

**Source:** Field Study (2014)

#### 4.5.3 Accessibility of the Sources of Information

People cannot use information in whatever format unless they have access to it (Powell, 2003). It is the flow and exchange of information that helps to create its value. In this question, 54 respondents were asked to rate themselves using a scale from 1-Very accessible, 2-Accessible, 3-Somehow accessible, 4-Inaccessible, to 5-Very Inaccessible. The summaries of responses are presented in Table 4.12. The findings showed that, the situation is not satisfactory because if added the total number of respondents from somehow accessible to very inaccessible in most cases



exceed 50% of all respondents replied each respective questions. Most responses ranged from somehow accessible to inaccessible, calling for urgent situation change by the responsible parts. For example, in regard to advice from tourist information centre, 14 respondents (25.9%) argued that advice from tourist information centre source of information is accessible while 19 respondents (35.2%) responded the sources to be somehow accessible. Those responding to sources as inaccessible and very inaccessible sums up to 16 respondents which is 29.6%. On the second source of information, 19 respondents (35.2%) responded that, printed materials- such as brochures, billboards, posters and pamphlets are accessible, while 22 respondent (40.7%) reported that, somehow accessible, and the remaining responding inaccessible and very inaccessible. Moreover, 23 respondents (42.6%) argued that tourist guide books as source of information are somehow accessible and inaccessible as reported by 13 respondents which 24.0% of those who answered this question.

Furthermore, exhibitions though were rated accessible by 18 respondents (33.3%) the remaining replied somehow accessible, inaccessible to very inaccessible (represented by 16 (29.6%), 2(3.7%) and 10(18.5%) respectively). Audiovisual resources-such as pre-recorded cassettes, videos, CDs and DVDs sources of information were reported by 12 respondents (22.2%) that are accessible while 18 respondents (33.3%) responded as somehow accessible, while a total of 18 respondents (33.3%) responded inaccessible and very inaccessible. About 16 respondents (29.6%) reported that composed stories, songs, dances, plays and poems are accessible, 19 respondents

(35.2%) reporting the sources as somehow accessible, while 10 (18.5%) and 4(7.4%) responded to be inaccessible and very inaccessible respectively.

The findings however revealed a promising situation with mass media and digital media (social networks, blogs, and emails discussions) where in each more than 50% responded from very accessible, accessible to somehow accessible. For example, mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet were reported as very accessible by 14 respondents (25.9%), accessible by 24 respondents (44.4%) and somehow accessible by 11 respondents (20.4%). Responses on mass media interviews and news items on radio and television sources of information are very accessible 14 respondents (25.9%) and accessible by 22 respondents (40.7%) while 13 respondents (24.0%) rated the sources as somehow accessible. Websites, email discussions and blogs as sources of information were reported by 14 respondents (25.9%) as very accessible, while 15 respondents (27.8%) rating it accessible, and the same number 15 respondents (27.8%) rate as somehow accessible. Social Network -such as facebook, twitter, instagram as another emerging and vibrant source of information was rated by 12 respondents (22.2%) as very accessible, 18 respondents (33.3%) as accessible, and 14 respondents (25.9%) as somehow accessible.

The results suggest that if information on cultural heritage sites is to be useful, then the sources need to be made accessible. However, it is clear from the results that some sources which could be useful for public awareness campaigns were inadequately accessible. Yet, promising news was with mass media and the digital media (such as social networks, blogs, and email discussion) which were considered to a great extent accessible. As people cannot use information in whatever format

unless they have access to it (Powell, 2003), this is potential opportunity to enhance public awareness on cultural heritage assets, if wisely utilized. It is for responsible parts to use effectively the rated accessible sources for wider public awareness in order to earn the expected benefits from cultural heritage resources available. Even for those rated to a great extent as inaccessible, mechanisms need to be put in place to make use of them, given their potentiality for public awareness creation. As Powell (2003) asserts, it is the flow and exchange of information that helps to create its value. This means, the abundance accessibility of the sources of information in wider and useful formats, the better for the cultural heritage tourism growth.

**Table 4.12: Accessibility of the Source of Information**

S/N						
	Sources of Information	Very Accessible	Accessible	Somehow Accessible	Inaccessible	Very Inaccessible
1	Advice from tourist information centre	5(9.3%)	14 (25.9%)	19 (35.2%)	8 (14.8%)	8 (14.8%)
2	Printed materials-such as brochures, billboards, posters and pamphlets	4(7.4%)	19(35.2)	22(40.7%)	5(9.3%)	4(7.4%)
3	Tourist guidebooks	2(3.7%)	11(20.3%)	23(42.6%)	13(24.0%)	5(9.3%)
4	Exhibitions	8(14.8%)	18(33.3%)	16(29.6%)	2(3.7%)	10(18.5%)
5	Audiovisual resources-such as pre-recorded cassettes, videos, CDs and DVDs	6(11.1%)	12(22.2%)	18(33.3%)	10(18.5%)	8(14.8%)
6	Websites, email discussion lists and blogs	14(25.9%)	15(27.8%)	15(27.8%)	6(11.1%)	4(7.4%)
7	Social networks-such as facebook, twitter, instagram	12(22.2%)	18(33.3%)	14(25.9%)	8(14.8%)	2(3.7%)
8	Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet	14(25.9%)	24(44.4%)	11(20.4%)	3(5.6%)	2(3.7%)
9	Mass media interviews and news items on radio and television	14(25.9%)	22(40.7%)	13(24.0%)	4(7.4%)	1(1.9%)
10	Composed stories, songs, dances, plays and poems	5(9.3%)	16(29.6%)	19(35.2%)	10(18.5%)	4(7.4%)

**Source:** Field Study (2014)

#### **4.6 Environment for Supporting Public Awareness Campaign on Heritage Assets**

In this study, 74 respondents were asked to rate using a scale from 1- strongly agree, 2- agree, 3- somehow agree, 4- disagree and 5- strongly disagree on suitability of the environments that need to be provided for enhancing public awareness creation on heritage assets. The environments asked to be rated included: funding priority in budgeting, favorable policies on heritage, the support by responsible authorities (city council, TTB, ministry etc), and sponsored workshops and trainings, establishment of cultural day, establishment of cultural tourism centre, provision of free visits. The findings regarding this question are presented in Table 4.13 and 4.14 for community and tourists respectively. Most of respondents either strongly agreed or agreed, with few replying to somehow agreeing, while negligible number replying to disagree and strongly disagree.

About 85% of the tourists and 55.6% of community asked, strongly agreed that there should be support in terms of funding for public awareness campaigns on cultural heritage tourism. While 31.5% and 10% of community and tourist respectively agreed on the aspect regarding funding. Moreover, 50% of tourist and 53.7% of community responding to this question strongly agreed that suitable heritage tourism policies are important for public awareness of the sector while 30% and 33.3% of community agreed to support the importance of policies.

Making cultural heritage a priority by responsible authorities (city council, TTB, ministry etc) were strongly agreed by 46.3% and 55% of community and tourists

respectively, while 42.6% and 35% was agreed among the community and tourists respectively.

Government priority in budgeting was also cited crucial as it was strongly agreed by 40.7% and 75% of community and tourists respectively, while 40.7% and 15% of community and tourists agreed. In doing so, it would enable organizing of things like cultural day. This was mentioned by 39.9% and 60% who strongly agreed, and 42.6% and 30% who agreed by community and tourists respectively. Moreover, 29.6% and 55% of community and tourists respectively strongly agreed that sponsored workshops and trainings would enhance public awareness regarding cultural heritage tourism. 50.0 % and 20% of community and tourists respectively agreed on this aspect.

Establishment of cultural tourism centre was another environment recommended by 42.6% and 80% of community and tourists respectively who strongly agreed, while 48.1% and 15% agreed of community and tourists respectively agreed on this regard. Also, 44.4% and 55% of community and tourists respectively who responded to the question strongly agreed on provision of free visits, while 35.2% and 25% responded by agreeing on the same. Lastly but not least was on regards to cultural heritage awareness campaigns. Majority (60%) of tourists and 57.4% of community respondents strongly agreed that funded campaigns in schools, colleges and universities would impart public awareness on cultural heritage tourism. On the other hand, 27.8% and 25.8% of community and tourists respectively agreed on the same that funded cultural heritage awareness campaigns are important.

**Table 4.13: Opinions of the Community on Environment for Supporting Public Awareness Campaign on Heritage Assets**

S/N		Strongly agree	Agree	Somehow agree	Disagree	Strongly Disagree	Total
1	There should be support in terms funding for public awareness campaign on cultural heritage tourism	30(55.6%)	17(31.5%)	4(7.4%)	2(3.7%)	1(1.9%)	54(100%)
2	Suitable cultural heritage tourism policies are important for public awareness of the sector	29(53.7%)	18(33.3%)	6(11.1%)	1(1.9%)	1(1.9%)	54(100%)
3	Making cultural heritage a priority by responsible authorities such as TTB, city council etc. will enhance public awareness of the assets	25(46.3%)	23(42.6%)	4(7.4%)	1(1.9%)	1(1.9%)	54(100%)
4	Government priority on budgeting is important for enhancing public awareness creation of the sector	22(40.7%)	22(40.7%)	8(14.8%)	1(1.9%)	1(1.9%)	54(100%)

5	Cultural day would assist to create public awareness regarding cultural heritage tourism	21(38.9%)	23(42.6%)	8(14.8%)	1(1.9%)	1(1.9%)	54(100%)
6	sponsored workshops and training would enhance awareness regarding cultural heritage tourism	16(29.6%)	27(50.0%)	9(16.7%)	1(1.9%)	1(1.9%)	54(100%)
7	Establishing cultural heritage tourism centre would enhance public awareness on cultural heritage tourism	23(42.6%)	26(48.1%)	3(5.6%)	1(1.9%)	1(1.9%)	54(100%)
8	Provision of free visits to cultural heritage sites at least once per month will increase public awareness service	24(44.4%)	19(35.2%)	9(16.7%)	1(1.9%)	1(1.9%)	54(100%)
9	Funded campaign on cultural heritage tourism in school, colleges and universities would impart public awareness on cultural heritage tourism	31(57.4%)	15(27.8%)	6(11.1%)	1(1.9%)	1(1.9%)	54(100%)

Source: Field Study (2014)

**Table 4.14: Opinions of the Tourists on Environment for Supporting Public****Awareness Campaign on Heritage Assets**

S/N		Strongly Agree	Agree	Somewhat agree	Disagree	Strongly Disagree	Total
1	There should be support in terms funding for public awareness campaigns on cultural heritage tourism	17(85%)	2(10%)	1(5%)	0(0%)	0(0%)	20(100%)
2	Suitable cultural heritage tourism policies are important for public awareness of the sector	10(50%)	6(30%)	3(15%)	1(5%)	0(0%)	20(100%)
3	Making cultural heritage a priority by responsible authorities such as TTB; city council etc. will enhance public awareness of the assets	11(55%)	7(35%)	2(10%)	0(0%)	0(0%)	20(100%)
4	Government priority on budgeting is important for enhancing public awareness creation of the sector	15(75%)	3(15%)	1(5%)	1(5%)	0(0%)	20(100%)
5	Cultural day would assist to create public awareness regarding cultural heritage tourism	12(60%)	6(30%)	2(10%)	1(5%)	1(5%)	20(100%)
6	Sponsored workshops and training would enhance awareness regarding cultural heritage tourism	11(55%)	4(20%)	3(15%)	2(10%)	0(0%)	20(100%)
7	Establishing cultural heritage tourism center would enhance public awareness on cultural heritage tourism	16(80%)	3(15%)	1(5%)	0(0%)	0(0%)	20(100%)
8	Provision of free visits to cultural heritage sites at least once per month will increase public awareness services	11(55%)	5(25%)	2(10%)	1(5%)	1(5%)	20(100%)
9	Funded campaign on cultural heritage tourism in schools, colleges and universities would impart public awareness on cultural heritage tourism	12(60%)	5(25%)	3(15%)	1(5%)	1(5%)	20(100%)

Source: Field Study (2014)



#### **4.7 Opinions from Community on improving Cultural Heritage Tourism in Dar es Salaam**

This question was intended to seek opinion from the community on the ways of improving cultural heritage tourism in Dar es Salaam. This question was addressed to the local community and to the institutions responsible with cultural heritage tourism sites. The findings indicated in Table 4.15 showed that 38 respondents (70.4%) from the community opined that more efforts should be done to promote cultural heritage sites. This includes use of modern means of communication and other mass media for advertisement. About 23 respondents (42.6%) argued the introduction of cultural heritage tourism subject in education curricula from primary school to higher levels.

Moreover, 18 respondents (33.3%) argued government commitment on cultural heritage issues including increased budgeting will enhance in promoting public awareness. Then 10 respondents (18.5%) advocated that there should be public training and workshops about cultural heritage tourism sites of Dar es Salaam as well as Tanzania in general. An opinion aired by 9 respondents (16.7%) pointed out on the local community to be involved in decision making concerned with cultural heritage tourism sites. The participation of public in decision making and planning is regarded as good and progressive way to enhance public awareness, because it offers the opportunity for awareness. In addition, 7 respondents (13.0%) suggested that good cultural heritage policies and regulations should be in place for promoting awareness to community. Furthermore, 7 respondents (13.0%) argued that employing qualified and serious personnel to cultural heritage tourism sites could be the best

way for improving public awareness on cultural heritage tourism.

Respondents recommended on provision of free visits at least once per month and at a reduced entrance fees rates; while data from 6 respondents (11.1%) showed that this could be the best way whereby will encourage more public awareness. Findings from other 6 respondents (11.1%) revealed that encouraging domestic tourism, as the result could help in improving public awareness in cultural heritage tourism sites.

Moreover, findings from other 6 respondents (11.1%) called for introduction of Dar es Salaam cultural heritage tourism day in every year. Data from other 6 respondents (11.1%) show that increased accessibility to cultural heritage sites should be ensured so as to improve awareness to the public. In addition 6 respondents (11.1%) argued that by motivating people through offering some benefits could improve public awareness on cultural heritage sites because people will sense the importance of cultural heritage assets to their livelihood.

Furthermore, 5 respondents (9.3%) suggested that provision of brochures in public transports like in buses will be another way for improving public awareness on the existing cultural heritage tourism sites. Then, other 5 respondents (9.3%) advocated that private sector should be given priority to invest in cultural heritage tourism as stakeholders in tourism industry could help to improve awareness. Moreover, Special website for cultural heritage tourism should be introduced so as different people could access and search information about heritage sites, this was argued by 5 respondents which is 9.3% of respondents. Lastly is ensuring clear conservation

means for cultural heritage tourism sites, suggested by 4 respondents comprising of 7.4%.

**Table 4.15: Opinions from Community**

S/N	Opinion	Frequency	Percentage
1	More efforts be directed on promotion of cultural heritage tourism sites including use of modern means of communication and other mass media for advertisement	38	70.4%
2	Introduce cultural heritage tourism subject in Education curricula from primary school to higher levels	23	42.6%
3	Government commitment on cultural heritage issues including increased budgeting	18	33.3%
4	Public training and workshops	10	18.5%
5	Involvement of local community in decision making and planning.	9	16.7%
6	Good cultural heritage policies and regulations	7	13.0%
7	Employ qualified and serious personnel to cultural heritage	7	13.0%
8	Provision of free visit once per month and reduce entrance fees	6	11.1%
9	Encourage domestic tourism	6	11.1%
10	Introduction of Dar es Salaam cultural heritage tourism day in every year	6	11.1%
11	Ensure accessibility of cultural heritage sites	6	11.1%
12	Motivate people by offering some benefits	6	11.1%
13	Provision of brochures in public transports like in buses	5	9.3%
14	Private sector should be given priority to invest in cultural heritage tourism	5	9.3%
15	Special website for cultural heritage tourism	5	9.3%
16	Clear conservation means of cultural heritage sites	4	7.4%

Source: Field Study (2014)

## **4.8 Findings from Qualitative Investigation**

### **4.8.1 Visited Institutions and Individuals for Interview**

To supplement on the questionnaire this study also employed use of interview with responsible institutions and individuals for cultural heritage tourism sites. The idea behind interview was to get word of mouth explanations on issues regarding the research questions. To do so, five institutions were visited for interviews which include the Antiquities Department, Tanzania Tourism Board, Tourism Division,

National Museum and House of Culture and the Dar es Salaam City Council. The functions related to cultural heritage public awareness promotion are as summarized in a Table 4.16.

**Table 4.16: Institutions Visited and their Respective Cultural Heritage Promotion Functions**

S/N	Institution	Cultural Heritage Promotion Functions
1	Antiquities Department	<ul style="list-style-type: none"> <li>To ensure Tanzania cultural heritage sites are promoted at national level and international level through various ways.</li> <li>To undertake research, experiments and operations it may appear to be necessary to improve the basis of the cultural heritage tourist sites.</li> </ul>
2	Tanzania Tourism Board	<ul style="list-style-type: none"> <li>To adopt all measures as it may consider necessary to advertize and publicize tourist attractions and destinations.</li> <li>To foster an understanding of Tanzania of the importance and economic benefits of the cultural tourism industry.</li> <li>To encourage by such measures as it may think fit the development of amenity in Tanzania, which may enhance the attractiveness of Tanzania to tourists.</li> <li>To undertake research, experiments and operations it may appear to be necessary to improve the basis of the tourist industry.</li> </ul>
3	Tourism Division	<ul style="list-style-type: none"> <li>Responsible for identification of tourism attraction potentials and development of the existing and new tourism products.</li> <li>Documenting and developing tourism attractions.</li> <li>Engage on training on entrepreneurship skills for the communities around</li> </ul>
4	National Museum and House of Culture	<ul style="list-style-type: none"> <li>Main national provider of Tanzania local cultures and history to educational cultural Institutions as well as the public</li> <li>To collect, research, conserve and display on cultural and natural matters of the country</li> </ul>
5	Dar es Salaam City Council	<ul style="list-style-type: none"> <li>Marketing and Promotion of cultural heritage resources</li> <li>Capacity Building for Community on matters related to Cultural heritage</li> <li>Visitors Services Provision</li> </ul>

The results of the interviews were analyzed using content analysis technique for making inferences by objectively and systematically identifying specified characteristics of messages in relation to objectives of the study.

#### **4.8.2 Results from the Interview**

The respondents in the interviews from all institutions acknowledged on the importance cultural heritage tourism both to the Dar es Salaam City and Tanzania in General. For example in an interview with the director of antiquities he said “The cultural heritage tourism not only contributes to the government revenue, and provision of employment to its people, but also it plays an important role in education and research. It is also a symbol of national identity such as buildings as a good memory such as being colonized by Germany etc.” It also plays role to promote sites as tourism attractions. Thus as responsible institutions, they are actively involved in promoting domestic tourism through different exhibitions such as Sabasaba exhibitions, Swahili International Tourism Expo (SITE), Utalii week, and Nanenane etc. Others are provision of education to local community how to benefit from cultural tourism. Also are involved in diversifications of tourism products and empowering community to involve in cultural heritage tourism.

To ensure the said socio-economic importance is realized, the institutions are responsible for provision of public awareness in terms of investments and how to protect and conserve the resources. Strategies for public awareness on cultural heritage tourism include the use of various media such as Channel Ten, TBC, and Star TV, which sensitizes the community to visit. Various promotions are conducted

in these media. For example, *Zamadam* by TBC1, *Utalii Wandani* by Channel Ten, and Afro-Culture by Star TV. Awareness campaigns are also conducted in schools and different colleges. Internationally, initiative by the TTB in collaboration with the responsible ministry has been in place. For example, in 2011 to 2013 TTB held a number of promotions at international level. For example, in 2011, the TTB participated in 19 International Tourism exhibitions outside the country with the aim of promoting Tanzania as a quality tourist destination. The main exhibitions included the World Travel Market (WTM) in London and the International Tourism Bourse in Berlin and INDABA in South Africa. (Tanzania Tourism Sector Survey, 2013). Besides, magazines like Tan Travel Magazine etc. were used. Other initiative held for promoting Tanzania tourism at international level was through various world media such as CNN and others. In addition to that, Tanzania launched a new five year international tourism marketing in November 2012 with the aims to increase its market share in all key market and to reposition Tanzania in the international tourist market (Tanzania Tourism Sector Survey, 2014). Yet, a share apportioned to cultural heritage tourism promotions is not such clear.

When asked to rank the strategies' basing on their effectiveness, mass media, visits in schools and colleges for education provision, exhibitions, and use of official documents were ranked top five. The reasons advanced include the fact that most people watch televisions and listening radios. Exhibitions attract a good number of people thus making it also very effective. Besides, being a component part of education study, especially in primary and secondary schools offers an effective sensitization campaign. The official documents include policies, master plans and

other guidelines. The researcher also asked if there are any promotional materials for public awareness campaigns on cultural heritage tourism growth. The responses in interviews revealed brochures/leaflets, documentaries, DVDs, banners (wall banners and roll-up banners), magazines and CDs etc. as promotional materials mostly used.

However, when asked on how much they spent in their budget, no clear answer was given. For example, a representative from Tourism division narrated “...in every year a different budget is given, so it is difficult to establish to how much exactly is budgeted for public awareness campaigns.” Yet, they appreciated on the support from the government. For example the representatives from tourism division and national museum and house of culture connoted, “the ministry allows the divisions to have sections responsible for promotions and communications”. Donors mentioned to give support include the Government of Sweden, which have been helping to design awareness raising programmes and on how to document cultural heritage resources.

NGOs also play a substantial role in dealing with promotion and conservation of cultural heritage promotion. They include the USIKWAZA, URITHI WETU, LEAK CAMP and others with similar goals. The media were also acknowledged in supporting in promotion of cultural heritage tourism sites, as indicated before in this section. Research institutions and academia such as University of Dar es Salaam, Universty of Dodoma, Tumaini University and Open University play a crucial role in teaching students and conducting research important for cultural heritage knowledge creation.

Last question in the interview sought to understand respondent's opinions on what to be done to improve cultural heritage awareness in Dar es Salaam. A wider range of responses was revealed. They suggested for introduction of Dar es Salaam Cultural heritage tourism day, application of public private partnership, city authorities to demarcate the cultural heritage tourism sites areas. Use of mass media in promotion was emphasized. Others are introduction of long term strategies for educating local communities about cultural heritage tourism and its importance. Also are introduction of regular public conferences for discussing issues relating to improving cultural heritage tourism. Involvement of local communities in cultural tourism activities and issues related to planning and decision making was also considered important. Others were to promote positive attitude towards cultural heritage tourism and interpretation of the cultural heritage resources.

#### **4.9 Chapter Summary**

This chapter presented on research findings from the study, following the structure of the research methods used. Results have been presented in both quantitative and qualitative forms. The qualitative part has been presented by describing the most important issues raised in the interviews. Content analysis was used in this case and the researcher decided that description alone would meet the requirement of the section. The study was to identify and document means and ways to promote public awareness on the existing cultural heritage tourism sites in Dar es Salaam. The findings indicate that the available heritage assets are known in general but most of them are not known as cultural heritage tourism attractions. Furthermore, it was



revealed that the main source of information used in promoting public awareness on the existing heritage assets depends on the information was from friends and relatives. This implies that other sources which literature considers potential were either not used or ineffective especially in Tanzania and Africa in general as major means used is oral communication. Respondents suggested that municipalities should put more efforts on promotion of cultural heritage tourism sites. The use of modern means of communication and other mass media for advertisement are encouraged to improve public awareness on the existing cultural heritage sites in Dar es Salaam as well as in Tanzania general.

## **CHAPTER FIVE**

### **5.0 DISCUSSION OF THE FINDINGS**

#### **5.1 Introduction**

This chapter focuses on the interpretation and discussion of findings based on data analysis done in chapter Four. Kerlinger (1973, cited by Masele, 2005) suggests that data analysis and information do not by themselves provide answers for research questions, thus, it is necessary to interpret data for proper understanding of findings. This study was designed to identify and document means and ways to promote public awareness on the existing cultural heritage tourism sites in Dar es Salaam City. This study undertook two phases of fact finding whereby face-to-face interview was conducted and questionnaires were distributed. This discussion is based on chronological arrangement of research objectives that guided this study.

#### **5.2 Knowledge by the General Public on Available Heritage Assets**

Findings from this study revealed that to a great extent the cultural heritage assets were known as like any other parts of Dar es Salaam city but not as cultural heritage sites. The top five known places mentioned include: National Museum and House of Culture, Azania Front Lutheran Church, Mnazi Mmoja Ground, Ocean Road hospital and State House, while other places considered potential for cultural heritage tourism were not known as cultural heritage sites. Therefore, this is a challenge to responsible authorities and other stakeholders to ensure that these potential cultural heritages sites are widely known by the general public and World in general. Responsible authorities should take initiatives and think on using effective sources of information

such as mass media like Television, radio and others, because most of people like watching televisions and listening radio than reading. As findings has indicated that the main source of knowledge to community was from structured education and training programs in schools, colleges, universities, adult and learning centers. Introducing a curriculum on cultural tourism from primary level to higher level, this will enhance public to gain knowledge. Figure 5 and Figure 6 provide the details.

According to AKAP sequence by Evenson (1987), where there is awareness, there would be knowledge that modifies attitude, which in turn can results into practices that lead to productivity and growth. The same is stated by Elias St. Elmo Lewis in his AIDA model that, if the consumer does not know that a marketer's product exists, they will never consider purchasing the item. The marketer must gain the target markets attention. This study thus conceptualizes that, increased knowledge on cultural heritage assets will enhance accessibility to cultural heritage assets, improve good will and cooperation to tourists and improved ethics of its care as the result there will be sustainable cultural heritage tourism growth.

Findings revealed that, the main source of knowledge is from structured education and training programs in schools, colleges, universities, adult and learning centers as most of the community says. This finding confirms what Euromed (n.d) asserted that heritage education need to be developed in schools and through informal education. In doing so students will appreciate of their cultural heritage assets, hence visiting and using the resources of the site will increase the understanding the importance of

the past and contemporary heritage as common elements. While others sources such as exhibitions, printed materials, mass media and other sources are not doing well. In fact, one would wonder that though mass media and exhibitions are always considered an effective source of information and knowledge, it was rarely used for cultural heritage awareness campaigns. For example, only few programmes were mentioned in the interview with visited institutions' responsible directors, broadcasted in TBC1, Channel Ten and Star TV. Exhibitions which could be an eye opening events to the community are rarely conducted in only Sabasaba or Nanenane which are however done once per year.

Also the tourism week known as *Wiki ya Utalii* is done once per year and in only one selected region. Yet there is no specific cultural heritage event that would allow for enough coverage on cultural heritage tourism promotion. Among the given opinions is the introduction of this day at least once per year. Good news however is that, of recent, a Swahili International Tourism Expo (SITE) has been introduced that is hoped to be a potential means to promote among other cultural tourism. If this opportunity is strategically used, it will offer for cultural tourism growth.

In order community to gain knowledge about the existing of cultural heritage tourism sites it is important to make sure that sources are used effectively. By effectiveness it may refers to applying the right technique to the right group of people. For example using mass media, and conducting different exhibitions about cultural heritage tourism sites are considered effective, to communities prefer seeing and hearing to reading. The use of printed materials like brochures, posters and billboards and

building of information centers this will be effective for community that has reading habits.

Ichumbaki (2012), indicates that establishment of cultural heritage information centers in every region of Tanzania shall result in offering knowledge on a variety programmes about cultural heritage resources of the respective regions. Others include the preparation of a tourist guide map for domestic tourists which could be one of the sources of knowledge to community about cultural heritage tourism sites existence.

Involvement of local community in cultural heritage tourism sites matters like conservation and preservation could add appreciation, understanding and embracing the valuable assets belonging to them. Besides, local people should be capacitated to utilize entrepreneurial opportunities or others related to site maintenance and site guardianship. This will be among good sources of knowledge. Their involvement in decision making and planning will improve people's will make them will feel to be part of resulting potentials from cultural heritage assets.

Sharing socio-economic and cultural benefits for the domestic population who might not otherwise be able to experience the cultural and natural richness of their own surrounding is important. The knowledge will have impact to increased care and goodwill to visitors. In doing so it will open up an opportunities for exchange of ideas and practices that domestic travelers can bring. Residents will also potentially develop stronger interest in promoting deeper appreciation of the country's natural

and cultural heritages, and greater awareness (Sri Lanka Tourism Development Authority, n.d)

### **5.3 Means used to Promote Public Awareness on the Existing Cultural Heritage Assets in Dar es Salaam**

Regarding this objective, both community and tourists participated. Although literature documents main sources of influence to be previous visit, advise from friends, advise from information centre, tourist guide books, structured education and training, exhibitions, printed materials, audiovisual resources, social networks and mass media and electronic publications, the study revealed as indicated in Figure 4.7 that the means that most impacted public awareness about cultural heritage was exhibitions, followed by friends/relatives as sources of information. Others like tourist information centers and tour operator/ travel agents were ranked low. The implication is that, if a wider public is to be made aware through well designed exhibitions it will in turn aid in informing the rest of the community. This is probably because, communities in Tanzania prefer hearing and seeing to reading. Besides, Tanzanian people live in a collective culture; hence tend to be also influenced more with friends and relatives they interact with. Yet, the potential from other means like mass media, audio-visual materials and composed stories or songs etc. is enormous. Yet, as it was indicated before, there is still very few programmes in local televisions exist, which are however very rarely broadcasted, hence narrowly able influence. Nevertheless, given the good news resulting from the mushrooming use of mobile phones in the country powered by GPRS, a potential exists with the use of social

media and the web as vibrant means for public awareness. Statistics indicate that, more than 25% of population owned mobile phone by 2008 (TCRA, 2008) and about 23,780,387 as registered SIM cards by 2012 (TCRA, 2012). The introduction of Swahili programmes like Facebook Swahili eliminates some of barriers related to language and hence offering great promises for the future if a well package for cultural heritage tourism promotion is prepared.

In regards to tourists who participated in this study as indicated in Figure 7 and Figure 8, friends/relatives were their major source of influence to visit, followed by exhibition. Other influences like previous visit, advise from information centre and audiovisual resources each came later and were followed by mass media and electronic publications. Others like tourist guide books, printed materials, social networks and structured education and training each influenced very low.

This is seemingly that especially for tourists who have not been in the country before, they would rely more on what they are told by their close friends and relatives on where to visit, depending on the perceptions what the friends and relatives have regarding a particular destination. This implies that other sources which literature considers potential were either not used or ineffective. This may hold true due to the fact that, no any special programmes that is in place for promoting cultural heritage tourism. For example in the discussion with representatives from the visited institutions responsible to promoting cultural heritage tourism, the only mechanism that was reported was the use of exhibitions to various embassies, which is however done only once per year, and its coverage is not clear. It was only recently the TTB launched programmes that would promote

general tourism Tanzania has, through CNN outside the country. The extent to which cultural tourism is apportioned, is however not clear. Yet, it is not clear how sustainable this programme will be. This study would be of opinion that modern means like use of social media need to be encouraged given their coverage, timeliness, and cost effectiveness.

In the interview by the Director of Antiquities and Director of Tourism Division, education was also considered as an important source of knowledge because it help to impart awareness, skills, knowledge and attitude on the opportunities coming from cultural heritage tourism sector. That is, where planned and well packaged, it will broaden knowledge and understanding of the issues surrounding heritage, culture and tourism as well as conservation of heritage sites. On the other hand community suggested that provision of education to locals through public training and workshops about cultural heritage tourism sites of Dar es Salaam as well as Tanzania in general could enhance awareness about the existing resources, hence able to sensitive local community on the meaning, values and importance of cultural heritage resources to their socio-economic and cultural affairs.

#### **5.4 The Effectiveness of the Public Awareness Creation Strategies on Available Heritage Assets**

Unless the source of information is effective the information disseminated cannot be useful. This study therefore, assessed the effectiveness of the available cultural heritage assets public awareness creation strategies. To do so, a scale approach was used from 1-strongly effective, 2-effective, 3-somehow effective, 4-inneffective, and



5-strongly ineffective to assess respondents exact perception. Mixed perception regarding the effectiveness of the sources of information on public awareness, was revealed. Mass media interviews and news items on radio and television were considered by both the tourists and community as very effective sources. This is probably because it can cover a wide area and the fact that most of people prefer listening radio and watching televisions, as the quickest way of getting information. A similar concern was also revealed in an interview with the representative from the authorities visited by the researcher. Other sources like advices from tourist information centre, printed material (like brochures, billboard, poster and pamphlets); tourist guide books, exhibitions, audiovisual resources (such as pre-recorded cassettes, videos, CDs and DVDs); websites, email discussion lists and blogs; social networks (such as facebook, twitter, and instagrams), news papers and magazines both offline and electronic; composed stories, songs, dances, plays and poems were considered effective. This means if these strategies are used well they can offer effective public awareness on cultural heritage tourism. Public relations (to community), political advocacy and use of celebrity spokes people were considered somehow effective. While tourists considered public relations effective. According to Lasswell Model (1948), questions like “Who”, “Says what”, in “which channel”, “To whom”, “With what effect” need to be well answered. This means not every single channel can suit all. Therefore, the right message has to be presented using the right media to the right group of people if it is to offer the expected results. For example, in the community with poor reading culture, means like televisions and radio may offer positive results. Others like exhibitions, audiovisual, composed stories using songs, dances, plays and poems can offer positive results to such group. The vice

versa is true for a group with reading culture, where by means like printed material (like brochures, billboard, poster and pamphlets); tourist guide books, websites, email discussion lists and blogs; social networks (such as facebook, twitter, and instagrams), news papers and magazines both at offline and electronic sources. Also, factors like age may matter, where for example most social networks are used mostly by the youth, which children opt for things like billboards and use of pictures and physical objects to easily see. It is the hope of this study that, its results will affect some changes on what to broadcast by whom in order to get the expected effectiveness expected for cultural tourism growth promotion.

In this study, a number of initiatives were revealed to promote existing cultural heritage assets. For example, in an interview conducted by directors of TTB, Tourism division, Antiquities division Dar es Salaam city council, and staff from different tourism institutions it was revealed that, Televisions, radio, and newspapers are mostly used. For example different programs concerned with cultural tourism are advertised through different television programmes such as TBC1 (Zamadamu Program), Channel Ten (Utalii wa Ndani program) and Star TV (Afro – culture program). As it was pointed before, a special international programme is under way where Tanzania as a destination is now broadcasted in CNN. Yet, the true percentage that goes for cultural heritage promotion could not be revealed by this study.

The study was assessing the reflection of the effectiveness of cultural heritage assets public awareness strategies. The findings opined that for the advertised messages and supporting materials on cultural heritage tourism sites to be effective they need to be

seen clearly and there should be detailed publications to explain about the site. Lwoga and Kessy (2010), revealed that with exceptional of few private owned publications such as Dar guide, the city authority has not produce any detailed publication to promote cultural heritage attractions. In addition to that, the messages on cultural heritage tourism must be credible and plausible including presence of labels or billboards. This study could not find any these. The same was revealed by Lwoga and Kessy, where no street labels or billboards which advertised the city's heritage, and wherever existed they were poorly labeled and not detailed. Most of labels and billboards in city's streets were business oriented. The available ones were predominated by telecommunications, hotels, and beverages. Lwoga and Kessy (2010) lamented that all entrance points to Dar es Salaam were at the Ubungu Bus Terminal, Julius Nyerere International airports and harbors. They (ibid) add that there were no signs that the city had any plan to promote and provide adequate tourists information focused on cultural heritage. This study calls for messages to be well labeled and detailed on cultural heritage tourism such that they can easily affect behavioral changes. In doing so they will provide the effectiveness expected.

On the statement whether cultural heritage tourism has received broad support of individuals and interested groups, majority replied to somehow agree, while the remaining respondents disagreed and strongly disagreed. Similar findings by Lwoga and Kessy (2010) revealed this. For example, most tour operators do not include Dar es Salaam historical sites in their packages (ibid). Consequently the attractions remains poorly promoted. If cultural heritage tourism messages were objective, accurate and concise majority replied to somehow agree than those who agreed. This

finding also reflects what Lwoga and Kessy (2010) found, where for example, despite Dar es Salaam richness on tourists' attraction areas, tour guides tended to concentrate on fewer attractions. In addition the itineraries that tour guide followed were not properly designed to offer interesting and well communicated packages (ibid). For example, they didn't provide the city's history and details description of the old historical buildings. Mixed answers also were with respondents when they were supposed to rate if the messages are usually short and powerful to mobilize people to action between agreed and somehow agreed, and the remaining respondents disagreed and strongly disagreed on the same.

As one of the aspect determining effectiveness, this study probed on accessibility of sources of information. This emanated from Powell (2003) who asserts that, people cannot use information in whatever format unless they have access to it. According to him (ibid), it is the flow and exchange of information that helps to create its value. Respondents rating using a scale from 1-Very accessible, 2-Accessible, 3-Somewhat accessible, 4-Inaccessible, to 5-Very indicated that, the situation was not satisfactory because if added the total number of respondents from somehow accessible to very inaccessible in most cases exceeded 50% of all respondents who replied to each respective questions. Most responses ranged from somehow accessible to inaccessible, calling for urgent situation change by the responsible parts. For example, in regard to advice from tourist information centre, this source is considered to be somehow accessible. Similar findings were revealed with Lwonga and Kessy (2010) study, who presented that Dar es Salaam City has only one organized tourist information centre which is located along Samora Avenue. The

office could not be easily identified by potential tourists and had inadequate information on Dar es Salaam cultural heritage tourism attractions (Ibid). This is an alarm that calls for urgent situation change by the responsible parts. For example, in regard to advice from tourist information centre, 14 respondents (25.9%) argued that advice from tourist information centre source of information is accessible while 19 respondents (35.2%) responded the sources to be somehow accessible while those responding to sources as inaccessible and very inaccessible sum up to 16 respondents which are 29.6%.

On the second source of information, 19 respondents (35.2%) responded that, printed materials- such as brochures, billboards, posters and pamphlets are accessible, while 22 respondent (40.7%) reported that, somehow accessible, and the remaining responding inaccessible and very inaccessible. Moreover, 23 respondents (42.6%) argued that tourist guide books as source of information are somehow accessible and inaccessible as reported by 13 respondents which 24.0% of those who answered this question. Similar findings has been reported by Lwoga and Kessy (2010) who revealed that there were no street labels or billboards which advertised the city's heritage and wherever existed they are poorly labeled and not detailed. They (ibid) add that physical observations of cultural heritage attractions suggests that the existing short fall is caused by lack of plaques, labels and advertising leaflets to provide self guided information to tourists, inaccessibility of some cultural heritage sites (such as State house and other old government buildings), and lack of appropriate itinerary incorporating the provate property int the public tourism industry.

Furthermore, exhibitions though were rated accessible by 18 respondents (33.3%) the remaining replied somehow accessible, inaccessible to very inaccessible (represented by 16 (29.6%), 2(3.7%) and 10(18.5%) respectively). Audiovisual resources-such as pre-recorded cassettes, videos, CDs and DVDs sources of information were reported by 12 respondents (22.2%) that are accessible while 18 respondents (33.3%) responded as somehow accessible, while a total of 18 respondents (33.3%) responded inaccessible and very inaccessible. About 16 respondents (29.6%) reported that composed stories, songs, dances, plays and poems are accessible, 19 respondents (35.2%) reporting the sources as somehow accessible, while 10 (18.5%) and 4(7.4%) responded to be inaccessible and very inaccessible respectively.

The findings however revealed a promising situation with mass media and digital media (social networks, blogs, and emails discussions) where in each more than 50% responded from very accessible, accessible to somehow accessible. Websites, email discussions and blogs as sources of information were reported by 14 respondents (25.9%) as very accessible, while 15 respondents (27.8%) rating it accessible, and the same number 15 respondents (27.8%) rate as somehow accessible. Social Network -such as facebook, twitter, instagram as another emerging and vibrant source of information was rated by 12 respondents (22.2%) as very accessible, 18 respondents (33.3%) as accessible, and 14 respondents (25.9%) as somehow accessible.

The results suggest that if information on cultural heritage sites is to be useful, then the sources need to be made accessible. However, it is clear from the results that

some sources which could be useful for public awareness campaigns were inadequately accessible. Yet, promising news was with mass media and the digital media (such as social networks, blogs, and email discussion) which were considered to a great extent accessible. This is potential opportunity to enhance public awareness on cultural heritage assets, if wisely utilized. It is for responsible parts to use effectively the rated accessible sources for wider public awareness in order to earn the expected benefits from cultural heritage resources available. Even for those rated to a great extent as inaccessible, mechanisms need to be put in place to make use of them, given their potentiality for public awareness creation. Where accessibility of the sources of information is assured in wider and useful formats, more people would be able to visit and access the available information on cultural heritage tourism assets.

### **5.5 Environments for Supporting Public Awareness Campaigns on Heritage Assets**

As already highlighted in the findings, a number of environments need to be put in place in order to enhance cultural tourism assets promotions. The environments asked to be rated and as presented in Table 4.14 and Table 4.15 included: funding priority in budgeting, favorable policies on heritage, the support by responsible authorities (city council, TTB, ministry etc), and sponsored workshops and trainings, establishment of cultural day, establishment of cultural tourism centre, provision of free visits. Most of respondents either strongly agreed or agreed, with few replying to somehow agreeing, while negligible number replying to disagree and strongly disagree. Aspects emphasized include support in terms of funding, suitable heritage

tourism policies, making cultural heritage a priority by responsible authorities (such as city council, TTB, ministry etc), Moreover, government priority in budgeting and organization of things like cultural day were also emphasized. Respondents also called for sponsored workshops and trainings to enhance public awareness regarding cultural heritage tourism. Others are establishment of cultural tourism centre, provision of free visits, and provision of cultural heritage awareness campaigns in schools, colleges and universities in order to impart public awareness on cultural heritage tourism.

Funding is important in any aspect involving cultural heritage tourism growth. This can be used in training and workshops, paying staff, financing promotion and awareness campaigns, and construction of required infrastructure, and others. Good policies for cultural heritage tourism promotion could be a factor for supporting public awareness because they aid in providing guidelines on how some particular course of actions may be done (Ichumbaki, 2012). Ichumbaki (ibid) further adds that, in the heritage sector, a policy is a guideline or document prepared with the purpose to direct the conservation and management of the heritage assets for their long life survival. When heritage resources are managed and well conserved this will enhance to public awareness on the existing cultural heritage. Making cultural heritage a priority by responsible authorities (such as city council, TTB, ministry etc) is important. This is because, these organs authorizes are responsible for allocating resources in terms funding, time, and human resources, and training for accomplishing a certain cultural heritage tourism activity. The higher the support, the better for cultural heritage tourism sector nourishment.



A need for responsible institutions to think on establishing a cultural day was considered important. This will enhance awareness to community about cultural heritage tourism assets. The same was argued by Lwoga and Kessy (2010) who also opines on establishment of cultural day or city traditional week as one of mechanisms for promotion of cultural heritage. This is also of opinion that, with established cultural day or traditional week, various people from the community and other places will be able to come together and see available cultural heritage assets, hence increasing their awareness and knowledge on their importance on improved ethics of its care.

Sponsored tailor-made workshops and trainings could aid imparting awareness, skills and knowledge for conducting better a particular targeted set of activities related to cultural heritage tourism. The knowledge to be offered may include conservation of cultural heritage assets, or related to how community could enterprise out from the cultural heritage assets at their exposure. Lwoga and Kessy assert that, training could be conducted in collaboration between local colleges and higher training institutions in order to deliver quality training packages. Other environment which this study reveals is establishment of cultural tourism centre, a place where different interested groups can visit. In turn they will be able to obtain information about the destination. Provision of free visits to these centers is also emphasized. For example, Ichumbaki (2012) argues that as distinguished from Tanzania, it is quite normal for other countries to have cultural centers. By its presence community would visit for learning about cultural heritage assets. Others include Provision of cultural heritage

awareness campaigns in schools, colleges and universities in order to impart public awareness on existing cultural heritage tourism.

## **CHAPTER SIX**

### **6.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **6.1 Introduction**

This chapter presents the summary, conclusion and recommendations for the study. The purpose of the study was to identify and document means and ways to promote public awareness on the existing cultural heritage tourism sites in Dar es Salaam.

#### **6.2 Summary**

The purpose of this study was to identify and document means and ways to promote public awareness on the existing cultural heritage tourism sites in Dar es Salaam City. Specifically, findings revealed that most of the cultural heritage tourism sites are not known as cultural heritage assets, but they are known in general as places found in the city. The study comes with the means that could be used in promoting cultural heritage tourism, because findings revealed that means of promoting cultural heritage tourism in Dar es Salaam are not very effective for example there is no billboards, leaflets and others. It was suggested that mass media is the good source to be used in promoting a destination, use of billboards, more exhibitions, building of tourist information centres and others for promoting cultural tourism and enhance community to gain knowledge. Furthermore, findings revealed that there should be more emphasis on the aspects of budgeting, exhibitions, introduction of cultural day, establishment of information centre, the use of mass media and other sources related could be suitable environment to support public awareness campaign on cultural heritage tourism assets.

### **6.3 Conclusion**

The major conclusion, from this study was drawn from the facts stated in the four specific objectives of the study which include; to assess the extent to which available heritage assets were known to the general public; to identify means used to promote public awareness on the existing cultural heritage assets in Dar es salaam City; to assess the effectiveness of the public awareness creation strategies on available heritage assets, and, to examine environment suitable to support public awareness campaigns on heritage assets.

The study found that most cultural heritage tourism sites are known in general as places but not known as cultural heritage tourism sites by general public. While few of the places were known as cultural heritages such as, National Museum and House of Culture, Kariakoo Market, Azania Front, Ocean Road Hospital. The study suggested that there should be effective means that could be used in promoting public awareness such as involvement of local community in preservation and conservation issues, training and workshops and others discussed in chapter five.

Also would impart knowledge of cultural heritage tourism sites to public. The available heritage strategies for public awareness creation in Dar es Salaam city are considered to be ineffective; the study suggested that there should effective strategies for promoting public awareness creation for public. The study revealed, that suitable environment for promoting public awareness campaigns on heritage assets such as the use of mass media, introduction of curricular from primary to higher education

level, and others as discussed in chapter five could important in awareness campaigns.

#### **6.4 Recommendations**

Following the observed problems and challenges, both the community and tourists who participated in this study suggested a number of issues related to improving public awareness on cultural heritage assets in Dar es Salaam City as a way to improve cultural heritage tourism growth. The recommendation are divided into four including: (1) improving knowledge on available heritage assets by general public; (2) enhancing accessibility of community to cultural heritage sites; (3) improving goodwill and cooperation to tourists; and,(4)improving ethics of cultural heritage care.

##### **6.4.1 Recommendations to Improve Knowledge on Available Heritage Assets by General Public**

- i) Provision of free training in primary and secondary school and workshops on cultural heritage tourism. Besides, primary and secondary schools be encouraged to make excursions to these cultural sites
- ii) Encouraging domestic tourism through reduced entrance rate to community;
- iii) Provision information materials in strategic areas such as shopping malls, public transport means, entry points and others;
- iv) Establishment of special website for cultural heritage tourism;
- v) Widely use of mass media and social networks to promote available cultural heritage resources.

#### **6.4.2 Recommendations to Enhance Accessibility of Community to Cultural**

##### **Heritage Sites**

- i) Introduction of free visits to cultural heritage attraction sites at least once per months;
- ii) Provision of information materials in form of guide maps, banners, posters, brief handbook, leaflets, brochures describing about places to be visited;
- iii) Introduction of cultural heritage tourism day at least once per year.

#### **6.4.3 Recommendations to Improve Goodwill and Cooperation to Tourists**

- i) Community should be involved in cultural tourism issues such as in planning and decision making related to cultural heritage tourism growth;
- ii) Informing and sharing of cultural heritage tourism benefits resulting from available heritage sites;
- iii) Formulation of good policies and regulation relating to managing cultural heritage resources;
- iv) Provision of opportunities to community to enterprise in cultural heritage tourism e.g. curio shops, souvenir selling, selling local foods and drinks etc.

#### **6.4.4 Recommendations to Improve Ethics of Cultural Heritage Care**

- i) Conducting mass media education on the importance of available cultural heritages assets;
- ii) Provision on conservation and preservation education relating to cultural heritage resources;

- iii) Encouraging community to abide regulation and bylaws relating to care of cultural heritage assets;
- iv) Demarcating and labelling cultural heritage tourism sites.

### **6.5 Areas for Further Research**

Although this study contributed to the general knowledge on promoting public awareness on the existing cultural heritage sites in Dar es Salaam City, there are further areas of study which this study deem them important that relate to the area of study. They include:

1. The need to research on the urbanization and impacts to cultural heritage sites there in.
2. Determinants for visitors satisfaction on cultural heritage tourism attractions in Cities
3. Branding Dar es Salaam City as a cultural heritage tourism destination

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## APPENDICES

### Appendix 1: Questionnaire for Community in Dar es Salaam

#### Dear Respondent

The purpose of this questionnaire is to enable the researcher to collect data about **“Promoting Public Awareness on Cultural Heritage Tourism Sites in Dar es Salaam City”**. You are requested to respond to the questions carefully and depending on your knowledge, experience and skills. I would like to ensure you that the information provided will be used for academic purpose only. Thank you in advance. I appreciate for your participation in this study.

#### Questions

1. Your region.....District.....
2. Your age.....years
3. Gender.....
4. Education.....
5. Occupation
  - ( ) Employed
  - ( ) Self employed
  - ( ) Non employed
6. Which among the following places found in Dar es Salaam you know?
  - ( ) Askari monument
  - ( ) City garden
  - ( ) Kariakoo market

- ( ) Ferry market
- ( ) National Museum and House of Culture
- ( ) Village Museum
- ( ) The ruins of Kunduchi
- ( ) Botanical Garden
- ( ) Mwalimu Nyerere Memorial Museum
- ( ) The white fathers building
- ( ) Mnazi mmoja ground
- ( ) National Stadium
- ( ) St. Joseph Cathedral
- ( ) City Council office
- ( ) Old Boma
- ( ) The Karimjee Hall
- ( ) Azania Front Lutheran Church
- ( ) Ocean Road Hospital
- ( ) State House
- ( ) Julius Nyerere International Airport
- ( ) Others (please specify).....

7. Which of the mentioned places in question number 6 above; you know them as cultural heritage attractions?

- ( ) Askari monument
- ( ) City garden
- ( ) Kariakoo market

- ( ) Ferry market
- ( ) National Museum and House of Culture
- ( ) Village Museum
- ( ) The ruins of Kunduchi
- ( ) Botanical Garden
- ( ) Mwalimu Nyerere Memorial Museum
- ( ) The white fathers building
- ( ) Mnazi mmoja ground
- ( ) National Stadium
- ( ) St. Joseph Cathedral
- ( ) City Council office
- ( ) Old Boma
- ( ) The Karimjee Hall
- ( ) Azania Front Lutheran Church
- ( ) Ocean Road Hospital
- ( ) State House
- ( ) Julius Nyerere International Airport
- ( ) Others (please specify).....

8. How did you know about the existence of the mentioned cultural heritage sites named in question 7?

- ( ) Advice from friends/relatives
- ( ) Advice from tourist information centre



- ( ) Tourist guidebooks
- ( ) Structured education and training programs in schools, colleges, universities, adult and learning centers
- ( ) Exhibitions
- ( ) Printed materials- such as brochures, billboards, posters and pamphlets
- ( ) Audiovisual resources- such as pre-recorded cassettes, videos, CDs and DVDs
- ( ) Websites, email discussion lists and blogs
- ( ) Social Networks- such as facebook, twitter, instagram etc.
- ( ) Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet
- ( ) Mass media interviews and news items on radio and television
- ( ) Celebrity spokespeople
- ( ) Oral traditions, performances of specially composed stories, songs, dances, plays and poems
- ( ) Public relations (PR)
- ( ) Political advocacy and lobbying
- ( )
- Others.....

9. If you obtained information (leaflets, brochures) about this site prior to visiting, where did you get it from?

- ( ) Travel agent
- ( ) Tour operator

( ) Friends/relatives

( ) Holiday/tourism exhibition

( ) Tourist information centre

( ) Others.....

10. How accessible and affordable are the following sources of information?

Source of information	Very accessible	Accessible	Somewhat accessible	Inaccessible	Very inaccessible
Advice from tourist information centre					
Printed materials- such as brochures, billboards, posters and pamphlets					
Tourist guidebooks					
Exhibitions					
Audiovisual resources- such as pre- recorded cassettes, videos, CDs and DVDs					
Websites, email discussion lists and blogs					
Social Networks- such as facebook, twitter, instagram etc.					
Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet					
Mass media interviews and news items on radio and television					
Composed stories, songs, dances, plays and poems					

11. In your opinion, how do you rank the effectiveness of the messages by the  
following public awareness strategies

Public awareness strategies	Very effective	Effective	Somehow effective	Ineffective	Very ineffective
Advice from tourist information centre					
Printed materials- such as brochures, billboards, posters and pamphlets					
Tourist guidebooks					
Exhibitions					
Audiovisual resources- such as pre-recorded cassettes, videos, CDs and DVDs					
Websites, email discussion lists and blogs					
Social Networks- such as facebook, twitter, instagram etc.					
Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet					
Mass media interviews and news items on radio and television					
Celebrity spokespeople					
Composed stories, songs, dances, plays and poems					
Public relations (PR)					
Political advocacy and lobbying					

12. To what extent do you agree or disagree on the following statements?

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The advertised messages and supporting materials on Cultural Heritage Tourism sites are being seen clearly					
The messages on Cultural Heritage Tourism are perceived to be credible and plausible					
Messages on Cultural Heritage Tourism affect behavioral changes					
Cultural heritage tourism sources of					

information used are accessible and affordable					
Public awareness campaign on Cultural Heritage tourism has received broad support of individuals and interested groups					
The cultural heritage tourism message is objective, accurate and concise					
A cultural heritage tourism message have been relayed to the public through a variety of means in an effort to reach more people who will connect the campaign's purpose					
The public awareness campaign are usually short and powerful to mobilize people to action					

13. To what extent do you agree or disagree with the following statements regarding suitable environment for public awareness creation on cultural heritage tourism?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There should be support in terms finding for public awareness campaigns on Cultural heritage tourism					
Suitable cultural heritage tourism policies are important for public awareness of the sector					
Making cultural heritage a priority by responsible authorities such as TTB, city council etc.will enhance public awareness of the assets					
Government priority on budgeting is important for enhancing public awareness creation of the sector					
Cultural day would assist to create public awareness regarding cultural heritage tourism					
Sponsored workshops and training would enhance awareness regarding cultural heritage tourism					
Establishing cultural heritage tourism centre would enhance public awareness on cultural					

heritage tourism					
Provision of free visits to cultural heritage sites at least once per month will increase public awareness service					
Funded campaign on cultural heritage tourism in schools, colleges and universities would impart public awareness on cultural heritage tourism					

14. What should be done to improve public awareness on cultural heritage tourism in Dar es Salaam?

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**Thank you for cooperation and support**

## APPENDIX2: Questionnaire for Tourists

### Dear Respondent

The purpose of this questionnaire is to enable the researcher to collect data about **“Promoting Public Awareness on Cultural Heritage Tourism Sites in Dar es Salaam City”**. You are requested to respond to the questions carefully and depending on your knowledge, experience and skills. I would like to ensure you that the information provided will be used for academic purpose only. Thank you in advance. I appreciate for your participation in this study.

### Questions

1. Your country of  
origin.....
2. Your age.....years
3. Gender .....
4. Occupation.....
5. Which of the following groups would you place yourself in?
  - ( ) Local resident
  - ( ) Tourist on independent holiday
  - ( ) Tourist on inclusive/package tour
  - ( ) Visiting friends/relatives
  - ( ) Business
  - ( ) Others (Please specify).....
6. What is the main purpose of your visit?
  - ( ) Leisure

☐ Visiting friends and relatives

☐ Business and professional

☐ Health treatment

☐ Religion/pilgrimages

☐ Others (Please

specify).....

7. What are the main characteristics of the site that made you decide to visit?

☐ Accessibility

☐ Historical interests

☐ Peace and quietness

☐ Friendliness/hospitality

☐ Visiting friends and relatives

☐ Entertainment and recreation

☐ Quality of accommodation

☐ Scenery

☐ Specific attractions

☐ Particular activities

☐ On transit to other sites outside Dar es Salaam

☐ Others.....

8. What type of tourism attractions attracts more to visit in Tanzania?

Type of tourism	Strongly attracted	Attracted	Somehow	Not attracted	Badly attracted
Wildlife					
Cultural heritage attraction					
Adventure tourism					
Sex tourism					

9. In regard to cultural heritage tourism in Tanzania what is your favorite place to visit?

.....

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.....

.....

10. Which of the following if any influenced your decision to visit cultural heritage site in Dar es Salaam? If any?

- ( ) A previous visit
- ( ) Advice from friends/relatives
- ( ) Advice from tourist information centre
- ( ) Tourist guidebooks
- ( ) Structured education and training programs in schools, colleges, universities, adult and learning centers
- ( ) Exhibitions
- ( ) Printed materials- such as brochures, billboards, posters and pamphlets



- ( ) Audiovisual resources- such as pre-recorded cassettes, videos, CDs and DVDs
- ( ) Websites, email discussion lists and blogs
- ( ) Social Networks- such as facebook, twitter, instagrams etc.
- ( ) Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet
- ( ) Mass media interviews and news items on radio and television
- ( ) Celebrity spokespeople
- ( ) Oral traditions, performances of specially composed stories, songs, dances, plays and poems
- ( ) Public relations (PR)
- ( ) Political advocacy and lobbying
- ( ) Others.....

11. If you obtained information (leaflets, brochures) about this site prior to this visit, where did you get it from?

- ( ) Travel agent at home
- ( ) Travel agent in ..... (Name the country)
- ( ) Tour operator prior to departure
- ( ) Friends/relatives
- ( ) Holiday/tourism exhibition
- ( ) In the plane
- ( ) Tourist information centre elsewhere in the country
- ( ) Others.....

12. Have you heard anything about cultural heritage tourism attractions in Dar es salaam

☐ Yes

☐ No

13. If yes, which among the following attractions are what that you have heard?

☐ Askari monument

☐ City garden

☐ Kariakoo market

☐ Ferry market

☐ National Museum and House of Culture

☐ Village Museum

☐ The ruins of Kunduchi

☐ Botanical Garden

☐ Mwalimu Nyerere Memorial Museum

☐ The white fathers building

☐ Mnazi mmoja ground

☐ National Stadium

☐ St. Joseph Cathedral

☐ City Council office

☐ Old Boma

☐ The Karimjee Hall

☐ Azania Front Lutheran Church

☐ Ocean Road Hospital

☐ State House

( ) Julius Nyerere International Airport

( ) Others (please specify).....

14. What among of the cultural heritage sites above are mostly advertised? Name at least four of them.

.....  
 .....  
 .....

15. To what extent are the following sources of public awareness campaigns effective for cultural heritage assets' public awareness creation

Public awareness strategies	Very effective	Effective	Somehow effective	Ineffective	Very ineffective
Advice from tourist information centre					
Printed materials- such as brochures, billboards, posters and pamphlets					
Tourist guidebooks					
Exhibitions					
Audiovisual resources- such as pre-recorded cassettes, videos, CDs and DVDs					
Websites, email discussion lists and blogs					
Social Networks- such as facebook, twitter, instagram etc.					
Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet					
Mass media interviews and news items on radio and television					
Celebrity spokespeople					
Composed stories, songs, dances, plays and poems					
Public relations (PR)					
Political advocacy and lobbying					

16. To what extent do you agree or disagree with the following statements as true reflection of effectiveness of cultural heritage assets public awareness strategies

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The advertised messages and supporting materials on Cultural Heritage Tourism sites are being seen clearly					
The messages on Cultural Heritage Tourism are perceived to be credible and plausible					
Messages on Cultural Heritage Tourism affect behavioral changes					
Cultural heritage tourism sources of information used are accessible and affordable					
Cultural Heritage tourism public awareness campaign has received broad support system of individuals and interested groups					
The Cultural heritage tourism message is object, accurate and concise					
A cultural heritage tourism message have been relayed to the public through a variety of means in an effort to reach more people who will connect the campaign's purpose					
The public awareness campaign are usually short and powerful to mobilize people to action					

17. To what extent do you agree or disagree with the following statements regarding suitable environment for public awareness creation on Cultural heritage tourism

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There should be support in terms finding for public awareness campaigns on Cultural heritage tourism					
Suitable cultural heritage tourism policies are important for public awareness of the sector					

Making cultural heritage a priority by responsible authorities such as TTB, city council etc.will enhance public awareness of the assets					
Government priority on budgeting is important for enhancing public awareness creation of the sector					
Cultural day would assist to create public awareness regarding cultural heritage tourism					
Sponsored workshops and training would enhance awareness regarding cultural heritage tourism					
Establishing cultural heritage tourism centre would enhance public awareness on cultural heritage tourism					
Provision of free visits to cultural heritage sites at least once per month will increase public awareness service					
Funded campaign on cultural heritage tourism in schools, colleges and universities would impart public awareness on cultural heritage tourism					

18. What should be done to improve public awareness on cultural heritage

tourism in Dar es

Salaam?.....

**Thank you for cooperation and support**

### **APPENDIX 3: Interview guide to Institutions Responsible for Cultural Heritage Promotion**

1. When thinking of promoting tourism growth in Tanzania, what is your role?
2. To what extent is cultural heritage tourism is important in Tanzania?
3. To what extent is cultural heritage tourism is important in Dar es Salaam city?  
(contribution to the economy; socio-cultural importance; education; etc)
4. What do you do to ensure the said socio-economic importance is realized?
5. In the pursuit to ensuring that community/public is aware on existing cultural heritage sites, what are your strategies?
6. Which among of the given strategies are more effective than others? Give at least five. Why do you think so?
7. Are there any promotional materials for public awareness campaigns on cultural heritage tourism growth? May you please mention them?
8. How much do you spend (% of the budget) in the said strategies for public awareness as compared to others?
9. Do you have any support from e.g. Government, Donors, NGOs, private sectors (such as media companies), research institutions, academia etc.? Mention them with their respective support.
10. What should be done to improve (enhance) public awareness campaigns on cultural heritage tourism in Dar es Salaam?