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TRAVEL ACTIVITY PREFERENCES OF LOCAL AND INTERNATIONAL TOURISTS IN TANZANIA

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ABSTRACT
Although in Tanzania, tourism sector contribute a significant portion of revenue, the assessment of tourists' preference has received little attention. The development of science and technology has made tourists aware of the existence of tourist attractions worldwide; howeverthe choice of destinations has left entirely on tourists'. They are the ones' who choose where to go and when to go. The challenge for today's tourism stakeholders is for them to deliver what is needed by travellers. Currently, the tourism sector in Tanzania is in stiff competition with countries such as Kenya and South Africa in attracting more tourists. In order for a country to stay ahead of the competition, it is imperative for tourism stakeholders to understand tourist preferences. This study at aimedat identifying preferences for travel activities among tourists. Furthermore, the study alsoexamined the differences in preference for travel activities among tourists. A total of 431 respondents aged 18 and above was obtained through convenience sampling and used. The study identified visiting city attractions, islands and beaches as top three preferred travel activities by touristsand visiting casinos and nightclubs as the least preferred activities. Moreover, the study found that the two markets differed significantly in terms of preferences for beach, visiting city attractions, going to nightclubs, purchasing traditional clothes and jewelleries, as well as camping.

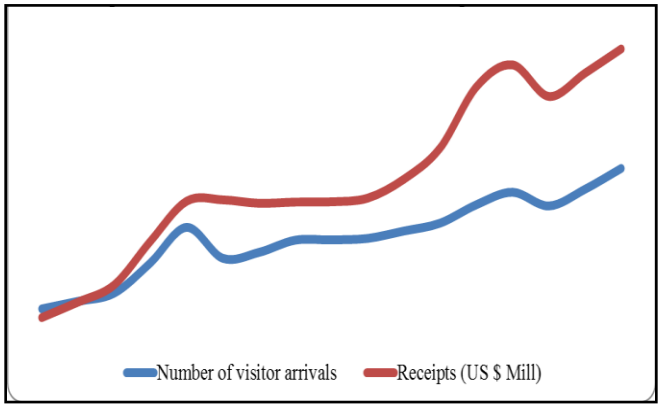
Keywords: Travel Activities, Preference, Tourists, Independent t test.

I Introduction

A. Background Information

Tanzania is famously known for her tourist attractions. It is the only country in the world whose more than 44 % of her land is covered with game reserves, controlled conservation areas and national parks (URT, 2014). The country is also known as home to the famous'Roof of Africa' the Mount Kilimanjaro. Due to these attractions in 2012, The New York Times named the country as the seventh position among forty five top tourist destinations. Following these attractions, the country has pulled thousands of international visitors from different parts of the world, thereby making the country to be known as one of the competitive tourist destinations in Sub Saharan Africa (Mkumbo, 2010).

Over the couple of years, the country has managed to register a growth of 65% in international arrivals. This is evident in the increase of number of arrivals from 782,669 in 2010 to 1.1 million in 2014 (URT, 2014; Online Tanzania Daily News, 2015). The increase of arrivals has resulted in the rise of foreign exchange receipts as well consider Figure 1 for instance, for the past three years the data shows that in 2010, the country earned a total of US$ 1.25 billion, an improvement from US$ 1.15 billion generated in 2009 (Tanzania Tourist Survey, 2010). The current data indicates that Tanzania experienced an increase in revenue from the tourism sector by 8.2% between 2013 and 2014 which is almost equal to 2,006.3 million US$ less compared to 1.853.3 million US$ respectively (Online Tanzania Daily News, 2016).



Source: Tanzania Tourist Exit Survey(2011)
Figure 1: International Tourist Arrivals and Receipts in Tanzania

Figure 1 shows that there was a notable performance in terms of international arrivals and foreign receipts from 2003 to 2007. Different from international market, domestic market in Tanzania failed to sample the same tourist attractions (Shaban, 2006; Anderson, 2010). Several reasons are cited in relation to this low performance. These include highly priced tourism products, poor customer service, limited awareness

regarding the existence of the tourist attractions, low income and poor communication and inadequate information (Anderson, 2010; Mariki *et al.*, 2011).

In order to curb these problems, the government collaborates with the private sector to boost this market. Despite the efforts no significant changes have been reported so far. The arrivals of local tourists to various tourist attractions are not in the same pace as international travel market. On average 27.8% of all visits to various attractions in the country for the past three years i.e., from 2008 to 2010 were done by locals and the remaining significant percent (72.2%) were by internationals (Tanzania economic survey, 2010). This shows that more international tourists visit various attractions compared with locals. Although international tourism is doing well compared with the domestic travel market, their performance is explained by the extensive promotional campaigns done by the government.

The government of Tanzania has invested a lot in promoting international tourism than domestic tourism. This is why the government has been conducted international tourism exit surveys each year with the aim of improving international travel market and possibly attracts more international tourists. In those surveys it was found that international tourists travel to Tanzania for leisure (Tanzania Tourism Sector Survey, 2010; 2014). Similar observation was reported by the current analysis done by WTTC (2015) that 86.7% of all the total visits to Tanzania are leisure based and only 13.3% are for business.

On the other hand, locals travel within the country either to visit their friends or relatives, and sometimes for leisure (Alchard & Kamuzora, 2007; Mariki *et al.*, 2011).The existing studies on domestic tourism in the country focused on addressing the factors affecting domestic tourism. However, more information is needed to highlight the activity preference of local tourists. Assessment of their activity preference is important because in 2014 this travel market contributed 31% of the total government income (WTTC, 2015). Although, the contribution of this market may seem insignificant compared to what is contributed by the international travel market, this travel market can do a lot if the government invests its effort to promote this market in the same way as it promotes international travel market. However, in order to promote it effectively and continue attracting internationalmarket, the assessment of travel activity becomes indispensable.

This study is important especially now when the country is expecting to attract two million international tourists by 2017 (The citizen reporter and agencies, 2014). In line with this, the country is also expecting an increase in leisure spending from both international and domestic travel market to reach 6% by 2024 from 3.8% in 2014(WTTC, 2014).

B Aims of the study

The current study intended to examine the preference of travel activities of both local and international tourists.This study also aimed at comparatively examining whether the two travel markets (i.e., locals and internationals) differ in terms of their preferences for various travel activities.

II Literature Review

A Travel Activity Studies

Globally, few researchers have examined travel activities in a broader perspective. Examples of those studies including a work by Law, Cheung and Lo (2004) who analyzed the perception of the importance of travel activities among Hong Kong travelers. These researchers employed descriptive statistics to highlight the importance of travel activities. They found that Hong Kong travellers perceived visiting family and friends and dining as the important activity, meanwhile outdoor activities ranked low. In the same line, Onome (2004) conducted a comparative study between foreign tourists and local tourists in terms of product choice, activity participation and travel motivations in Nigeria. It was found that foreign tourists valued more cultural and historical tourism while domestic tourism puts more emphasis on nature/ecotourism and beach/water resorts.

Chow and Murphy (2008), on the other hand, focused more on identifying the travel activity of Chinese outbound travellers for overseas destinations. They compared the views of tourists with those of experts regarding preferences for travel activity. Using the mean rankings, tourism experts considered that Chinese tourists would prefer sightseeing, shopping, culture and heritage, entertainment, participatory and dining activities in that particular order. Having compared the preference ratings between tourists and experts, researchers found that there was a modest degree of differences between the two groups. The major difference was in dining and shopping activities. It was further revealed that, travel activity preferences differed among Chinese who were from different cities and regions.

Tang *et al.* (2012), on the other hand, identified the activity preferred among international travelers (both business and leisure from Shanghai). Their results indicated that both groups had shown common interest in learning about the local people's life,

followed by entertainment activities and traditional activities.

Io (2015) examined the preference of tourist activities among Chinese immigrants during their homeland visits. Researcher further assessed the extent to which previous memories to their hometown influenced their current preference for travel activities. It was found that respondents participated in sightseeing and relive the past activities during their hometown visits. It was further highlighted that previous memories related to their hometown in their current life could significantly influenced their preference for tourist activities. The implication of the study suggests that the Chinese immigrants' preference for tourist activities during their hometown visit was attributed by their desires for cultural identity, relieving their previous life as well as learning the changes that happened in their hometown and in their own personal lives over a couple of years.

Notwithstanding what has been published so far, there are still limited studies on travel activity preferences among local and international tourists in Tanzania. Details whether local and international tourists prefer similar travel activities or they differ in their preferences is still limited. Therefore, the current study intends to address the existing gap.

B. Proposed Hypotheses

This study was guided by the following hypotheses. It was hypothesized that there is significant differences between local and international in terms of preference for H1: Visiting beaches; H2: Visiting islands; H3: Visiting city attractions; H4: Visiting casino; H5: Visiting nightclub; H6: Purchasing for traditional clothes; H7: Purchasing of traditional jewellies; H8: Purchasing of carving products; H9: Mountain climbing; H10: Hunting; H11: Camping.

III Research Methods

In order to limit the range of the study, the focus was on local and international tourists who were 18 years old and above, travelled to Nothern Tourism circuit and islands of Zanzibar and Pemba for leisure. The Statistical Package for Social Science (SPSS Version 20) was employed to analyze data. Cronbach's alpha was used to assess the internal reliability. Other techniques that were employed for data analysis includesdescriptive statistics which was employed to identify tourist demographic characteristics also to determine the activity preferences of tourists and independent t test to address differences in travel activities.

IV Research Instruments

A self- administered, both closed and open ended questionnaire was used to collect information about the travel activity preferences of local and international tourists. The demographic characteristics of tourists were measured using their age, gender, marital status, education, family size, nationality, income and their occupation.

Travel activity items (e.g., such as visiting beaches, visiting city attractions…) were compiled using a list of travel activities from a study of Chow & Murphy (2008) and Hsieh, O'Leary & Morrison (1992). These studies were adopted because they contain a comprehensive list of travel activities that are also available in Tanzania. The respondents were asked kindly to rank their preference for various travel activities in a scale ranging from 1 (the least preferred activity) to 7 (the most preferred activity). Additionally, an open-ended choice of others was given, in case there was a missing activity.

V Data collection

The actual data collection started around mid-January to end of May 2013. Tourists (both local and international) who were found at the Mwalim Nyerere international airport and those at the beaches of the islands of Zanzibar and Pemba were conveniently approached by the researcher and kindly asked to take part in the study. The decision to take part in the study was left entirely to tourists. Those who agree to participate in the study were given survey to fill in. Out of 500 surveys, only 431 were recognized as usable survey, representing a token usable return rate of 86.2%.

VI Results and Discussion

A. Demographic Profiles

The demographic characteristics of respondents in both travel markets are summarized in Table 1.

Table 1: Profile of Respondents

Variable	International frequency	Per cent (%)	Local frequency	Per cen (%)
Age:				
18-30	91	45.3	113	49.1
31-43	62	30.9	76	33.0
44-56	38	18.9	28	12.2
57+	10	04.9	13	05.7
Total	**201**	**100**	**230**	**100**
Gender:				
Male	125	62.2	143	62.2
Female	76	37.8	87	37.8
Total	**201**	**100**	**230**	**100**
Marital status:				
Single	94	46.8	119	51.7
Married	107	53.2	111	48.3
Total	**201**	**100**	**230**	**100**

Variable	International frequency	Per cent (%)	Local frequency	Per cent (%)
Level of education:				
Primary	02	0.9	25	10.9
High school	21	10.4	31	13.5
Certificate	08	03.9	20	08.7
Diploma	27	13.4	27	11.7
University education and above	143	71.1	127	55.2
Total	**201**	**100**	**230**	**100**
Occupation:				
Employed	123	61.2	126	54.8
Unemployed	78	38.8	104	45.2
Total	**201**	**100**	**230**	**100**
Nature of the work:				
Consultancy	19	09.5	30	13.1
Academic	32	15.9	24	10.4
Businessman/Businesswoman	65	32.4	32	13.9
Arts related activities	04	01.9	15	06.5
Others	81	40.3	129	56.1
Total	**201**	**100**	**230**	**100**
Family size (number of children)	102	50.7	139	60.4
Large (3 children and above)	99	49.3	91	39.6
Small (0 to 2 children)	**201**	**100**	**230**	**100**
Total				

Variable	International frequency	Per cent (%)	Local frequency	Per cent (%)
Nationality:				
American	19	09.5	0.0	0.0
Asian	39	19.4	0.0	0.0
African	51	25.4	230	100
European	67	33.3	0.0	0.0
Oceania	25	12.4	0.0	0.0
Total	**201**	**100**	**230**	**100**
Monthly household income ($):	19	09.5	132	57.4
Less than USD600	40	19.9	94	40.9
USD 601- 2999	50	24.9	04	01.7
USD 3000- 4999	67	33.3	00	00.0
USD 5000- 6999	25	12.4	00	00.0
USD 7000- or more				
Total	**201**	**100**	**230**	**100**

B. Reliabilty Results

Internal consistency reliability for the scale items was tested using Cronbach's alpha. The resulting alpha values ranged from 0.941 to 0.784 which were above the acceptable threshold (0.70) as suggested by Hair *et al.* (1998). Table 2 presents the summary of the reliability results.

Table 2 Reliability Results

Scale	Variable	Scale if mean item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted	Cronbach's alpha (α)
Sightseeing activities (ST)	Visiting beaches (ST1)	10.51	.694	.634	0.784
	Visiting islands (ST2)	10.68	.654	.675	
	Visiting city attractions (ST3)	10.64	.532	.801	
Entertainment activities (ET)	Casino (ET1)	2.32	.890	-	0.941
	Nightclub (ET2)	2.19	.890	-	
Outdoors activities (OD)	Mountain climbing (OD1)	6.99	.714	0.638	0.796
	Hunting (OD2)	7.61	.681	0.678	
	Camping (OD3)	6.81	.530	0.833	
Shopping activities (SP)	Traditional clothes (SP1)	7.84	.730	0.810	0.861
	Buying traditional jewelnes (SP2)	8.05	.789	0.754	
	Buying carving products (SP3)	7.89	.693	0.844	

C. Tourist Activity Preferences Results

Descriptive statistics was employed to identify the preferred and the least preferred activities by tourists. Table 3 presents the summary of the results.

Table 3Preference for Travel Activities among Tourists

Tourist type		Travel Activity Rating by Tourists							Total
		Visiting beaches							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	0	9	10	29	47	58	77	n=230
	international	10	12	16	24	33	42	64	n=201
		Visiting Islands							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	14	9	10	28	45	59	65	n=230
	international	14	10	11	23	31	49	63	n=201
		Visiting City Attractions							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	0	7	5	28	38	72	80	n=230
	international	15	15	15	34	48	34	40	n=201

Tourist type		Travel Activity Rating by Tourists							Total
		Buying traditional clothes							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	24	16	28	34	37	38	53	n=230
	international	46	39	26	26	26	16	22	n=201
		Buying traditional jewelries							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	36	23	22	39	28	35	47	n=230
	international	61	30	16	36	16	16	16	n=201

Tourist type		Travel Activity Rating by Tourists							Total
		Buying of carving products							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	43	12	21	41	35	38	40	n=230
	international	41	26	28	34	25	20	27	n=201
		Going to casino							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	129	14	30	21	15	21	0	n=230
	international	128	20	10	10	26	7	0	n=201
		Going to a night club							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	125	16	22	20	20	14	13	n=230
	international	111	37	12	9	26	6	0	n=201

Tourist type		Travel Activity Rating by Tourists							Total
		Mountain climbing							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	63	148	27	29	32	21	40	n=230
	international	58	24	14	28	16	27	34	n=201
		Camping							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	55	12	20	26	35	33	49	n=230
	international	56	22	20	28	27	25	23	n=201
		Hunting							Total
		LSP	MU	LU	N	LP	MP	TMP	
Tourist type	local	107	13	18	33	21	20	18	n=230
	international	78	18	3	25	36	25	16	n=201

Note: LSP= Least Preferred, MU =Moderately Un-preferred, Little Un-preferred, N = Neutral, MP = Moderately Preferred, TMP = The Most Preferred.

D. Independent t test Results

The test was conducted to determine if there was any significant differences existed between local (N=230) and international tourists (N=201) in relation to preferences for travel activities. After making sure that the data was normally distributed and the assumption of homogeneity of variance was met. The next procedure involved was comparing the mean difference between these two travel markets based on their preferences for various travel activities. The result indicates local tourists significantly differ from international tourists in preference for visiting beaches $t(372.5)=2.58$, p =.010; visiting city attractions $t(354.5)= 6.74$, p =.000; going to a nightclub $t(424.7)=2.39$, p =.017; buying traditional clothes t (429)= 6.22, p =.000; buying of traditional jewelleries $t(429)=4.58$, p =.000; and camping$t(429)= 2.81$, p=.005. Further analysis (see Table 4) indicates that local travel market had a high mean values for almost all the activities compared to international tourists.On the other hand, no significant difference was found for activities such as visiting islands $t(429)=.19$, p=.846; going to casino t (427.3) =1.7, p=.092; buying carving products t (429)=2.7, p=.008;mountain climbing t (429)=.30, p=.760 and hunting t (429)=.-1.9, p=.058.

In order to determine the magnitude of the mean differences, more analysis was performed using Cohen's d test to assess the magnitude of the effect of occupation on travel activities. Based on Cohen's d test, if d value ranges from 00-0.2 it means the effect is small, if it ranges from 0.3- 0.5 it means there is moderate effect and if d is greater than 0.6 then it implies that the effect is large (Cohen, 1988).

Therefore, based on these criteria, the magnitude of differences in preference for travel activities among two groups was largely shown in activities such as visiting city attractions and buying of traditional clothes. The medium effect was indicated in purchasing of traditional jewellies, and the small effect was seen in activities such as visiting beaches, visiting nightclubs and camping. Based on the overall results, hypothesis H1, H3, H5, H6, H7, H11, were supported and the rest were not supported.

Table 4 Results of Travel Activity Differences among Tourists

Travel activities	Mean (L)	Mean (I)	*t*-value	*p*-value	Cohen's *d*	Supported
H1: Visiting beaches	5.59	5.19	2.577	.010***	0.25	Yes
H2: Visiting islands	5.25	5.22	0.194	.846	NA	No
H3: Visiting city attractions	5.75	4.73	6.887	.000***	0.65	Yes
H4: Going to casino	2.31	2.04	1.690	.093	NA	No
H5: Going to a nightclub	2.51	2.10	2.395	.017***	0.23	Yes
H6: Buying of traditional clothes	4.61	3.41	6.215	.000***	0.60	Yes
H7: Buying of traditional jewelleries	4.27	3.34	4.577	.000***	0.44	Yes
H8: Buying of carving products	4.25	3.72	2.671	.008	NA	No
H9: Mountain climbing	3.75	3.68	0.305	.760	NA	No
H10: Hunting	2.91	3.31	-1.904	.058	NA	No
H11:Camping	4.17	3.57	2.814	.005	0.27	Yes

*Note: *** Significant differences at $p \leq 0.05$; Mean (L) = Local tourist; Mean (I) = International tourists; NA=Not applicable.*

VII Discussion

The overall findings indicated that the two travel markets differ significantly in preference for visiting beaches, city attractions, going to nightclubs, buying traditional clothes and traditional jewelries and camping. Local tourists were reported to have high mean values for all activities compared to internationals. One can be tempted to argue that this could be due to the fact that traveling has become relatively much more affordable. The affordability is related to the effect of globalization which has reduced the significance of national boundaries and market liberalization which has resulted in cost competitiveness in turn. Because of this, local travelers have started taking leisure trips to different parts of the world as a result they get exposed to other people's culture including learning about other people's interests. In addition to that, free trips to various tourist attractions and preferential rates designed to attract local tourists could be one of the reason why local tourists have shown interests in these activities compared to internationals. The finding of this study somewhat concurs with the previous studies that preference for travel activities differ among travelers (Dolnicar, 2002; Onome, 2004; Chow & Murphy, 2008; Choi, Murray & Kwan, 2011). Therefore, based on the study findings, the two travel markets are not homogeneous and it would be inadvisable to treat them as belonging to a homogenous market segment.

VIII Conclusion

In an increasingly saturated market like that of tourism, an understanding of tourist preference is important to destination managers. Since tourism destinations provide multiple travel activities, such as historical sites, for example, museums, city attractions, and traditional clothes; natural attractions including beach, and vegetation; and man-made resourcessuch as dams, a systematic analysis on preference for travel activities becomes indispensable. This analytical assessment can add value to the existing travel activity studies. First, the findings of this study indicate that visiting city attractions, islands and participating in beach activities are among the three top preferred travel activities for both travel markets. This implies that the preferences for travel activities among tourists can be explained better by these three activities. Thus, destination managers should focus more on these activities when promotingthe country's attractions within and outside the country.

Secondly, tourism stakeholders in Tanzania should try to match the preferred activities and the available activities at the destination when redesigning their tourism products in the long term development plans. In addition, the travel markets in Tanzania can be segmented based on the preferred activities. In the same line, it was observed that entertainment activities such as visiting casinos and nightclubs were among the least preferred activities.

Also, the promotional campaigns to market beach and islands in the country should go hand in hand with the promotion of other travel activities such as scuba diving, surfing and boat cruising. This strategy will attract tourists from different counties such as Germany, Oman, Denmark, Australia, South Africa, Italy and DRC.Apart from these attractions, more joint promotional campaignsare needed between walking tours and sightseeing activities. These activities may attract more tourists from countries like Switzerland, Australia and Mozambique. On the other hand, cultural activitiesshould be diversified to include activities such as trips to visit local community, opportunity to allow tourists to participate in traditional dances and visit art galleries.

Moreover, this study further examined differences in preference for travel activities among tourists. It was clearly shown that the two travel markets were not homogeneous and that they can be differentiated based on preference for visiting beaches, city attractions, going to nightclubs, purchasing of traditional clothes andjewelries, as well as camping. Therefore, it would be in the interests of destination marketers to highlight the existing differences when they market these

attractions. For instance, tour operators may find it beneficial to focus more on these activities when promoting local travel market than international market.

Although, the findings of this study are not longitudinal, it is expected that the information generated and the implications of the study may be of a vital help to tourism stakeholders. The information might also help policy makers and destination managers to develop more competitive strategies to helpTanzania to compete more successfully in the world tourism business.

IX Limitations of the study and areas for further studies

In this study the differences in preference for travel activities were tested across local and international tourists. Future studies should thus examine the differences within each group. The key tourism stakeholders can use such information to develop specific promotional campaigns to satisfy the needs of each niche separately.

The study focused on addressing travel activity preferences of tourists who visited Northern Tourist circuit and the islands of Zanzibar and Pemba. Future study should focus on other tourism circuit such as Southern part and see if similar results can be generated.

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Author Profile

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