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## Frugal Generation: Millennials Perspective of Domestic Tourists in Tanzania

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### **Abstract:**

*This paper aims to analyze frugal generation with a millennials perspective of domestic tourists in Tanzania. The specific objective is to examine the relationship between frugal generation and domestic tourists' television usage about national parks. The study area is in Tanzania. Quantitative approach was used to collect data. Survey structured questionnaires were used to capture data from respondents. The data was analyzed using descriptive and Pearson chi-square test. For the sampled domestic tourists who visited Mikumi and Kitulo National Parks, the findings indicate that there is a statistically significant relationship between frugal generation and domestic tourists' television usage. Future research can explore similar relationships in other countries.*

**Keywords:** *frugal generation, domestic tourists, Tanzania*

### **1. Introduction**

Frugal generation is notably a generation Y millennials in the advanced technology environment (O'Connell, 2015; Yusop, Zin, Kurinawan and Girinsah, 2015). Recent studies have literature on frugal generation (Yusop et al., 2015, O'Connell, 2015; Mzembi, 2017). Mzembi (2017) explored market share towards tourism planning for millennial travellers. A similar study was interested in millennials born between 1979 to 2000 and the focus was on their activity patterns, time use and travel (Garikapati, Pendyala, Morris, Mokhtarian & McDonald, 2016). In addition, Garikapati et al. (2016) mentioned that there is a greater manifestation of millennials in market and work places. Another study mentions that millennial travellers are expected to be the drivers of consumption and tourism growth hence it is a huge opportunity for the travel industry (Singapore Tourism Board, McKinsey & Company and Visa Worldwide, 2013). However more research is needed in order to provide knowledge on frugal generation particularly in countries such as Tanzania. Therefore, to contribute to knowledge, this paper analyzes frugal generation with a millennials perspective of domestic tourists in Tanzania. The specific objective is to examine the relationship between frugal generation and domestic tourists' television usage about national parks.

### **2. Literature Review**

#### *2.1. Conceptual Definitions*

##### 2.1.1. Frugal Generation

Frugal generation are strongly noticeable in generation Y millennials (O'Connell, 2015). Yusop et al. (2015) characterizes generation Y millennials as effective communicators due to availability of advanced technologies in their environment, for example access to internet and smartphones. Hole, Zhong and Schwartz (2010) indicate that generation Y are those born between 1980 to 2000 for Brazil, India and US. In this study, frugal generation refers to the generation Y millennials born between 1980 to 2000.

##### 2.1.2. Domestic Tourists' Television usage about National Parks in Tanzania

In Tanzania, tourists use various media to get information about national parks (Mariki, Hassan, Maganga, Modest & Salehi, 2011; Mkwizu, 2016a; Mkwizu, 2016c). These national parks are protected areas for current and future generations (Mkwizu, 2016b). This paper focused only on television. Television is among the list of new media like social media because of the technology transformation from analogue to digital (Ghosh, 2016). Various scholars in Tanzania have mentioned television in recent tourism studies (Mariki et al., 2011; Jani, 2016; Mkwizu, 2016e; Mkwizu, 2016f; Mkwizu, 2016g; Mkwizu, 2017a; Mkwizu, 2017b). For purposes of this study, tourists will be limited to domestic tourists who are contributors to domestic tourism. In addition, domestic tourism is considered as an alternative engine for economic development (Callixte, 2013).

## 2.2. Theoretical Framework and Hypothesis Development

The informative view is concerned with information to consumers (Bagwell, 2005). This paper is guided by the informative view in examining the relationship between frugal generation and domestic tourists' television usage about national parks. In the context of Tanzania, this study applies the informative view and argues that there is a statistically significant relationship between frugal generation and domestic tourists' television usage about national parks.

- **H<sub>1</sub>**: There is a statistically significant relationship between frugal generation and domestic tourists' television usage about national parks.

## 2.3. Empirical Literature Review

Frugal generation is visible in generation Y millennials and also empirically documented in various studies (Buchholz & Buchholz, 2012; Yusop et al., 2015; Garikapati et al., 2016; Mzembi, 2017). In Buchholz and Buchholz (2012), the millennials are termed as the "go-nowhere" generation and this is in relation to their activities and travels. On the other hand, Yusop et al. (2015) noted that as a result of abundant technology, frugal generation are effective communicators. The use of online survey revealed that most Malaysians and Indonesians (96%) use the search engine for travel planning (Yusop et al., 2015). Garikapati et al. (2016) stated that there is a growing number of millennials in both market and work places. The study used longitudinal analysis and found that millennials as they get older have almost similar activity-time use patterns as previous generations (Garikapati et al., 2016). Mzembi (2017) applied content analysis and found that millennials contribute the majority of the workforce (54.7%). Although these studies have literature on frugal generation, there is more research required from other countries as well as in relation to other concepts such as media. This paper adds knowledge on frugal generation with a millennials perspective of domestic tourists in Tanzania.

There are various studies which have provided empirical findings related to television as a source of information (Spencer, 2013; Soni, 2016; Jani, 2016; Mkwizu, 2016c). Spencer (2013) studied intra-destination television advertising by applying T- tests, Chi-square and Mann-Whitney tests analyses with outcome of 5.3% watched TV channel. On the other hand, Soni (2016) was interested in effectiveness of television advertisement for engage deo spray brand and using Anova analysis tool the results indicated that the brand has good awareness levels. Jani (2016) studied local attendees at the Zanzibar International Film Festivals using factor-cluster analysis and found that television (32.9) ranked second place as a source of informations about the festival. Mkwizu (2016c) focused on intra-destination television advertising on domestic tourism by applying binary logistic regression analysis and results showed that there is a significant influence of uniqueness of message on domestic tourists visiting national parks. These studies (Spencer, 2013; Soni, 2016; Jani, 2016; Mkwizu, 2016c) did not focus on frugal generation. Therefore, this paper analyzes frugal generation with a millennials perspective of domestic tourists in Tanzania.

## 3. Methodology



Figure 1: Map showing the location of Mikumi and Kitulo National Parks in Tanzania  
Source: Adopted and Customized from TANAPA (2015)

Figure 1 shows the study area for this paper which is Mikumi and Kitulo National Parks in Tanzania. Quantitative approach was also used to test H<sub>1</sub> which argues that there is a statistically significant relationship between frugal generation and domestic tourists' media usage about national parks. The unit of analysis for this study is domestic tourists in Mikumi and Kitulo national parks in Tanzania. This study adopted and customized media category from Mungai (2011). Semi structured questionnaires were given to a sample size of 208 domestic tourists who visited Mikumi and Kitulo national parks in Tanzania between December 2014 and January 2015. Only 200 questionnaires were fully completed and subjected to descriptive and Pearson chi-square test. 8 questionnaires were not properly filled and therefore removed from the analysis.

#### 4. Findings

The basic profile of the sampled respondents shows that majority are 35 years and below (90.5%), male (58.5%), earn income (42.5%), and with secondary education level (64.5%). These findings revealed that most (90.5%) of domestic tourists who visited Mikumi and Kitulo National Parks were of the frugal generation mainly 35 years and below. Further descriptive findings indicated that television (89%) was used as sources of information about national parks. Pearson Chi-square test results (See Table 1) showed that there is a statistically significant relationship between frugal generation and tourists' television usage about national parks ( $p=.011$ ). These results complement Yusop et al. (2015) which characterizes generation Y millennials as effective communicators of advanced technologies. These findings suggest that TV is still widely used in Tanzania even among the millennials for purposes of information on national parks. Furthermore, these findings complement the statement by Ghosh (2016) that television is among the list of new media like social media due to technology transformation from analogue to digital. However, these results are different from Buchholz and Buchholz (2012) since the majority of domestic tourists who visited Mikumi and Kitulo National Parks are of the frugal generation suggesting that they go to places such as national parks. The outcome suggests that generation Y millennials known as frugal generation are effective communicators in using television to get information about national parks in Tanzania. Hence television is informative to frugal generation for the domestic tourists who visited Mikumi and Kitulo National Parks and this supports the informative view theory.

Variable	Test	Value	Asymp.Sig. (2-sided)
Television	Pearson Chi-square	13.098	.011

Table 1: Chi-square test for frugal generation and media  
Source: Author (2017)

#### 5. Conclusion

This paper presents an analysis of frugal generation with a millennials perspective of domestic tourists in Tanzania. The specific objective was to examine the relationship between frugal generation and domestic tourists' media usage about national parks. The outcome of this paper shows that there is a statistically significant relationship between frugal generation and domestic tourists' media usage about national parks. Policy and decision makers can use the results to increase information about national parks to frugal generations using television. Future research can examine frugal generation and investment in tourism.

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