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Intra-Destination Television Advertising on Domestic Tourism in Tanzania

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Abstract:
This paper aims to analyze intra-destination television advertising on domestic tourism. The specific objective is to analyze the influence of uniqueness of message on domestic tourists visiting national parks. The study area is in Morogoro, Iringa and Mbeya regions of Tanzania. This study used a mixed method approach of quantitative and qualitative for data collection. Survey structured questionnaires and interviews were instruments applied in this study to capture data from domestic tourists. Descriptive, chi-square test, binary logistic regression and content analysis were deployed as data analysis tools. Findings indicate that uniqueness of message significantly influences domestic tourists visiting national parks. Future research can examine the relationship between interest levels and domestic tourists visiting national parks in Tanzania.

Keywords: intra-destination television advertising, domestic tourism, Tanzania

1. Introduction

Intra-destination television advertising is a form of internal advertising of tourist attractions to tourists in destinations (Spencer, 2013). Competition for tourists creates the need for information on Television (TV) with quality (Tainji, 2011). Quality of the message in terms of content and presentation are important factors for effective TV advertising (Beriain, 2013). Payne, Doran, Samuel and Pharo (2012) indicated quality of TV advertising using message variables namely importance, uniqueness and likeability. Intra-destination television advertising uses TV channels to advertise attractions to tourists such as Tourist TV in China and Tourist Channel in USA (Spencer, 2013). Globally intra-destination television advertising is used widely in USA and other countries like China (Spencer, 2013). Intra-destination television advertising is also popular with domestic tourists in Spain hence a vital tool to inform tourists of existing attractions (Ortega & Rodriquez, 2007). A recent study in India stated that although TV is considered as a traditional media, it is also among the list of new media channels such as social media and blogs due to the technology transformation from analogue to digital (Ghosh, 2016). In Tanzania, Independent Television (ITV) is one of the TV channels used by Tanzania National Parks (TANAPA) to advertise national parks to tourists (ITV, 2013; TANAPA, 2015). Previous studies on intra-destination television advertising have focused on sales, return on investment and popularity (Ortega & Rodriquez, 2007; Spencer, 2013). Another study used AIDA theory to research promotion tools (Mohammadi, Esmaeily & Salehi, 2012). Furthermore, not only is limited literature a study challenge but there is inadequate information on television advertising related to domestic tourism in Tanzania (Mkwizu, 2015; Mkwizu, 2016). Therefore, to add the knowledge base on television advertising, this study aims to analyze intra-destination television advertising on domestic tourism in Tanzania. The specific objective of this study is to analyze the influence of quality of message on domestic tourists visiting national parks.

2. Literature Review

2.1. Conceptual Definitions

2.1.1. Intra-destination Television Advertising
Intra-destination television advertising as a promotion vehicle is used around the world to advertise tourist attractions to tourists (Spencer, 2013). Therefore, intra-destination television advertising is used to advertise attractions to tourists. In this study intra-destination television advertising refers to advertising of national parks using TV channels so that domestic tourists visit national parks.

2.1.2. Domestic Tourism
The status of domestic tourism promotion in Tanzania is still viewed by various studies as inadequate (Salazar, 2009; Macha, Victor & Waane, 2014). Evidence of poor promotion is seen in the multiple institutions established to promote tourism which failed to attain this goal (Lwoga, 2011). The failed establishments were Tanzania National Tourist Board (TNTB) in 1962 and Tanzania Tourist Corporation (TTC) in 1971. The current institute responsible for promotion and marketing of tourism products in and outside of

Tanzania is Tanzania Tourist Board (TTB) which was established in 1993 (TTB, 2014). Domestic tourism consists of students visiting national parks on school or college organized trips as well as residents that travel for business, leisure and conference purposes (Lwoga, 2011). The first national parks to be declared protected areas during 1951-1961 were Serengeti, Arusha and Manyara (Laasko, 2011). The southern national parks are Mikumi, Ruaha, Udzungwa and Kitulo which were established in 1964, 1964, 1992 and 2005 respectively (TANAPA, 2013). Owusu (2013) stated that Tanzania has successfully implemented community-based participatory conservation and wildlife protection initiatives such as Saadani Game reserve becoming a national park. By 2014, Tanzania had 16 national parks (TANAPA, 2015). According to the Ministry of Natural Resources and Tourism (MNRT) there were 372,408 residents who visited national parks in 2011 (MNRT, 2012). The protected areas are unique and offer a plethora of opportunities to drive the economy of Tanzania (Kijazi, 2012). The government through MNRT and its agencies TTB and TANAPA have taken initiatives to engage in tourism publicity and marketing domestically (Kijazi, 2012). Despite these positive initiatives, there is still more to be done (Kijazi, 2012). Other scholars have also mentioned of inadequate promotion as one of the factors affecting domestic tourism in Tanzania (Mariki, Hassan, Maganga, Modest & Salehi, 2011; Macha, et al., 2014). In this study domestic tourism refers only to domestic tourists who visit national parks.

2.1.3. Uniqueness of Message

Uniqueness of message is a quality of TV advertising (Payne et al., 2012). In Payne et al. (2012) the quality of TV advertising consists of importance of message, uniqueness of message and likeability of message. This article will focus only on uniqueness of message. In this study uniqueness of message refers to the quality of intra-destination television advertising of national parks to domestic tourists.

2.2. Theoretical Framework and Hypothesis Development

This study adopts the AIDA theory to build the theoretical framework to analyze intra-destination television advertising on domestic tourism. According to America Marketing Association (AMA) the AIDA theory is an approach on how advertising works with the assumption that consumers pass the influence process of Attention, Interest, Desire and Action in message. Li and Yu (2013) mentioned that the AIDA theory was developed by Lewis in 1898. Further development and usage of AIDA theory was noted in the 1900s (Wijaya, 2012). However, the AIDA theory received criticism for lack of satisfaction concept (Kai, Moretta & Fierro, 2014). The addition of satisfaction concept to AIDA provided a new development of AIDAS theory in 1911 (Kai et al., 2014). New technologies in information challenged the AIDA theory because of the marketing shift from product orientation to people orientation (Wijaya, 2012). The introduction of new concepts to the AIDA model developed the AISDALSLove theory (Wijaya, 2012). The concepts of AISDALSLove theory are Attention, Interest, Search, Desire, Action, Like/dislike, Share and Love/hate (Wijaya, 2012). Figure 1 is the AIDA model depicting the hierarchy of effects which are Attention, Interest, Desire and Action. The attention hierarchy involves gaining attention of the customer (Ekberg, 2010). The interest stage is the advertising capacity to create customer's interest towards the product (Ekberg, 2010). The desire stage is the ability to motivate the customer to feel positive about the product (Ekberg, 2010). Action is the stage when the customer buys the product (Ekberg, 2010). However, the advantages of using the AIDA theory is that it is known, easy to describe and better for marketing communication processes while one of the challenges is that not all the four stages are equally important for advertising purposes (Ekberg, 2010). Mohammadi et al. (2012) used the AIDA theory to research the sports industry. Beriain (2013) mentioned that in the 1960s AIDA theory emerged for purposes of studying intermediate variables in hierarchy effects, persuasion or attitude change in advertising. Its applicability was criticized on the basis that purchase does not happen immediately and that it is a memory effect which occurs as a later attitude after watching the advertising (Beriain, 2013).
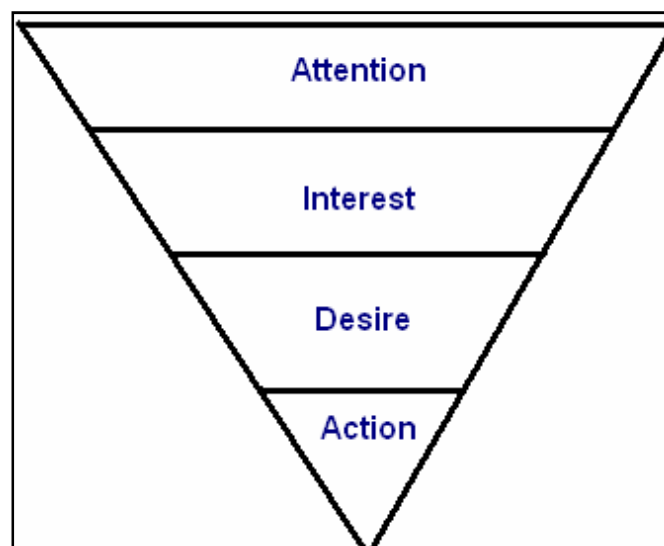

Figure 1: The AIDA model
Source: Li & Yu (2013, p.48)

This study will focus on only one stage of the AIDA theory namely the attention stage. The attention level in this study is the information relating to national parks (as the product) on TV advertising aimed at domestic tourists to visit national parks. The information is represented by the uniqueness of message variable. In Brown (2010) uniqueness of message was measured using imaginative of the message. Therefore, in reference to the applicability of the AIDA theory in the context of Tanzania, this study argues that uniqueness of message influences domestic tourists visiting national parks.

- **H_1**: Uniqueness of message significantly influences domestic tourists visiting national parks.

2.3. Empirical Literature Review
Several studies have contributed empirical findings related to television advertising (Ortega and Rodriquez, 2007; Khattak, 2009: Brown, 2010; Chittithaworn, Islam & Thookson, 2011; Paye et al., 2012; Spencer, 2013; Anurekha, 2015; Soni, 2016). Ortega and Rodriquez (2007) focused on popularity of intra-destination television advertising on both international and domestic tourists using Spearman's Rank Correlation analysis. Findings indicated that intra-destination television advertising had popularity rating of 74% for international tourists and 81.7% for domestic tourists in Spain (Ortega and Rodriquez, 2007). This study focused on intra-destination television advertising on domestic tourists. On the other hand, Khattak (2009) utilized Pearson's correlation coefficient to research the impact of television advertising on female college students and results showed that there is a positive general attitude towards advertising. However, the study did not research on uniqueness of message. Brown (2010) researched uniqueness of message to measure effectiveness of advertising message using Advertising Response Model (ARM). Brown (2010) found that uniqueness of message performed better than average as a measure of advertising message effectiveness. Payne et al. (2012) also used uniqueness of message to research television advertising quality and results were insignificant after application of regression analysis technique. This study adopts uniqueness of message to study intra-destination television advertising on domestic tourism. Similarly, Spencer (2013) surveyed tourists in Black Hills of South Dakota in USA using T- tests, chi-square and Mann- Whitney tests analyses and found that 5.3% watched TV channel while 2% were influenced a great deal to visit attractions. The study by Spencer (2013) based only on variables of sales, return on investment and characteristics of viewers to study television advertising. Chittithaworn et al. (2011) were interested to study belief dimensions on viewer's attitude towards television advertising in Thailand using descriptive analysis. Chittithaworn et al. (2011) found that only three belief dimensions were significant and these are informational benefits, negative contents and offensive as viewer's attitude towards television advertising. Anurekha (2015) analyzed television commercials directed to young adults in Chennai, India. The study applied a textual analysis and found that humor is a concept mostly used in the commercial strategy (Anurekha, 2015). Soni (2016) explored effectiveness of television advertisement for engage deo spray brand using Anova analysis tool and findings indicated that the brand has good awareness levels. This study will analyze the concept of uniqueness of message. Although there are various studies on advertising particularly television, there is still limited literature on intra-destination television advertising on domestic tourism in Tanzania.

2.4. Conceptual Framework
The conceptual framework for this study is developed from the AIDA theory and empirical literature review. From the theoretical perspective, this study is guided by AIDA theory which has the attention hierarchy where uniqueness of message is used for advertising. The uniqueness of message variable draws from empirical literature by Brown (2010) and Payne et al. (2012). Figure 2 shows uniqueness of message as the independent variable and domestic tourists visiting national parks as the dependent variable.
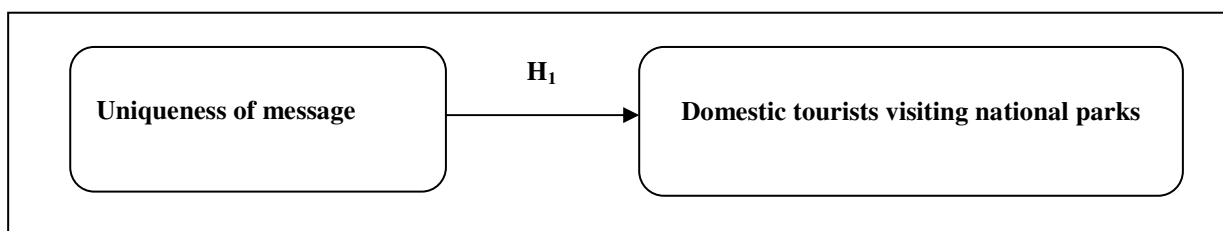

Figure 2: Conceptual Model
Source: Author (2016)

- **H_1**: Uniqueness of message significantly influences domestic tourists visiting national parks.

3. Methodology
This study used quantitative and qualitative approaches. Similar studies have used both quantitative and qualitative approaches in research (Ishengoma, 2013; Chekalina, Fuchs and Lexhagen, 2014). The quantitative method was to test H_1 which argues that uniqueness of message significantly influences domestic tourists visiting national parks. The qualitative method supplemented quantitative results. The unit of analysis for this study is domestic tourists who visited southern national parks namely Mikumi, Udzungwa, Ruaha and Kitulo which are located in Morogoro, Iringa and Mbeya regions of Tanzania. This study adopted and customized uniqueness of message item from Brown (2010) which asks about imaginative of TV advertising message. Other items were formulated by the author to accommodate uniqueness of message in terms of the four national parks. The items asked whether domestic tourists have seen the four national parks being featured on TV channels since each national park is uniquely endowed with

natural resources for tourism purposes. The statements were used to measure uniqueness of message as the independent variable. The measurement scale for uniqueness of message items is 5-point Likert scale with strongly disagree (1) to strongly agree (5). This study also adopted the item from Spencer (2013) for the statement "watched TV channels" to measure domestic tourists visiting national parks as the dependent variable. The domestic tourists who visited Mikumi, Udzungwa, Ruaha and Kitulo national parks were asked to answer the question if they watched TV channels showing national parks. The question used a categorical scale of multiple dichotomous for the selected three TV channels showing national parks which are ITV, Channel Ten and Tanzania Broadcasting Corporation 1 (ITV, 2013: Channel Ten, 2014; TBC, 2014).

This study used survey structured questionnaires to collect quantitative data from 420 domestic tourists who visited Mikumi, Udzungwa, Ruaha and Kitulo national parks in December 2014 and January 2015. However, 20 questionnaires were not properly filled and could not be used for analysis. 400 fully completed questionnaires were subjected to descriptive and inference statistical analysis. The tools for quantitative data analysis used in this study are descriptive, chi-square test and binary logistic regression analysis. The software that assisted the quantitative analysis was SPSS version 20. Descriptive analysis assisted to describe characteristics of domestic tourists and opinion ratings of uniqueness of message statements. In this study Chi-square test ensured measurements predictability and validity of post data collection. Binary logistic regression analysis was used to test H_1 by creating a dichotomous of (1) for domestic tourists who watched TV channels and visited national parks (0) for domestic tourists who had not watched TV channels.

- The Binary logistic model is $\log it(\pi) = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + ... + \beta_p x_p$ Where $\log it(\pi) = \log\left(\dfrac{\pi}{1-\pi}\right)$

In Binary Regression Model, the logit π means the probability that an event will occur. Additionally, it is the odds ratio of the event happening to the probability of the event not happening (Field, 2009: Karl, 2014). In this study it is the influence of uniqueness of message on domestic tourists who have watched TV channels and visited national parks compare to those who have not watched TV channels. The regression coefficients $\beta_0, \beta_1,..., \beta_p$ where β0 is the constant meaning there is no association with the predictor variable. The β1, β2 ...., βp means there is an association with the predictor variable (Field, 2009). In the Binary Regression model the $x_1, x_2,..., x_p$ means the predictor variables. In this study the predictor variable is uniqueness of message. The dependent variable is domestic tourists visiting national parks under the two categorical of watched TV channels =1 and not watched TV channels =0 for the large sample n=400 indicate a skewness (-3.172) and kutorsis (8.103) as per Table 1. Hae (2013) stated that a kurtosis value of above 7 for samples larger than 300 (n>300) is considered as high and leptokurtic therefore the distribution is not normal. The skewness and kurtosis results match the binary logistic regression assumption that a dependent variable does not necessarily have to show a normal distribution (Field, 2009).

Skewness	-3.172
Std. Error of Skewness	.122
Kurtosis	8.103
Std. Error of Kurtosis	.243

Table 1: Skewness and Kurtosis for dependent variable
Source: Author (2016)

The operationalization and measurement of independent and dependent variables for this study is shown as per Table 2.

Variable	Measurements	Source	Instrument/ type of measurement
Uniqueness of Message	Imaginative Seen National Parks	(Brown, 2010) (Formulated by Author)	Survey structured questionnaire. 5-point Likert scale
Domestic tourists visiting national parks	Watched TV channels	(Spencer, 2013)	Survey structured questionnaire. Categorical scale

Table 2: Operationalization and Measurement of variables
Source: Author (2016)

This study also used qualitative approach to supplement quantitative results. The qualitative data was collected on February 2015 using the interview question which asked domestic tourists for their opinion on what was the uniqueness of message that influenced their visit to national parks. Convenience sampling was used to carry out interviews with domestic tourists who visited southern national parks. A saturation level of 16 domestic tourists deemed sufficient to provide the needed information. The answers were summarized, coded and subjected to content analysis.

4. Findings

The characteristics of domestic tourists revealed that majority (64%) were males, were aged between 26 and 35 years old (32.8%), earn income (57.3%), and had secondary level education (43.3%). Further descriptive analysis showed that (92.2%) of domestic tourists watched TV channels showing national parks. This finding differs from earlier studies by Ortega and Rodriquez (2007) which

indicated 81.7% and Spencer (2013) which had 5.3% for the respondents who watched TV channels. Descriptive analysis results for uniqueness of message statements are shown on Table 3. The findings of uniqueness of message indicate over half of domestic tourists are of the opinion that TV advertising of national parks is imaginative. The descriptive findings of this study is similar to Brown (2010) and also confirms the applicability of "imaginative" as a measurement of uniqueness of message to study TV advertising. Domestic tourists agree that they have seen Mikumi, Udzungwa, Ruaha and Kitulo national parks being featured on TV advertising. The results show the highest rating for Ruaha and lowest for Kitulo. The results of this study suggests that there is promotion of national parks located in Morogoro, Iringa and Mbeya regions using TV advertising on domestic tourism. These findings differ from previous studies which indicated that there is lack of promotion for domestic tourism (Mariki, et al., 2011: Macha, et al., 2014).

Uniqueness of message	Agree (%)
Television advertising of national parks is imaginative	57%
Mikumi national park is featured on television advertising	55.8%
Udzungwa national park is featured on television advertising	55.5%
Ruaha national park is featured on television advertising	63.1%
Kitulo national park is featured on television advertising	42.6%

Table 3: Descriptive findings of uniqueness of message statements
Source: Author (2016)

Predictor Variable	Test	Value	Asymp.Sig. (2-sided)
Uniqueness of message	Pearson Chi-Square	35.265	0.013
	Likelihood Ratio	41.184	0.002

Table 4: Chi-square test for uniqueness of message statements
Source: Author (2016)

Table 4 shows the chi-square test results for uniqueness of message which had significant p-value of 0.013 for Pearson Chi-Square test and 0.002 for Likelihood Ratio test. This means that these values are valid measurements for uniqueness of message. These results are supported by Field (2009) for acceptance since the value is less than 5. The results of binary logistic regression as per Table 5 shows Wald statistics is 6.731 meaning that uniqueness of message has contribution in explaining the influence of uniqueness of message on domestic tourists visiting national parks in Tanzania. The coefficient value 0.506 reveals a positive impact of uniqueness of message on domestic tourists visiting national parks and the impact is significant at 10% (p=0.009). The odds ratio Exp(B) of 1.659 indicate that domestic tourists who watched TV channels showing national parks are 1.7 times more likely to be influenced by uniqueness of message compared to those who had not watched TV channels. The hypothesis is accepted since there is a significant influence of uniqueness of message on domestic tourists who watched TV channels showing national parks. Hence hypothesis supports the AIDA theory for attention hierarchy. This result is different from the study by Payne et al. (2012) which did not have any significance. Guided by the AIDA theory, the descriptive results indicate that the quality of message influences domestic tourists visiting national parks in the stage of attention. This is because domestic tourists find TV advertising of national parks imaginative. In addition, domestic tourists agree that TV advertising shows various national parks. Spencer (2013) had positive outcome on intra-destination television advertising but for advertising return on investment and sales variables only while this study analyzed uniqueness of message.

	B	Wald	Sig.	Exp (B)
Uniqueness of message	.506	6.731	.009	1.659

Table 5: Binary Logistic Regression results for H₁
Source: Author (2016)

Figure 3 presents the graphical display which summarizes the qualitative results based on domestic tourist's opinions for uniqueness of message which influenced their visit to national parks. The qualitative interview findings with domestic tourists revealed that "rich wildlife", "benefits of visiting national parks" and "visit Mikumi national park" were highly regarded as uniqueness of message. One of the respondents was quoted saying "Visit Mikumi national park was a message that influenced my visit to Mikumi national park". This suggests the importance of showing different national parks on TV channels. This result also confirms the positive initiatives of tourism publicity and marketing domestically as stated by Kijazi (2012). The qualitative results of this study provide explanation on the significant influence of uniqueness of message on domestic tourists visiting national parks. Therefore, the qualitative results supplement the quantitative findings of uniqueness of message influence on domestic tourists visiting national parks by providing further evidence as to why results in this study are significant while Payne et al. (2012) recorded insignificant outcome.
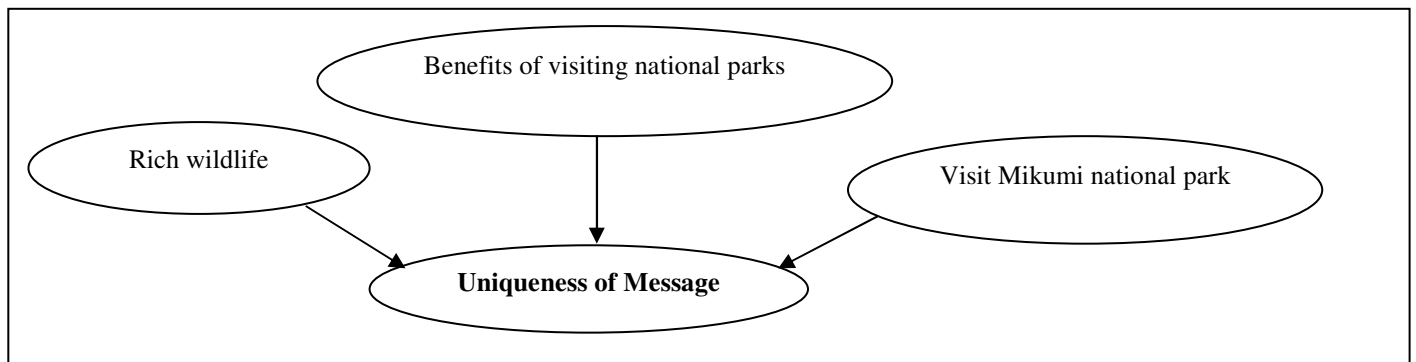
Figure 3: Domestic tourist's opinions on uniqueness of message
Source: Author (2016)

5. Conclusion

This study aimed at analyzing intra-destination television advertising on domestic tourism with a specific objective of analyzing the influence of uniqueness of message on domestic tourists visiting national parks. Findings indicate that uniqueness of message has a significant influence on domestic tourists visiting national parks. These results provide insights for policy decision making related to domestic tourism promotion particularly the uniqueness of message which should be imaginative and feature various national parks. At the practical level, the outcome of this study will assist MNRT, TANAPA and TTB to further improve intra-destination television advertising of national parks to domestic tourists particularly Kitulo National Park which had the lowest score rate of being featured on TV channels. Future research should examine the relationship between interest levels of intra-destination television advertising and domestic tourist's visitation to national parks in Tanzania.

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