

Factors Influencing Domestic Tourism in Tanzania: A Case of Arusha City

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Abstract— Domestic tourism is practiced worldwide. It greatly contributes to the number of visiting tourists and the national economy as well. However, it is still invisible and inadequately documented. This study intended to bridge this gap of knowledge by investigating the factors influencing domestic tourism using Arusha City, Tanzania as a case study. The study employed both qualitative and quantitative methods in data collection using semi-structured interviews and questionnaires respectively. A sample of 80 people was selected from a total population of 400 employees in eight different institutions in Arusha City. The Statistical Package for Social Scientists (SPSS), inferential and descriptive tools were used to analyse data. From this study, it was found that the major factors affecting domestic tourism in Tanzania include relatively high tax rate in the country compared to the other neighboring countries' safaris, the cost charged for tourism services is generally unaffordable, the cost for food and drinks at attraction sites was found unaffordable, and there is low awareness of the available tourists' attractions. The study concluded that the major challenges facing domestic tourism in Tanzania are low awareness, poor quality of services provided to domestic tours, and few people having less interest in visiting the tourist attraction. The study recommends increased awareness on part of the policymakers, involvement of many stakeholders in the tourism sector, and academic institutions to develop new programs which allow students to have time to visit different attractions present in their region to instill enthusiasm in tourism industry.

Keywords— Tourism, Tourism in Tanzania, Domestic Tourism, Factors influencing tourism, Arusha City.

I. INTRODUCTION

1.1 Background

Domestic tourism is the active participation of the local people in the tourism sector. The World Tourism Organization (WTO) describes domestic tourism as the activities of individuals traveling to and staying in places outside their typical environment but within the country of residence for recreation, business, and other purposes for a duration not exceeding one year [1]. Lawton [2] stated that travel may be intended for leisure activities, visiting relatives and friends, as well as business visits. A dynamic domestic tourism sector may promote visitors who may

spend in off-season months with significant contribution to the overall economic stability, profitability, and productivity of the industry.

Domestic tourism usually provides outstanding support for the growth of the tourism sector in any country including Tanzania. Moreover, domestic tourism is very important to the society such as being used by governments as the tool for economic growth, elimination of the local poverty by narrowing the gap between rich and poor, upgrading the infrastructures, addressing the seasonality within regions, and alleviating pressure from overcrowding through discretionary pricing policies [3]. Domestic tourism allows local people to understand and

conserve the different cultures among the indigenous people of the country rather than destroying it [4]; also it plays an important role in environmental sustainability and protection [5].

Pierret [6] reported that, historically domestic tourism is the first form of tourism that was practiced and today it continues to account for most of this tourism activity. It is estimated that at the global level out of the 4.8 billion tourist arrivals per year, 4 billion (83%) correspond to domestic tourism. The Global Economic Impact Trend (GEIT) for the year 2020, reports that the majority of global spending on travel and tourism continued to be generated by domestic travel, accounting for 71.3 percent of total global expenditure, with the remaining 28.7 percent coming from foreign tourists. Although countries also prefer to concentrate on foreign tourism because of earned revenues, domestic tourism is considered to be a powerful tool for generating jobs and economic growth, poverty reduction, and infrastructure upgrading. According to [1], worldwide, domestic tourism is likely to be a key driver of COVID-19's initial recovery for the tourism sector.

Despite the figures mentioned above, domestic tourism is an invisible portion of total tourism activity worldwide due to the absence of good disaggregated data. The tourism field and the research community concentrate primarily on the quantities and expenses of international tourism [7]. This is convinced by the fact that there is greater availability of information on foreign tourism flows and its continued acceptance by several government agencies as more important from an economic perspective that represents high revenues unlike domestic tourism, which means money recycling within the nation [8]. In countries like Brazil, India, Germany, China, and Argentina more than 80 percent of tourism sector revenues are contributed by domestic tourism [3]. In China the increase in the amount of international tourism does not overlap the growth and number of domestic tourists [9]. Similar situation has been reported in the Latin American countries like Peru where the total number of domestic tourist trips is ten times more than the number of international Tourists arrivals [10]. This increase in the number of tourists is influenced by general improvements in infrastructure and communication which is partly due to public policies. [11] Concluded that growth of domestic tourism in richest countries and middle-sized countries is due to plenty of opportunities for domestic tourism and economic affordability of the people.

In Africa, development of domestic travel is mostly restricted due to the low-income levels of the people with exception to South Africa [7] which allocates

a large budget in promoting the tourism sector. The budget allocated for South African Tourism Board is ten times more than the budget allocated for Tanzanian Tourism Board [12] Apart from increasing budget for domestic tourism, Kenya introduced a policy of a reducing hotel rates for local people to encourage a large number of domestic tourists [12]

Tanzania is ranked third country in Africa and the 19th worldwide with more biodiversity, and the third country in Africa with the most World Heritage Sites [13] since the mid-1980s, following major reforms in foreign tourism policies, Tanzania has experienced tremendous growth in nature-based tourism. Little information, however, has been published though on developments in Tanzanian tourism and tourism products. Evolving from the ideology of socialism, the government of Tanzania originally controlled the tourism industry as a result Tanzania Tourist Corporation (TTC) built, owned, and managed fifteen properties and hotels. The development of tourism, it was argued, would not contribute to the socialism policy of self-reliance, as would promote a dependency upon the developed world [14] Therefore, the government invested few funds into tourism infrastructural works and discouraged private and foreign investment. Despite this lack of initiative, tourist numbers increased within the country during the 1960s and 1970s. With the increasing economic crisis and subsequent political reforms, the Tanzanian government belatedly reconsidered and re-opened the Kenyan border in 1985 and began to invest in the tourism industry and saw the tourist visitation rising again. Subsequently, the TTC was disbanded and the Tanzania Hotels and Investments Corporation (TAHI) and the Tanzania Tourist Board (TTB) were formed. In addition, some private and foreign companies began to invest in Tanzania and provide some hotels of international standard. Despite these efforts, there was no strategy for promoting domestic tourism such as involving the young generation in their tourism industry in the sense that the future begins today [15].

To encourage Tanzanians of all lifestyles to become active participants in domestic tourism as a way of boosting the sector, domestic tourism stakeholders need to maintain a constant in and outflow of information and data about domestic tourism, produce tourism media (both electronic and print), and organize domestic tourism exhibitions. [16] Suggested information sharing strategy such as to facilitate access of local people to the product and educate Tanzanians on local attractions and products, negotiate with stakeholders to subsidize the rates for residents throughout the year in line with local earnings, and organize regular press briefings. Such strategies can improve the visibility of domestic tourism.

The Ministry of Tourism [17] reported that domestic tourism has become a significant form of tourism in Tanzania where it is found that it can cushion the tourism industry during low periods of international tourist arrivals. Despite this fact, domestic tourism in Tanzania has been receiving inadequate attention. Consequently, constraints facing this kind of tourism are not well understood, a situation which cannot be left to prevail with the understanding that Tanzania desires to improve the performance of domestic tourism along with international tourism. The study was conducted to contribute in the understating of the dynamics of domestic tourism in Tanzania.

1.2 Objectives of the study

The main objective was to determine factors influencing domestic tourism in Tanzania. The specific objectives were; i) to identify the marketing initiatives aiming to promote domestic tourism in Arusha City; (ii) to identify the challenges facing the promotion of domestic tourism in Arusha City; and (iii) to assess the strategies that may help to enhance the growth of domestic tourism in Arusha City.

II. LITERATURE REVIEW

There are many factors that affect tourism industry, both international and domestic. Some of the factors are caused by activities in the entire tourism chain: before, during, and after tourism. Consumer behaviour theories have been used in understanding factors influencing tourism industry. According to [18] the foundational theory was developed by Katona in the 1940s. Katona conceived that consumer behaviour influences economic affairs and incomes.

The choices, preferences and satisfaction in tourism industry are influenced to a larger extent by customer or consumer behaviour. Based on the consumer behaviour theory, [19] suggested that several factors may influence the growth of tourism; such factors may range from social and psychological effects on individual travel behaviours. On the other hand, [20] argued that factors like family decision-making, faithfulness, and engagement are also claimed to influence the sector.

According to Song [21] tourism demand is defined as the amount of a set of tourist products that the consumers are willing to purchase during a given period and under some given circumstances, which are determined by the predictor factors, in this case, the factors are, marketing initiatives aiming to promote domestic tourism, challenges that facing the promotion of domestic tourism and strategies to enhance the growth of domestic

tourism. The consumer behaviour theory provides a theoretical framework governing the motivation behind the decisions made by consumers [22] The marketer or tourism service providers must study these factors through marketing research before the production and sales. Consumer behaviour (CB) contains certain decisions, behaviours, ideas, or experiences which satisfy the needs and wishes of consumers [23] It is concerned with all operations specifically involved in the production, use and disposal of goods and services, including the decision processes preceding and following those actions' [24] The CB remains one of the areas of marketing and tourism because it is involved in the identification of what influences these decisions. The consumer behaviour theory suggests that, consumers are very important economic agents who seek to maximize utility derived from the consumption of a bundle of goods and services, say economic, marketing, and cultural factors that may represent tourism and non-tourism consumer goods means that the behaviour of any person who can be a tourist or not that their decision-making is based on making choices that result in the level of benefiting an individual. The assumption of logical or important behaviour implies that consumers would rather take actions that benefit them rather than actions that are not beneficial.

There was been new development in consumer theory since Katona's inception. [25] explained that consumer behaviour considers a comprehensive range of factors influencing the consumer and accept a broad or complete range of consumption activities beyond purchasing, which means that, a consumer is a person who sometimes needs to be paid attention to what he/she wants to purchase at that time and these activities commonly including the need of recognition, information search, and evaluation of alternatives. This more complete view of consumer behaviour has evolved through several observable stages over the past century in light of new research methodologies and model approaches being adopted. Therefore, there should be more attractions or products because a consumer especially a tourist is a person who prefers more in making a choices about the product he/she wants to consume, not only that but also these more attractions and products helps in building of purchase intention and consumption to the tourist [26] in their study found out that customers/buyers spend more effort trying to search for information using the internet rather than traditional information sources, provided it is low-cost and obtainable. But on the other hand, [27] demonstrated that the longer time consumers/buyers locked in looking at the data on the web, the more that information influences their choice making. In any case, the electronic proposals on social media websites back

buyers in their buy choice, increment customers' fulfillment, and grant shoppers positive brand pictures. [28] Proposed that online word-of-mouth on social media may be a cost-effective promoting device for neighborliness companies. [29] suggests a marketing mix strategy that consists of product, price, place and promotion is very important to be known by marketers in order to be familiar with the field of marketing so as to compete with the competitors in the market especially in domestic tourism.

Tarlow [30] concluded that tourism security is an important part of both management and the tourism sector itself after conducting a study on different popular tourist destinations such as Charleston, Las Vegas, Nevada, South Carolina, the Dominican Republic, and Rio de Janeiro. He also reported that the police departments and private security professionals in tourism attraction areas, parks, and hotels have come to realize that the tourism security and safety of tourists are important for the survival of tourism. This is because it plays an important part in attracting more visitors to the destination and hence improving the life of the communities around the tourist attractions, however, the tourists who are consumers always prefer visiting safe places. [31] Reached to the same conclusion after his study in Tanzania that security of the tourists is a central theme to ensure the long survival of the tourism sector.

Meharajan [32] takes a different approach by explaining that, poor service or a service failure will result in dissatisfaction and this, in turn, will give rise to a variety of responses which may include complaining. Service failures are unavoidable in any service especially in tourism service because it is the one which consumed by the tourists. Therefore, the service failure that customer experiences can be classified into service delivery failure, which consists of unavailable service, unreasonably slow services as well as other core service failures such as accommodation, the other category is failure to respond to customer needs and requests.

Corsale in [33] explained that vacation decision-making processes have become more complicated on the one hand and less so on the other. This is due to major changes taking place in the tourism industry and other related sectors during the last 30 years. One of the major factors for the increased complexity is the multiplication of destinations other features are where to go? Especially in larger cities and major attractions, what to see and do? Mainly on major attractions, relatively expensive travel costs, frequency of travel, and information of sources such as guidebooks, travel agents, and newspapers. However, due to a list of major changes specifically the development

of many types of tourism such as city, rural, wildlife, heritage, and niche, the multiplication of destinations, improved access to travel information, decreasing costs of travel, and hence aggregate travel frequencies less and fewer decisions of traveling fall into the non-routine and high-involvement type of decision process.

Probably Gray [34] has remodeled well the consumer theory postulated by Katona. Gray considered that buyers who are conscious about the environment, their ability to understand information, what motivates them, and personal characteristics including age, gender, financial situation, occupation, background, satisfaction, culture, location, the best quality of product, and consumers buying behaviour are influenced by many factors including availability of income and the quality of the product which are missing in the Katona's theory. All of them are the demand of the consumer or domestic tourist.

Few studies have been conducted concerning domestic tourism. A study by [35] in Nakuru Kenya, concluded that promotion of marketing activities means (ways to make tourists to choose your property which in this case is tourist attractions) do impact the performance of domestic tourism. The study recommended that satisfactory resources should be allocated for promotional activities, especially financial and human resources. [36] in his study titled "Tourism Promoting Techniques and Residential Tourism Request in Kariba Resort (Zimbabwe)" utilized subjective investigated tourism promoting methodologies that can be utilized to upgrade residential tourism in Kariba Resort. The results showed that there's an adjacent relationship between tourism requests and tourism players utilizing different showcasing procedures to request to local people. The discoveries appeared that Kariba as a resort goal is affected by the lack of partner participation within the promoting of the goal to the Zimbabwean visitor showcase.

Another important factor affecting domestic tourism is cost or instituted charges. [37] Characterize the tourism charge as the source of financing. This is due to its tax as income being used by the Government in its expenses. This was supported by [38], who also suggested that charges of tourism exist in several shapes and are forced by national and neighborhood governments to finance the open administrations that are utilized by outside visitors and inhabitants. [39] Categorized tourism assessment as tax collection through the common charge framework and uncommon charges forced on particular visitor activities.

Lweka [40] mentioned infrastructure as key to the growth of tourism. They considered tourism infrastructure

as physical elements that are designed and erected to cater to visitors. [41] consider infrastructure as the provision of public safety, transportation services, medical system, financial system, education system, and other services involved in the population's as well as tourists' demand. According to [42], roads like tarmac roads and airports are considered as infrastructure. In addition to that, infrastructures are considered as an important factor that influences the investment in tourism sectors. [43] In their study on domestic tourism in Brazil observed that regional attributes were very significant in domestic tourists' choice which made them conclude that investment in tourism infrastructures is needed to advance their attractiveness and a collective number of domestic tourists. In places like Iran, the efforts such as uniting the different festivals throughout the entire country have stimulated domestic travels and increased the number of the domestic tourists [44]. According to [45] there is a direct link between transportation development and tourism industry development. Without transport, there will not be travel to the desired places, and without transport, there will not be tourism.

In Tanzania, hotels, motels, and resorts are an important part of the tourism industry. Various grades of hotels are classified as one star to five stars based on facilities available at the hotels. Tourists can select an accommodation as per their needs and budget [46]. According to Tanzania Tourism Board (TTB), the country has different accommodation options which include luxurious game lodges, heritage buildings, and resorts. Other accommodations found in attractions in the country are backpackers, bandas, apartments, bed and breakfast, campsites, guest houses, home stays, hostels, hotels, lodges, villas, and tented camps. However good and affordable accommodation is the main part of tourism which plays the part of capturing more tourists in a destination. In Arusha the unique tourism activities are provided in different tourism attractions such as the Arusha National Park that offers activities like game drive all year, walking, Mountain hike- nights four days adventure, canoeing, and camping [42]

According to Mbaiwa [47], there have been considerable efforts in ranking international tourism promotion over domestic tourists by destinations, especially in developing countries/regions. Leisure has been mentioned by [48] as among the reasons that play an important part in an increase in the number of tourists. Other people travel to another destination for recreation or business [49]. [50] reported that, income is the factor that enables the person to visit the tourist attractions. [51] Suggested that affordable price is important in increasing visitors to the destination while [52] observe that time cost

fluctuates according to their value of time. [53] Argued that cost is a major consideration determining the demand for a destination. It generally includes two elements: the cost of travel; and the cost of living and other services at the destination. [54] Consider local food as a vital element that helps in creating the sense of a place and increases destination appeal. Visitors usually like different choices, therefore the availability of different food products and related activities can act as one of the motives for tourists to stay longer at one place. Food and drinks are necessary elements when tourists visit the destination because if it satisfies them, they will stay more in the destination hence an increase in income. In countries such as New Zealand, the statistics indicated that expenditure on food and drinks in 2009 was 11 percentage compared to spending on accommodation which was 9 percentage of the total tourism expenditure [55]). [56] Reported that a lot of lodgings and hotels in Kenya have exceptional stimulation because they provide different choices in menus and movement programs that are only for kids mean that the kids will have a great time while the parents unwind and loosen up.

Another factor influencing tourism growth is the tour operator's packages, which can be defined as "Tour operator as the one who has the responsibility of putting the tour ingredients together, marketing it, making reservations, and handling actual operation." [57] States that tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/ services and combine them into a package tour, which they sell directly or indirectly to the tourists. The package sold to the tourists is called an itinerary.

Among the challenges to domestic tourism is low awareness or lack of knowledge of the attraction sites. [58] Argues that if more individuals are taught, the more they get data, the more their minds became full of what to investigate in their nations. [59] Observed that most young people have the perception that visiting national parks is unexciting for young people and that it is special for foreign people. That is a wrong perception that should be taken into consideration because even residents of the country which have different tourist attractions need to visit their tourist attractions. [60] Considered the family as the emotional heart of the society, not only that but the family makes up a significant proportion of the tourism market. The authors also argue that family tourism is driven by the increasing importance of promoting family togetherness, keeping family bonds alive, and creating family memories. Therefore, a family which is together it is easy for them to plan for visiting the tourist attractions. [61] Reported that at the level of education, there was a

major contributing factor in domestic tourism with 86 percent of participants having a middle-level education and above.

III. METHODOLOGY

3.1 Tools for the study

A descriptive and analytical cross-sectional survey research design was employed. It is a descriptive study because it sets out to describe which factors influence domestic tourism in Arusha Region. It is an analytical study because it contained testing hypotheses related to factors influencing domestic tourism in the study area. Both qualitative and quantitative methods were used. A quantitative approach was used when administering questionnaires while a qualitative employed through semi-structured interviews [62]. In this study, a total of 400 people were used as the population. The population included both the management and employees from eight selected tourist linked institutions in Arusha. Slovin's formula was used to calculate the appropriate sample size from the population. The sample of 80 respondents obtained from eight institutions included 8 people from TANAPA, 5 from TATO, 6 from TTB, 9 from Leopard Tour Company, 10 from Abercrombie & Kent Tour Company, 12 from Tourism Arusha Centre Tourist Inn Hotel, 28 from Cultural Heritage Centre, and 2 from Tourism section in Arusha City Municipality.

Data collected from questionnaires were analysed using SPSS as well as inferential and descriptive tools. Secondary data were accumulated through a narrative examination where inspiration and showcasing procedures and arrangements were looked into. A questionnaire is utilized generally than an interview instrument since the analyst will require a parcel of data from a huge populace inside a relatively brief period. The interpretation was based on the mathematical measure to the dispersion of the collected information. This mathematical measure involves the utilization of the Likert scale from the data collected using a questionnaire. The measure is called consensus, this measure reflects the general agreement among the respondents/collective opinion of the respondents. The measure produces a single value that ranges from 0 for complete disagreement, to 1 for complete agreement. Study gave due importance to ethical issues that the researcher asked for permission to collect the data from the respondents, and the respondents were given freedom on responding to the questionnaires.

3.2 Study area

The study area was Arusha City which is considered as the centroid of tourism activities in Tanzania, the reason

behind the selection based on the availability of tourism attractions that are more marketable and popular to the tourists and worldwide compared to other parts of Tanzania. The city is located in the northern tourist circuit comprising of the regions of Tanga, Kilimanjaro and Manyara. The city has a population of about 500,000. It is the head quarter of the East African Community. The major tourist attractions in the northern circuit include the Kilimanjaro Mountain (the roof of Africa), Ngorongoro Conservation Area (NCA), the Olduvai Gorge, Tarangire National Park, Mkomazi National Park and Arusha National Park. The city has a concentration of tourism facilities like hotels, lodges, restaurants etc, and tour companies.

IV. RESULTS AND DISCUSSION

4.1 Market initiatives aiming to promote domestic tourism

The results from respondents revealed that the tax charged to companies was not an inhibitor to the provision of tourism services to tourists. This is depicted by the degree of agreement of management and staff members on Likert scale of 0.47 implying that 0.53, which is majority opinion that the VAT introduced in 2016, does not discourage the tourism sector in Arusha.

The majority of the respondents rated it well as indicated by a consensus of 0.64 on likert scale. This degree of agreement signals an appreciation of the improvements being done. The results agrees with observation by Improved infrastructures in tourist sites are considered a result of investment in infrastructures as [43] that investment in infrastructural improvement is fundamentally important especially in the development of the tourism sector. The similar conclusions were given by [40] and [41]

During the study area visits, it was observed that the private hotels and tour companies offices were highly secured with private security companies such as Garda World. The degree of agreement was 0.74 on likert scale, which indicated that the majority considered that the tourism sites were secure. The findings are in agreement with observations reported by [31] and [30]

4.2 Tourism sites and activities

The observation during the study area visits indicates that there were multi-activities offered in attraction sites. A consensus of 0.56 of respondents was satisfied with the number of tourism activities offered. This is not surprising because Arusha National Park itself offered multi activities such as game drivers, walking (short and long distances), canoeing, mountain climbing,

horse riding, and cycling [42]. Similar observation is shared by [63] in his list of different tourism activities. These activities are very important for offering entertainment and long-term satisfaction to tourists.

The questionnaire’s results shows that the majority of the respondents were satisfied with accommodation as indicated by the consensus ratio of

0.51. This indicates that the stakeholders perceive that there are sufficient tourist accommodations to satisfy the current needs. [46] Reported that, available accommodations at the study area ranged from luxurious game lodges, hotels, motels, and resorts gave tourists wide options of selections. The summary of the findings are given in Table 1.

Table 1: Marketing initiatives aiming at promoting domestic tourism

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	TOTAL
Tax rate	25.8	9.7	35.5	12.9	16.1	100
Infrastructure improvement	8	0	17.8	50	24.2	100
Security rate	0	0	17.8	38.7	43.5	100
Tourism site and activities	11.3	0	41.9	24.2	22.6	100
Accommodation	6.4	14.5	8.1	30.6	40.4	100
OVERALL	51.5	24.2	121.1	156.4	146.8	500
AVERAGE OF PARTICULARS	10.3	4.84	24.22	31.28	29.36	100

Source: Field Data, (2021)

4.3 Challenges facing promotion of tourism

From the study, it was revealed that the majority of respondents were aware of available attraction sites found in a country. The awareness of the respondent was because of the promotion efforts made by television channels as Clouds TV, TBC, ITV and Channel Ten [64]. Despite the effort made, by the majority with a consensus of 0.56, they were unaware of available attraction sites with exception of common attractions such as Mt. Meru and Kilimanjaro, Ngorongoro Crater, Serengeti and Arusha National Park. The unawareness of the tourist sites can be due to unavailable information and this can be supported by [59] who argued that the unavailability of information prepared in a native language acts as an obstacle to spreading knowledge and awareness about the available attraction sites in the country. For this matter, the use of Kiswahili, the native language spoken by all Tanzanians brings to the platform a unique opportunity for the growth of domestic tourism in Tanzania.

The study also showed that only a minority of the population in Arusha city, as depicted by a consensus of 0.45, took their families to visit attraction sites. The importance of family tourism as argued by [60] is that, it constitutes a significant proportion of the tourism market

as well as promoting family togetherness. Another observed challenge for limiting domestic tourism is insufficient income and responsibilities in the family. Other people thought tourism was special for only foreign people just because the people thought tourists reported in the media were foreigners. This mindset should be changed. The other obstacle mentioned by respondents is inadequate tourism information (which includes the location or addresses of the facilities). Their response agrees with the findings from a study conducted by [65], which indicated the lack of information centers in tourism destinations. The presence of the information centers eases the flow of valuable information to the people intended to visit places.

Almost 50 percent of the service providers considered the poor quality of domestic tourism services as the major challenge that domestic tourists faced as they visited tourist attraction sites. The failure of services seems common and inevitable as mentioned by [32], having a wonderful reception of visitors, the presence of instructions in a familiar language, and the high quality of accommodation creates unforgettable memories for tourists. The summary of the findings are shown in Figure 1.

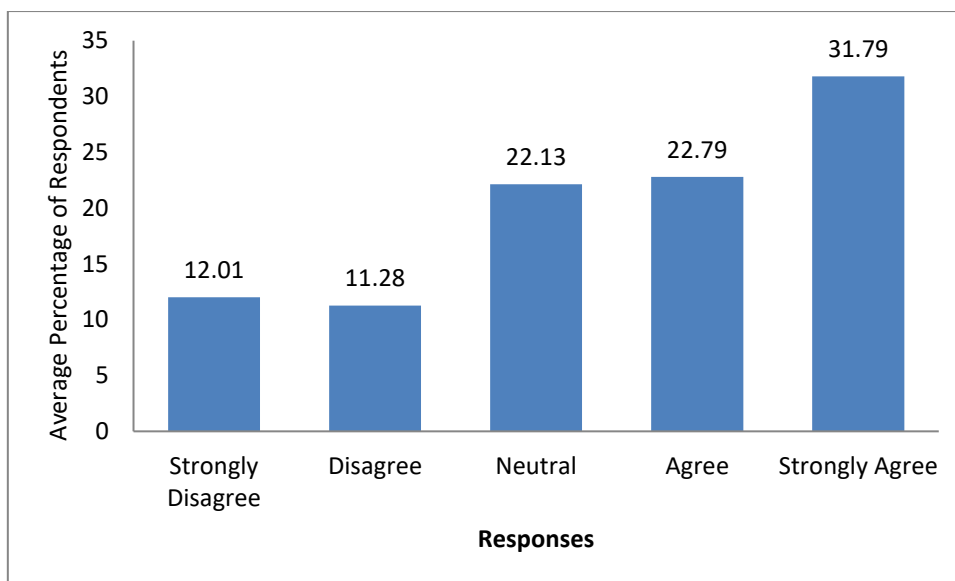


Fig.1: Challenges facing promotion of tourism (Source: Field Data (2021))

4.4 Strategies to enhance domestic tourism

Results from questionnaires indicated a consensus of 0.5 on income factor. The respondents agreed that the income they get can sustain them for tourism services. This implies that salary or income is an important factor in boosting domestic tourism. Thus it can be stated that the growth of the tourism sector is linked to the economic growth of individual families.

Tour companies has packages prepared principally based on transport, meals, park fees, accommodation. The result from the questionnaires indicated a consensus of 0.50, depicting that charges were affordable to the majority. The findings confirmed suggestion by [66] that the charges instituted on tourists affect their choice on travel destinations. Therefore, to increase the affordability of charges TTBB needs to prepare “guidance of fair prices in packages” so that both domestic and international tourists can afford it. This is in presumption that affordable charges will make the tourists visits to be in a big number and hence increase income to the nation through taxes.

It was also observed that there are plenty of transport modes to reach Arusha City, passenger’s buses, flights, hired vehicles, and train. All of these transportation means are important as argued by [45] that without transport there is no tourism. The study shows that there were scheduled flights that linked the tourism city of Arusha to other destinations in the country. Some tour

companies have formal memorandum of understanding with charter planes operator on scheduled flights and prices to guard against unnecessary fluctuations. A consensus of 0.58 from questionnaires indicated the degree of collective opinion that the costs charged on transport were fair, implying that the available transportation costs to attraction sites were affordable to the majority. The only consensus of 0.42 represented respondents who felt uncomfortable with the transportation costs. On park entry fees, they perceive that the entry fees charged by TANAPA were unfair. This implies that the majority of respondents were uncomfortable with the charges.

Some National Parks and attraction sites allow visitors to carry their own food and drinks during a visit. The majority of the respondents felt that the cost of food and drinks in the sites was unaffordable, as indicated by a consensus of 0.67 on likert scale. This measure implies that the majority were uncomfortable with the cost of food and drinks charged by tour operators who prepared priced packages with available restaurants, and hotels that provide food and beverage services. As argued by [54] food and drinks can act as symbolic for a place. It was learned from the respondents that national parks allow the tourists to carry their food in the parks, but bad enough, tour operators when preparing their travel itinerary, they include the cost of food and drinks and thus the situation looks like a double pricing. The summary of the findings are shown in Table 2.

Table 2: Strategies to enhance the growth of domestic tourism

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	TOTAL
Income	22.6	9.7	29	27.4	11.3	100
Tourism charges	9.7	29	21	29	11.3	100
Transportation cost	11.3	22.6	27.4	30.6	8.1	100
Entry fee at Park and attraction sites	12.9	1.6	40.3	29	16.2	100
Cost of food and drinks	4.8	16.2	32.2	32.2	14.6	100
OVERALL	61.3	79.1	149.9	148.2	16.5	500
AVERAGE OF PARTICULARS	12.26	15.82	29.98	29.64	12.30	100

Source: Field Data (2021)

V. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

From the study it can be concluded that;

- i. The market initiatives on domestic tourism in Tanzania has indicated a good performance especially on important issues such as tax rate, infrastructure improvement, security rate, tourism sites, activities and accommodation.
- ii. There are still several challenges to be addressed that include maintenance of roads in national parks destroyed by wildlife and rains; destruction of farms and other surrounding communities’ property by wildlife etc.
- iii. Challenges facing the promotion of domestic tourism in Arusha City (which may also apply to other cities in Tanzania) include few people have less interest in visiting the tourist attraction (primarily caused by low income); low awareness of the available tourist attractions; and poor quality of services provided to domestic tourists.
- iv. The strategies that may help to enhance the growth of domestic tourism in Tanzania include increasing the salary of employees so that they can meet their basic needs and adventures, reducing charges such as entry fees to domestic tourists when visiting attraction sites especially National parks, locating accommodation and entertaining facilities near tourist attraction sites and the reduction of the cost of food and drinks in the national parks.

5.2 Recommendations

5.2.1 Creating awareness on domestic tourism

The Government of Tanzania should increase its awareness of the impacts of tax rate changes and how domestic tourists are affected either indirectly or directly by these changes. However, the stakeholders should join hands with the government to increase awareness of the available attractions to Tanzanians through more investment in advertisement/marketing using social media. The investment in the circulation of information should go together with promoting the local tour operators to ensure that more participation of the local people.

5.2.2 Promoting culture and traditional practices

The Ministry responsible for tourism and investors should focus on preserving culture and traditional practices by constructing museums in each region, together with an emphasis on events such as festivals and marathons. This will bring people together and advance culture and traditions as technology advances. The agencies and stakeholders need to promote and give priority to tourism attractions found in each zone of Tanzania. Promotion of each attraction site will increase awareness to people near the zone and avoid biases.

5.2.3 Intergration of domestic tourism in academic programmes curricula

The academic institutions especially colleges and secondary schools should start developing new programs which allow students to have time in visiting different attractions present in their region. This will encourage them to visit attractions when they are out of these

institutions. Institutions and governments need to provide funding for students and other researchers who intend to start any research targeting the preservation of available attractions and traditions.

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