

Challenges Facing Domestic Tourism Promotion-A case of Serengeti National Park-Tanzania

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ABSTRACT

This research study on challenges facing domestic tourism promotion in Serengeti National Park and Tanzania in general, was conducted against the background that, the areas has got all it takes to be considered a well-developed tourist destination. Tourism promotion is the key strategy for the success of a destination, which can result in economic empowerment, community development and poverty alleviation. Serengeti National Park as one of the marketing entity for Tanzania Tourism has a responsibility to develop and promote Tanzania Tourism locally and internationally. Data was collected by using questionnaires and observations. Different respondents with different age, title, education and work experience filling questionnaires, and interviews whereby steered at that particular time then data were analyzed using both descriptive and inferential analysis, hence presented in charts, graphs and tables. Findings of the study were considered to be constructive and indicated that lack of domestic tourism promotion marketing packages , absence of domestic tourism development and marketing policy and strategy , lack of attention from domestic tourism business sectors ,lack of attention from the government towards domestic tourism, poor service quality to domestic tourists, poor attitude of the government bodies towards domestic tourism, low per capita income of the country and high cost of services at Serengeti National Park destination are the major challenges that hinder the growth of domestic tourism. The study is concluded by recommending the intensive participation of the MNRT in plans, efforts, and combination of approaches in promotion activities and marketing domestic tourism at SNP and other Park within the country.

Keywords: Domestic tourism; Tourism marketing; Challenges; Serengeti National Park; Tanzania

INTRODUCTION

Tourism has evolved worldwide, is increasingly expanding, and is considered an avenue for economic growth and a boost for entrepreneurs. Christie and Crompton state that “tourism remains one of the few viable sectors left for many African economies that must be maximized on in order to create business opportunities, accelerate economic growth and improve the quality of life of local populations.” A majority of African governments view tourism as a source of growth and economic diversification (UNWTO). However, studies incorporating domestic tourism remain largely neglected in academic research

(Li [1]; Thomas [2]). Contributions to understanding issues critical to tourism entrepreneurship development and subsequent economic growth remain an untapped area for academic research, particularly in Tanzania. This study examined the challenges of promoting domestic tourism in Serengeti National park and looked at the issues that Serengeti National park Tourism Board, as the marketing body, faces in domestic tourism promotion, and the factors that hindered domestic tourism growth in Serengeti National park. This chapter presents an overview of tourism, the motivation for the study, the aims and objectives of the study, the preliminary literature, the

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research questions, conceptual frame work and the limitations of the study.

RESEARCH BACKGROUND

The development trend of international tourism: Tourism is a steadily growing and economically important sector globally and locally. It makes significant contributions to job creation, export revenue, and domestic value added, and helps improve the attractiveness and well-being of places, not only as destinations to visit, but also to live, work and invest. On average, the sector directly contributes 4.4% of GDP, 6.9% of employment and 21.5% of service exports in OECD countries. It is of vital economic, social and cultural importance, and offers real prospects for sustainable and inclusive development; however, integrated and forward looking policies are needed to ensure this growth better delivers benefits for people, places and businesses.

International tourist arrivals topped 1.5 billion globally in for the first time, representing an increase of 3.8% year-on-year (UNWTO). Home to some of the world's top tourism destinations, OECD countries welcomed more than half of global arrivals (56.9%), and growth in tourist arrivals to OECD countries has outperformed the world average since. Every tourism dollar spent by international visitors generates 89 cents of domestic value added on average in OECD countries, more than for overall exports. This spending has positive knock-on effects for other sectors and local communities in tourism destinations, in terms of revenue and jobs. That said, domestic tourism is the mainstay of the tourism sector in the majority of OECD countries, with people travelling within their own country accounting for 75% of tourism expenditure. Following the outbreak of currently un-vaccinatable novel corona virus (COVID-19), along with a dramatic increase in the number of cases and deaths, greater terror postdated necessitating to lockdowns and restricted travels within and between borders as control measures for the virus spread. This incident has largely ravaged global tourism and economic activities. In particular, global air-travels which are key component for tourism has drastically dropped by 20-to-30 percent within this short course.

Restrictions on travel introduced in response to the COVID-19 pandemic continue to hit global tourism hard, with the latest data from the World Tourism Organization (UNWTO) showing a 70% fall in international arrivals for the first eight months. According to the newest UNWTO World Tourism Barometer, international arrivals plunged 81% in July and 79% in August, traditionally the two busiest months of the year and the peak of the Northern Hemisphere summer season. The drop until August represents 700 million fewer arrivals compared to the same period in and translates into a loss of US\$ 730 billion in export revenues from international tourism. This is more than eight times the loss experienced on the back of the global economic and financial crisis. "This unprecedented decline is having dramatic social and economic consequences, and puts millions of jobs and businesses at risk," warned UNWTO Secretary-General Zurab Pololikashvili. "This underlines the urgent need to safely restart tourism, in a timely and coordinated manner". This unprecedented decline is having

dramatic social and economic consequences, and puts millions of jobs and businesses at risk.

All world regions recorded large declines in arrivals in the first eight months of the year. Asia and the Pacific, the first region to suffer from the impact of COVID-19, saw a 79% decrease in arrivals, followed by Africa and the Middle East (both-69%), Europe (-68%) and the Americas (-65%). Following its gradual reopening of international borders, Europe recorded comparatively smaller declines in July and August (-72% and -69%, respectively). The recovery was short-lived however, as travel restrictions and advisories were reintroduced amid an increase in contagions. On the other side of the spectrum, Asia and the Pacific recorded the largest declines with -96% in both months, reflecting the closure of borders in China and other major destinations in the region. Demand for travel remains largely subdued due to the ongoing uncertainty about the pandemic and low confidence. Based on the latest trends, UNWTO expects an overall drop close to 70% for the whole.

UNWTO's Panel of Experts foresees a rebound in international tourism, mostly in the third quarter. However, around 20% of experts suggest the rebound could occur only. Travel restrictions are seen as the main barrier standing in the way of the recovery of international tourism, along with slow virus containment and low consumer confidence. The lack of coordinated response among countries to ensure harmonized protocols and coordinated restrictions, as well as the deteriorating economic environment were also identified by experts as important obstacles for recovery.

Trends and recent performance in african tourism: In recent times, Africa's tourism sector has seen tremendous growth. According to data from the report, the continent is one of the world's fastest growing tourist destinations. According to data from the Africa tourist monitor an AFDB annual report on the tourism industry in Africa, as global tourism increases year over year so does African tourism experience growth. Statistics show the sector has recorded a continuous upswing when Africa's tourist arrivals stood at 62.9 million, 5.1 percent share in worldwide tourism arrivals which was at its peak with 1.239 billion international tourist arrivals. The influx of tourists means more money coming into the continent. As a result, governments across the continent are prioritizing tourism in their overarching development agendas, improving the business climate for tourism and encouraging investment in infrastructure and hospitality. Africa is embracing nature and wildlife tourism, international brands and technological change. The recent up rise can be attributed to the more liberal travel policies, new businesses models, not forgetting standard hospitality. Some cases of liberal travel policies include the introduction of the e-visa and the single visa scheme, enabling tourists to visit all Southern African Development Community (SADC) member states using just one visa. Other examples include the "KAZA" (Kavango Zambezi) common tourist visa developed by Zambia and Zimbabwe, and the single visa covering three countries (Kenya, Uganda and Rwanda) launched by the East African Community (EAC).

Furthermore, tourism's contribution to employment cannot be undermined. According to the World Travel and Tourism

Council (WTTC), travel and tourism accounted for 10.4 percent of total global GDP and more than 313 million jobs (including direct, indirect, and induced employment) at 9.9 percent of total employment globally. Direct travel and tourism employment in Africa rose to 9.3 million (2.6% of total employment), with 6.8 million jobs in sub-Saharan Africa and 2.5 million jobs in North Africa. Globally, tourism accounts for 3.8 percent of direct employment as a percentage of total employment, compared to 2.6 percent in Africa, 4.4 percent in North Africa, and 2.3 percent in sub-Saharan Africa.

In general, it is clear that travel and tourism make a small direct contribution to the GDP (% of GDP) of African countries. However, the potential is high and products such as safari tourism, beach tourism, business travel, Diasporas tourism, nature/adventure tourism, cultural heritage tourism, domestic travel and intra-regional tourism are just some of the examples provided by the World Bank as major opportunities for development (WTTC).

Development of Tanzania's tourism: Tanzania is a lower-middle income economy. Tanzania is largely dependent on agriculture for employment, accounting for about half of the employed workforce. The economy has been transitioning from a command economy to a market economy since. Although total GDP has increased since these reforms began, GDP per capita dropped sharply at first, and only exceeded the pre-transition figure. Following the rebasing of the economy, the GDP increased by a third to \$41.33 billion. The average per capita income is increasing exponentially especially in recent years from US \$1,078 in 2018 to US \$1,121. This an increase of per capital income has very little impact in promoting local tourism as the number of local tourists in the country's tourist attractions is growing at a slower pace compared to international tourism. Therefore Tanzania is still a long way to reach to attain its tourism potentiality especially on the domestic tourism side. Table 1 shows total domestic and international tourism trips for Tanzania.

Country	Total Domestic Tourism Trips						
TANZANIA	2012	2013	2014	2015	2016	2017	2018
Domes tic touris m trips	92069	81021	95050	11008	98056	15201	20197
Intern ational touris m trips	63654	60107	82814	96963	89548	90095	15005
Source: OECD							

Table 1: Total domestic tourism trips for tanzania since 2012-2018.

As Table 1 shows, the number of tourists in Tanzania is still minimal. This owes to, among other things, heavy dependence

on international tourism instead of the domestic tourism (WTTC). In fact, the contribution of domestic tourism to in Tanzania's economy is almost negligible (WTTC). Very few Tanzanians participate in domestic tourism for no apparent reasons. According to OECD, just about 1% of Tanzanians against the projected population of nearly 50M visited tourist attractions and less than 1% in a group of 100 elite Tanzanians has climbed Mount Kilimanjaro. Domestic tourism was not a priority until the formulation of regulatory and legislative frameworks in the earlys and therefore the industry is even up to now, not fully developed. The Tourism Policy is a document which preceded the regulatory Tourism Act which sets procedures for licensing, regulation of tourism enterprise categories. The two legal frameworks also advocated for a high value/low volume approach to tourism development which has been in existence ever since. The Tourism Regulations sets the license and training levy fees as well as requirements for grading of tourism establishments which were later driven by the Tanzania Tourism Board (TTB) after its establishment (Leechor and Fabricius). Tanzania Tourism Master Plan is another document which set future goals for the development of tourism. It identifies product diversification, citizen participation, public/private partnerships and ecological/economic sustainability to be given priority in driving tourism development. The master plan further advocates for a mix of high/medium/low price tourism.

Furthermore the development and promotion of domestic tourism to attract more visitors in the low season is another area identified by the master plan. However there is a noted lack of coordination between organizations tasked with these documents (Leechor and Fabricius, World Travel and Tourism Council) as well as lack of an implementation plan. As such there is little progress made in implementation efforts until recently when the country had provision of events (cultural and sporting) which are aimed at diversifying the tourism product and appeal to the domestic market. However such events are seasonal which affects sustenance of the domestic tourism sector.

Tanzania recognizes the importance of domestic tourism in its contribution to economic growth (MNRT). In efforts to boost domestic tourism in Tanzania, TTB embarked on an innovative strategy to develop domestic tourism. Among the innovations were the distribution of promotional materials, such as CDs, DVDs and brochures and attracting more local tourists by promoting live musical performances. It also campaigned in schools to encourage student tours to tourist attractions. However, yet the approach has not helped to boost domestic tourism in the country. Further, it engaged mass media in local fairs such as "Karibu Travel Fair," "NaneNane" and "Saba Saba." As a way of encouraging residents to visit the national parks, museums and antiquities" entrance fees have remained low; adults pay UDS 0.65 and children pay USD 0.2 to visit the parks, while for museums and antiquities the entrance fees for adults and children are USD 0.2 and USD 0.1, respectively.

Tanzania's tourist attractions fall into 2 main categories: wildlife and beach. Tanzania Wildlife & Beaches Tanzania's wildlife resources are considered among the finest in the world.

Tanzania is the only country, which has allocated more than 25% of its total area for wildlife national parks and protected areas. There are 16 National Parks in Tanzania, 28 Game Reserves, 44 Game controlled areas, 1 conservation area and 2 Marine Parks. Tanzania boasts many of Africa's most renewed destinations; in the north the Serengeti plains, the Ngorongoro Crater, Lake Manyara, and Mount Kilimanjaro, and in the south Mikumi and Ruaha National Parks and the Selous Game Reserve. According to a survey conducted by SafariBookings.com, Tanzania's Serengeti National Park was voted Africa's best safari destination, followed by Mana Pools (Zimbabwe), Mala Mala (South Africa), Okavango Delta (Botswana), and Lower Zambezi (Zambia). The Tanzanian Government is engaged with developing and promoting sustainable growth on the travel and tourism sector in Tanzania, in order to preserve its natural and cultural resources. The Government, therefore, is focused in attracting high-income tourists whom are less likely to spoil the culture and the natural environment. Tanzania's Ambassador to China, Mr. Mbelwa Kairuki, disclosed that the China National Travel Service Group Corporation (CTS) is planning to invest in Tanzania's tourism sector by constructing hotels on the mainland and Zanzibar.

IMPORTANCE OF DOMESTIC TOURISM PROMOTION

Many African countries have created a friendly environment for tourism to flourish and have shown strong commitment to promote tourism sector by, for instance, successfully promoting the destinations, involving the private sector, putting up required infrastructure and generally improving the country's business environment, through relaxing Tourism Visas, among others. Down are the Importance's of domestic tourism promotion

- Offers the opportunity to generate a more diverse and economically sustainable tourism industry. Domestic tourism is an educational process for the environment since it plays an important role in influencing public view points.
- Local residents can develop an appreciation and passion for the attractions in their country, the tourism equation becomes complete.
- Residents will also potentially develop stronger interest in promoting appreciation of a country's endowed resources and greater awareness of the achievements of the national institutions.
- In addition to discovery, encountering others, and experiencing something unique, local tourists also seek a diversity of destinations and tourism activities; in other words, the range of adventures are broad and these potentials are of immense advantage.
- To promote domestic tourism can be used to stabilize the frequently cyclical and seasonal flows of inbound tourism. This is through encouraging domestic tourism to occur during the traditionally slow "off peak" demand periods that is normally associated with international tourism. It is opportunities that exist to fortify the tourism facility and programme utilization levels.

- It creates more awareness about tourist destinations and exploring niche segments. Strengthening and improving more innovation in offering authentic, affordable experiences and packages that meet the needs of potential local travelers can play a pivotal role in achieving this.

Statement of the problem

Serengeti National Park community has iconic resources for tourism, such as the wild life, and ecological resort, a rich cultural heritage and a captivating struggle history. Lastly, the animal migration tourism has a remarkable sign to Serengeti National Park as a unique tourism destination for both domestic and international tourism. Despite the fact that Tanzania has large number of tourist attraction, it receives little number of domestic tourists yearly as compared to other African countries which do not have many attractions like Tanzania. Likewise Tanzania is very unique destination with several world heritage sites but it is not well known by people in and out of Tanzania due to poor marketing strategies and promotion. Not only the attractions are not known worldwide, but also they are even not well known by the Tanzanians themselves so they don't participate in visiting them. Therefore this paper determines Challenges facing domestic tourism promotion in Serengeti national Park and Tanzania in general.

Research question

The aim of the study is to determine Challenges facing domestic tourism promotion in Serengeti national Park and Tanzania in general,

Main research question: What are the challenges Serengeti National Park faces in domestic tourism promotion?

Secondary research questions:

- What are the main promotion channels and means of Serengeti National Park?
- What are the factors that hinder domestic tourists from travelling to Serengeti National Park?
- What are challenges facing domestic tourism promotion in Serengeti?
- What are the strategic measures to overcome challenges facing domestic tourism promotion in Serengeti?

Significance of research

This study helps both the tourism sector in general and Serengeti National Park particular with much information with respect to challenges facing promotion of domestic tourism activities in Tanzania, also adds more knowledge, currently in the academic world. Different stakeholders like tourists, private sector, government sectors and non-government organizations get the information and collected valuable for the current tourism environment findings. The study also helps to analyze the promotion marketing challenges with some measure to make sure the countries tourism resources are well known to both Tanzanians and abroad. The data from this study used by government and non-organizations and like Tanzania Tourist Board (TTB), tour agencies and Tanzania National Parks

Authority (TANAPA) to have proper marketing strategies with minimum challenges so that they will increase the number of domestic tourists in the country.

The study further advances the frontiers of domestic tourism knowledge thus providing a framework for further academic research for the academic community, policy makers, decision makers and tourism development stakeholders. The recommendations of the study provide a basis for Tanzania to review its domestic marketing approaches in the efforts to impart tourism values for promoting domestic tourism in Tanzania.

Conceptual framework

This part investigates the conceptual framework models for studying the research problem. It involves an identification of research variables (Independent and dependent variables). The dependent variable is the Domestic tourism achievements and the independent is the promotion process. In independent variable, promotions concerning with all the ways of delivering the products and the messages of tourism to the domestic tourists. This may start with exhibitions, meeting with other stakeholders, workshops to domestic tourists, trade fair, committees, internal communications with tourism stakeholders, but may end up as far more concerned with the internal process of tourism sector in Tanzania. The dependent variable also see that sector of tourism perform well and get profit after maintaining a good ways of promotion and communication from tourist (customers) to the Stakeholders likewise TTC, TANAPA and others within the industry. While the good arrangement in operations with all concerned parties into tourism sectors within the country to the tourist. Improving of the product quality and increasing of promotions strategies and pushing up of sales from sales representative make a good results of the awareness to domestic and international tourist about Tanzania Tourism. Promotion, stakeholder's promises from the sector will contribute much to increase the sales of Tanzania tourism in the World.

LITERATURE REVIEW

Domestic tourism

Domestic tourism is defined by the UNWTO as travel by residents undertaking tourism activities "within the country of residence". Domestic tourism is referred to as part of "internal tourism" along with inbound tourism as consumption for both forms of tourism is taking place within the country. However there are noted challenges in the definition and measurement of the "domestic" tourist (Eijgelaar) [3]. Some definitions consider the distance travelled away from normal place of residence, some include same-day visitors while others exclude them and others include only those accommodated in lodging facilities neglecting Visiting Friends and Relative (VFR) (Eijgelaar) [3].

Though defining this segment is hard, gathering the data is even harder due to lack of clear methodology in the approach to data collection. UNWTO further compounds the definitional puzzle as it draws a distinction between a domestic tourist and a

domestic visitor. A domestic tourist travels outside the "usual environment" overnight for any tourism purpose including visiting one's second home, while a visitor doesn't stay overnight outside the usual environment. The definition above brings out two critical issues that need to be carefully considered in a Tanzania context. Firstly the term "usual environment", fundamental to tourism, poses problems in defining it. Literature sometimes attaches the notion of usual environment to an individual while in some instances it relates to a household. The authors argue that individuals in the same household can have different "usual environments". This becomes even more profound when considered along the second issue raised above of "second homes". By definition, a second home is a "dwelling used for temporal visits by the owner or someone else, and is not the user's permanent place of residence". In Tanzania context, it is not uncommon for individuals to have multiple places of residence refers to such individuals as "Urban Villagers" in that while they live in cities or towns they are proud of their village origins and maintain a residence there which they refer to as "the home where they truly belong".

The village residence is considered a permanent home and visited often. In this sense the distinction between the two concepts of "usual environment" and "second home" in Tanzania context can be blurred and often poses difficulty in consideration of VFR as a tourism activity. However in the context of this paper, much emphasis is on domestic visits that involve interaction with the tourism industry without necessarily discriminating VFR. Such could be business, leisure, medical, entertainment, recreation and VFR as long as such visits involve what refer to as "spatial movement". This means the visitor depends on the tourism industry (transportation, accommodation, restaurants etc.) for support since he/she has left the usual support behind.

Characteristics of domestic tourism: Ndlovu [4] states that domestic tourism when compared to international tourism, has several characteristics namely; domestic tourists know the destination, its language, its customs, its laws, its climate, its cultural context. Domestic tourism is practiced more in a sedentary than a nomadic manner, the latter being more suited for more distant destinations. Domestic destinations are nearer; visits are more frequent and there are more repeat stays, notably with family and especially in the rural region of the provenance of many urban residents, and; land transport is predominantly used: 88% compared to 51% for international tourism.

Near destination and land transport, lower the cost of trips. Domestic tourism involves all social strata, from the richest to persons with modest incomes. Domestic tourism is less geographically concentrated and is relatively better distributed throughout the national territory, with a strong presence in the region of the provenance of families. Also in domestic tourism unit expenditure is markedly lower than in international tourism, especially inter-regional tourism, but the overall volume of expenses is marked higher.

Importance of domestic tourism: According to Ndlovu, domestic tourism has several impacts on the economy. Domestic tourism is much less sensitive to crises, especially economic

crisis, for instance the global financial crisis natural, health or political such the civil unrest in France. It is consequently an excellent crisis shock-absorber, especially in the case of economic crises. Due to its income redistribution effect (from tourists to local populations) and its various multiplier effects all throughout the value chain, it is an outstanding tool for territorial development, for example for zones under redevelopment in northern China, southern Poland, eastern Germany, northern France, and Wales. Domestic tourism is an excellent instrument for easing social tensions: by allowing social categories of modest income to gain access to holidays and rest; and by preventing situations where the same people are always the tourists and with the same people receiving them. It can serve to launch a destination, for example, some of the oldest resorts of European tourism; the very new resort of Mazagan, Morocco, launched for the domestic market.

Also from the macroeconomic point of view, it makes it possible to amortize national spending on domestic tourism through; physical investments including transport, accommodation, development and protection of public spaces. In addition, domestic tourism creates a platform for tourism businesses to become export ready by underpinning the international offering and providing year round cash flow. Wang reported that domestic tourism has been considered as having the advantage of being less dependent on foreign political situations and that it provides a rare area where nationals can exercise some control since it can be influenced by its own people and by its own leadership. The author also views domestic tourism to be worth more than that of international tourism both in terms of volume and value. Also mentioned that domestic tourism provides many of the benefits of international tourism such as employment, income, new business development and economic diversification.

Su, B [5] observed that the policy development and planning for the growth of domestic tourism have thus become issues of growing significance for many developing countries, including Tanzania. further added that the promotion of domestic tourism will oblige some turnaround of the established policy biased towards the attraction of international tourism, which is evident in national tourism planning as pursued by many African countries, Tanzania included.

Success in the domestic visitor market provides businesses and communities with the opportunity to develop their product or experience so that it is of interest to the visitors. While most businesses target both domestic and international markets, very few businesses or communities can rely solely on domestic visitors for commercial success. Domestic tourism creates a platform for tourism businesses to become export ready by underpinning the international offering and providing year round cash flow. This has the effects of stimulating product and infrastructure development. Furthermore, domestic tourism stabilizes the frequently cyclical and seasonal flows of inbound tourism. By encouraging domestic tourism to occur during the traditionally slow "off peak" demand periods that is usually associated with international tourism; opportunities exist to fortify the tourism facility and program utilization levels. This strategy can potentially lead to a more stable and also sustain a

level of employment and revenue generation in the domestic destination regions.

Domestic tourism promotion: Promotion is the way by which the merits of the tourism place product are communicated to the chosen market segments. The promotion plan is a subset of the general marketing plan and it is at the same time an action programme to achieve through communicating the objectives of the marketing plan. The majority of work carried out by DMOs can be related to promotional efforts (Middleton). The following subsections briefly review specific elements related to the promotional policies applied by DMOs.

Advertising

Advertising activities in the tourism industry are diverse. The precise mass media mix depends on a number of factors. Generally, newspapers and magazines are considered the most productive means of reaching potential visitors through advertising. Major newspapers bring travel sections, which combine advertising space with informative travel articles. TV has no doubt a very large coverage and is an excellent medium; however high cost often excludes strained DMOs from making use of it. For NTOs, inclusion in travel brochures is important and trade press advertising is a main vehicle for creating awareness amongst travel intermediaries and is usually launched to run parallel to any general advertising campaign. This raises also the issue of balancing the DMOs or NTOs image advertising with what the industry has to offer and is prepared to live up to, in other words there is an imperative need to coordinate and thus secure agreement for advertising messages.

Sales support

Sales support includes the production and distribution of printed information material either directly to the potential visitor or to the trade as the material intended to provide the necessary knowledge of the place product. Also, sales representatives are an important part of the sales support given to the travel agents and tour operators, who at the same time can provide valuable feedback about the market place. Although, as already stated, most DMOs do not have an actual product for sale; their sales representatives can act as mediators for smaller businesses, which do not have the personnel to carry out the task themselves.

Public relations (PR)

PR plays an important role in tourism marketing, amongst other things, because the tourism industry is highly dependent upon personal contacts and the creation of a positive image. Yet, it is one of the most indefinable of all marketing activities, because in advertising and sales support, one can state exactly what one wants provided, if one has enough funds to spend; this is not the case in PR. Anyhow, the advantage of PR is that the various activities offer the prospect of great publicity returns at a low cost. Hence, PR is a major tool for NTOs working on low budgets.

Brokerage activities

Many NTOs, and to a certain extent RTOs, act as brokers in bringing buyers and sellers together. This can take place through the arrangement of workshops or trade activities at exhibitions and fairs. This requires that the DMO has knowledge of the trade and is able to match those sectors of the trade at the destination with buyers from tour operators or travel agents in the marketplace. Careful selection is also important; as to ensure that concrete trade agreements may be made on the spot with technical and financial backing as necessary from the NTO so as to guarantee the conditions for the practice of tourism at the destination.

Domestic tourism challenges

There are various challenges identified in the literature that impede maximum realization of the potential in domestic tourism. The challenges are at various levels in different destinations in that while some are policy and marketing related issues at destination management level, others are more to do with socio-cultural and socio-economic aspects within destinations. The following are the major challenges that hinder the development and growth of sustainable domestic tourism.

Bureaucracy, Lack of investment, Lack of policy and planning, Low technological development, Absence of a comprehensive plan for tourism development, Lack of high quality infrastructure, Lack of efficient land use and natural resources use, Failure to create competitive tourism product, Crime and grime, A lack of transportation that leads to the use of metered taxis that is very expensive, Limited economic benefits are being derived from events, Constrained air access, Lack of marketing of Serengeti National park as a tourism destination, Low levels of both domestic and international awareness about Serengeti National park, and Lack of public and private sector partnerships.

As a domestic tourism destination, Serengeti National park is experiencing a decline or stagnant growth, as people prefer other places like Ngorongoro National Park. The Serengeti National park tourism has to pay attention to the challenges that hinder their domestic tourism promotion and come up with an appropriate marketing strategy. Good planning is required to determine a prospective sustainable domestic tourism strategy that will sustain Serengeti National park as a leading tourism destination in Tanzania.

MARKETING THEORY REVIEW

In this study, various theories have been employed to understand for promoting domestic tourism in Tanzania. The strategies for promoting domestic tourism in Serengeti National Park was conceived and developed in the foundation important theoretical frameworks.

Push-pull theory

This theory proposes that people travel because they are „pushed“ by internal and „pulled“ by external forces. In other words, these forces describe how individuals are pushed by

motivational variables into making a travel decision and how they are pulled or attracted by the destination area (Meng and Uysal) [6]. According to the push factors are the needs and wants of the traveler, are the reasons why people want to get away from their regular place of residence, whilst pull factors are reasons for going to particular destinations. The author further notes that the push and pull factors have been generally characterized as relating two separate decisions made at two separate points in time. Push factors focus on whether to go and the pull deals with where to go. People travel because they are pushed by their own internal forces and simultaneously pulled by the external forces of a destination and its attributes (Meng and Uysal) [6]. The authors further note that people travel because they are pushed or pulled by the forces of motivations. Push factors are referred to as the socio-psychological constructs of the tourists and their environment that predispose the individual to travel or to participate in leisure activities, thus affecting travel decisions and demand. On the other hand, given the meaning of push factors, they seem to be more stable and do not vary as much across destinations. In this context, the “push” deal with tourist motivation and “pull” represents the specific attributes of the destination.

Therefore, push factors are the ones that predispose individuals to travel, while pull factors help contribute to the formation of travel experiences and destination selection decisions. Education, occupation and many others are some of the push factors of the destination (Table 2). Building on the discoveries made by Meng and Uysal [6] this research intended to explore if at all there is any potential in schoolchildren if at all are taught tourism education will push them towards loving travelling when they grow up thus promoting domestic tourism in Tanzania.

Push Factors	Pull Factors
Motivation factors	Destination attributes and type of facilities
Escape, Rest and Relaxation, Self-esteem, Prestige	Accessibility
Health and fitness, Adventure, Social interaction	Maintenance factors
Benefits, and Interests	Situational factors
	Safety
	Security
Economic and Demographic factors	Seasonality Market Image
	Destination Image
Gender, Income, Education, Family life-cycle and size, Race/ethnic group and Occupation	Quality of Service
	Quality of facilities
Source: Meng and Uysal	

Table 2: Push and pull factors of destination.

The exploration of push and pull motivation studies also found that the number of pull factors included in the studies seems to be larger than the number of push factors. This finding may be attributed to the fact that pull factors could have much

importance in determining travel motivation when compared to pull factors. This discovery is in line with the study objective of inculcating tourism issues to school will make them potential domestic tourist when they grow up.

Promotion and marketing theory

Specifically discussed marketing in relationship to tourism. They stated that “marketing is an inevitable aspect of tourism management,” and it needs to be done effectively, strategically and with sophistication. This process is held together by communication and collaboration among and between stakeholders, by the integration and/or synchronization of tourism-related activities, and by effective management of time, resources and industry players.

Marketing also requires equitable engagement and mutual collaboration of all players and stakeholders in the tourism industry or sector. Finally, marketing requires that services and products offered to consumers are of the highest quality by industrial and regulatory standards. Marketing will be ineffective and inefficient if all these requirements are not part of a strategic tourism marketing plan. Tourism promotion and marketing, normally based on the marketing concept in that it is the process of;

- Identifying and anticipating consumer demand (and desire) for tourism products and services.
- Developing a means of providing products and services to fulfill these needs.
- Communicating this to the consumer, thereby motivating sales, consequently satisfying both the consumer, and the organization's objectives.
- Through marketing and promotion planning, segmentation and marketing research, a tourism marketing mix can be developed to achieve the tourism organization's goals through strategic marketing. (Meng and Uysal)

Research gap

Despite the decision for the government to lower tourism attractions entrance fees, it is not exactly known why this intervention failed to motivate Tanzanians to visit local tourism attractions. Moreover, despite promotional efforts carried out by the government and other stakeholders to promote domestic tourism in the country, the response has remained very poor and the reasons for this are not well stated. Some studies have focused on developing sustainable international tourism promotions for different communities and leave behind domestic tourism promotions literature Alipour [7] and established that the reasons behind this apparent low response by local populations to tourist attractions that it is found in poor marketing strategies especially in the lack of proper and sustainable marketing and promotional strategy that targets poor performance of the domestic sector, thus badly affecting the country's tourism specifically identified existing and potential market segments.

In view of the literature reviewed in this study, there is an important aspect that has not been well considered which is looking at domestic tourists as a potential future tourist. This

calls for appropriate measures to be adopted to ensure that domestic tourists are prepared and acquire knowledge, skills, attitudes and behavior that are opposite to the development of domestic tourism. In spite of the extensive nature of these works, there is still a need to design domestic tourism promotions to organize sustainable domestic tourism development in parks like Serengeti National Park. This is even truer when taking into consideration the growing appetite for domestic tourism. Hence, this study examined challenges facing promotion of domestic tourism in Tanzania's developing tourism economy and argues that positive benefits can be obtained through more aggressive promotion of domestic tourism in the country.

RESEARCH METHODOLOGIES

Selection of the areas of study

The research study was carried out in Serengeti National Park. Serengeti national Park in Tanzania is one of the oldest national Parks and is the flagship of Tanzania tourism industry. The word Serengeti is derived from the Maasai word Siringitu, which means: ‘The place where land moves forever’. The park covers an area of approximately 15,000 km² and is one of the famous tourist attractions in Tanzania. Renowned for its huge number of predators and the Great Serengeti Migration of two million wildebeest, this tourist spot in Tanzania is worth the visit. The park is surrounded by remarkable tribes such as the Masai and Hadzabe which showcases the true culture and lifestyle of African people. This park in Tanzania is a world heritage site which has attracted thousands of tourists from all walks of life. The park lies in northwestern Tanzania, bordered to the north by the Kenyan border, where it is continuous with the Maasai Mara National Reserve. To the southeast of the park is the Ngorongoro Conservation Area, to the southwest lies Maswa Game Reserve, to the west is the Ikorongo and Grumeti Game Reserves, and to the northeast and east lies the Loliondo Game Control Area. According to TANAPA around 150,000-200,000 people visit the Serengeti each year to see the wildlife and other attractions but only 28% of all people are the domestic tourists. Since SNP is the icon park in Tanzania with low number of domestic Figure 1 tourists, I choose this as my study area to study the challenges facing domestic tourism promotion.



Figure 1: Map of serengeti national park.

Research methodology process

Urwin and Burgess [8] note that a research methodology is a tool for organizing the process of data construction and

collection. The construction process of the research methodology chosen thereafter follows the logical and progressive sequence of the research design as outlined in figure 2 below. describe the research methodology as the process of considering and explaining the logic behind the research methods and techniques used as means to explore a phenomenon. add that, through the use of methods and techniques that are scientifically defendable, I conclude that is valid and reliable. My research process includes the development of questionnaires and an interview guide as primary research instruments on which I based the data from the participants in the study areas. Both primary and secondary data were used to generate and construct the required information.

Research design

The research design strategy involves how the research procedures, methods, and techniques are applied to answer the research questions. It is a blueprint detailing how the research methodology, participants, and data construction procedures and research instruments are implemented. In deciding on the research design, I examined the time dimension, the research intention, and the nature and source of the data to be constructed.

Time frame: This study opted to look at answering the research question from a standpoint in time, hence its consideration as a cross-sectional study.

Research purpose: This research is intended to achieve not only academic knowledge, whereby I try to understand challenges facing domestic tourism in Tanzania but it also intends to shed light on important theoretical policy orientations and practical considerations that may lead to changing the local tourist minds towards domestic tourism.

Type of data and scope of the research design: The research questions developed in this research give rise mainly to a qualitative and quantitative study used as a way of highlighting key issues under study and expanding my knowledge of the case areas. The qualitative and quantitative aspects of this research were underpinned by secondary data generated from various sources, mainly reports, studies, international agencies studies, and reports and official government documents and quantitative research methods were deemed to allow test of hypothesis to examine at what extent independents variables has causal relationship with dependent variables. Moreover, despite promotional efforts carried out by the government and other stakeholders to promote domestic tourism in the country, the response has remained very poor and the reasons for this are not well stated. To the southeast of the park is the Ngorongoro Conversation Area, to the southwest lays Maswa Game Reserve, to the west is the Ikorongo and Grumeti Game Reserves, and to the northeast and east lies the Loliondo Game Control Area. Most of the interviews were conducted in the workplace of the interviewee. On average, the interviews lasted for one hour. The interviews were tape-recorded and conducted in the English language.

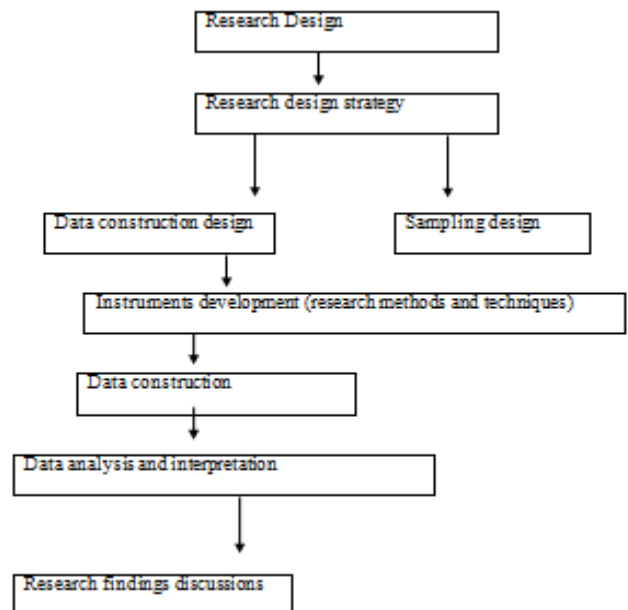


Figure 2: Research design.

The research design has been simplified from narrowing down the context and focus of the research questions. It recognizes that the research design refers to the nature, and kind or type of research, following the components of research design outlined in Figure 2.

Data construction design and methods

Data construction design: This research was conducted through the use of a combination of two types of research data construction. The first type is secondary data, which critically discusses my viewpoints and of scholars on challenges facing tourism particularly on domestic tourism promotion in Tanzania. Extracts from relevant theoretical literature and empirical data were used to inform the research methods used in this study. The extracts provided direction for answering the research questions. The second type of data are primary data that involve fieldwork, which suggests that I am going beyond library and desktop research, and into the practical terrain to obtain the views of the respondents, either through a questionnaire or through interviews. The process of constructing primary data is explained in this chapter as research design, target participants, sampling and research instrumentation, data analysis, as well as interpretation of data and discussion of the findings. For the purpose of this study, I decided to use questionnaires for people who were not available, and for semi-structured interview as instruments of data construction, because I wanted to obtain more insights from key informant in SNP.

Methods: This research employs a qualitative and quantitative inquiry method in terms of philosophical assumptions, strategies of inquiry, and methods of data construction, analysis, and interpretation.

The domestic tourists, while, for tourism officers, they are questionnaire was handed straight to them.

Interview: I designed a guide to interview some key tourism officers with mainly practical experience and who occupy key positions in the Tanzania Tourism Board. The aim was to arrive at a greater understanding through their opinions and impressions of the current status of domestic tourism in Tanzania, the challenges and future perspectives. The interview sought also to get both factual and meaningful information on whether the domestic tourism performance has contributed to the economic growth of Tanzania. The interview was conducted during the period, after gathering the results of the questionnaire. Emphasis was placed on interviewing ten key informant people, who were representative of the tourism industry.

Document review: This part of the research process focused on small samples, with the intention of gaining insight and understanding of central themes of the research. The guiding principle is that “less is more,” that it is more important to work longer, and with greater care, with a few people than more specifically with many of them. The interviews were semi-structured and, in some instances, informal and unstructured, enabling the respondents to speak freely; this allowed me to gain an understanding of their perceptions, opinions, and impressions regarding the research issues. Most of the interviews were conducted in the workplace of the interviewee. On average, the interviews lasted for one hour. The interviews were tape-recorded and conducted in the English language. These interviews were designed as “guided conversations” whereby I could steer the respondents towards specific topic areas, in whatever order seemed appropriate at the time during the conversation. In such a responsive situation, a particular reply could be re-examined, in the context of the interviewee’s other replies.

Observation and field notes: I have assembled my research data, transcribed interviews, recordings, and broadly covered domestic tourists in their areas of operations, along with the field data concerning tourism domestic and the factors that constraints domestic tourism promotion. To this end, I used questionnaires, interviews, and other research techniques to collect data related to the topic under study. The purpose of this stage of the research was to help me to gain more insight from the interviewee about challenges facing domestic tourism.

Sampling

The study used non-random sampling for the interviewees. Not all the Serengeti National Park employees were given a chance to be interviewed; 15 people from the departments that deal directly with the development, promotion and marketing of tourism services, as well as the research office, were targeted. The participants were selected purposefully due to the in-depth knowledge and experience they possess in domestic tourism, as well as the strategies that Serengeti National Park Tourism uses to attract more tourists. The study also used random sampling for 100 tourists of Serengeti National Park to have the total of 115 as specified in Table 3.

Group	Size
Experts from Tanzania who know about tourism promotion of Serengeti National Park.	5
Management personnel of Serengeti National Park	10
Tourists:	100
Tourists of Serengeti National Park	50
Potential tourists of Serengeti National Park	50
TOTAL	115
Source: Researcher	

Table 3: Population and sample size for the study.

Data analysis

Thematic analysis is the method that focuses on theme examination within the data collected and is used in qualitative research. Coding is the process whereby the themes are developed within raw material; it is done through the recognition of the important points before the interpretation is done. stated that data analysis is the process of making sense out of textual and image data, by preparing for their analysis. The process of data analysis was followed in this study when analyzing the data gathered from the interviews. Thematic analysis was used to analyze the data gathered after it had been transcribed from the audio into themes, which were formed from the repeated concepts. The concepts could be similarities or differences obtained from the data collected Researchers who are not knowledgeable about many complex types of qualitative research can use thematic analysis. Another advantage is that it allows flexibility that results in the rich, detailed and complex description of data, and goes beyond just counting phrases or words in a text but identifies implicit and explicit ideas within the data. Again, other methods are tied closely to specific theory while thematic analysis can be used with any other theory.

Ethical issues

I considered all the ethical measures that needed to be taken, and the study only began after ethical clearance. The gatekeeper letter was obtained from Serengeti National Park Tourism and the Informed Consent Form was signed and given to the respondents to sign. The form explained to the respondents what the study was all about, and highlighted that it was voluntary to participate and they were free to withdraw at any time. The respondents were also given their informed consent forms to fill in prior to the interviews and permission to use the tape recorder was requested from the respondents before the interviews. It stated that respondents have to be assured about the confidentiality of the information they provide for the study.

I do not use the names of the respondents in the data presentation and analysis. To make sure that confidentiality is maintained, all data collected will be used only for this work. After that then Ethical Clearance Committee will accordingly instruct the disposal of the data to make sure that it does not fall into the hands of other people or researchers who might misuse it.

Validity

Stated that validity has different connotations in qualitative research and quantitative research; in qualitative research validity means employing procedures to check the accuracy of the findings, while in quantitative research it shows that the approach I used is more consistent across different projects. Validity ensured by asking all the participants within the selected departments in Serengeti National Park Tourism the same interview questions, and by using the audio recorder throughout the interviews. The transcripts were also more accurate than notes taken during interviews. The research used only the tape recorder and did not write down the responses from the participants, to avoid missing some information. The interview questions were explained to all the participants to ensure that they all had the same understanding of the questions. In ensuring promoting validity, I employed a strategy known as triangulation. To accomplish this, the research was done from multiple perspectives. This took the form of using different locations within the Serengeti National park and multiple individuals analyzing the same data. I ensured validity in this research by using a technique known as respondent validation. This technique involved testing initial results with participants to see if they still ring true. Although I has been interpreted and condensed, participants should still recognize the results as authentic and, at this stage, may even be able to refine my understanding. Another technique to establish validity is that I pursued alternative explanations to what appear to be research results. I was able to exclude other scenarios, and able to strengthen the validity of the findings.

Reliability

This study was a qualitative study therefore; it relied on the experiences, perceptions and emotions of the respondents, so this had an impact on the responses. There were some questions that made the respondents self-defensive, specifically the question about the decline of domestic tourism in Serengeti National Park, because some of them wanted to hide from the facts.

RESEARCH RESULT AND ANALYSIS

Effectiveness of strategies used by SNP for domestic tourism promotion

I determined the effectiveness of marketing strategies SNP use for marketing and promotion of domestic tourism products.



Figure 7. Effectiveness of strategies used by SNP for domestic tourism promotion.

From respondent's answers we can see the interpretation of figure 7 shows that there are more respondents (63%) agreed that Strategies used by Serengeti National Park for domestic tourism promotion are effective.

Achievement of strategies used by SNP for domestic tourism promotion

Also I examined the achievements of marketing strategies SNP use for marketing and promotion of SNP tourism products findings show the different level of achievement which obtained by SNP through the implementation of marketing strategies for SNP domestic tourism promotion, from the findings implies although the effectiveness and efficiency of the strategies used by SNP in promoting domestic tourism does not attract more domestic tourists to visit the park.

Factors that hinder domestic tourists from travelling to serengeti national park

The second specific objective of the study was to identify factors that hinder domestic tourists from travelling to Serengeti National Park. Therefore I focused at the relationship between influential factors and their influence on domestic tourism in SNP. The summary results of multiple regression analysis.

Effect of location/neighborhood on domestic tourism participation:

The study hypothesized that the place of residence of the respondents could affect their participation in domestic tourism. Table 4 shows the distribution of respondents by these locations.

	Frequency	Percent
Near SNP (Less than 10 kms from SNP)	98	85.2
Far from SNP (Above 10 kms from SNP)	17	14.8
Total	115	100

Source: Research data

Table 4: Distribution of respondents by location.

The results show that Near SNP (Less than 10 kms from SNP) had the highest number of respondents 98(85.2) and Far from SNP (Above 10 kms from SNP) had 17 respondents. The results of the study may therefore be concluded that respondents living

near the park have high chance to participate in domestic tourism than those are living far away.

Gender on domestic tourism participation: Gender was considered as a possible factor that would influence the likelihood of individuals to participate in domestic tourism. The gender of respondents was therefore conceptualized and tested in the present study together with other factors. The gender distribution of respondents was examined through a descriptive analysis and the results are shown in Table 5.

Category	Frequencies	Percentage (%)
Gender		
Male	59	0.513
Female	56	0.487

Source: Research data

Table 5: Distribution of respondents by gender.

The results in Table 5 show that 51.3% of the respondents were male and 48.7% were female. The study examined whether individuals differed in their participation in domestic tourism by their gender. This was done an Anova table and the results are summarized and presented. From the analysis, the mean and standard deviation were: male ($M=1.10$, $SD=353$) and female ($M=1.10$, $SD=360$) and they had about the same level of participation in domestic tourism. The differences were not statistically significant, $F=0.069$, $p>0.05$. The null hypothesis of no differences in participation by gender is therefore accepted. The regression results in Table 5 confirmed the results of the t-test as gender had a positive but insignificant effect on participation in domestic tourism, $p=0.658$. This means that gender did not influence participation of individuals in domestic tourism in SNP and this was therefore not a significant factor. This is expected as no gender differences had been observed through the t-test results. The results are consistent with Johnson and Devonish [10] who found that gender did not emerge as an important determinant of tourism activity.

Age on domestic tourism participation:

	N	Mean	SD	df1	df2	F	P	Decision
Young	93	1.11	0.212	1	623	9.846	0.002	Reject
Old	22	1.03	0.101					

Source: Research data

Table 6: Differences in domestic tourism participation by age.

The mean analysis showed that the young (44 years and below) respondents ($M=1.11$, $SD=0.212$) had interest in domestic tourism and more so than the older respondents ($M=1.03$, $SD=0.101$). These differences were statistically significant, $F=9.846$, $p<0.001$. The null hypothesis of no differences in responses in domestic tourism participation by age is therefore rejected. The regression results showed that age was marginally

significant at 10% and the effect was negative, $p=0.089$. There is therefore evidence that age is an important contributor to participation in domestic tourism in SNP. The results show that as individuals' ages progress, their participation in domestic tourism decreases. Younger populations are therefore more favorable for domestic tourism than older populations. The results are consistent with Johnson and Devonish who found that age influenced participation in tourism. The age of a person has a very important impact on leisure participation, but its impact may vary also depending on the people, and the activity preferred by them. For example, while young people prefer to attend more energetic leisure activities such as energetic sport activities, older people prefer relatively more secure activities requiring less risk such as walking.

Effect of marital status on domestic tourism participation:

Studies have shown that marital status of individuals influences leisure participation. This study therefore sought to examine whether marital status of individuals influenced their participation in domestic tourism in SNP. The distribution of respondents in terms of their marital status and by towns of residence is shown in Table 7.

Marital Status	Frequency	Percentage
Un married	95	0.826
Married	20	0.174
Total	115	1

Source: Research data

Table 7: Distribution of respondents by marital status and location.

Table 7 reveals that 82.6% of the respondents were not in relationship (single, widowed, divorced and separate) making up the most of the respondent group compared to 17.4% of respondents in relationship and married. The study examined whether individuals differed in their participation in domestic tourism by their marital status. This was done using an Anova table and the results are summarized and presented in Table 7. The mean analysis showed that those separated ($M=1.00$, $SD=0.000$) had most of the respondents having participated in domestic tourism followed by the divorced ($M=1.08$, $SD=0.275$), then those singles, ($M=1.12$, $SD=0.332$), the married ($M=1.14$, $SD=0.345$), then those in relationship ($M=1.15$, $SD=0.360$) and finally the widowed ($M=1.26$, $SD=0.442$). These differences were statistically significant, $F=2.109$, $p<0.001$. The null hypothesis of no differences in responses in domestic tourism participation by age is therefore rejected. The null hypothesis of no differences in responses by marital status of the respondents is therefore rejected. The multiple regression results in Table 7 show that marital status had a negative and significant effect on participation in domestic tourism, $p=0.038$. This can be explained by the fact that most of the respondents in the survey were unmarried and therefore tend to participate more in touring SNP, as they have no more responsibilities than those who are married. In general, married people tend to have more

responsibilities than single people hence the results are consistent with the extant literature.

Occupation and on domestic tourism participation: The study also sought to test whether occupation affects participation of individuals in domestic tourism. Table 8 shows the results for the distribution of respondents by employment status.

Employment	Frequency	Percentage
Government	15	0.13
Private	42	0.365
Business	34	0.296
Farming	11	0.096
Student	10	0.087
Other	3	0.026
Total	115	1

Source: Research data

Table 8: Distribution of respondents by occupation.

The findings on employment showed that results in Table 8 demonstrate that a significant number of respondents worked for the private sector (36.5%) and government (13%). However, there was a fairly good number who owned businesses (29.6%), farming attracted only 9.6%. Other than students all respondents had a source of income that would enable them engage in tourism and its related activities. These results show that a large number of respondents had some form of income and therefore were able to afford the services provided by the tourism industry in SNP.

The study examined whether individuals differed in their participation in domestic tourism by their occupation status. This was done using an Anova table and the results are summarized and presented. The mean analysis showed that students ($M=1.04$, $SD=208$) were most involved in domestic tourism followed by those employed by the government ($M=1.11$, $SD=317$) while the least involved were farmers ($M=1.45$, $SD=522$). These differences were statistically significant leading to the rejection of the null hypothesis of no differences in responses by employment status of the respondents is therefore rejected.

The regression analysis results showed that occupation had a negative and insignificant effect on domestic tourism participation, $p=496$. This is inconsistent with literature but could be due to the fact that most of the respondents were employed or engaged as businessmen and therefore did not have the time to participate in domestic tourism. Occupation (or employment status) signifies working or non-working. Being in employment or some occupation that yields some income determines the availability of discretionary income finances which relate to the extra resources that determines travel for

tourism consumption, and may also determine whether and how much time, may be available for leisure travel. Therefore, employment can be directly associated with financial and time constraints posed for travel initiatives to be undertaken.

Education Level on Domestic Tourism Participation: The study further tested whether the level of education was a significant determinant of domestic participation in tourism in SNP. The distribution of respondents by education analyzed and presented. The results that most (a total 39%) of the respondents had middle college to university levels of education. 24.5% of respondents had university education, 17.4% of respondents had primary education, 16.5% of respondents had secondary education and 2.6% of respondents had no education. The study examined whether individuals differed in their participation in domestic tourism by education levels of participants. This was done using an Anova table and the results are summarized and presented.

H0: There are no differences in responses by level of education.

H1: There are differences in responses by level of education.

The statistical (mean and SD) analysis showed that level of education significantly determined those who mostly participated in domestic tourism; middle college level education ($M=1.09$, $SD=0.280$), university level of education ($M=1.19$, $SD=397$) while those that least participated, were those with primary level education and they had least participation ($M=1.28$, $SD=458$) and because the differences were statistically significant, $F=4.764$, $p=001$, the null hypothesis of no differences in responses by level of education was therefore rejected.

The regression analysis results showed that education had a negative and significant effect on participation in domestic tourism, $p=037$. This means that individuals with higher levels of education will not participate in domestic tourism as much as those with lower levels of education. This is consistent with the findings. who also found that the level of education influenced the likelihood of the community to visit the park and appreciate its conservation contribution. However, the direction of the relationship is inconsistent with the findings.

Income and consumption of domestic tourism participation: The findings of Income levels and their influence on the participation of domestic tourism are summarized. Income levels of individuals were also tested to find out how they affect the participation of domestic tourism in SNP. More than half (71.3%) of the total respondents had a monthly income of Tshs 300,000 (1USD=Tshs 2320) and above. The results demonstrate that 26.1% of the respondents earned more than earned. Therefore, it is clear that most of the respondents who were employed were very big earners comparatively speaking. The study examined whether individuals differed in their participation in domestic tourism by their monthly incomes. This was done using an Anova table and the results are summarized and presented in Table 9.

The mean analysis showed that those who participated in domestic tourism ($M=322.17$, $SD=188$) were less than those who did participate in domestic tourism ($M=169.26$, $SD=95$).

	N	Mean	SD	df1	df2	F	P	Decision
Yes	72	169.26	95	556	96	3.316	.002	Reject
No	43	322.17	188					

Table 9: Differences in domestic tourism participation by income levels.

These differences are statistically significant, $F=3.316$, $p=.002$. The null hypothesis of no differences in responses by income levels is therefore rejected.

The multiple regression results in Table 9 showed that income had a positive effect on participation in domestic tourism, $p=0.010$. Thus, higher incomes lead to more participation in domestic tourism in SNP. Allen and Yap [11] also found that disposable income was a significant factor that influenced Australian domestic tourism demands; hence the present results are consistent with prior studies.

Challenges facing domestic tourism promotion in serengeti

The third specific objective of this study is to analyze challenges facing domestic tourism promotion in Serengeti National Park. The development of tourism in general and domestic tourism in particular in Serengeti National Park as agreed key informants is at its infant stage. Alike most developing countries in Africa, proper data, policy, and strategies on domestic tourism are non-existent in the country. Domestic tourism in the country has many more problems. Some of these problems were identified through key informant interviews and questionnaires disseminated to domestic tourist respondents. These challenges of domestic tourism development in Serengeti National Park include poor interest from tourism business sectors either owned by the private or governmental institutions to the domestic part of tourism and tourists, lack of attention from the government, low per capita income of the country, poor attitude of the government bodies towards domestic tourism, lack of marketing strategy for domestic tourism, poor service quality, and high cost of services at destinations.

In terms of challenges of domestic tourism, the findings of this paper are in line with previous studies such as Mazimhaka in the case of Rwanda, Su, B in Kenya, Scheyvens [12] in Samoa, and Jerenashvili [13] in Georgia. From this survey of challenges facing domestic tourism promotions, it could be understood that among others as:

- Absence of domestic tourism development and marketing strategies,
- Lack of domestic tourism marketing or promotion packages,
- Poor attention from business sectors, and
- Lack of attention from the government was identified as the fundamental problem of domestic tourism development in the country.

Strategies of promoting domestic tourism in serengeti national park

The fourth specific objective of this study is to suggest strategic measure to overcome challenges facing domestic tourism promotion in Serengeti.

Promoting up-scale domestic tourism strategy: The finding from my survey revealed that Serengeti National Park domestic tourism industry should scale up to diversify its domestic tourism products from the safari markets to a wide cross-section of tourists [13]. Domestic tourism sector should diversify domestic tourism products such as promoting the culture, the scenery, eco-domestic tourism, and M.I.C.E. (meetings, incentives, conferences, and exhibitions) domestic tourism to allow an industry to tap into the lucrative business domestic tourism market [14].

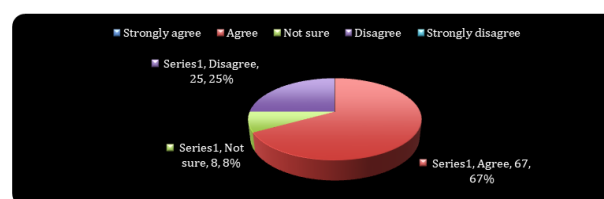


Figure 8: Diversifying domestic tourism strategy.

Diversifying domestic tourism strategy: The finding from my survey revealed that domestic tourism products should be diversified with special emphasis on eco-domestic tourism [15]. Adventure tours (safaris, jungle tours, mountain trekking) should be provided, tapping the domestic tourism potential of the natural topography and the ecological values of the country [16].

Focusing on new market strategy: The study showed that the strategy should be set to guide domestic [17] tourism marketing and promotional activities in the coming years. This strategy will among other things, develop a distinctive and competitive of SNP [18] and will make use of more focused and cutting edge techniques and approaches to domestic tourism marketing. This strategy will increase the awareness of SNP as good destination to domestic tourists.

Developing domestic tourism infrastructure strategy: The revealed that infrastructures such as road network, accommodation, townships, telecommunication facilities, [19] restaurants, resting facilities and water supply in all main cities and tourist sites should be developed to create a conducive environment to promote [20] domestic tourism since respondents believes if the government and other stakeholders will improve infrastructure will lead domestic tourism sector to grow faster.

Strategy of popularizing tourist attraction and events: The findings revealed that domestic tourists should be offered a wide range of attractions and events. A database of tourist attractions and facilities [21] should be created and an events calendar will be published. Promotion of festivals such as the Sauti za Busara festival in Zanzibar should be increased to attract more domestic tourists [22].

Strategy of enhancing industry professionalism: The government will improve productivity of the domestic tourism industry, through building professionalism in to travel and hospitality industries [23]. Hotel management and domestic tourism promotion subjects should be provided in the curriculum of university academic programmes. Simultaneously, the government should extend maximum support to the private sector training institutions with a view to maintaining the standards of services. Licensing of tour guides in order to standardize their service (through a competency test) and accreditation of travel agents should be undertaken [24].

Strategy of improving service standards: The survey showed standards and security aspects of domestic tourism has been given a high priority as 81% agree the question of strategy of improving service standards. SNP Regulatory bodies have strengthened to ensure the quality standards of products and security aspects of tourists. Rules, regulations and institutional mechanisms relating to the protection of tourists and the environment should be strengthened [25]. Strict policy vigilance and monitoring has been conducted to minimize domestic tourism related crimes and abuses.

RECOMMENDATIONS

The aim of this study was to analyze the challenges facing tourism promotion in Tanzania mainly at Serengeti National Park and Tanzania Tourist promotion in general. Whereby several questionnaires were distributed to the respondents and findings are well discussed in this chapter. The study revealed several findings, which are discussed in details in the previous chapter. The core findings of the study are summarized below

First, the main channels and means such as Tour Operator, Organization Websites, Online Search, Radio Advertisements, Tv Advertisement, Social Media, Magazines, Recommended by a Contact, Tradeshow, SMS Campaigns, Sales Calls and Road shows are used in promoting domestic tourism within the SNP, but tour operation has proven to be the best option due to respondents' responses. So it is clear that the SNP must intensify its efforts in other channels and means as well in promoting SNP's domestic tourism.

Second, taking into consideration the demographic characteristics as factors that hinder domestic tourists from travelling to Serengeti National Park, in which respondent characteristics associated participation of people in domestic tourism with demographic factors including Gender, Marital status, Location, Occupation, Education, Income and Age but the characteristics that determined their own desire to participate in domestic tourism were not systematically distributed within such 115 demographic groups. These demographic factors were associated with capability to access information and spend on leisure including domestic tourism, but had little influence on the propensity to visit tourist attractions.

Third, the study pointed out challenges of domestic tourism development in Serengeti National Park which include poor interest from tourism business sectors either owned by the private or governmental institutions to the domestic part of

tourism and tourists, lack of attention from the government, low per capita income of the country, poor attitude of the government bodies towards domestic tourism, lack of marketing strategy for domestic tourism, poor service quality, and high cost of services at destinations.

Fourth, the study recommended some of the strategic measures to overcome challenges facing domestic tourism promotion in SNP include the following as mentioned by respondents which are;

- Product development and reduction of entrance fees to local,
- Good government policy,
- Improvement of airports to the site of park
- Television program and Advertise in trade fairs,
- Construction of big and modern hotel near the park,
- Promotion campaign by TTB and magazine and posters and enhancing security,
- Establishment of TTB and the use of website,
- Providing education to local,
- Improved transportation and network system and
- Adding budget and standardization of pricing

As it has been seen the knowledge of domestic tourism is not well distributed to all the citizens in the country and this makes them ignorant, therefore domestic tourism education shall be taught to all people starting from kindergarten. Many seminars should be provided to the people around the national park on the importance of domestic tourism in conservation and economic as they will participate on the conservation and touring so as to raise domestic tourism.

Moreover, Tanzania National Parks (TANAPA), Tanzania Tourist Board (TTB) and other providers of domestic tourism services should focus their marketing strategies primarily towards improving geographical spread of domestic tourism (i.e. more destinations and domestic tourism products) along with ensuring that appropriate information is disseminated to all levels through various media. Diversification of domestic tourism products is critically important so as to suit various categories of domestic visitors by political/economic status and income, age and sex, and encourage year round travel.

TANAPA and TTC should look for simple and short procedures for reduction of challenges likewise;

- To process entry/exit of visitors in order to save time at the main entry gates.
- Jointly with charity organizations, TANAPA and TTC through the Ministry of Natural resources and tourism MNRT should also look into possibility of developing paid for programs of leisure travel to wildlife areas to cater for underprivileged/disadvantaged groups such as aged, orphans and the disabled.
- In charges of authorities/enterprises/institutions/organizations, both public and private, should develop and adopt strategies that encourage their employees to carry out the use of local Media and exhibitions like radios, television, and saba saba exhibition, nane nane, karibu fairs and sauti za busara consecutively will also be a nice promotional tactic to be employed by Serengeti National Park to promote travel specifically in domestic tourism.

It is recommended that, the Ministry of Natural Resources and tourism need more plans, efforts, and combination of approaches in promoting and marketing domestic tourism.

If the above recommendations are implemented, there is a bright future for domestic tourism in the SNP wildlife area and Tanzania at large, and reduction if not eradicate the challenges facing Domestic tourism promotion.

CONCLUSION

Considering that this is the last chapter of this study, this research inquiry was able to refer and create a link among other chapters of this study; through this link this chapter has been able to make the necessary conclusion and recommendations. Relating the objectives of the study with the findings really played a big role in helping this research inquiry in drawing the necessary conclusion and recommendations. It was from the findings of the study that the researcher could see what is challenges and lacking in the study, and what perception of the stakeholders and respondent are towards domestic tourism, and so the researcher was able to make the general conclusion and recommendations.

Although the issues of challenges in domestic tourism promotion to SNP and marketing development among SNP and other parks in Tanzania, are still clouded with lack of domestic tourism promotion marketing packages, absence of domestic tourism development and marketing policy and strategy, lack of attention from domestic tourism business sectors, lack of attention from the government towards domestic tourism, poor service quality to domestic tourists, poor attitude of the government bodies towards domestic tourism, low per capita income of the country and high cost of services it is hoped that in the near future government will increase their budget to the sector, stakeholders will participate and cooperate in promotion activities and eventual people will gradually understand domestic tourism and its related development.

Serengeti National Park is doubtless one of the domestic tourism destinations imbued with potential. It need to handle and treated with care, so that it can provide optimum benefits in the world of domestic tourism. All promotion, marketing and any development initiatives need the involvement of domestic tourism stakeholders and local people particularly to the area of research (SNP) so that local policies and principles can be better understood and implemented for the benefit of all domestic tourism stakeholders, including the peoples from SNP.

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