

**ROLE OF LOCAL TELEVISION PROGRAMS IN PROMOTING DOMESTIC
WILD LIFE TOURISM IN TANZANIA: THE CASE OF DAR ES SALAAM**

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

2013

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled: **Role of Local Television Programs in Promoting Domestic Wildlife Tourism in Tanzania: The Case of Dar es Salaam** in partial fulfillment of the requirements for the degree of Masters of Arts in Tourism of the Open University *of Tanzania*.

.....

Dr. Deus Dominic Ngaruko

.....

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DECLARATION

I, Moses Klaut Kyando, declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

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Signature

.....

Date

DEDICATION

This dissertation is dedicated to my Lovely Friend Lilian Mvanda, My Son Jovin Kyando and My Parents Mr & Mrs Klaut Kitwana Kyando.

ABSTRACT

The main aim of the study was to examine the role of local television in promoting domestic wildlife tourism. Data was obtained through a questionnaire with 98 members of the general public in Dar es Salaam and interviewing six experts from stakeholder organizations and was analyzed by generating descriptive statistics and subjecting interviews and documentary transcripts to content analysis. Findings revealed that the local TV programs influence different demographic groups differently, but they play a critical role in emancipating and sensitizing the public to participate in domestic wildlife tourism. It is also revealed that there are TV programs, which are more effective such as Kambi Popote of Clouds TV and those which are still far from being effective. In their attempt to effectively promote domestic wildlife tourism, TV stations face challenges including mainly insufficient support from the government, paucity of resources, and social-political cultures on the side of citizens and political leaders that discourage development of compassion in tourism and its related activities. Among other issues, it recommends for more awareness campaigns, educational interventions, and reviewing promotional programs by TV stations. It recommends that the National Tourism Policy and legal frameworks should be reviewed to undo overlaps between institutions that manage and promote domestic tourism. Last, it recommends for a baseline survey to establish how behaviors of supporting and participating in domestic tourism are distributed across demographic groups for designing intervention initiatives.

ACKNOWLEDGEMENTS

I owe a very special word of thanks to Dr. Deus Dominic Ngaruko of the Open University of Tanzania (OUT) who kindly encouraged me to develop interest in this topic. He deserves unique thanks for his informed encouragement while I was about to lose interest of undertaking this study. The study became an interesting assignment due to his parental and advisory attitude towards some immature ideas, which I used to show in the initial phases of the study.

I thank my employer, Mr. Sylvanus Rugambwa, the Director of Atlas Schools for letting me allocate some of the busiest office time undertaking this study and the financial assistance to add on. I acknowledge the valued role of Mr. Respicius Shumbusho Damian, of the Department of Political Science and Public Administration, University of Dar es salaam who was able to read my proposal and provided critical comments that helped me design the research methodology I employed during the study. I also thank my brother Nehemiah Kyando Mchechu of NHC for uncountable support that he has been providing throughout my study. My Parents Mr. & Mrs. Klaut Kyando are never to be forgotten for they are the ones who raised and guided me to become who I am today. I value the support of my friends Lilian Mvanda, Yusuph Imori and Harold Moshi, had it been not their encouragement, this work would have been more difficult.

Finally, I acknowledge that I am fully responsible for the faults and weaknesses that may be found in this dissertation including methodological and analytical errors.

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LIST OF ABBREVIATIONS

TANAPA	Tanzania National Parks
TBC	Tanzania Broadcasting Corporation
TTB	Tanzania Tourists Board
TTC	Tanzania Tourist Corporation
TV	Television
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
WEF	World Environment Funds
WTO	World Tourism Organization

CHAPTER ONE

1.0. INTRODUCTION

1.1. Introduction

Early after independence, the tourist sector served as a medium of advertising the unique political, social, and environmental endowment that Tanzania possesses rather than an economic sector. In the 1990s, with introduction of market based economy, the tourist sector became an important contributor to economic development. At the same time, through the more recent years, the government and stakeholders undertook initiatives to keep up the valued contribution of the sector in the economy. However, the main paradox surrounding those efforts has been dependence on the external market while domestic tourists rarely visit wildlife attractions in Tanzania. Efforts to promote the sector at domestic level including television programs have been in place, but such efforts have not yielded fruitful results. A rising question based on this paradox is whether local television channels play their proper role in promoting domestic tourism in Tanzania.

1.2. Background to the Problem

The history of tourism in Tanzania may go back to the 1890s when the Germans placed restrictions on traditional harvest of wildlife products (Luvanda, N. 2003). The Germans transformed the traditional hunting wild lives such as Selous into areas, which they would visit for pleasure. In the 1920s, the British initiated the wildlife department and started creating national parks and game reserves such as Selous (1922), Ngorongoro (1928), and Serengeti (1951). Up to 1960, hunting activities, which were mainly conducted by Africans, remained restricted. Only

trained hunters would be given formal permits to enter game reserves and national parks to hunt.

All this time, little was done to promote wildlife tourism for natives. Like most of the post independence economies, at independence, the new government did little to strengthen and promote tourism after independence. The government priority regarding wildlife was conservation rather than promoting the sector for immediate social and economic utility (Luvanda and Shitundu, 2003).

In 1971, the first formal institution for managing the role of tourism in national development, the Tanzania Tourist Corporation (TTC) was created to promote tourist activities. TTC was created as an institution that was created to promote tourism both internally and externally. This led to increased arrivals of tourists who visited Tanzania from 68400 in 1971 to 199,200 in 1972. However, following the drought of 1973 and 1974, the unrests resulting from the Tanzania-Uganda war of 1978/79, and limited access to media, international tourism declined.

The same, due to lack of informed initiatives to strengthen domestic tourism, the natives remained less informed about their role in tourism development and understanding the available tourists' attractions. For instance, only students in primary and secondary schools would be asked to mention national parks in their examinations with little details of what are those national parks all about.

Between 1986 and 1990, Tanzania's economy under the former president Al Hassan Mwinyi underwent significant changes. Liberalization of the economy paved the way towards entering a market based economic system, which demanded the government to strengthen business environments and attract investments in potential sectors. It is from that time onward when tourism was taken as a potential source of foreign exchange, economic diversification, and realization that tourism was potential for growth of other economic sectors.

Besides economic liberalization, the 1990s saw a great expansion of the mass media including growth of privately owned radios and TV stations. The growth and increase of television stations access in Tanzania, was an important revolution since the citizens had an opportunity to get visual information about a variety of tourist attractions available in their own country (Luvanda and Shitundu, 2003). All these contributed to information access for the general public, but there were little efforts focused on domestic tourism promotional programs.

The first tourism policy in Tanzania was produced in 1991 following the need for strengthening the need for strengthening the role of tourism in the economy. In 1996, the government in cooperation with other stakeholders formulated a strategic plan showing the future path towards transforming and strengthening the sector. The plan identified tourism as a sector that would significantly contribute to economic development and it provided the first formal intent to provide Tanzanians with education and awareness on tourism and encourage them to competitively invest in the sector.

In 1999, the National tourist policy was reviewed providing more incentives for initiation of local and international tourist promoting projects. Moreover, the Tanzania Investment Centre (TIC), which was established to build positive environments for investments campaigned for establishment and strengthening of tourist projects in the country and facilitated for quick approval of tourism related projects. Following these efforts, only between 1997 and 2000, the registered projects increased from 69 to 299. Only between 1986 and 1999, the number of tourists who visited Tanzania increased from 103,000 to 627,000 tourists and the income from tourism increased from 20 million USD to 773 million USD in the same period (Ndulu et al, 1999).

Generally, Tanzania has arguably made efforts to become a big tourist's destination, especially during the 1990s and 2000s. At the same time, there has been an informed recognition that it is crucial for the government and other stakeholders to use the media in promoting tourism in domestic market and international market at large. The assumption when it comes to promotion of domestic tourism is that; the local media, especially television stations constitute powerful tool in informing, persuading and making people aware of the availability of the natural resource in their own country, the cost of enjoying them and they use familiar language to educate the natives to take part in domestic tourism.

Following this assumption, promoters have shown some response by utilizing TV programs in promoting tourist products that target native tourist customers including

wildlife tourism. In 2007 for instance, the Tanzania Tourism Board announced a special strategy to use local and foreign journalists to advertise country's tourists' attractions. This came a week after Kenya reported and claimed that Serengeti National Park was in Kenya (The Guardian, 20th January 2007). According to the Wildlife Magazine (2009), Tanzanian Television stations have proudly advertised the existing 15 National Parks that have vast potentials as tourism destinations internally and externally. While visiting the parks domestic visitors are privileged to enjoy exceptional wild life tourism on relatively affordable charges.

The spectacular parks of Tanzania such as Kitulo National Park, Ruaha National Park, Katavi National Park, Udzungwa National Park, Rubondo Island National Park, Lake Manyara National Park, Tarangire National Park, Mt. Kilimanjaro and The Serengeti National Park regularly receive foreign tourists. Even the game reserves such as Biharamulo, Bugiri, Grumetu, Ibanda, Ikorongo, Kigosi, Kijereshi, Kimisi, Kizigo, lipambala, Lukwati, Lukwila, Lumesule, Luwafi, Maswa, Mkungunero, Moyowosi, Mpanga, Kipengele, Msanjesi, Muhesi, Pande, Rukwa, Rumanyika, Rungwa, Saanane, Selous, Swagaswaga Ugalla and Uwanda have not been able to attract domestic tourists compared to foreign tourists. The paradox here is to what extent and what role do local televisions play in promoting domestic tourism in Tanzania, especially in cities such as Dar es Salaam.

1.3. Statement of the Research Problem

Between 2000 and 2006 Tanzania's economy received a significant contribution from the tourist sector. Seeing the unlevelled contribution of tourist sector in the

economy, the country's economic growth strategy of 2009 was determined to double the growth of tourist sector by 2012. However, the tourist sector statistics trends of Tanzania reveal that the country has maintained a dependent tourist sector in the sense that it depends heavily on international tourists while domestic tourism has always remained stagnant, unspoken, and generally with little efforts to make the natives participate in tourism.

On the other hand, it has been evident that since the late 2000s, stakeholders determined with promoting domestic tourism have appeared on scene. These stakeholders include institutions with efforts to promote knowledge about domestic tourism and efforts to stabilize the fees charged to natives who visit wildlife attractions in game reserves and national parks. On 29 February 2013, the Analysis Amason Research Program reported that Tanzania has about 15 local television stations. In the study by Africa Media Barometer (2010), it was identified that at least 79 percent of the population in Dar es Salaam have access to television programs while 27 percent of the Tanzanians have access to television.

Several domestic tourism promotion initiatives have been in place some of which have extensively centered on encouraging the mass media including TVs to play significant role in sensitizing the Tanzanians to take part in domestic wildlife tourism. Of these promotional efforts, the most popular has been the role of the Tanzania Tourist Board (TTB), which sensitizes the media stakeholders to participate in promoting domestic wildlife tourism. Equally, a significant sensitization on the role of the media in promoting domestic tourism famously known as the Tanzania

National Parks (TANAPA) Media Award 2012 is another popular example. As a response, TV programs that promote domestic tourism such as the “*Kambi Popote*” (meaning camping anywhere) of *Clouds Television* have been organized by television stations specifically targeting potential domestic tourist. Based on these realities, it would be expected that more people in Dar es Salaam get enlighten and sensitized to participate in domestic tourism. Despite all these institutional and promotional efforts, domestic tourism has received ill response. This study contributes towards revealing this paradox by examining the role that local televisions play in promoting domestic tourism in Tanzania.

1.4. General and Specific Objectives

1.4.1. Main Objective

The general Objective of this study has been to examine the role of local TV programs in promoting domestic wildlife tourism in Tanzania.

1.4.2. Specific objectives

In order to accomplish the general research objective, the study sought to fulfill four interrelated specific research objectives. Which are:

- i. To determine demographic variables which affect access and output of TV promotional programs
- ii. To identify the role played by local television in promoting wildlife domestic tourism
- iii. To explore the extent to which local televisions programs are effective in terms of sensitizing domestic tourists.

- iv. To analyze the challenges that local television channels face in promoting wildlife Tourism.

1.5. Research Questions

In relation to the research problem and related research objectives, the study was seeking to address the following three generic research questions.

- i. Which demographic variables affect access and outputs of TV promotional programs?
- ii. What is the role played by local television in promoting wildlife domestic tourism?
- iii. To what extent are local televisions programs effective in terms of sensitizing domestic tourists?
- iv. What challenges do local television channels face in promoting wildlife Tourism?

1.6. Significance of the Study

This study is significant for both the stakeholders in domestic tourism promotion on the first hand, and academicians, policy makers, and researchers on the other hand. The findings of this study are of great importance to Local TV's on how to improve their tourism promotion programs. TANAPA benefits from research for they will learn how to reach the local tourists and promote wildlife tourism in general.

For the academicians, journalists, government and tourism services providers; for the study has several basic usages. It provides the basic conceptual tools for analyzing

domestic tourism in developing countries and countries where the natives have shown little contribution to the development of tourist sector. Furthermore, through its recommendations, the study provides a base the further research areas on tourism and its promotional strategies. For the policy makers the results helps to make informed policy decisions that increases public participation in the formulation and implementation of effective domestic tourism promotion policies.

1.7. Scope of the Study

There is a wide range of issues about tourism promotion and management that need knowledge contribution. Given limit in the time for completion of the study, resources, and the structure of the problem itself; the study focused on domestic tourism promotion only. While the literature shows that promotion of domestic tourism in society depend on a broad range of factors, the focus of the study has been on the role of local television in the process of promoting domestic tourism. Since domestic tourism is itself wide, the study focused on wildlife tourism, of which the potential for being promoted in Tanzania goes back to 1970s. Geographically, the study focused on urban areas, especially Dar es Salaam, which has been a central nuclear of domestic wildlife promotion initiatives. This research in its entirety solely dealt with the role of local TV programs in promoting local wildlife tourism.

1.8. Study Limitations

On the course of the study, the researcher faced three main limitations which are explained in this section.

First, there were methodological drawbacks. Methodologically, this study would make more contribution if it was extended to a large sample. The case study methodology allowed the researcher to have details on TV programs, but not on the response of people to such promotional programs. Thus, the study concentrated more on the programs and tried to develop a second level of analysis by considering how different demographic groups responded to, accessed information, and how such information affected their participation. Therefore, the first of the four objectives was developed as a way of addressing this limitation.

Second, being a privately sponsored candidate, the researcher had a limited resources base to involve a large number of respondents from different geographical settings found in different cultural settings of rural and urban communities. This would have become a strong basis for reaching generalizability study findings. As a response to the second limitation, the researcher selected the use of interviews, which are financially cheap compared to methods such as focus group discussion.

Third, the study was accomplished within a very limited period of time. It was very difficult to get respondents fill into questionnaires and return them in a right time. On course of administering the questionnaire, the researcher adopt a self-administered questionnaire method where the respondent had to listen at questions and give one

answer then the researcher associate the answer with predefined options. This method was tiresome and challenging, involving administration of a questionnaire even during night hours, but it allowed the researcher to ensure that the rate of participation in the research was 100%.

1.9. Delimitation of the Study

To address the two identified study limitations, the researcher has used the following two techniques. As a response to the first limitation, the researcher has selected Dar es Salaam as a case for understanding and contextualizing the role and challenges of local television in promoting domestic wildlife tourism among urban populations. Equally, the use of documentary sources and interviewing experts in tourism management has provided subsidiary source of information, which has been potential for strengthening the information generated by using questionnaire.

CHAPTER TWO

2.0. LITERATURE REVIEW

2.1. Introduction

This chapter deals with definition of various concepts that are used in the study. Most of the key terms and phrases that guide this study are defined in this chapter.

2.1.1 Definition of Key Concepts

2.1.2 Tourism

Tourism as defined by the United Nations World Tourism Organization (UNWTO), is a process of traveling and staying in places outside their usual environment for not more than one consecutive years for leisure, business and other purpose not related to the exercise of an activity remunerated from within the place visited (UNWTO). Moreover, it is emphasized that the motive for the tourist travel should be for holiday-making, recreation, health, study, religion, sport, visiting family or friends, business or meetings (Sinclair, 1998). However, the two definitions may not be well suited for explaining tourism in the domestic sense.

This study has taken tourism as an intentional process of traveling from one place to another for the purpose of leisure, refreshment, and enjoying natural and manmade adventures and attractions. This definition has been adopted since it is suitable for explaining tourism within local contexts where people visit places to enjoy attractions such as animals (both wildlife and domestic), plants, farms, waterfalls, vegetation, and even plants. This conception is basic for one to understand the concept of domestic tourism. The study has been looking at tourism as both a kind of

natural entertainment (a right) for the people and an economic activity for national economic and social development.

2.1.3 Domestic Tourism

As defined by Pierret, F (2010), refers to a process where people in a given country travel for the purpose of recreation and leisure from one place to another within their own country. Also added by Sinclair et al (1995), the purpose of domestic tourism is mainly to explore areas and attractions that exist in ones own country. Therefore, well noted, domestic tourism is confined to traveling within the country's boundaries for the purposes including leisure, learning about the natural and man made objects existing in a country, as well as recreation. The study has adopted a combination of the two definitions above where domestic tourism means whatever travel made by natives within the countries boundaries with the aim of learning about, exploring, and enjoying manmade and natural attractions.

2.1.4 Wildlife Tourism

The concept wildlife tourism denotes a specific type of tourism that sits as a generic part of tourist activities in tourist studies. As taken by Sindiga (1995), wildlife tourism is a special branch of tourism, which deals with conserved wildlife areas including designated national parks, marine parks, national reserves, marine reserves; and game reserves. However, this definition is not clear enough to provide a clear distinction of wildlife and non-wildlife tourism.

A sharp distinction that is also adopted in this study is based on the conception of wildlife tourism by Andronicou (1979). In this sense, wildlife tourism implies traveling to see animals in their natural habitats. It is an animal friendly type of tourism in which tourist is not supposed to disturb animals in any of the terms (including hunting them or enclosing them). The aim of this kind of tourism is basically to learn how different animal species behave in their natural habitats. This definition is useful since it helped the study to remain focused and deal with traveling to see animals in their natural places such as game reserves and national parks (including marine parks).

2.1.5 Domestic Tourism Promotion

According to Bryden, (1973), the idea of promoting domestic tourism refers to rational initiatives aimed at making people in their country get information about the existing natural and artificial places, objects, and creatures that may benefit them in one way or another, especially through learning, pleasure, and recreation. This implies that domestic tourism promotion is a process, which is done purposefully to inform the natives of the existence of such adventures. However, one point to note is that, the definition above has reductionism characteristics since it assumes that the process of informing the people is the “end” within itself. The strength of it is that, not necessary that promotion requires response of the target market.

In the context of this study, this definition offers the light for arguing that the existence of promotional messages may not necessarily guarantee response of the target customers (domestic tourists in this sense). The study, based on view of

domestic tourism promotion by Evonne (2003), who takes domestic tourism promotion as coordinated initiatives to inform the people in a country of the existing tourist attractions and encouraging them to visit them as a way of enhancing their role and contribution in the growth of tourist activities in a country. Therefore, in this study, all government and other stakeholders' initiatives, which have been planned to achieve the two aims above (informing and attracting domestic tourists), messages, strategies, and policies, and legislations in their broad sense are taken as part of domestic tourism promotion.

2.1.6 Tourism Promotion Television Programs

Another important concept in this study is Tourism Promotional Television Programs. In the light of Lin and Ying-Huang (2010) a tourism promotion TV program is a special broadcast; including films, spots, shows, and advertisements that deliver information specifically aimed at informing potential tourists of the existing tourists programs in a country or place. This definition is useful in setting forth the scene of what should be considered as a TV program that promotes tourism in this study. However, such a definition may limit the study from looking at other promotional strategies through TV, which could not be classified as a program in that sense.

Extending on the conception of Lin and Ying-Huang (2010), this study has additionally taken the ideas of Breeton (2005) in defining the scope of tourism promoting TV programs. In this sense, the study broadly conceived tourism promotion TV programs to include display TV advertisements, movies, films, shows,

discussions, debates, talks, TV tours, and any special announcements broadcasted through television aimed at reaching the people of existing tourist places, attractions, their cost, and mobilizing them to witness such attractions. In this sense, the study shall be able to capture information on a variety of mechanisms that local television use to promote domestic tourism.

2.2. Conceptual Framework

2.2.1. Theoretical Assumptions

Effective promotion of domestic tourism in developing countries is affected by several factors. These factors include presence of attractions, the extent to which natives are informed about existence of attractions, income distribution in the population, travel costs, cost of accessing such attractions, traditions and norms regarding tourism, the state of infrastructure such as roads, as well government policies and legal frameworks. Each of the factors may be important at one time or another. However, availability of information about the attractions and why it is important to visit them, which is superiorly provided by TV is a central driver towards improved domestic tourist participation. The conceptual mode on effective TV programs in promoting domestic wildlife tourism in developing countries is shown in Figure 2.1 overleaf.

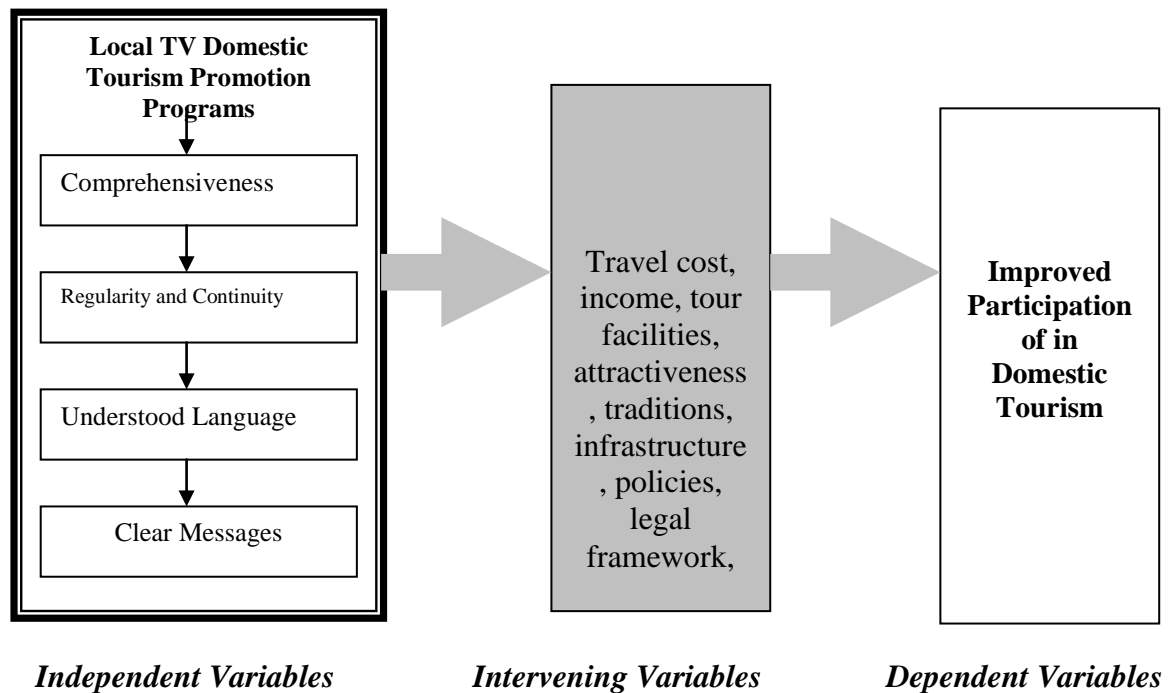


Figure 2.1: Conceptual Model for on effective TV programs in promoting domestic wildlife tourism in developing countries

The model in Figure 2.1 assumes that the TV is the most effective media for promoting domestic tourism. Unlike radio, newspapers, word of mouth, trade fairs and other means of advertising domestic tourism, the TV provides message in a more direct way since the targeted market is directly shown part of what they would enjoy by visiting those tourist attractions.

As an added advantage, local TVs are assumed to be the most effective means of communicating out domestic tourist attractions due to three main characteristics. First, most of the local TVs use language that is understood by the majority of the community members. Second, most of the local TVs are cheaper and accessible for stakeholders who want to promote tourist programs compared to international TV

stations. Third, the communities watch local TVs regularly compared to international TVs.

It is however suggested that not all TV programs aired for the purpose of promoting domestic tourism would have equally positive impact in terms of making people sensitized to visit tourist attractions. For local TVs to be effective in promoting domestic tourist programs, they need to have continuous and regular sessions of airing tourist promotion programs. In addition, an effective TV program for promoting domestic tourism must convey message clearly (telling people of what they may benefit) and in a language that is understood by the majority of the population.

2.2.2. Variables for Study

From Figure 2.1, the variables to be studied are identified at three levels namely independent variable, intervening variables, and dependent variable. The independent variable in the study is the local TV domestic tourism promotion programs while the dependent variable is improved participation of communities in domestic tourism. On the side of independent variable, there are characteristics of interest that are assumed as required to bring about desirable results on the side of dependent variable. It is assumed that effective local TV domestic tourism promotion program must have four main characteristics. They must be comprehensive, continuous and regular, use understood language and portray a clear message.

It must however be noted that in some context, it may not be taken for granted that all local TV domestic tourism promotion programs, which have such characteristics as identified to constitute elements of effectiveness would improve participation of communities in domestic tourism. There are other forces, which work as intervening variables that may affect participation of communities in local tourism programs. Some of such factors include travel cost, income, tour facilities, attractiveness, traditions, infrastructure, policies, and legal framework. Therefore, these intervening variables which are identified as contextual challenges must be considered when examining the relationship that exist between local TV domestic tourism promotion programs and the participation of communities in domestic tourism.

2.3. Critical Theoretical Review

Whether the media is an effective tool of communicating out message to customers has been a debatable issue. Effective marketing of tourist attractions on the other hand has lacked consensual theoretical grounds. Each of the existing theories related to these debates try to present a skewed set of assumptions so as to reach prescriptive or descriptive conclusions. Few of them would be considered in relation to this study.

2.3.1. The Agenda Setting Theory

The agenda setting theory is one of the most popular theories that explain the role of media in mass communication. The theory was first developed by Max McCombs and Donald Shaw in 1968. The theory has two core tenets. The first assumption is that, the press and the media do not reflect reality; they filter and shape the reality in the way they want it to be. Second, the media concentrate on a few issues and

subjects, which lead into the public to perceive those issues as more important than other issues (McCombs and Dr. Donald Shaw, 1998).

In this sense, the way the media influences people's understanding of issues is based on how the media want them to understand it rather than how they perceive it. Like policy agenda setting where policy agenda imply issues that policy makers consider important, agenda in media mass communication are those issues that media experts consider to be important (Kiouisis, 2003).

In relation with the study on the role of Television program in promoting wildlife tourism, the agenda setting theory provides some lights for thinking critically. It is important to question if the TV programs aimed at promoting domestic tourism are set by the media or the tourist sector stakeholders. However, if one is entirely tied to the agenda setting theory, may likely jump to conclusion that the media has sole control over the programs and their contents and thus in such promotional programs they do not include contents required for the public to effectively participate in domestic tourism. The theory tends to overestimate and overstate the role of media in shaping the effect of promotional programs (Kosicki, 2006). Thus, even if it has some critical insights this theory has to be consulted with some reservations. It should also be considered that communities need to do domestic wildlife tourism due to their own demand of learning and refreshing mind by looking at animals other living and non living organism rather than being impinged by the media (Kosicki, 2006).

2.3.1. Goal Setting Theory

The goal setting theory was made popular by Edwin Locke in 1968. The theory states that goal setting is closely linked with task program effectiveness in organizations. The theory has a set of assumptions including the following. First, the willingness to work towards attaining a purpose, whether clear or difficult motivates people to get committed and participate in programs. Second, while setting widely shared and understood specific goals leads into greater outputs, general goals which are not well communicated leads into misunderstanding between those who set and own goals and those who are supposed to accomplish such goals. Third, organizations should have realistic and well communicated goals since they make people proud of meet them. Fourth, feedback is an important motivation for the people to continue supporting programs. Fifth, participation of the people in goal setting is not much desired, but it makes people feel involved and legitimates goals and plans among the people.

In light of this study, believers in the goal- setting theory would consider several issues regarding TV tourist promotion programs. First, was the aim of the government to increase domestic tourists well communicated to the people? Do people know why they are supposed to participate in domestic tourism? May TV promotional messages in isolation motivate people to participate in domestic wildlife tourism without clear knowledge that they have duty as citizens to contribute towards promoting domestic wildlife tourism? Answers to all these questions may be important in the attempt to understand why people are not participating in domestic tourism. However, the theory seems to be much concerned with issues of policies

and goals acceptance between people and government rather than the actual way of communicating those policies and goals to the people (Locke and Latham, 1984; Mitchell et al, 2000), which is also having significant impact.

2.3.3. Dual-Coding Theory

The duo-coding theory was first developed by an American learning theorist, Allan Paivio in 1971. The theory has one core assumption that only listening (sounds) and seeing (images) communicate messages effectively. According to Paivio, two ways of learning about phenomena are superior drivers of mental coding. These are verbal associations and visual imagery (dual coding). The theory further assumes that both visual and verbal information is used to represent information (Sternberg, 2003). The two types of information is processed differently and along distinct channels in the human mind, and they create separate, but effective mental codes that allow people to store, retrieve, and reflect on information which together make people act upon information received. Today the theory is used across different fields including advertising and promotion as well as marketing.

Related to this study, the theory argues that television is the most effective means of advertising. The core reason is that; people would remember, retrieve, and get passion to act upon the information on issues they have heard and seen rather than those they have read (in newspapers) or just heard (on radio for instance). In this respect, television as a promotion channel has superior impact on customers as it creates the desire to have a live view of what the people have been told about and shown about (Reed, 2010).

The duo-coding theory is the most relevant for this study since the study assumes that the TV is the most effective means of communicating about domestic tourism. However, the theory is weak in the sense that it does not consider the ineffectiveness of messages communicated through TV programs including the use of language that is not clear. Equally, some scholars have criticized the theory due to its prescriptive nature. They also suggest that sometimes TV programs are ineffective since seeing something on TV is the same as seeing it live. Therefore, the appetite of a person to see something is a half accomplished when one watches it on TV. However, for the purpose of analysis, this study is much influenced by the dual-coding theory, which forms a theoretical foundation of the study.

2.4. General Discussion of the Topic

2.4.1. Promotional Role of Television

Television is perceived to be a globally accepted and recognized media for reaching many people. At the same time, it is agreeable that information that has to reach many people should be conveyed through mass media. Dwyer and Tanner (2002) define mass media advertising as; non personal paid announcement by an identified sponsor to reach large audiences create brands awareness, help positions brands and build brand images. According to Aronson and Tengling (1995), the choice of medium channel depends on what type of product is offered, target market and the budget.

There are a number of promotional and advertising media in the world, in our case we have described Television media for our research is based on it. Television is one

of the mass media, which presents both an audio and visual messages requiring minimal exertion and is very adaptable. Although advertising is expensive; many tourists companies use and find it very cost effective (Witt & Moitinho, 1995). Television (TV) is a widely used telecommunication medium for transmitting and receiving moving images, either monochromatic and in most cases accompanied by sound. Television may also refer specifically to a television set, television programming or television transmission (Duncan, 2005). Televisions set have become common communications receiver in home, businesses and institutions, particularly as a source of entertainment and information.

2.4.2. Designing Effective Promotional Message

According to Rowley (1998), a message that is consistent with its communication objectives is important in each communication strategy. Moreover the unique selling proposition is the unique set of benefits which the producer believes are provided by their products, and often strongly reflects the products messaging. In addition; promotion that focuses on brand or corporate image or identity form the basis of the marketing message.

Related to techniques for designing messages for promotional purposes, it is suggested that not all messages may be effective. Duncan (2005) has suggested that message must have consistent image through all of its separate campaigns. In order to achieve a consistent message the content thus what to say, the structure; how say it logically and symbolically is significant. In addition, the format is the source that should say it and who should act as the spokesperson are all of major importance.

2.4.3. The Importance of Tourism

The Austrian economist provides one of the earliest definitions of tourism in 1910. Who defined it as “the total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region” (Rwegoshora, 2006). This definition superiorly elevates tourism as having economic significance.

Tourism is regarded as vital for many countries, due to the income generated by the consumptions of goods and services by tourist, the taxes levied on business in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ship and taxis, accommodation such as hotels, restaurants, bars and entertainment venues and other hospitality industry services such as spas and resorts. (UNWTO World Tourism Barometer- January, 2010).

Despite the fact that tourism is taken as a popular global leisure activity, it has proved to have significant contribution to economies of many countries including Tanzania. The contribution of the sector to economic development has been growing. In 2008, there were over 922 million international tourist arrivals, with a growth 1.9% as compared to 2007. International tourism receipts grew to USD 994 billion (euro 642 billion) in 2008, which is a significant income. This growth of income from tourism corresponds to an increase in real terms of 1.8%. (UNWTO World Tourism Barometer January, 2010).

Not only for Tanzania, but also tourism has proven to be vital for many developing and developed countries such as Australia, Egypt, Greece and Thailand, and many island nations, such as the Bahamas, Fiji, Maldives and the Seychelles. The significance of Tourism to national development is mainly due to the large intake of money for business with their goods and services and the opportunity for employment in the services industries associated with tourism (Rwegoshora, 2006). These services industries include transportation services, such as airlines, cruise ships and taxis, hospitality services such as accommodations, including hotel and resorts and entertainment venues, such as a amusement park, casinos, shopping malls, various music venues and theatres.

2.5. Empirical Study

Empirical research about tourism promotion in general and domestic tourism in specific has recently expanded notoriously. Many studies have been conducted about the factors that affect domestic tourism promotion as well as the role of TV in the promotion of domestic tourism in Tanzania and other many countries of the world. Some of the empirical findings related to these two core aspects of the study are analyzed in the forthcoming paragraphs.

Mariki et al (2011), in their study about “Wildlife-Based Domestic Tourism in Tanzania: Experiences from Northern Tourist Circuit” analyzed the state of domestic tourism in Tanzania. Their main argument is that; domestic tourism in Tanzania is at a very low stage compared to international tourism. The findings revealed that more men visited wildlife protected areas than women. The reasons attached to such low

participation in domestic wildlife tourism include low financial income which accounted 77 percent of the reasons affecting the growth of domestic tourism. The other reasons include lacking the means of communication and inadequate information. From such a point of view, they recommended for more plans, efforts, and combination of approaches in promoting and marketing domestic wildlife tourism by the responsible government ministry.

Despite their significant contribution, their study display some point of weakness. They rightly identify the causes of the problem and propose marketing and promotion as required, but they do not show what means of promoting domestic tourism would be more effective for Tanzania. Equally, the way they jump to the recommendation above suggests that promotion and marketing of such programs has not been there. Other studies such as that of Rwegoshora (2006) have shown that there have been significant efforts to market and promote domestic tourism.

The study of 2009 by the Ngorongoro crater Tanzania magazine identified that despite attractiveness of the Ngorongoro crater for tourists, it only received very few Tanzanians to visit it. The crater has rich pasture and permanent water, which supports a large resident population of wildlife of up to 25,000 predominant grazing animals including wildebeest, Zebra, gazelle, buffalo, eland, kongoni and warthog. The swamps and forest provide additional resources for hippo, elephant, waterbuck, reedbuck and bushbuck, baboons and velvet monkeys. The steep inner slopes provide a habitat for decide and the rate mountain reedbuck, jackals thrive in the crater and bat eared foxes live in the short grass area. There are also a rich number of predatory

animals such as lion, leopard, cheetah, serval cats, and large packs of hyenas. Despite all these attractions and the fact that the charge for visiting the crater was lowered up to 1500 Tshs per adult Tanzanian visitor, very few Tanzanians visit the crater. In this regard, this disagrees with the findings by Mariki et al (2011) who says that the main reason is low income for the Tanzanians. The counter argument here may be that 1500 Tshs can be afforded by almost every adult Tanzanian.

According to Shelutete (2009), the problems that constrain the growth of domestic tourism are more related to the values of Tanzanians rather than economic reasons and policies. For instance, most of the Tanzanians prefer visiting their relatives and friends compared to making tour travels. This agrees with the view of the Minister for Natural Resources and Tourism Honorable Shamsa Mwangunga during her visit at the Tanzania National Parks in 2009, who attributed little behavior of visiting tourist attractions for Tanzanians to a general lack of spirit in tourism, which would be solved through massive awareness creation programs.

Wade et al (2001) conducted a study on “the History and Market analysis of Tourism in Tanzania. Their findings showed that despite a good number of tourist attractions, tourism including domestic tourism in Tanzania is underperforming. The reasons behind this state of affair include lack of infrastructure, trained staff in tourist facilities, ineffective legal and regulatory framework, lack of marketing and promotion, and the failure of the industry to diversify into areas beyond wildlife, such as culture and beach tourism. To argue, up to this time some of the challenges are still working against domestic tourism. However, issues of diversifying and

promotion have come to agenda since 2001 to the present. The critical question remains why those promotion programs (even in cities like Dar es Salaam there are rich ways of getting information) have not been effective enough to make people participate in wildlife tourism. This, calls for a need to study how effective are those tourist promotion programs.

2.6. Research Gap

The review of literature shows that there is a rich body of literature on tourism and tourism promotion and marketing. However, in Tanzania, few studies have been conducted on general tourism, especially on its role in the economy and poverty alleviation. Very few studies have focused on the constraints to the growth of domestic tourism, which is part of the objectives of this study. In one way or another, all the studies have sufficient contribution to knowledge. However, the gap that exists is that; most of them were concerned with the why the people are not participating in domestic tourism. No evidence of studies that have gone beyond and assess the mechanisms and efforts that have been in place to achieve improved participation of people in domestic tourism. This study goes beyond to examine the role that the local TV as one of the medium of promoting domestic wildlife tourism. This will provide a new outlook into the problem where the concern of future researches may become addressing the reasons for persistence of the problem despite existence of the means to solve the problem.

CHAPTER THREE

3.0. RESEARCH METHODOLOGY

3.1. Introduction

This chapter provides a descriptive account of the methods used in this study. It indicates the various activities involved in carrying out the study and tries to give a review of all the procedures which were used in obtaining and analyzing data in this study. Furthermore it explains how various statistical techniques were used in achieving the stated objectives and generating answers for research questions.

3.2. Research Design

Research design is a conceptual structure within which research is conducted, it constitute the blue print for collection, measurement and analysis of data (Kothari, 2004). The idea behind selecting a research design is mainly how the knowledge about the phenomena can be generated. This study employed a case study design, which used a single case to examine role of local Television in promoting domestic wildlife tourism. This study employed the case study design as one of the qualitative designs of which the aim is not to make generalization. The central aim of using case study is to internalize the way programs work and how they affect people's participation in domestic wildlife tourism by focusing on single case, which is Dar es Salaam.

3.3 Area of the Study

Madge (1953) defines area of study as the actual geographical site where data was collected. For Kothari (2004), the study area is important since it has significant

effect on the data that researchers obtain and their implications to findings. This study was conducted in Dar es Salaam. Dar es Salaam has many local TV stations and the people are much supplied with information through TV. Compared to other regions, the study assumed that the majority of the people in Dar es Salaam have access to TV programs. This study area was selected since it had all the characteristics needed to be examined on the side of independent variable. Moreover, it is only in Dar es Salaam where the main stakeholders who were expected to provide information could be found. These include TV stations, the responsible Ministry, and the Tanzania Tourist Board.

3.4 Population of the Study

Population in the context of research refers to a group of units from which information for the purpose of measurement is taken be they people, events, processes, institutions, or people (Babbie, 1992). The unit of analysis in this study was mainly the TV programs, which are intangible institutional part of institutional processes. However, people who bear important experiences about domestic wildlife tourism promotion and the targeted community members were source of most of the primary information related to and views on the role of programs and how they affect participation in domestic wildlife tourism.

3.5 Sample and Sampling Techniques

Sampling in research means the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen

(Trochim, 2006). According to Babbie (1983) a good sample must reflect the key characteristics of the theoretical population on which research is conducted. A good sample is required when conducting a research since it is a ground for reliability of the findings. The sample for this study was planned to be 110 respondents from different categories. At the end, 104 respondents were able to participate in the study. The planned sample size and the actual participation for each respondent category is shown in Table 3.1

Table 3.1: Sample Size and Respondents Participation Rates

Respondents Participation Rates	Planned	Actual	Percentage
Members of the General Public from two Streets from different two wards selected randomly	100	98	98.00
Executives from 2 tourist institutions (MTNR and TTB)	4	2	50.00
Executives and Program organizers from three TV stations (ITV, CLOUDS, TBC)	6	4	66.67
Total	110	104	94.55

Source: Field Work Data (2013)

Two main sampling techniques were used in selecting the respondents to participate in the study. These techniques were multistage probability sampling and purposive sampling.

3.5.1. Multi Stage Probability Sampling

Probability sampling involves selection of respondents randomly that each of the units has equal chances of being selected in the sample (Baker, 1994). This method was used for selecting respondents from the general public. The main aim of using this technique was to minimize bias and increase the chance for including a diverse mix of demographic characteristics in the study. The sampling process involved five stages sampling procedures. By using a table of random numbers, the first three stages (which were completed during designing the study) were to choose the districts, wards, and streets, which will be included in the study.

Two districts, Ilala and Kinondoni were selected randomly from a list of three districts that are found in Dar es Salaam. The wards for the two districts were also listed and Gerezani (Ilala) and Msasani (Kinondoni) were selected randomly by using a table of random numbers. The third stage involved obtaining lists of Streets from the two wards and choosing two streets randomly one from each of the wards. From Msasani ward streets' list, Masaki was randomly selected while from Gerezani, Gerezani Mashariki was selected randomly using a table of random numbers. The fourth stage was selecting households, which was also done randomly using a table of random numbers. At the end, 25 male respondents and 25 female respondents were to be randomly selected from 50 households selected from each street.

The selection of individual respondents from household was done by asking members of households to identify the names of all members of the household who

were above 18 years of age during that day. The names of such members were listed and the random selection was done by using any given column of the table of random numbers. The process continued until the needed number per each gender was complete. When the respondents for the first gender counted 25 respondents per street, if sampling at the next household gave a respondent was rejected and done for the second time until the required number of respondents per each gender group was available. The end result of sampling process was as shown in Table 3.2.

Table 3.2: Multi.Stage Probability Sampling Procedure

District	Ward	Street	Household	Respondents	
Ilala	Gerezani	Gerezani	50	Males	25
		Mashariki		Females	25
Kinondoni	Msasani	Masaki	50	Males	25
				Females	25
			100	Total	100

Source: Field Work Data (2013)

3.5.2. Purposive Sampling

Another sampling technique that was used is purposive sampling. Under this technique, the unit is included in the sample since it has specific information to provide. According to Babbie, a researcher may select a sample on the basis of his or her knowledge of the population, its elements and research aims. It is based on the researcher's judgments and purpose of study (Babbie, 1992). The researcher applied this method in selecting the rest of respondents including TV stations' executives,

executives from tourist promoting institutions where a person who is concerned with activities related to the research objectives was to be interviewed at each institution. Therefore, such respondents were non replaceable.

3.6. Data type and Data Collection Methods

This study used both primary and secondary data. The data was obtained by using different data collection methods depending on the type of data that was to be collected from a particular source.

3.6.1 Primary Data

According to Kothari (2004) the primary data are those which are collected afresh and for the first time and thus happen to be original in character. These types of data were generated from primary sources include the comments, experiences, views, and opinions of members of general public regarding the effectiveness of TV programs and their related characteristics as well as how such programs would influence them to participate under different contexts. Such data was generated through both questionnaires and interviews. The researcher used questionnaires as a major research instrument for the 100 respondents. Respondents were asked to respond by mentioning one answer, and then the researcher selected an option that best explained the idea of the respondent. Where all the options did not sit well with the respondent's statement, the researcher used the "other" code the recorded the response in its original form.

3.6.2 Secondary Data

According to Babbie (1992), secondary data refers to any information that has been obtained and used for other purposes than the research that is on course of being collected. In this sense, it included information, which was collected from documents and reports, which were published for different purposes by stakeholders such as the Tanzania Tourism Board (TTB), ministry of Tourism, Television stations and TANAPA. The researcher also used websites of different stakeholders as well as published government reports to seek other information and conveniently made follow up with other leaders from different institutions as well as physical and on phone consultations with journalists, and other stakeholders for the purpose of validating information about responses that were obtained. However, such informants were not counted as part of the sample.

3.7. Data Analysis

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making (Babbie, 1992). Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. Quantitative data is measured or identified on a numerical scale; the methods to be used accompanying such measurement are descriptive statistics and inferential statistics (Wiki Project Statistics, 2008).

The data for this study was analyzed using different methods and techniques. Information generated through questionnaire was subjected to qualitative statistical analysis using a simple descriptive statistical analysis in order to make them useful in explaining the strength of relationship between variables. Due to time limit, the most important statistical measures, which were generated, were the frequencies and percentages, which explained the distribution of characteristics or difference in views of respondents on particular relationship between variables.

Interview transcripts, documentary extracts, and some descriptive comments resulting from open ended questions in questionnaires were subjected to interpretive content analysis. The researcher transcribed the longer texts into brief extracts in relation to selected general and descriptive codes. From that, the researcher tried examine divergences and convergences from which he could develop a pattern of descriptive and explanatory codes that hold meanings of converging statements. These texts were reexamined and cross examined with the responses provided from questionnaires about the relationship between variables. These texts were developed into logical statements and paragraphs explaining ideas that address the research tasks, questions, and objectives.

3.8. Validity of Data

Validity refers to whether the research method used in the research measures what the researcher has intended it to measure. Ghauri & Gronhaug (2005). In this study, validity was tested by testing research tools during pilot study that included colleagues and friends to see whether the responses given were well interpreted and

provided valid information. Apart from colleagues, the interview and questionnaire questions were submitted to the supervisor and also provided to other three experts in qualitative research methodology who reviewed them and suggested some changes, which were noted and worked upon by the researcher before going to field. To control the diversity of interpretation, the researcher had to read the questions for respondents, make conceptual association between the response and the options provided in the questionnaire, and then fill in the questionnaires as the respondents were answering.

3.9. Reliability of Data

According to Ghauri & Gronhaug (2005) reliability is the stability of the measure. Research reliability means how similar the results would be if another researcher conducted the same research in another place and time. If the acquired results are similar, the research can be said to be reliable. In this study, it could be fairly easy to get the same results if the data collection process would be repeated by another researcher in another place and time. In the questionnaire most of the questions were closed ended questions so as to ensure reliability. However, the changes in responses, as under most of the qualitative studies may be commended by the context.

3.10. Ethical Considerations

Prior to the data collection process, the respondents were to be informed about the purpose of the study and were assured that confidentiality would be maintained. The researcher assures respondents that the information collected was to be used for academic purposes and not otherwise. Respondents' names were not included in the

research tools. The researcher educated the respondents on the purposes of including questions that may create doubts such as the question that required them to state their level of income.

3.11. Establishing Rapport

Babbie (1992) has defined rapport as an open and trusting relationship; especially important in qualitative research between researchers and the people they are observing. In conducting this study, the researcher used the key techniques suggested by Sugarman (2005) in establishing rapport and informed consent in community researches. These techniques include proper description of research purpose, how the information provided by a respondent would be used, and the use of one-to-one interviews instead of group interview. This allowed the researcher to build trust between him and respondents and thus made respondents give their views without being coerced.

CHAPTER FOUR

4.0. RESEARCH FINDINGS, ANALYSIS, AND DISCUSSION

4.1. Introduction

This chapter presents data collected from different sources by using different methods, analyzes data, and discusses the findings that are revealed by the data. The chapter begins with a brief analysis of the respondents who participated in the study and their demographic characteristics as they have implication on findings. After that, the chapter goes on to present and analyze data, discuss findings, and provide interpretive conclusion on each of the study objectives and their constituent tasks. The analysis is organized in the way that for each objective begins with data from questionnaire, and then the findings are cross examined with the data from interviews and documentary sources.

4.2. Respondents' Demographic Profiles and their Effect

The study was targeting to involve 110 respondents including 100 members of the public who were to participate in the questionnaire and 10 elite respondents from TV stations and tourism promotion stakeholders who were to be interviewed. 104 respondents including 98 members of the general public participated in the study. This section is mainly concerned with demographic profiles of the 98 respondents in the general public respondents' category. The primary demographic variables of interest which were considered included gender, age, level of education, and levels of income. The main assumption here (as also demonstrated by statistical patterns) was that, each of these demographic variables may have influence on how respondents regard their participation in domestic wildlife tourism.

4.2.1. Respondents Demographic Characteristics by Gender

Out of the 98 respondents who participated in the questionnaire, the gender distribution is shown in Table 4.1.

Table 4.1: Respondents by Gender

Gender	Frequency	Percentage
Females	50	51.02
Males	48	48.98
Total	98	100.00

Source: Field Work Data (2013)

Regarding the characteristics related to participation in the domestic wildlife tourism, the statistical findings showed that more women are likely to participate in domestic tourism compared to men. For example, when they were asked whether they would all go to watch tourist attractions if they have free transport to and from those attractions and no charges for entrance into the wildlife tourism areas, out of 41 (43%) respondents who agreed that they would go, 34 (82%) were women while 7 (8%) were men. However, findings also reveal that more women would like to visit other attractions than wildlife tourism attractions. For example, out of 61 (62%) who said that they would rather prefer to visit Mount Kilimanjaro, 40 (66%) were women, while only 21 (33%) were men. On the other hand, out of 11 (11%) respondents, those who preferred wildlife attractions (animals), included 9 (83%) male respondent and 2 (17%) female respondents. It can thus be learnt that more women than men

prefer visiting tourist attractions, but most of them would prefer visiting other tourist attractions compared to wildlife-based domestic tourist attractions.

4.2.2. Respondents Demographic Characteristics by Age

Related to the age of respondents, exploring the distribution of characteristics related to different aspects of domestic wildlife tourism promotion through TV programs was another important task. The distribution of respondents' ages according to selected age groups was as shown in Table 4.2.

Table 4.2: Respondents Profile by Age

Age (years)	Frequency	Percentage
30-39	26	26.53
50-59	24	24.49
40-49	22	22.45
20-29	12	12.24
Below 20	9	9.18
60 and above	5	5.10
Total	98	100.00

Source: Field Work data (2013)

From Table 4.2, the analysis went further to find out how were specific characteristics prevalent among the age groups identified. Findings demonstrated that the majority of the respondents were in the age groups of 30-39 and 50-59 years followed by 40-49. Specifically, the middle aged people participated in the study.

However, the findings revealed that the old aged people prefer participating in domestic tourism than the young age groups. For example, out of the 61 (62%) respondents who said that if there was free transport and no entrance charges they would all visit tourist attractions, 38 (62%) were above 40 years of age while only 23 (38%) were below 40 years of age.

Related to that, the access to TV programs that promoted domestic tourism programs differed across age groups. While the findings revealed that more aged people watched TBC1, especially during news broadcasts, more young people watched clouds TV and they had interest in broadcasts such as football matches, music, and comedies. At the same time, it was learnt that more people who are aged above 50 (69%) preferred watching tourist programs compared to those who were below 50 years of age whose only 48% preferred watching TV based tourism promoting programs. It was therefore compelling to establish that the age affect both access and attention to TV programs that promote domestic wildlife tourism programs.

4.2.3. Respondents Demographic Characteristics by Levels of Education

In terms of the levels of education, respondents in the sample on which the questionnaire was administered were divided into six categories of levels of education. Table 4.3 shows the distribution of respondents among those categories in descending order.

Table 4.3: Respondents Profile by level of Education

Level of education	Frequency	Percentage
Primary Education	32	32.65
Secondary education	22	22.45
Basic Degree	22	22.45
Other non degree Higher Education	16	16.33
Postgraduate Degree	6	6.12
No education/informal education	0	0.00
Total	98	100.00

Source: Field Work Data (2013)

Generally, the findings show that data was mostly collected from a large number of people who had primary education, 32 (33%) respondents, followed by those who had secondary education and those who had basic degree education who were 22 (22%) respondents in each of the groups. There were 16 (16%) respondents with other non degree higher education and 6 (6%) higher degrees while there was no respondent who was below primary education or had no formal education.

Regarding the distribution of the characteristics related to access to local TV domestic tourism promotion programs and participation in domestic wildlife tourism, the findings revealed that most of the people with higher education have access to TV. However, few of them prefer to watch TVs, which concentrate on formal news such as TBC and formal are less attracted to watch tourism promoting programs like *Zamadamu* and *Kambi Popote* TV programs. For example, people with higher

education in the study were 44 all combined (45%). All of them said they had access to TV, 42 (95%) prefer watching formal news and soccer while only 2 (5%) preferred watching tourism related programs.

On the other hand, the study revealed that even though most of the people with higher education understand the importance of participating few of them are likely to be sensitized to participate in domestic wildlife tourism programs. Out of 41 (43%) respondents who said that if there are free transport and no entrance charges they would all go to tourist attractions, only 8 (20%) possessed higher education while 33 (80%) had no higher education. The findings here show that despite more access to TV programs that promote domestic tourism, characteristics related to supporting and participating in domestic wildlife tourism are more prevalent among people with less than higher education compared to higher education.

4.2.3. Respondents Demographic Characteristics by Levels of Income

The same as in the theoretical assumption, income level was found to be an important determinant of effective participation in domestic tourism at empirical findings level. The income variable was included to determine how are characteristics related to support and participation of respondents in domestic tourism are distributed among different levels of income as estimated by the respondents themselves. There were six codes describing levels of income. The general numbers of respondents in each group were as shown in Table 4.4.

Table 4.4: Respondents by Levels of Income

Description of level of income	Frequency	Percentage
Doesn't Know Answer/Did not Answer	35	35.71
Very Low Income	22	22.45
Neither High No Low income	20	20.41
Low Income	16	16.33
High Income	4	4.08
Very High Income	1	1.02
Total	98	100.00

Source: Field Work Data (2013)

In relation to the participation of people from different income groups in domestic wildlife tourism, the study findings revealed that higher income groups were assured of access to TV programs that promote domestic wildlife tourism, but their propensity to participate in domestic wildlife tourism is far low compared to those who said that they had low income. For instance, while those who said they were from low income families made up 39% of the sample population, the same income groups made up 67% of the respondents who said that if no transport cost and entrance charges would surely visit tourist attractions in wildlife-based national parks and reserves. However, one challenging obstacle to affirm to such a conclusion was lack of standard indicators for assessing levels of income. The researcher For instance witnessed that respondents who identified themselves as coming from low income families at Masaki are likely to have higher incomes than those who said they were coming from good income families at Gerezani Mashariki. Therefore, the

assumption that residence and income levels as determinants of potential participation in domestic wildlife tourism needs further studies based on a relatively large comparative sample. The key applicable implication from the relationship between income levels and likelihood to participate in domestic tourism is that; high income families have enough access to information broadcasted through TV and are also assured of meeting costs of basic needs and remain with surplus that would be spent for leisure and pleasure purposes. Findings show that there is no ultimate guarantee that people from higher income families will opt to participate in domestic wildlife tourism or tourism.

By and large, the study findings reveal that TV programs that promote domestic wildlife tourism in Dar es Salaam are more accessed by middle age groups, the majority of whom are from relatively good income families. Apart from that, women appear to have more interest in domestic wildlife tourism promoting programs and they pay more attention to such programs compared to men. People with higher education understand the importance of participating in domestic tourism and have secure access to information, but they are less attracted by TV programs that promote domestic wildlife based tourism compared to people who do not have higher education. In addition, income levels and type of residence provide assured access to information and possibility to save income for visiting tour attractions, but they have little influence on the propensity of community members to participate in domestic wildlife tourism.

4.3. The Role of Local Television in Promoting Wildlife Domestic Tourism

The role that the local TV programs play in promoting domestic based wildlife tourism was the cornerstone of this study. However, under this particular objective, something of great concern was to identify and explain if local TV play role in promoting domestic wildlife tourism among the audience communities. Therefore, data for this objective was mainly based on analysis of documented programs' organization procedures and interviews with respondents from local TV channels. The study therefore focused on how programs are organized, strategies used to reach the audience, and the general knowledge and experience among communities and stakeholders that different TVs are concerned with promoting domestic wildlife tourism.

4.3.1. Organizing and Planning Programs

Data from documentary sources and interviews show that strategies and initiatives to promote domestic tourism at an individual TV stations come in place as a response to opportunities created by the government through policy decisions to enhance the tourist sector at domestic and international level (URT, 1999). However, from the interviews with stakeholders at TV stations, it was revealed that at the stage of policy planning, TVs are not compelled to carry out specified functions in promoting the sector, but they are rather encouraged. According to the interviewees from TTB, advertising and promoting domestic tourism is a prerogative function of the TTB (Also see URT, 1992) while TANAPA has a policy implementing role (managing the use of) areas with tourist attractions for effective and sustainable conservation and protection.

Under the national tourist policy framework, TV stations, with exclusion of TBC1 can decide to have tourist related programs or not. This is because such decisions are not part of their institutional or sectoral mandate. Therefore, decisions and plans to include tourist promotional programs among the programs broadcasted by TVs come as a response to either the market needs or corporate social responsibility. Even in the national tourism policy, TVs are not identified as institutional stakeholders needed for promoting domestic or international tourism. Instead, the policy emphasizes having in place skilled people in Information Communication Technology (ICT). Therefore, the available data reveal that the local TV plays a very important role in promoting domestic wildlife tourism. However, their role is guided by the voluntary-corporate responsibility logic rather than a legal mandatory logic mandatory.

4.3.2. Designing and Implementing Programs

While TTB is entrusted with facilitating promotion of domestic tourism, promotional contents which are used by TV stations seem to be free from control by the government, TANAPA, as well TTB. The TV stations on their own decide what to emphasize and how to structure their promotional programs and tools at different times. Findings from interviews revealed that most of the TV programs used to promote domestic tourism and the strategies used by individual TV stations and their employees are their own creativity. One of the respondents during interviews commented that the government institutions usually play a retrospective role of in assessing, acknowledging, recognizing the quality and sometimes rewarding specific programs for their role in promoting tourism.

Since the promotional programs and materials are designed by TV station as a way of marketing their broadcast service quality, TV stations are not entitled to any subsidy from either the government or TTB, which is a responsible institution. There is no restriction that TV stations should not have specific programs and tools designed by other stakeholders to make information reach the targeted public. In the view of one of respondents who were interviewed, TV stations are supposed to play both a bridging and linking roles in taking information further so that it can reach as many people as possible. TANAREAP in cooperation with TTB launched DVDs of films that will be used in teaching and promoting domestic tourism for children to be placed in the main children's library at the national museum building, but this does not discourage TV stations from obtaining copies of those DVDs for promotional purposes where TBC1 was able to obtain copies.

Furthermore, the findings therefore show that what attracts TV stations to voluntary role in promoting tourism is mostly the need to fulfill the needs of their own customers (businesses and public) rather than the government. Each TV station, on basis of encouragement by the national policy direction and the need of the prevailing markets deliberately and creatively plan out and design domestic tourism promotion programs in the way they think they can allow them to get more watchers and attract sponsors whom TV stations benefit from through selling advertisement spaces.

4.3.3. Comparison of Individual TV Stations

Related to the role of local TV in promoting domestic tourism, the study findings revealed that nearly all local TV stations have tourist promoting programs. However, the programs differ in the extent, to which they are popular, frequent, and more oriented on domestic or wildlife-based tourism compared to international or other types of tourism. Table 4.5 summarizes the main TV stations and their known tourist promotion programs.

Table 4.5: The Main TV with Promotion Programs and their Characteristics

TV Station	Main Programs	Characteristics
Clouds TV	<i>Kambi Popote</i>	It is a formal program that is aired once a week on Wednesday 21:00 hours at Clouds TV. It is mostly concerned promoting wildlife attractions, and it is aired in Kiswahili language. Its emphasis point is on the need that citizens should enjoy domestic tourist attractions as primarily belonging to them rather than foreigners. The show is always attracting, uses simple and emphatic language. It is watched by most of the people, especially women and children. This program enjoys popularity due to personal creativity of the organizer, Antonio Nugaz who is popularly

		<p>known as “<i>mtembezi</i>” (the walker) Its organizers arrange outreach activities and seek sponsors. It works in cooperation with other national and international tourist promoting agencies and stakeholders. The current main sponsor of this program is Aitel Tanzania.</p>
TBC1	<i>Zamadamu</i>	<p>This is also a scheduled tourism promotion TV program that is aired by TBC1. The program is aired three times a week. Its main organizer Festus Makerubi is also known through the ‘<i>kutoka kanisani</i>’ (from the church show) at the same station. The program’s main target audience appears to be students since its outreach activities involves students. It is not specifically about wildlife tourism, but much concerned with natural and manmade inheritances for instance buildings, caves, slave routes, stone age tools, and war weapons. The support provided by the government is unknown, but usually identified by the ministry as its initiative in cooperation with TBC1, which is also owned by the government.</p>

ITV	<i>“Name Unspecified”</i>	The name is not specified, but there is a specialized journalist Festo Sikagonamo who runs tourism related shows at ITV and Radio One. He works close with smaller tourist activities promotion societies such as Elimisha Centre, but it is unknown if his shows are sponsored by ITV or there are special commercial sponsors. His shows include cultural tourism attractions, environmental conservation, traditional dances, and natural livelihood in rural areas.
Channel Ten	<i>Utalii wa Ndani</i>	It is a regular “special show” as it is called by Channel Ten. It is aired at Channel Ten TV twice a week on Saturday 19:30 hours and Tuesday 13:30 hours. The main aim of it is to make the Tanzanians understand their tourist opportunities and attractions including their history. Little is known about its sponsorship

Source: Field Work Data (2013)

Findings from interviews’ analysis and documentary reviews show that there are both popular and less popular ways through which TV stations promote domestic tourism. There are other tourist promoting programs and shows of which the names are still not popular, but their contribution cannot be devalued. ITV has well known

shows concerned with promoting domestic tourism, but they have not become so specific to be associated with wildlife tourism or purely domestic tourism. Star TV on the other hand, has a domestic tourist attractions promoting program, *Asili ya Mtanzania*, but it is not seriously concerned with wildlife tourism as it is for *Kambi Popote* of Clouds TV.

In addition to popular programs, each of the TV stations, which were studied demonstrated that apart from regular programs, they use documentaries and films that show popular wildlife attractions of Tanzania such as “The Big Five of Serengeti”, “The Killing Game”, “Fresh Feeders”, “Flagitious Found”, and “Maasai Mara”. All these build public awareness on the existing wildlife tourist attractions. However, the findings also revealed that such documentaries and films are not aired continuously and regularly, instead, they are used as gap fillers where there is no alternative TV program to be aired as it is popularly known for music. In this respect, it would be better to focus on the extent to which community members’ access to tourist promoting TV programs and consider such programs and shows of specific TV stations to be popularly connected with promotion of domestic wildlife tourism.

4.3.4. Access to TV Programs

It is obvious that TV stations exist to be watched, but it may not be taken for granted that all TV programs must be watched by the people. In this regard, the study attempted to find out how frequent the people watch TV programs. Responses are summarized in Table 4.6 overleaf.

Table 4.6: Frequency of Watching Television

Response	Frequency	Percentage
Very often	50	51.02
Often	33	33.67
Neither often nor rare	6	6.12
Rarely	6	6.12
Very rare	3	3.06
Total	98	100.00

Source: Field Work Data (2013)

The findings in Table 4.6 show that the majority of the respondents, more 83 (84.6%) respondents in the two first groups often watch TV programs. Only 9 (9.1) % said that they rarely watched TV programs. From these findings, one may learn that access to TV programs is not a problem, but rather whether the TV stations they watch have programs related to tourism promotion. From that point of view, the respondents were asked to identify the TV stations they watch very often. Responses are summarized discerningly in Table 4.7 overleaf.

Table 4.7: TV Station Watched Very Often

Response	Frequency	Percentage
TBC1	35	35.71
ITV	24	24.49
Clouds TV	14	14.29
Star TV	13	13.27
Channel Ten	5	5.10
Others	7	7.14
Total	98	100.00

Source: Field Work Data (2013)

The findings in Table 4.7 ascertain that the respondents watch different TV stations very often. Of the 98 respondents, 35 (35.7%) said that they watched TBC1 often, 24 (24.5%) respondents watch ITV very often, 14 (14.3) respondents watched Clouds TV very often, and 13 (13.3%) watch Star TV very often. The remaining 5 (5.1%) respondents watch Channel Ten very often while 7 (7.1%) watch other TV stations. However, it was taken cautious that the process of watching a given TV station very often may not guarantee to reach a conclusion that such respondents often watch such TV stations because they show tourist promotion programs. To avoid making hasty conclusion based on one dimension of the question, respondents were asked to identify the TV stations that they think show programs related to (domestic) wildlife tourism, which was of critical interest under the study. Responses recorded as they appear in Table 4.8 in descending order.

Table 4.8: TV Station that shows Programs Related to Wildlife Tourism very often

Response	Frequency	Percentage
Clouds TV	27	27.55
TBC1	22	22.45
Channel Ten	14	14.29
Star TV	13	13.27
Others	13	13.27
ITV	9	9.18
Total	98	100.00

Source: Field Work Data (2013)

As from the findings in Table 4.7, the majority, 27 (27.6%) respondents said that clouds TV shows programs related to wildlife tourism very often, 22 (22.45%) said TBC1, 14 (14.3%) respondents said Channel Ten, 13 (13.3%) respondents said star TV, 9 (9.2%) respondents said ITV, while the remaining 13 (13.3%) respondents said other TV stations. From this pattern of findings, one may be convinced to argue that despite respondents watched TBC and ITV for other programs as in Table 4.7, they believed that Clouds TV had more programs (or shows) related to wildlife tourism promotion. In other words, it may be learnt that wildlife tourism promotion programs of Clouds TV are well known and appreciated by the respondents compared to the rest of the TV stations. However, it should not be taken erroneously that the other TV stations do not have such programs and shows. The appreciation of

TV programs depends of the extent to which such programs are popular, continuous, comprehensive, and understood by community members.

4.3.5. General Assessment of the Role

Findings related to the role of local TV in promoting domestic wildlife tourism reveal that the TV channels and individual employees have played an important role. Taking TV as a promotional media or audio-visual based mass communication sector in general or focusing on an individual TV channel prove that the role of TV has become realistic in the eyes of the key stakeholders. For instance, the recognition by TANAPA as the most important role played by the TV stations in promoting domestic wildlife tourism attracted it to award the individual TVs and their journalist or programs coordinators for playing effective role in promoting wildlife tourism. Such individuals from TV stations who received those awards of recognition on 14th June 2013 were Festo Sikaganamo (from ITV) Juma Nugaz (from Clouds TV), Raymond Nyamwihula (from Star TV) na Lilian Shirima (from TBC1). This shows that the role that the TV channels plays in promoting domestic wildlife tourism is well recognized and appreciated.

One point must be noted when talking about the promotional role that the TV play in creating public awareness on tourism attractions and sensitizing them to participate in domestic tourism. Promotion is a means to the end; it may not be taken as an automated end within itself. The efforts and initiative by TV channels to promote and enhance public participation in domestic wildlife tourism through different progressively programmed and non programmed TV shows constitute a role that

cannot be fairly rejected. However, the question remaining is to what extent are these TV programs effective in terms of increasing community participation in domestic wildlife tourism. That will be a concern of the forthcoming section.

4.4. Effectiveness of Local TV Programs in Promoting Domestic Wildlife Tourism.

Findings from the preceding sections have shown that all TV stations, which were identified by respondents, have programs, which in one way or another promote domestic wildlife tourism. The objective of this section was to assess how effective are TV programs in their entirety. The selected assessment criteria was how the community members, or the respondents from the general public rate the programs in terms of clarity and understanding them, and influence of programs on individual respondents.

4.4.1. Clarity of Promotional Messages

A message in promotion and advertising may be carried verbally or physically. As in a dual-coding theory, the study examined both the verbal messages used by TVs to inform and influence people to participate in domestic wildlife tourism and the processes innate that accompany such messages. Starting with the verbal messages, respondents were able to identify what they learn from such messages aired as part of the promotional programs.

The core messages that were commonly identified included messages that informed the people on where the tourist attractions exist, which of the attractions exist in

Tanzania only as a pride for the nation and its people, and why is it important for them to visit those attractions rather than watching them on TV. Moreover, respondents in their additional open ended questions responses could appreciate that Clouds TV through its popular program, *Kambi Popote* was able to make its audience understand that entrance into the national parks and game reserves for nationalities was as cheap as 1500 per adult person and 500 per child or student. Moreover, the respondents were able to explain that the TV messages were able to make them learn that tourism is not only a luxurious activity, but also a learning activity as it was a shame for an adult Tanzanian to die without seeing a giraffe for instance while a person from Europe comes to Tanzania and sees such an animal that is infrequent in other countries than Tanzania.

Being certain that the promotional programs used by TV stations to promote domestic wildlife tourism contain messages, which are identifiable by respondents, the respondents were asked whether domestic wildlife tourism promotional messages are clear and understood. The responses are shown in Table 4.9 overleaf.

Table 4.9: Whether Promotional Messages are clear and understood

Response	Frequency	Percentage
Disagree	27	27.55
Strongly agree	22	22.45
Neither agree no disagree	21	21.43
Agree	18	18.37
Strongly disagree	10	10.20
Total	98	100.00

Source: Field Work Data (2013)

Despite the fact that the respondents were able to mention some of the messages they get from promotional programs, the findings were surprising that the majority, 27 (27.55%) disagree that the messages were not clear and understood (may be due to the technical conception of promotional messages, respondents do not take messages as messages). Imposingly, 22 (22.45%) respondent strongly agreed that messages were clear and understood) while 21 (21.4%) respondents neither agreed nor disagreed that messages were clear and understood. Of the remaining, 18 (18.4%) respondents agreed that messages are clear and understood while 10 (10.2%) respondents strongly agreed that messages are not clear and understood.

The arising contradiction in the discussion is that, those who agreed altogether formed about 41% of the sample while those who disagreed altogether formed about 37% of the sample population if those who were neutral are not considered. The hard question was why the number of those who strongly disagreed was as big as (27%)

respondents? Responses to such a question would end with uncertainty. However, the main lesson that may be taken regarding these findings is that; most of the TV tourist promotional programs are not specific by nature, and some of them do not focus on advertising a single specific message of emphasis (with exception of *Kambi Popote* of Clouds TV).

4.4.2. Influence of Promotional Messages and Strategies

Influence of the programs was assessed in terms of the capacity of messages and strategies to attract the people to watch the tourist attraction. Apart from the identified common messages, the study revealed that there are different strategies that accompany verbal messages as part of promotional processes. There are two common strategies used to promote domestic tourist attractions.

The first strategy used is the outreach activities that involve traveling to specific sites with few members of the public who are directly sponsored to watch certain attractions. It is expected that such events make members of the general public to develop eagerness to visit those attractions. The sponsor and TV channel under a certain program jointly participate in the trip and airs the trip scenes to the general public. This strategy is common for Clouds TV, TBC1, and Star TV and sometimes used by Channel Ten. The examples of this outreach include a train trip to Mikumi National Park, which was organized by TBC1 and the Miss Tourism trips to national parts and Mt. Kilimanjaro which have been organized by both TBC1 and Clouds TV.

The second and more popular strategy is the “*visit, record, and produce*” strategy. It involves visiting different tourist attractions by the programs organizer and interviewing those who work at tourist attractions. After such travels, the whole trip is recorded and the program organizer produces a piece of script that shows the main tourist attractions that he/she has recorded. In the production of those scripts, additional information such as the means of reaching there, the services and facilities available, the cost, and sometimes the reasons to why the public is asked to visit such attractions (especially why are they adventurous) are included to make the audience clearly understand. These scripts are then broadcasted during scheduled promotional programs. This strategy is usually used by Clouds TV in its *Kambi Popote* program and sometimes by TBC1 in the *Zamadamu* Program.

In wildlife domestic tourisms promotion programs, the “*visit, record, and produce*” strategy has been regarded by TV stakeholders as it was defended by the interviewee from Clouds TV since during the editing and production stage, the contents and messages can be modified to serve the intended purpose. In addition, this strategy is identified by respondents as the most effective since it differs from films and documentaries that exist due to the use of Kiswahili language, which is understood by the majority if not all TV watchers. The arising question that required to be looked into was whether showing animals on TV as in most of the strategies used create eagerness of the watchers to watch such wildlife attractions or makes them no longer interested in seeing such animals live. The responses to this question were recorded and the results of statistical analysis are provided in Table 4.10.

Table 4.10: Whether Watching Animals on TV Excite Watchers to Watch them Live

Response	Frequency	Percentage
Disagree	55	56.12
Strongly disagree	21	21.43
Strongly agree	11	11.22
Agree	9	9.18
Neither agree no disagree	2	2.04
Total	98	100.00

Source: Field Work Data (2013)

From Table 4.10, the findings show that a significant number, 76 (77.5%) respondents (combining strongly disagree and disagree) disagree that watching wildlife attractions on TV does not excite watchers to visit such attractions. There were 11 (11.2%) respondents who said they neither agree nor disagree. The remaining 11 (11.2%) altogether said they agree. Those who agree that they would be excited through TV programs to go and watch tourist attractions argue that when a person sees something imagines that s/he would understand it better if s/he sees it live.

On the other hand, most of those who disagreed argued that watching wildlife attractions on TV is more than a half seeing them live. Furthermore, they argued that traveling to game reserves and national parks to spend minutes watching animals is like wastage of money since they are assured that they may see such animals and

learn them through television. From such findings, it may be learnt that when TV programs exceed certain standards in providing information related to wildlife attractions to people, instead of exciting people to visit tourist attractions, they may find themselves contributing towards reduction of the possibilities for individuals to think of visiting tourist attractions. This is worth arguably relevant in low income areas where people have a lot of priorities to commit resources on including food, shelter, health services, and education for children. In such families, parents as well as children are likely to be satisfied that what they have learnt about a certain animal is enough as they often do when deciding to spend on tertiary education (which is not a necessity). Therefore, effectiveness of promotional messages would be achieved through striking balance between providing too much information and providing too little information about the tourist attractions.

The study went further to find out whether the programs (all of them without identifying specific) of different TV stations in general attract individual respondents to participate in domestic wildlife tourism. In this respect, the researcher attempted to get views of respondent on whether they feel that TV programs influence on decisions of them as individuals to visit tourist attractions. Responses, which were provided by respondents, are shown in descending order of importance in Table 4.11.

Table 4.11: Whether Programs Attract Respondents to Visit Wildlife attractions

Response	Frequency	Percentage
Neither agree no disagree	28	28.57
Disagree	27	27.55
Agree	22	22.45
Strongly agree	11	11.22
Strongly disagree	10	10.20
Total	98	100.00

Source: Field Work Data (2013)

Findings in Table 4.11 shows that out of the 98, 28 (28.6%) neither agreed nor disagreed that the programs attract them, 27 (27.55%) disagree that the programs do not attract them. 22 (22.45%) respondents agree that the programs attract them while 11(11.2%) strongly agree. The remaining 11 (11.2%) strongly disagreed that the programs do not attract them. When compared, those who agreed in combination were 33 (33.6%), which is lower than 37 (37.75%) who disagreed that the programs do not attract them. Despite the fact that the two are comparably close, it is alarming that if the programs are able to attract the target population only by 37% before considering other challenges and barriers, which may constrain the results of decision at the stage of implementation, such programs may not be able to achieve the major objective, which is getting the people to participate in domestic wildlife tourism. The forthcoming section briefly focuses on the challenges that affect TV channels in promoting domestic wildlife tourism.

4.5. Challenges of local TV channels in Promoting Domestic Wildlife Tourism.

The last objective of the study was to analyze the key challenges that local TV channels face in promoting wildlife tourism. Data for this objective and its tasks was obtained by both including a closed question in the questionnaire and letting the respondents; especially from the TV channels freely identify the challenges that constrain effective implementation of the programs.

4.5.1. Challenges from View Points of Community Members

At the same time, a closed question that required respondents to identify one factor that constrain promotion of TV programs was included in the questionnaire. The responses to those questions are summarized in Table 4.12.

Table 4.12: The biggest factor for the People not to participate in Wildlife Tourism

Response	Frequency	Percentage
Poverty	28	28.57
Shortage of information about attractions	22	22.45
The cost of transport to and from is too big	20	20.41
Poor infrastructure including roads	9	9.18
They are afraid of animals	8	8.16
Poor services in tourist facilities (e.g. hotels)	7	7.14
Any other	4	4.08
Total	98	100.00

Source: Field Work Data (2013)

Findings in Table 4.12 show that 28 (28.6%) respondents said that poverty is the biggest problem. The other 22 (22.45%) and 20 (20.4%) respectively identified shortage of information about attractions and the cost of transport as the biggest constraints to effectiveness of promotion activities carried out by TV stations. The other factors identified were; poor infrastructure, 9 (9.2%) respondents, fear of animals 8 (8.2%), poor facilities 7 (7.1%) respondents, and other factors 4 (4.1%).

From the findings, concluding that the main constraints are lack of income and shortage of information and the cost of transport may sound right. However, it was observed in the analysis of how characteristics related to likelihood to participate in domestic tourism are distributed in the sample population. The observable pattern was that, income is necessary for spending on tourism, but few people who have sufficient incomes said that they would participate in domestic tourism. Thus, two last questions need to be examined with all respondents in detail. The first question is; is income the main problem that constrains participation in domestic tourism? The second question is; can all the people participate in domestic wildlife tourism? Responses to the first question were as shown in Table 4.13.

Table 4.13: Whether Low Income is the Main Constrain to Participating in Domestic Wildlife Tourism

Response	Frequency	Percentage
Disagree	44	44.90
Agree	41	41.84
Strongly agree	11	11.22
Strongly disagree	2	2.04
Neither agree no disagree	0	0.00
Total	98	100.00

Source: Field Work Data (2013)

Findings revealed by Table 4.13 show that the majority, 52 (33.6%) respondents agree that poverty (income) is a main factor. On the other hand, the entire remaining 47 (47.9%) respondent disagree that poverty or low income is not the main factor. Despite closeness of the number of those who agree and those who disagree, one may argue that income is the most prominent factor. With clear observation, it is possible to argue that those who said that it is not the main problem were in favour of the two other factors, namely information and infrastructure, which were also identified as significant constraints in Table 4.12.

Related to the second question that was about whether provision of free transport to and from tourist attractions and allowing the people to access tourist attractions free of charge, the responses were as shown in Table 4.14.

Table 4.14: Whether Free Transport/Entrance in Wildlife Attractions Would Make all People Participate

Response	Frequency	Percentage
Strongly disagree	28	28.57
Disagree	27	27.55
Agree	21	21.43
Strongly agree	20	20.41
Neither agree no disagree	2	2.04
Total	98	100.00

Source: Field Work Data (2013)

Findings from Table 4.4 show that the majority, 55 (56.1) disagree that they would visit the attractions if no such costs. On the opposite side, 41 (41.8%) respondents agree that they would all visit attractions if such costs are not there while only 2 (2.0%) respondents neither agreed no disagreed. Associated with these findings, it appears that in theory, income is the major and basic determinant of participation in tourist activities, but its assurance may not provide assurance that all people would participate. The findings show that participating in domestic wildlife tourism depends on different factors including income. One factor may be more important in a given social economic context regardless of assured income and surplus for the people who are targeted to participate in domestic wildlife tourism.

4.5.1. Challenges from View Point of Other Stakeholders

The other stakeholders who were identified to be engaged in this study include individuals from TV stations and domestic tourist attractions promoting and managing institutions. In addition to individuals who were interviewed, documented evidences from such organizations were analyzed as constituent part of information obtained from other stakeholders regarding the challenges that local TVs face in promoting domestic wildlife tourism.

As part of the interviews, several challenges that the local TVs face in promoting domestic tourism were identified. However, for the purpose of consistence, these challenged were grouped into few broader sets of challenges which are briefly discussed in this paragraph. These broader factors include lack of sufficient support from the government, paucity of resources, and the socio-political context in which the television industry operates. Each of the factors is examined separately.

The first factor, which was identified as a challenge, which under this study is broadly taken as lack of sufficient support relates to lack of support in terms of policy, legal framework, political will, finance, as well as administrative support. In the first place, interviewees argued that the government announced the need to strengthen domestic tourism promotion, but it did not identify the TV sector as core stakeholders responsible for the implementation of that intent. The entrance of TV sector in tourist attractions promotion in Tanzania has grown as personal strategic business initiatives by individual TV channels. In addition, there is no specific express legal framework that guides the design, structuring, and even implementation

of domestic tourism or general tourism activities in Tanzania. Instead, each TV station has been struggling to invest in programs and processes that may attract credible businesses to support them at a time.

Related to lack of sufficient government support, the interviewees from the TV sector expressed their concern that both the ministry responsible for tourism and the TTB seem to have little support to the TV stations which are engaged in promoting domestic wildlife tourism. According to one of the interviewees, the known support of the minister for example has always been becoming a guest of honor during launching of promotional programs and awarding the best performers in such promotional programs.

The second challenge that was identified as affecting the efforts of local TV in the process of promoting domestic wildlife tourism is identified as paucity of resources. The most important resources that the interviewees identified were human resources. One of the interviewees from the organization that is responsible for promoting domestic tourism had view that the individual employees who are entrusted with responsibilities related to promotion of domestic wildlife tourism for nearly all the TV stations lack sufficient education and skills related to marketing and advertisement for the tourist industry. Giving examples, he identified the most successful presenters and coordinators of some popular programs as not working guided by professionalism, but rather guided by intuitive creativity that has allowed them to become famous in tourism related TV programs. As a result of this challenge, most of the so called tourism promotional programs at different TV

stations have always remained fragments of incoherent and non comprehensive shows that tend to deteriorate within a short period of time. In addition, one of the interviewees from the TV industry had comments that skilled promoters and designers of tourist attractions are available in the labor market, but most of the TVs do not have sufficient financial resources to obtain and retain them.

The third challenge, which was associated with ineffective promotion of the domestic tourist attractions, was the socio-political context in which TVs work to attain such a goal. The respondents who were interviewed had view that both the political culture of the Tanzanians and the social values seem to pose threat to domestic tourism success. On the side of political leaders, interviewees argued that leaders themselves *talk-the-talk*, but they don't *walk-the-walk*. Clarifying the meaning of that, the interviewee explained that political leaders themselves sing the song of promoting domestic tourist attractions, but themselves would not like to spend leisure time in areas where these attractions are found. In most cases, if these political leaders have time to spend for leisure, they are likely to travel to Europe or the USA. In that way, even if TVs are playing their best promotional role, the public feel as if the TVs are mocking them since their leaders do not show examples in supporting domestic tourism.

Last, related to the socio-cultural norms, the study revealed that there is a widely growing belief among the communities that the word tourist itself does not sit well with the traditional values. There is a preconceived bias that "traveling" its indigenous sense means moving to the home of somebody, or paying a visit to

somebody. Thus, a tourist in the local context means traveling to visit nobody. In this regard, if a person simply decides to visit a national park at Ngorongoro for example, the following are likely to be assumptions of the community around him or her. First, such a person does not have something else to do. Second, such a person is lazy, and thus is running away from work. Third, such a person has got a lot of money to the extent that s/he does not see anywhere to spend that money rather than spending it for nothing. Fourth, such person gets money as a will of God, but when it comes to spending becomes slavish since there are many needy people whom one could help rather than going for tour. Fifth, such a person is going away for prostitution (as tourism is also associated with prostitution). All these notions or some of them in combination make tourism something of little priority even if a person has sufficient income that creates enough surpluses.

CHAPTER FIVE

5.0. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

The previous chapter provided the analysis and discussion of findings on basis of the data collected during the field research and the existing theory. This brief chapter provides a summary of the findings followed by the recommendations to contribute towards guiding for the future policy processes; research and action focused strategies as well as the conclusion.

5.2. Summary

The study aimed at examining the role of local television in promoting domestic wildlife tourism. Data was obtained through a questionnaire with 98 members of the general public in Dar es salaam and interviewing six experts from stakeholder organizations including TV stations, the Tanzania Tourist Board, and Ministry of Natural Resources and Tourism. Data was analyzed by generating descriptive statistics and subjecting interviews and documentary transcripts to content analysis.

The study revealed several findings, which are discussed in details in the previous chapter. The core findings of the study are summarized below.

First, respondents associated participation of people in domestic wildlife tourism with demographic factors including income levels, level of education, age, and gender, but the characteristics that determined their own desire to participate in domestic wildlife tourism were not systematically distributed within such

demographic groups. Higher income and higher education were associated with capability to access information and spend on leisure including tourism, but had little influence on the propensity to visit tourist attractions.

Second, all local TV stations were found to play an important role in informing the public about tourist attractions, educating them on the need to visit them, and sensitizing them on the importance and cheapness of domestic tourism. The programs of different TV stations differed since each TV used its individual capacity to design, advertise, and mobilize resources for implementing its own TV program.

Third, local TV domestic tourism promotion programs used by different TV stations differed in terms of their effectiveness. While some TV stations had popular, well defined, regular, and targeted programs like *Kambi Popote* of Clouds TV, some TV stations had working programs, but were not regular and popular to many people.

Fourth, local TV domestic wildlife tourism promotion programs were generally found to be important since they are specifically designed and planned to target specifically known audience. The programs use strategies which suit particular contexts and use messages that are disseminated in a clear and understood language (that is understood by the majority) if not all the community members. The study revealed that the shortcomings that exist in some TV programs are not too critical to be associated with their incapacity to influence many people to participate in domestic tourism.

Fifth, local TV stations face several challenges in promoting domestic wildlife tourism. On the side of the target audience, income poverty, information shortage, and poor infrastructure affect response to promotional messages. On the side of TVs and stakeholder institutions, there is insufficient support from the government, paucity of resources for TV stations, and a mixture of political and social cultural beliefs that make people believe that tourism is not for “ordinary persons” as they are.

5.3. Conclusion

Based on the findings of the study, several conclusive remarks can be made here. Tourism is a sector that requires strategic promotional interventions, which need to be implemented successfully where all stakeholders invest special commitment in promoting tourism. Domestic tourism in general or specifically wildlife based domestic tourism may only be effectively promoted if the promoters are encouraged and guided by government economic and investment policies and laws rather than their own creativity and competitive initiatives. Local televisions are effective media for advertising and promoting domestic wildlife tourism since their messages can be shaped to address the needs of the audience in a clear and understood way. However, it is cautioned since excessiveness of educational information about wildlife attractions may result into being fed up and thus the people see no any further reason for visiting attractions so as to see what is already known through the TV. Therefore, the findings of the study agree with the assumptions in the way that local TV stations play a critical role in promoting domestic wildlife tourism and tourism in general. However, due to the barriers in place and lack of support that they deserve through

the legal and policy framework, their effectiveness in terms of increasing participation of the people in domestic tourism remains constrained.

5.4. Recommendations

From the findings as presented in previous chapters and the conclusions reached on basis of those findings, the study makes the following recommendations for action, policy and legislation, and further research.

5.4.1. Recommendations for Action

In case of recommendations for action, the study recommends the following. First, the government of the United Republic of Tanzania should enhance capacity of collecting tax from the facilities that are found in areas with tourist attractions so as to increase investment in basic infrastructure that connect tourist attractions to cities and towns. Second, a massive awareness creation campaign is needed so as to uproot the long existed preconception about tourism in Tanzania. Third, the government should undertake initiatives to include tourism in primary school and secondary school curriculum as a subject and not a topic. This will help to make tourism a known part and parcel of economic practices among Tanzanians.

Fourth, the state leaders should encourage development of facilities in areas with tourist attractions and encourage government and public officials to spend their retreat and leave days in those areas as part of encouraging citizens to support domestic tourism. Fifth, Television stations should train their human resources who are entrusted with responsibilities related to domestic tourism programs so that

they become able to discern clearly what kind of promotional programs may encourage increase in eagerness to visit tourist attractions and which ones may make the public loose eagerness of visiting attractions. Sixth, TBC1 management should work very hard to restructure the *Zamadamu* program so that it can efficiently compete with the private sector based promotional programs. Seventh, TANAPA should plan out and have a permanent fund for rewarding a TV that promotes domestic tourism effectively each year. There should be result based means of assessing the role played by each of the TV stations in promoting domestic wildlife tourism.

5.4.2. Recommendations for Policy and Legislation

From the research findings, it was observed that explaining the role of TV in promoting domestic wildlife tourism becomes a single task if one looks at the question from a theoretical angle. This may imply neglecting the contextual factors that influence the role of institutions and how the people relate with institutions in a given society. In this respect, the study recommends for improvement in the legal, institutional, and policy frameworks that govern the promotion of domestic tourism in Tanzania.

First, there should be some revision in the National Tourism Policy so as to make sure that the role of TV is defined. The policy should clearly draw a demarcation between the function of the Ministry of Natural Resources and Tourism and TBC1 on the first hand, and the Tanzania Tourist Board (TTB) and Tanzania National Parks (TANAPA). This will help to remove the current overlap of responsibilities

between these institutions as each of the institutions tends to refer to the other as responsible when it comes to answerability and responsibility regarding promotion of domestic tourism.

Second, the study recommends that there should be harmonization of the laws and policies that guide implementation of the domestic tourism promotion strategic plans. The law must clearly define the limits of powers of the government as a policy maker (minister), TTB as an agency that is responsible for allocating resources for proper and effective promotion of domestic tourism, TANAPA as a managing body responsible for efficiency in the management of the attractions and facilities and services connected with those tourist attractions. There should be minimum standards that must be laid law for agencies, which provide services to domestic tourists including charges charged by the hotels, tour operator companies, and transporters in national parks and game reserves.

5.4.3. Recommendation for Further Researches

Based on the findings of this study and the general experience that the researcher gained from conducting the study, it is identified that a case study may be useful for explaining behavior of a section of population and not the whole population. Thus, a pure qualitative study may not sufficiently provide generalizable explanation for the problem of ill participation of Tanzanians in domestic wildlife tourism and tourism as a whole. The main reason is that, the Tanzanian population is made up of different groups with a diversely partnered demographic social-structure. The social-structure itself is too dynamic to the extent that it poses the

threat of difficulty in predicting which demographic group will have a certain type of behavior.

In this case, this study recommends that there should be a baseline study that aims at understanding how are the behavior related to supporting and participation in domestic tourism are distributed within the population. Such a study that shall apply a representative sample that includes a diverse of characteristics that exist in the Tanzanian population as a whole shall be useful as it may be used as a reference point for undertaking further qualitative researches related to domestic tourism and related topics.

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APPENDIXES

Appendix 1: Questionnaire for General Public Respondents

Introduction

As part of its academic activities, the Open University of Tanzania (OUT) requires its postgraduate students to conduct researches in different social-economic problems. My name is Moses Kyando, a Master of Arts (Tourism) student doing research on “The Role of Local Television in Promoting Domestic Wildlife Tourism in Tanzania. As a result of random sampling, you have been selected to participate in this study as a respondent. The researcher kindly assures respondents that the response given by them will be used only as an input for the research work. In addition the researcher would like to be grateful to the respondents for the time-sacrifices they paid in completing this questionnaire.

Note:

No need of writing your name

PART 1: DEMOGRAPHIC INFORMATION

1. District

i. Kinondoni

ii. Ilala

2. Ward

i. Gerezani

ii. Msasani

3. Mtaa

i. Gerezani Mashariki

- ii. Masaki

4. Gender

- i. male
- ii. female

5. Age Group

- i. Below 20
- ii. 20-29
- iii. 30-39
- iv. 40-49
- v. 50-59
- vi. 60 and above

6. How often do you watch a television?

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

7. Which of the TV stations do you watch often?

- i. TBC 1
- ii. Clouds TV
- iii. ITV
- iv. Star TV
- v. Channel 10
- vi. Others _____(mention)

8. Which of the TV programs do you watch very often?

- i. News
- ii. Football and other games
- iii. Tourism and wildlife
- iv. Movies and Comedy

9. Which of the TV stations often show programs related to wildlife and wildlife tourism?

- i. ITV
- ii. Star TV
- iii. TBC 1
- iv. Clouds TV
- v. Channel 10
- vi. Channel 5

10. In your view, do you agree that the tourist and wildlife related programs broadcasted by Local TVs in Tanzania attract you to visit and watch wildlife attractions?

- i. Strongly agree
- ii. Agree
- iii. Neither agree no disagree
- iv. Disagree
- v. Strongly disagree

11. To what extent would you agree that the wildlife programs broadcasted by Television stations in Tanzania convey clear and understood message to the all the people of Dar es Salaam?.

- i. Strongly agree
- ii. Agree
- iii. Neither agree no disagree
- iv. Disagree
- v. Strongly disagree

12. To what extent would you agree that local televisions are the best promoters of local wildlife tourism in Tanzania?

- i. Strongly agree
- ii. Agree
- iii. Neither agree no disagree
- iv. Disagree
- v. Strongly disagree

13. Would you agree that free entrance into national parks and game reserves would make most of the people of Dar es salaam visit serous game reserve in Kisalawe?

- i. Strongly agree
- ii. Agree
- iii. Neither agree no disagree
- iv. Disagree
- v. Strongly disagree

14. Would you agree that low income is the biggest problem that makes people in your area not to visit tourist attractions?

- i. Strongly agree
- ii. Agree

- iii. Neither agree no disagree
- iv. Disagree
- v. Strongly disagree

15. Which of the problems would you suggest to be the biggest factor that makes people in your area not to visit wildlife attractions?

- i. Poverty
- ii. Lack of information about attractions
- iii. Poor services in tourist facilities (eg hotels)
- iv. Poor infrastructure including roads
- v. They are afraid of animals
- vi. The cost of transport to and from is too big
- vii. Any other (specify).....

16. If you are given a free travel ticket to go and watch the tourist attractions, which of these would you choose to watch?

- i. Old buildings at Bagamoyo
- ii. Waterfalls at Nyumba ya mungu
- iii. Lions and Elephants at Serengeti
- iv. Snow on mount Kilimanjaro
- v. Stones at Mji Mkongwe

17. In your view, would you agree that the if animals such as lion, elephant, and leopard are not shown on television many people in your area would get interested to go and see them live?

- i. Strongly agree
- ii. Agree

- iii. Neither agree no disagree
- iv. Disagree
- v. Strongly disagree

18. How would you group your family in terms of levels of income?

- i. Very High income
- ii. High income
- iii. Neither high no low income
- iv. Low income
- v. Very low income

19. Can you mention (and describe) any of the domestic wildlife tourism promotion programs broadcasted at different TV stations that you know?

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20. What do you think are factors that make many people not to visit wildlife tourism attractions

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Annex 3: Interview Guide for TV stations Executives and Program

Coordinators

1. As far as programmes scheduling is concerned, can you explain the duration and the time-slot of each of the aired programme(s)?
2. How can you explain the coverage of these programmes? Are they reaching the targeted audience, i.e. local community surrounding tour sites?
3. Which kind of feedback mechanism has been established to get the views of your targeted audience?
4. Could you kindly let me know, what do you expect local community surrounding tour sites to learn from the wildlife tourism programmes aired by your station?
5. In your views, since you started your programmes do you see any positive change in wildlife tourism sectors especially to local community surrounding tour sites themselves?

Annex 3: Tables of Selected Descriptive Statistics

Respondents Profiles by gender		
Gender	Frequency	Percentage
Females	50	51.02
Males	48	48.98
Total	98	100.00

Respondents Profiles by age and gender		
Age(years)	Frequency	Percent
30-39	26	26.53
50-59	24	24.49
40-49	22	22.45
20-29	12	12.24
Below 20	9	9.18
60 and above	5	5.10
Total	98	100.00

Respondents Profiles by levels of income		
Department	Frequency	Percent
Doesn't Know Answer/Did not Answer	35	35.71
Very Low Income	22	22.45
Neither High No Low income	20	20.41
Low Income	16	16.33
High Income	4	4.08
Very High Income	1	1.02
Total	98	100.00

Respondents Profiles by level of education		
Level of education	Frequency	Percent
Primary Education	32	32.65
Secondary education	22	22.45
Basic Degree	22	22.45
Other non degree Higher Education	16	16.33
Postgraduate Degree	6	6.12
Total	98	100.00

Frequency of watching television		
Response	Frequency	Percent
Very often	50	51.02

Often	33	33.67
Neither often nor rare	6	6.12
Rarely	6	6.12
Very rare	3	3.06
Total	98	100.00

TV station watched very often

Response	Frequency	Percentage
TBC1	35	35.71
Clouds TV	14	14.29
ITV	24	24.49
Star TV	13	13.27
Channel Ten	5	5.10
Others	7	7.14
Total	98	100.00

Frequently Watched TV Programs		
Response	Frequency	Percentage
News	59	60.20
Football and other games	16	16.33
Movies and Comedy	11	11.22
Others	8	8.16
Tourism and wildlife	4	4.08

Total	98	100.00
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TV Station that shows programs often related to wildlife tourism programs

Response	Frequency	Percentage
Clouds TV	27	27.55
TBC1	22	22.45
Channel Ten	14	14.29
Star TV	13	13.27
Others	13	13.27
ITV	9	9.18
Total	98	100.00

Whether TV promotional programs attract respondents to visit wildlife attractions

Response	Frequency	Percentage
Neither agree no disagree	28	28.57
Disagree	27	27.55
Agree	22	22.45
Strongly agree	11	11.22
Strongly disagree	10	10.20
Total	98	100.00

Whether local tourist promotional programs' messages are clearly understood by all

Response	Frequency	Percentage
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Disagree	27	27.55
Strongly agree	22	22.45
Neither agree no disagree	21	21.43
Agree	18	18.37
Strongly disagree	10	10.20
Total	98	100.00

Whether Low Income is the main reason for not to participate in domestic wildlife tourism

Response	Frequency	Percentage
Disagree	44	44.90
Agree	41	41.84
Strongly agree	11	11.22
Strongly disagree	2	2.04
Neither agree no disagree	0	0.00
Total	98	100.00

Whether free entrance in wildlife attractions' areas would make all the people visit them

Response	Frequency	Percentage
Strongly disagree	28	28.57
Disagree	27	27.55
Agree	21	21.43

Strongly agree	20	20.41
Neither agree no disagree	2	2.04
Total	98	100.00

The biggest factor for the people not to participate in wildlife tourism

Response	Frequency	Percentage
Poverty	28	28.57
Lack of information about attractions	22	22.45
The cost of transport to and from is too big	20	20.41
Poor infrastructure including roads	9	9.18
They are afraid of animals	8	8.16
Poor services in tourist facilities (eg hotels)	7	7.14
Any other (specify).....	4	4.08
Total	98	100.00

Whether watching animals on TV makes watchers thirsity of seeing them live

Response	Frequency	Percentage
Disagree	55	56.12
Strongly disagree	21	21.43
Strongly agree	11	11.22
Agree	9	9.18

Neither agree no disagree	2	2.04
Total	98	100.00

Tourist attractions, which most of the respondents would like to visit

Response	Frequency	Percentage
Snow on mount Kilimanjaro	61	62.24
Early stone buildings at Mji Mkongwe	14	14.29
Lions and Elephants at Serengeti	11	11.22
Old buildings at Bagamoyo/slave trade route	6	6.12
Waterfalls at Nyumba ya mungu	6	6.12
Total	98	100.00