



Socio–economic Determinants of Local Tourism Industry Development in Tanzania: A Case of Tarangire National Park, Arusha Region

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

This study was undertaken in Tarangire national park northern Tanzania looking on local tourism development as literatures shows domestic visitors is growing slowly by 20.4% in 2022 from 14.1% on 2019 comparing to international visitors which rose by 81.9% in 2022 from 40.4% in 2019 visiting various tourist destinations in Tanzania. Therefore, the study aimed to examine the perception of local community on local tourism industry and investigating the socio-economic

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determinants of local tourism development in order to inform the best approaches to be used as a catalyst for local tourism development in Tanzania. The study adopted a mixed research design where quantitative and qualitative research approaches were used. Simple random and purposive sampling was used to select respondents for the study through in-depth interviews, focus group discussions, observation and document review as methods used to collect data. A total of 134 respondents were involved in the study. Logistic regression was used to make analytical statistics for quantitative findings while content analysis was used for qualitative data. The findings revealed that, local visitors had a positive perception on visiting the tourist destinations of the country during their holidays for refreshment and learning new experiences on local tourism activities. The study revealed that, three out of eight socio-economic determinants which are income of the local tourist, promotion of tourist destination and accessibility of the tourist destinations are statistically significant at $P < 0.05$ with 95% confidence levels. Based on the findings, this study concludes that the will of local community to visit national parks is hindered by low income, low promotion coverage and poor park accessibility. Therefore, for domestic tourism to grow, the study recommends the authority to improve accessibilities whereby local tourist can get in using their own means of transport as to reduce cost of transport (hiring a tour guide truck). Also, Tanzania Tourist Board and other government agencies should strengthen its marketing strategies and dissemination of appropriate information through social Medias. Finally, the tourism stakeholders should create a mechanism that brings affordable price on tourism services especially accommodation and transport in tourist destinations of the country.

Keywords: Tanzania national parks; local tourism; international tourism; socio-economic determinants; Tarangire park; protected areas.

1. INTRODUCTION

National parks and other forms of protected areas (Pas) such as nature reserves, wildlife sanctuaries, biosphere and game reserves continue to be promoted worldwide because of their potentials for national and regional development through different human activities such as tourism activity (International Union for the Conservation of Nature (IUCN), [1]. By 2015, 100000 protected areas covers more than ten million km² which is 12% of the planet earth [2]. National parks around the world have remained the most restrictive compared to other PAs and are solely for the purpose of biodiversity conservation and protection of various plants and animals species especially the endangered species which are mostly attractive for tourism industry development [3].

Currently, international and local tourism has become an important sector for achieving socio-economic development, and has become an important industry providing crucial economic stimulus to both developed and developing countries [4]. The sector is increasingly recognized with ability to considerably contribute to economic growth since it contributes significantly on foreign exchange earnings, providing jobs and stimulate the development of small and micro-enterprises in most countries across world [5]. Fees from tourism activities act

as a source of national revenues and the sector has been a fast-growing industry in the world with an average annual growth rate of 4% in 2019 [6,5]. It is important to note that as local tourism industry is growing, rural Africa societies especially living adjacent national parks has been transformed over the recent years through earning of their livelihoods from local tourism activities reducing pressures brought by changing climate and other related challenges. It is reported that, local tourism industry generates about 292 million jobs worldwide and contributed US\$7.6 trillion to the global economy which is equivalent to 10.2% of the world's Gross Domestic Product [7,8]. It has been estimated that, Africa receives an average of 53 million international tourists visiting the continent per annum that led the earning of approximately US\$ 33 billion [7].

Although National parks provide important ecosystem services, being a major means of community livelihoods at global, national and local scales, concerns have been raised on the extent of their cotributions to national development especially through tourism services practiced by local communities which seems to be low, only covered by international tourist whereby with the incidence of international breakdown such as during COVID-19 the number of international tourist declined affecting tourism sector as local tourism is very low in

most of the developing countries. However, in developing countries particularly in Africa, tourism industry has proved continued growth which has been strongly associated, among other factors, with adoption of economic reforms that continue to take place in these countries with the regard on their levels of widespread poverty [9]. Furthermore, the growing demand from developed countries tourists along with abundant tourist assets available in Africa both the natural environment and culture also have paved the way on development of tourism industry in most of the developing countries in Africa [10].

Tanzania recently encouraged local tourism as one of the economic activities to support the tourism sector in times of global uncertainties and during low season since many countries across the world which perform better in tourism sector, they mostly rely on developing local tourism [11]. The country has taken a pace on ensuring significant increase in revenue from tourism industry through enhancing well-established local tourism programs that support tourism during low season so as to take an advantage of both local and foreign tourists [12]. According to [13] acknowledged that, the development of domestic tourism can influence stability on tourism development and it is not vulnerable to fluctuations in numbers caused by seasonality or problems arising from travel booking system, international airline schedules, changing international tastes, perceived security threats or world economic recession. It influences local economic development through purchasing of more locally produced goods and services that consequently support development of small-scale enterprises and the informal sector [14]. The government of Tanzania has formulated domestic tourism policy of 1999 with one among the aim of encouraging Tanzanian participation in the tourism industry [15]. It ensures the implementation of the policy strategies by developing master plan on 2002 (ibid). Those strategies were abided with price discrimination that involves setting different entrance fees being a dynamic price for local tourists to encourage Tanzanian citizens to participate on local tourism development.

Tourism sector is among the growing sectors of Tanzania's revenue generation which contribute towards economic growth. The sector contributes about 17.5% of the GDP and about 25% of the foreign currency earning [16]. According to World Travel and Tourism Centre (WTTC) travel and

tourism sector has contributed 7.6% to global GDP in 2022 an increase of 22% from 2021. In Tanzania, 17.2% of the country's GDP is earned from the tourism sector. With the abundant ecological resources and cultural benefits, the country has, the local people and country at large could have collected many revenues from domestic tourism with economic prosperity. These economic benefits are multiplied when are linked with other sectors such as hospitality, arts, crafts and transport. Apart from the great performance of the sector in terms of revenue generation and provision of employment, the statistics shows that large numbers of tourists are non-residents coming from Europe and Asia. Despite Tanzania being one of mega diversity countries with large number of attractions it receives, little number of local tourists annually compared to other African countries. The country has unique natural attractions but still the number of residents it's very low yearly and most of these attractions they are not well known by people from outside countries and even by local tourists despite of the efforts made by the government of tourism sector.

The government has increased investment on leisure and recreation such as cruise boats, casinos, parks, and other sports, including establishing a properly structured and well-organized branding, marketing and promotion strategy [17]. Together with price adjustments, the Government ensures development and improvement of basic infrastructure like roads, recreational sites, communication technology, railways, ports that connecting to existing tourists' honeypots and potential destinations to encourage expansion and development of local tourism [18,19]. The government also focused on the provision of cultural and sporting events which aimed at diversifying the tourism product and appeal to the local market focusing on an innovative strategy to develop local tourism like distribution of promotional materials, such as CDs, DVDs and promoting live musical performances to attract more local tourists [20,21]. The government also campaigned in schools to encourage student tours to tourist attractions as well engaged mass media in local fairs such as Nane Nane, Karibu Travel Fair and Saba Saba as a way of encouraging residents to visit the national parks and other tourists' honeypots found within their country (18). Despite of all these efforts which have been taken by the government to promote local tourism, the citizen level of participation is still not in encouraging [22, 23].

However, [24] argue that, local tourism in Tanzania is still negligible with local residents despite that some can afford the park fees and may have time to travel around the country. It is further reported that local tourism in the country has been receiving inadequate attention despite of full potentials of endowment of unique wildlife. Furthermore, many local tourist they see tourism attractions as solely for foreign visitors and poor transport and communication network [25,26]. Tarangire national park is one of the potential biodiversity significances of Northern Tanzania which constitutes highest abundance of migratory large mammal species in East Africa and ranked the second after the Serengeti National Park ecosystem [18]. The park ecosystem links the Serengeti Loliondo-Maasai Mara complex to the west with areas to the East such as the Amboseli-West Kilimanjaro landscape. Ecological potentiality of Tarangire National Park led the areas to be among the keystones of rapidly growing tourism industry in Tanzania.

With this potential endowments of ecological resources it could be one of the visited park in the country mostly by local tourist as geographically is closer to Arusha urban however, still little is known on why number of local tourists visiting the area is still insignificant compared to abundant ecological potentiality of Tarangire National park. Statistics show that for the past five financial years from 2015/2016 to 2021/2022 the number of local tourists who visited Tarangire National Park were 299,479 compared to international tourists which were 594,900 which is greater with various difficulty procedural arrangements for international travelers (Tarangire National Park financial data, 2015-2021) this creates questions which objectively push the need to conduct more studies at local level grounds on local tourist to reveal what is taking place under the ground. It is a stand point this study, therefore focuses to fill in this knowledge gap by analysing the socio-economic determinants which might be influencing local tourism development, lastly, looking how local tourist perceive tourism industry. It is anticipated that information gathered from this study will not only add knowledge to the existing literatures but it will also be used by various stakeholders like the government, policy makers and non-government organizations to address issues related local tourism activities as to increase tourism industry development in Tanzania.

2. THEORETICAL LITERATURE REVIEW

This study was guided by the Lee's Push-Pull Theory which was developed by Lee in (1996) to explain the role of push and pull forces on influencing people to travel. The theory states that, people tend to travel because they are pushed by internal and pulled by external forces; this imply that, there are motivational variables that push people to choose points to travel for leisure while they are pulled to travel by destinations attributed that attract them. Push factor are regarded as needs or wants of an individual that determine their desire to move away from their usual place of residence [27]. The theory highlights push and pull factors as concurrently related to travelers' decision to travel to visit a particular destination. Push factors in other words reflect on perception on whether to go while the pull deals with where to go. Moreover, the theory highlights occupational and income to among the push factors that enhances people's decision to travel. Increase in income and wage earning among people motivate their psychological construct to travel for leisure. Education also increases awareness among people that increase their possibility to opt visiting regional areas. Pull factors to the other hand determine as attribute linked to destination that pulls people to visit the destination. Safety and security in the destination areas, infrastructures like roads and communication, quality of service and facilities are among the pull factors that contribute on local tourists visiting the destination. Therefore Lee's Push-Pull Theory was used in this study to explore the usefulness of both pull and push forces as one of the basic determinants for development of local tourism in Tanzania in responding to international local tourism development.

3. METHODS

3.1 Study Area

The study was carried out between February and March 2022, in Arusha Region, located in the Northern zone of Tanzania. Tarangire National Park is located about 110 km South of Arusha town in Tanzania along the Arusha-Dodoma Road which covers approximately 2850 sq km. The park is bordered by Mto wa Mbu in the North and to the South is Mkungunero GCA [28]. In the East, Tarangire National Park is bordered by Simanjiro GCA and Lolkisale GCA in the North-East. The park is found south of large open

grassland plains of southern Masailand which characterized by grasslands and floodplains and therefore contains the dry season ranges for most of the mammals in the Tarangire ecosystem. It is popular for its tree climbing pythons, zebra, hartebeests, elephants, buffaloes, waterbucks, gazelles, oryx and abundant bird life.

because it is among of 22 National Parks in Tanzania easily accessible and visited by local tourists with experiencing promotion/advertisement through local and international medias, expansion and intensification of its coverage advertisement, yet the number of local tourist is not encouraging despite also that the park is near to Arusha urban centre. Therefore, it is from this argument the area was chosen for the study.

Selection of the Tarangire National Park as shown in Fig. 1, was chosen as case study

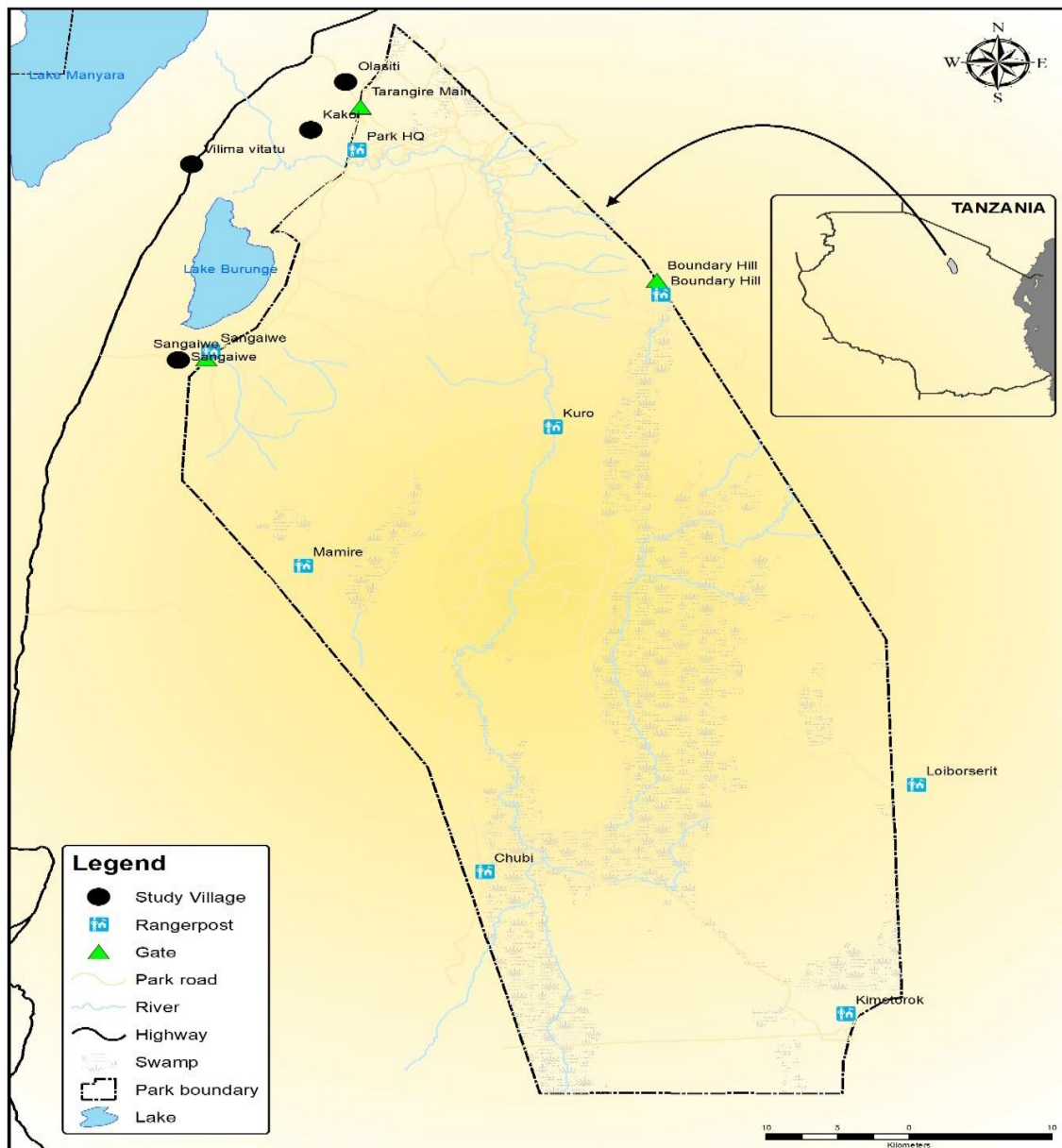


Fig. 1. Location of the study area

Source: GIS Laboratory, Cartographic Unit, Tarangire National park (2022)

The Tarangire National park experiences low rainfall with wet seasons consists of: 'long rains' (March to May) and the 'short rains' (November to December) which are often erratic with fairly widespread droughts in one year out of four. Total rainfall ranges from 500mm to 700mm per annum; with high geographical, seasonal and annual variations. The zone forms part of the semi-arid northern zone of Tanzania, experiencing low rainfall and short rainy seasons, which are often erratic with fairly widespread drought. The temperatures in the park range from about 20°C in July to 30°C in October. Temperatures are almost constant throughout the year, with mean daily temperatures ranging from 20 to 30°C. August, September and October are the warmest months due to relatively small differences in elevation.

3.2 Sampling and Data Collection Methods

The article adopted a mixed research design of both quantitative and qualitative methods formed the basis for data collection and analysis. The study used a case study design in collecting qualitative and quantitative data. The sample used in this study was obtained by averaging the number of local visitors in the month of July for the past five years which is from 2017/2018 to 2021/2022. July was chosen to conduct this study because it is the month of high season period where the researcher was able to get required number of local tourists. This study used a 10% sample of the total population representing 124 respondents selected for data collection. As recommended, the size of sample should neither be excessively large nor too small but optimum [29]. A sample size of 10% was considered to be a good sample since Boyd, (1998) suggested that, for a sample to be reliable and enough to contain elements of representativeness it should be at least 5% to 10%. The study used simple random sampling without replacement in selecting local tourists for interviews.

Table 1. Sample size

S/n	Month	Number of resident visitors
1	July 2017	1,083
2	July 2018	1,090
3	July 2019	1,405
4	July 2020	1,079
5	July 2021	1,532
Total		6,189
Average		1238
10% Sample size		124

Source: Field data, 2022

The study used simple random sampling and purposive sampling to select respondents (questionnaire survey) and key informants for interview. The sampling frame involved key respondents from park management and tour operators. At park level, one head of finance, Tourism, law enforcement, community relations and Conservation commissioner were selected for interview. Finally, five tour guides were selected as key informants making total of ten key informants. Also, visits were made to the main archive room of the Tarangire national park and the Ministry of natural resources and tourism. Primary data was collected through a questionnaire survey, in-depth interviews and field observation. A questionnaire survey was used to collect quantitative data from local tourist visiting the park using a semi-structured questionnaire, which had both open-ended and close-ended questions. Key informant like park management and tour operators were interviewed to collect primary information while secondary data were collected through documentary review. In-depth interview with key informants was used to collect qualitative data. The key informants comprised 10 people who were knowledgeable about the study theme. These included the Tourism officer, Law enforcement officer, Community relation officer, Finance officer Conservation commissioner and Tour guides. This method was used to collect information on varied parameters of local tourism development in the study area as well as effectiveness of the government and park to enhance local tourists to visit the area. Also trends of local tourist in the park, influential factors for the observed trend, and the major challenges hindering the park development. The information was recorded using a tape recorder and a notebook. Generally, in-depth interviews and observation methods were conducted to complement quantitative information from the questionnaire survey.

3.3 Data Analysis and Presentation

Qualitative data from key informants interviews and Observation were analysed through content analysis and presented through descriptive statements and direct quotations. Quantitative data collected through questionnaire survey was coded, processed and analysed using the Statistical Package for Social Sciences (SPSS IBM, version 23). Logistic regression analysis was used to analyse socio-economic determinants of sustainable local tourism development aimed to determine statistical

differences among different determinant variables on the growth of local tourism. Results for quantitative data were presented by using, tables, figures and graphs.

4. RESULTS AND DISCUSSION

4.1 Socio-economic Characteristics of Respondents

The findings in Table 2 indicate that the majority of the respondents (74.4%) involved in the study were males; while 25.6% were females. This is attributed to Tanzania's tradition whereby males are the heads of household hence even arrangement of tour is decided by male. This gender imbalance is attributed by the fact that, males are more likely to opt leisure activities in their free time compared to females who are overloaded with household activities including taking care of the children and other domestic activities something which also becomes a constrains on them to access information and participate in local tourism. However, study noted that, females tend to have socio-economic and microfinance groups including VICOBA, religious groups which tend to arrange recreational activities during holiday times for their members that encourage females also to travel to leisure. About 43.9% of the respondents were aged between 30 and 39, 21.1% were aged between 40 and 49, those aged 50 to 59 were 16.3%, and 14.9% were aged 60 and above. Older people and middle age group (40-50 years and above) are less likely to participate in local tourism compared to young age and high moderated productive age. This can be due to the fact that, young and middle age group perceive leisure and luxury activities as important need something which influence them to put in their priority including domestic travel for leisure.

These findings are similar with the findings from the study conducted by [18] in Serengeti National park-Tanzania who found that, older people are less likely to participate in tourism but young age groups have more interest in domestic travel compared to the elders. Furthermore, 70.8% of the respondents were married, (10.7%) were single, (5.2%) were separated, and (6.1%) were widowed. The study observed that, many households tend to travel as family to visit tourism destination for leisure during free and holiday times. The respondents reported that, parents choose to spend their time during school leaves with their children in different tourist destinations such as in national parks that

increase the likelihoods of many households to travel for leisure.

These findings are in line with the study conducted by [28] who found that, married with the youngest child of below 6 years have less probability to travel for leisure because of heavy responsibilities of childcare. Additionally, 24% of the respondents had not attained formal education, while the majority (65%) had attained primary education. Those who had attained secondary education were 8%, while the rest (3%) had attained a diploma and above. The study findings revealed that, respondents with high levels of education were aware of the role of local tourism development and conservation. It was further observed that, people with high education have great access to information pertaining to tourists' attraction destinations and they opt to travel within the country for leisure during Holliday and their free time. High level of education provides great opportunity for employment that consequently led to better income and living that could encourage people to travel for leisure. Likewise, the study found that, educational curricular encourage academic institutions to arrange trips for student to visit various local tourism destinations something encourage development of local tourism.

4.2 Local Tourist Average Income

Income of the respondents was found to have impacts on their traveling to various tourism destinations for recreational purpose. Local tourist visited the park had difference in financial ability. Fig. 2 shows that, the first category of the sampled local tourists (58) who were interviewed had monthly average income ranging 1,000,000-2,000,000 followed by [29] individuals with average income of 500,000 to 1,000,000, [22] respondents with average income of 2,000,000 and above and finally by respondents with average income of 0-500,000.

These findings revealed that; income has impact on influencing development of local tourism. The results showed that, the more respondents increase their income, the more they manage to travel for leisure and recreational purpose since most of other family expenses have been taken care of. Also, on the other side students who reported to have no income at all were observed to visit the park in groups which does not depend much on high income of individual rather than collective cost which enabled them to participate in tourism activities.

Table 2. Socio-economic characteristics of participants

					Total		
Gender	Male		Female		100		
	74.4%		25.6%				
Age	30-39	40-49	50-59	60+	100		
	43.9%	21.5%	16.3%	14.9%			
	Marital status	Married	Single	Separated		Widowed	100
	78.0%	10.7%	5.2%	6.1%			
Education level	None	Primary	Secondary	Diploma and above	100		
	24.0%	65.0%	8.0%	3.0%			
	Household size	1-3	4 – 6	7 – 7		10+	100
		23.2%	42.3	22.1		12.4	
Socio-economic Activities		Business	Livestock	Employed	Small business	100	
		76.8%	19.6%	1.4%	2.2		

Source: Field data, 2022

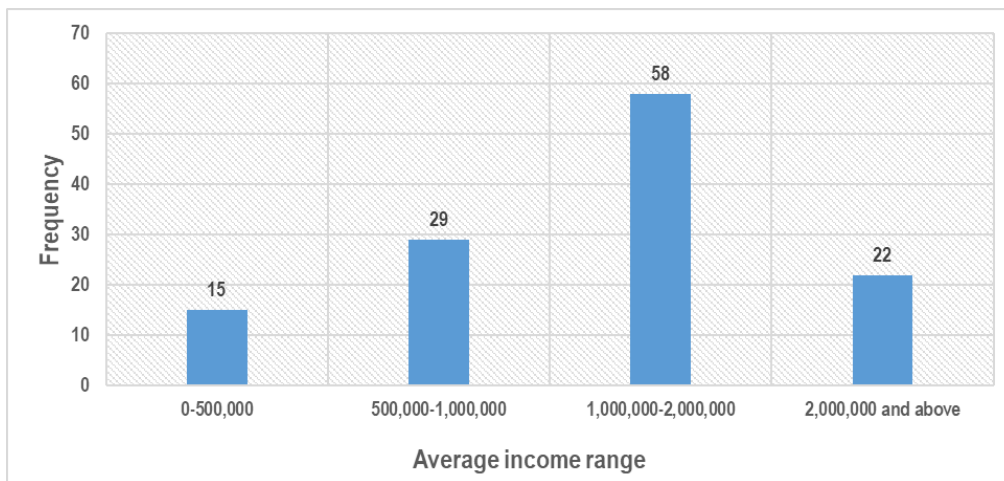


Fig. 2. Average income of the local tourists

Source: Field data (2022)

4.3 Trends of Local Visitors

The study was interested to know the trend of local visitors in the study area to assess the flow of local tourist over time frame. The authority in the study area acknowledge that, the flow of local visitors in the study area is increasing with time but not in a significant number compared to international visitors. On the other hand, it was found that, during the COVID 19 the park received low number of local visitors compared to international tourists which is contrary to the expectation that local tourism development is a supplement when the world faces a certain challenge that could affect the flow of international tourists due to international border checks.

These statistics evidenced that, Covid-19 to large extent affected the flow of both local and international tourists especially in 2020/2021. Park tourist officers reported that, lockdown in

many countries across the world led to a decline in international tourist receipts in the study area and consequently affected the income generated from the tourism sector. Key informants explained that, if local tourism was effectively developed, the sector could not experience revenue decline during the COVID 19 pandemic to large extent. An interview with park tourism authority revealed that, most of the visitors in the study area are coming from urban areas especially from Dar es Salaam, Arusha, Kilimanjaro town and Dodoma city. The study noted that, people who are dwelling in urban areas have high probability to travel for leisure compared to those living in rural areas. This was found to be attributed by access to information on the availability of tourism goods and services as well as seen or heard an advertisement on tourism something which influence their probability to participate in local travel for recreational activities and leisure. This finding implied that, having information on availability of

tourism activities and advertisement of tourism destinations have important role on enhancing the development of local tourism. It was then reported during interviews that; promotion of local tourism will be the recovery measure on contribution of local tourism sector on income generation during the time of international tourism crisis.

Table 3. Flow of both Local and International tourists for the past five years

Year	Local visitors	Non- Residents
2017/2018	72,363	154,176
2018/2019	92,175	188,339
2019/2020	83,457	166,428
2020/2021	41,835	77,111
2021/2022	86,259	111,627

Source: Tarangire National Park visitors' record, 2022

4.4 Preference of Local Visitors during the Holydays

Respondents were asked to rate each item listed on activities they prefer on their holiday or free time. All local tourists (100%) were found to prefer most to visit tourist destinations such as national parks, 87% visiting friends and relatives, 71% preferred to stay at home with the family while only 21% fairly prefers to engage in sporting.

Table 4. Preference on holiday tour

Preferred activity during holidays	Frequency	Percentage (%)
To visit tourist destinations	124	100
To visit friends and relatives	108	87
To engage in sporting	26	21
To stay at home with the family	88	71

Source: Field data, 2022

During in-depth interviews with local visitors justified that, majority of respondents prefer to visit national parks because they are highly promoted and have abundant wildlife species and compared to other attractions. Interviews with key informants revealed that Tarangire is among the National Park which constitutes big four potential wild animals including lions, elephants, leopards, and buffalo. They further argued that these animals are available in large numbers and easily to be seen which ultimately attracts more local visitors to pick Tarangire National Park as their destination. On the other

hand, respondents ranked to visit friends and relative as the second activity preferred during the holiday and it is other form of tourism. Meanwhile, 71% of the respondents reported to stay at home with their families because they have done so due to work responsibilities.

4.5 Local Visitors' Perception of Destination Points

It was noted during interviews that, perceptions carried by local visitors on tourists' destinations within the country have a significant contribution to their re-visit of the concerned destination and either to increase or decrease the number of local visitors in a certain tourist attraction. Respondents presented that when local visitors have a positive perception, the destination increases the probability of them revisiting again and influence other people to visit which consequently increases the trend of local tourism. Also, ranking important reasons for them to visit the study area, the results shows that, 84% of all respondents agreed that attractive destination was a major reason, 75% of the respondents reported promotion was other important reason that influences them to travel to Tarangire national park for leisure while 61%, 55% and 39% agreed that relaxation and rest easy accessibility and new experience and exploring respectively as important reasons to visit the park (Table 5).

Attractive destination and influence from promotion were ranked high since interviews with key informants and local visitors evidenced that, Tarangire national park is endowed with many potential wild species and sceneries and it has been highly promoted to attract many people to visit as there are abundances of big wild animals in Tarangire and are easily to be seen especially during the high season. While discussing with park tourism officer argued that, there is a great flow of visitors during the dry season since many animals are easily seen by tourists. These findings generally conclude that, attractive destination and role of promotion contribute significantly on enhancing local people's attitude to visit a certain destination for leisure and recreational activities when it is efficiently promoted.

4.6 Local Visitors' Perception on Accommodation and Hospitality during their Travel

The study was interested to know the availability, access and affordability of accommodation to

local visitors and the extent of park hospitality as a catalyst to encourage them to visit the tourist destination for those coming from distant places. About (79%) of the respondents were coming from nearby regions including Dodoma, Manyara, Kilimanjaro and Arusha regions where they prefer to return back to their home after their visit. Other respondents (21%) were coming from far places where could not go back in the same day and prefer to seek accommodations from guest houses and low-cost hotels outside and inside the park. Through key informants with park manager revealed that, most of the accommodations in the park are privately owned by investors and they are expensive for most of the local visitors to stay in the park which forces them to seek accommodation outside of the park and other to go back to their usual residence after their visit.

One of the tourism officer argued that, the park has hostels reserved only for students visiting the park which have a capacity of accommodating 75 people per night, cottage and rest house facility

which can accommodate few tourists. Hence majority local tourist they visit the park and go back home in the same day which is linked with financial ability, but also park inability to host many local tourist.

4.7 Socio-economic Determinants of Local Tourism Industry Development

In order to measure the extent of local tourism development, the study identified important socio-economic determinants which significantly impact tourism industry development in Tanzania. The study used Logistic regression analysis to observe how independent variables impact on sustainable tourism development. The study used eight independent variables in which the regression analysis was run through. The calculated Likelihood ratio of Chi-square was 52.23 with 8 degree of freedom which shows that the independent variables are capable of explaining dependent variables.

Table 5. Respondents' perception of destination points

S/N	Reasons to visit the park	Frequency	%
1	Attractive destination	104	84
2	Influence from promotion	93	75
3	Relaxation and rest	76	61
4	Easy accessibility	68	55
5	New experience and exploring	48	39

Note: The total % exceed 100 (multiple response); Source: Field data, 2022

Table 6. Accommodation preferred by the Local Visitors

S/N	Accommodation preferred by Visitors	Frequency	Percentage %
1	Turn back home	98	79
2	Guest house out of the park	15	12
3	Parks' rest house	11	9
TOTAL		124	100

Source: Field data, 2022

Table 7. The Socio-economic Determinants

Identified determinants	Coef.	Std. Err.	Z	P> z	[95% Conf. Interval]
Income	4.69E-06	1.57E-06	2.99	0.001 **	7.76E-06 1.61E-06
Gender	0.25363	0.365722	-0.69	0.488	-0.97043 0.463171
Park promotion	2.48986	0.792638	3.14	0.002 **	4.0434 0.93631
Household size	-0.411361	0.038651	0.29	0.769	-0.06439 0.087116
Age	-0.00956	0.014225	-0.67	0.502	-0.03744 0.018322
Education level	0.27114	0.352373	0.77	0.442	-0.4195 0.96178
Park accessibility	0.13684	0.073979	1.85	0.012 **	-0.28184 0.008154
Marital status	0.222322	0.125819	1.77	0.077	-0.02428 0.468922
_cons	3.764775	1.590585	2.37	0.018	0.647286 6.882264
Number of obs	124				
LR chi2(8)	52.23				
Prob > chi2	Pseudo	0.0000			
R2	Log likelihood	0.1565			
		94.362903			

Source: Field data, 2022

During this study, income was found to be significant at $p < 0.05$ and positively related which means as the income level increase it increases sustainability of local tourism development. Income increase people's spending capacity and it plays an important role to influence domestic tourist to participate on local tourism activities. People with high income are more likely to travel for leisure since they are sure of effectively coverage of the associated costs compared to those with low income. One respondent said;

"What makes us Tanzanians not to visit our tourist's attraction is low income. I have been planning to visit Tarangire for more than three years with my family but I couldn't do so until today after raising my income. We have a lot of obligations in our societies which make it difficult to cover for them and remain with funds for leisure" ((Key informant interview, 2022)

Tarangire Tourism authority reported that, citizens with low income perceives leisure activities as an extra thing in their life and not compulsory that they couldn't spend their small income on unnecessary activities like local travel for leisure. This entailed that, household income of the people influences their perception on local tourism development. These findings are similar as the findings observed by [28] in Ukraine on the strategic analysis of domestic tourism development who found that, people with low income have less probability to participate in leisure activities compared with those of high income because they couldn't afford travel and destination spending. These results are similar to [30] who conducted a study on customer perceptions of value of hotels in South Africa and reported that; local people show low participation in domestic tourism because of low levels of income. Likewise, Lilian conducted a study on Tanzania citizens' participation in domestic tourism and found that; as the income increases citizens tend to maintain the increase by working harder to secure more income and live in leisure activities including in local tourism. Furthermore, participating in tourist activities as a leisure activity where people expect to spend their disposable income without getting it back requires someone with financial stability [31]. Key informants reported that, since income has been reported to be an obstacle towards sustainability of local tourism development, the entrance fee has been highly reduced several times by the government in order to encourage local visitors. The study found that, the entrance fee for the

local visitor was Tsh 10,800/= per head while the entrance fee for international tourists was found to be more 65 USD per head. The reduction of the entrance fee was found to bring positive impacts on the flow of local tourism visiting Tarangire national park.

Promotion of tourist attractions was found to be statistically significant at $p < 0.05$ in influencing local tourism development as it helps to disseminate information to local people and exposes tourists' destination to many people and rise their willingness to travel for leisure. Tourism officer at Tarangire revealed that, promoting tourism destination has made citizens aware on available wildlife potentials as well as benefits of travelling for recreational purpose and there is an increase of tourists flow both international and domestic tourists this year 2022 due to several efforts of advertisement. Tarangire authority mentioned Royal Tour to have multiple advantage in promoting international tourism as well as local tourism development. The study was interested to know mechanism used by Tarangire national park as destination marketing tools whereby it was reported that, the park engages mass media in in local fairs including Saba-Saba and Nane-nane as a means of promoting local residents to visit national Park for leisure. But also it was reported that social networks including Facebook, Instagram and twitter to be good platforms for promotion of tourism activities.

Park tourism managers reported during interviews that; they are using TV channels especially Tanzania Safari which is believed to have large coverage to encourage local tourist. This was evidenced by local visitors since most of them reported acknowledge seeing Tarangire advertisement through Tanzania Safari channels and raised their interest of travelling for leisure.

The study was interested to know the reason why promotion and advertisement still not attract many local tourists to travel to visit Tarangire for recreational purpose. Key informants expressed that, access of information for most Tanzanians especially who are living in rural areas is still a problem and majority local residents were still not exposed to social medias as well as less conversant with the use of internet and electronic devices. The findings are also concurring with the study conducted by [32] which revealed that, most of the local tourists travel to various tourist destinations after the advertising campaign.

Accessibility of the park was also found to be significant $p < 0.05$ to determine local tourism. The study observed that, good means of transport increases the probability of local visitors to travel for leisure. During the interview, local visitors reported that, Tarangire National Park is among the park which is highly accessible by means of land transport. They acknowledged that, location of the park encouraged them to be motivated to visit in their holiday times since it is very near to Arusha town, Dodoma and Manyara through tarmac road and it is easy to conduct a day trip and go back home. However, they claimed that, some of the roads inside the park are still not conducive and comfortable for tourist to enjoy game viewing. These findings are in line with the study conducted by [33] in Ethiopia who found that, absence of public transport for long journey posed a major challenge for local tourists who do not have their own private transport. This reveals that, increase in means of transport increase the likelihood of the local citizens to visit domestic tourist destination for leisure due to its accessibility. Likewise, (34) reported that, more infrastructures and transport connections increase domestic travels since regions with more kilometers of the roads observed to receive more local tourists. One local tourist reported that;

"This is my third time to visit Tarangire and I think I will continue to visit this park because it is very easy for me to come. The road from Arusha is so good and it is only about 100 kilometers from to Tarangire. Whenever I get a little chance, I choose to come here with friends and family and go back home the same day to minimize costs". (Key informant interview, 2022).

These results are in line with the study conducted by [18] in Serengeti national park-Tanzania who found that, accessibility of the tourist destination usually affect the probability of the local citizens to travel and visit tourism destination for leisure and other recreational purpose due to cost associated. Other five factors which are household size, education level, gender, age and marital status of the respondents were statistically insignificant to explain the dependent variable at $p < 0.05$ hence they are rejected in the study as less influential and important determinants for the development of local tourism as they were not statistically significant to explain the dependent variable at $p < 0.05$. The findings concur with the Lee's Push-Pull theory that is income act as an internal force

to push for travel and attractive tourist destinations acted as pull factors.

5. CONCLUSION

The study has argued that, apart from several strategies employed to promote and develop domestic tourism industry in Tanzania, the trend of local residents visiting tourist destination is still very low compared to international tourists, with increasing efforts on advertising the parks attractions, local tourists trends is not convincing due to low income, coverage promotion and accessibility of which both have significant coefficients and hence they are statistically significant at $P < 0.05$. Level of income determines people spending capacity and choice of tourist destination to visit and it plays an important role to influence domestic tourist behavior to participate on local tourism activities. People with high income are more likely to travel for leisure since they are sure of effectively coverage of the associated costs compared to those with low income. Therefore, effective coverage promotion and advertisement by Tanzania Tourist Board and other government agencies should strengthened in its marketing strategies and dissemination of appropriate information through social Medias. Finally, improvement in accessibilities whereby local tourist can get in using their own means of transport as to reduce cost of transport (hiring a tour guide truck) together with affordable prices on tourism services especially accommodation in tourist destinations of the country.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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