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Media and Source Markets for Domestic Tourism in Tanzania: Study of Kitulo National Park

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Abstract:

This paper aims to analyze the media and source markets for domestic tourism in Tanzania. The specific objectives are to assess the media used by domestic tourists to source information about Kitulo National Park, and establish the source markets for Kitulo National Park. The research area of this study is Kitulo National Park located in Southern Tanzania. A descriptive design approach was used in this study. Semi structured questionnaires were deployed to obtain quantitative data from a sample size of 105 domestic tourists and subjected to descriptive analysis. Findings indicated that television is the major media used by domestic tourists to source information about Kitulo National Park. On the other hand, the major source markets for Kitulo National Park are Njombe and Mbeya. Future research can explore tourist information and source markets for domestic tourism.

Keywords: Media, source markets, domestic tourism, national park, Tanzania

1. Introduction

Tourism as one of the economic pillars around the world recorded over 1.2 billion international tourist arrivals in 2016 (UNWTO, 2017). Although much is known about international tourism, there is limited literature about media and source markets for domestic tourism. Ngoka (2013) stated that in Nigeria between 2002-2006 there were 103, 552 domestic tourists who visited Yankari National Park compared to only 11,936 international tourists. In 2012 there were 372, 409 domestic tourists that contributed to 40.5% of the total tourists who visited national parks in Tanzania (Mkwizu, 2016b). Various studies have concentrated on media and source markets for international tourism rather than domestic tourism (Mungai, 2011; Muratha, 2013; Kronenberg et al., 2015). In Tanzania there are several studies in tourism (Lwoga, 2011; Philemon, 2011; Nguni, 2014; Kazuzuru, 2014; Lwoga et al., 2015; Safari et al., 2015; Mwashwa et al., 2016). For instance, Kazuzuru (2014) was interested on the history of tourism industry from the perspective of international tourism. However, these studies did not focus on media and source markets for domestic tourism. Few studies have mentioned media in relation to promotion of domestic tourism (Anderson, 2010; Mariki et al., 2011), but these studies do not avail updated research on Tanzania. Furthermore Anderson (2010) mentioned that tourism organizations focused on international markets as opposed to domestic markets in Tanzania. Mkwizu (2015) also mentioned that limited literature is a study challenge in research. Hence this paper contributes knowledge on domestic tourism by analyzing media and source markets. The specific objectives of this paper are to assess media, and establish source markets for Kitulo National Park in Southern Tanzania.

2. Significance of the Study

This paper provides updated research on media and source markets for domestic tourism which can be used by Tanzania National Parks (TANAPA), Tanzania Tourist Board (TTB) and other tourism organizations such as Tanzania Association of Tour Operators (TATO) to improve promotion and marketing efforts for Kitulo National Park in Tanzania. Researchers can also use the information as knowledge base to understand promotion and marketing of national parks for domestic tourism.

3. Literature Review

3.1. Conceptual Definitions

3.1.1. Media

In Tanzania, the government through the Ministry of Natural Resources and Tourism (MNRT), and its agencies TTB and TANAPA promote domestic tourism using various media. Mungai (2011) mentioned promotion in tourism using advertising tools such as newspapers, television, magazines or radio. MNRT, TTB and TANAPA use exhibitions, radio, magazines, television and social media to promote national parks (TTB, 2014; TANAPA, 2015). Spencer (2013) indicated TV is widely used for advertising attractions. Tehrani et al (2014) stated that TV advertising is regarded as expensive but it is not because it provides geographical coverage, audience access and advertisement of attractions. In addition, Ghosh (2016) referred to social media as a new media. For purposes of this paper, the assessed media are radio, social media and television.

3.1.2. Source Markets

Several reports and studies show source markets for international tourism in Tanzania (Bank of Tanzania, 2009; MNRT, 2011; MNRT, 2012; Kazuzuru, 2014, Bank of Tanzania & National Bureau of Statistics, 2016). For instance, MNRT (2012) showed major source markets for international tourism in Tanzania were Africa (488,745), Europe (330,207), Americas (103,064), East Asia and Pacific (77,097), South Asia (56,597) and Middle East (21,348). However, there is lack of data for domestic tourism markets hence very difficult to know which source markets to target for promotion improvements. In this study, source markets are those markets which contribute domestic tourists to Kitulo National Park.

3.2. Empirical Literature Review

Globally studies such as Kronenberg et al (2015) investigated advertising expenditure shares for destination Sweden but focused on international tourists. Anurekha (2015) analyzed TV advertising directed to youth adults. Equally Kimbowa et al (2011) were interested to explore environmental implications of tourism development on River Nile in Uganda. Burugu et al (2013) were interested in hotel website linkage for destination Kenya. Macha et al (2014) did study domestic tourism and the focus was on promotion. Kazuzuru (2014) explored history, performance and challenges of tourism industry in Tanzania with the main focus on international tourism. These studies (Kimbowa et al., 2011; Mungai, 2011; Burugu et al., 2013; Macha et al., 2014; Kazuzuru, 2014) have not provided information on media and source markets for domestic tourism. Mariki et al (2011) was interested in wildlife-based tourism in northern protected areas of Tanzania and found that only 15% used both TV and Radio as a source of information to know about national parks. Recent studies focused on content and uniqueness of message variables to study TV advertising in Tanzania (Mkwizu, 2016a; Mkwizu, 2016c). Equally these studies (Mkwizu & Matama, 2017a; Mkwizu, 2017c; Mkwizu, 2017d; Sing'ambi & Lwoga, 2017) have done research on domestic tourism in Tanzania but the focus was not on source markets. For example, Mkwizu and Matama (2017a) examined frugal generation in relation to domestic tourism. This paper analyzed media and source markets for Kitulo National Park in Southern Tanzania.

4. Methodology

Tanzania has 16 national parks which are Arusha, Gombe, Katavi, Kilimanjaro, Kitulo, Mahale, Manyara, Mikumi, Mkomazi, Ruaha, Rubondo, Saadani, Saanane, Serengeti, Tarangire and Udzungwa (Owusu, 2013; TANAPA, 2015; Figure 1). Tanzania national parks have tourism potential (Kijazi, 2012). This study selected Kitulo National Park due to the uniqueness of the high plateau with the largest spread of endemic wildflowers as shown on Figure 2.

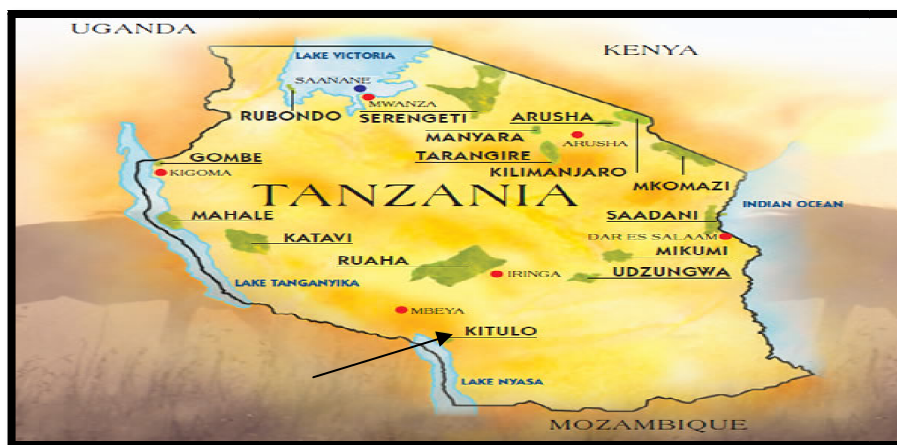


Figure 1: Map Showing Location of Kitulo National Park in Tanzania
Source: TANAPA (2015)



*Figure 2: Wildflowers in Kitulo National Park in Tanzania
Source: Mkwizu (2017b)*

This paper deployed a cross-sectional descriptive research approach. The unit of analysis for this study is domestic tourists who visited Kitulo National Park. The reason for selecting Kitulo National Park is because of its tourism potential. This study adopted and customized media items from Ling et al (2010) and Mungai (2011) to measure how domestic tourists source information about Kitulo National Park. The source markets were measured using residence of domestic tourists who visited Kitulo National Park. This study is limited only to domestic tourists who visited Kitulo National Park and not potential visitors. Semi-structured questionnaires were administered to a sample size of 105 domestic tourists who visited Kitulo National Park in January 2015. There were 5 questionnaires which were not properly filled and therefore could not be used for analysis. There were 100 fully completed questionnaires subjected to descriptive statistical analysis. SPSS version 20 assisted the quantitative analysis. Descriptive analysis described the media used by domestic tourists and also the source markets for Kitulo National Park.

5. Findings

The profile of respondents for this study revealed that majority (51%) were males, aged below 18 years old (73%), with no income (91%), and had secondary level of education (96%). This implies that majority of domestic tourists who visited Kitulo National Park are characterized as the youth with secondary education.

Descriptive analysis results for media are shown on Table 1 which indicates majority (41%) of domestic tourist who visited Kitulo National Park use TV to source information about Kitulo National Park.

Variable	Frequencies (n)	Percentage (%)
Radio: Not Radio	86	86%
Radio	<u>14</u>	<u>14%</u>
Total	100	100
Social Media: Not Social Media	98	98%
Social Media	<u>2</u>	<u>2%</u>
Total	100	100%
Television: Not Television	59	59%
Television	<u>41</u>	<u>41%</u>
Total	100	100%

*Table 1: Media by Domestic Tourists Who Visited Kitulo National Park
Source: Field Data (2018)*

Further descriptive analysis in Table 2 shows that the major source markets for Kitulo National Park are Njombe (74%) and Mbeya (20%). This suggests that most of the domestic tourists who visited Kitulo National Park are from Njombe.

Variable	Frequencies (n)	Percentage (%)
Dar es Salaam	1	1
Morogoro	1	1
Iringa	3	3
Mbeya	20	20
Arusha	1	1
Njombe	74	74

*Table 2: Source Markets for Kitulo National Park in Tanzania
Source: Field Data (2018)*

6. Conclusion

This study aimed at analyzing media and source markets for domestic tourism. The first specific objective was to assess the media used by domestic tourists to source information about Kitulo National Park. The second objective was to establish source markets for Kitulo National Park. The domestic tourists who visited Kitulo National Park revealed that the majority use TV as a source of information to know about Kitulo National Park. The findings of this study differ from results of Mariki et al (2011). This implies that domestic tourists who visited Kitulo National Park prefer TV compared to social media and radio. The preference of TV by domestic tourists is due to TV programs showing national parks. The major source markets for Kitulo National Park are domestic tourists from Njombe and Mbeya while there were very few from Arusha, Dar es Salaam, Morogoro and Iringa. This implies that MNRT, TANAPA, TTB and tourism organizations such as TATO need to improve promotion of Kitulo National Park in order to increase the source markets and boost domestic tourism. This may be done through TV since it is the major source of information by domestic tourists. Future research can explore tourist information and source markets for domestic tourism.

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