

**ATTITUDE AND PERCEPTION OF TOURISTS TOWARDS WILDLIFE-BASED
TOURISM IN TANZANIA: A CASE STUDY OF THE NORTHERN
TOURIST CIRCUIT**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
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ABSTRACT

The tourism industry has become a fast growing economic sector in Tanzania with high foreign earnings. This is a result of the vast natural resources that Tanzania is endowed with. The tourists arriving in Tanzania have different attitudes and perceptions of the destination. Understanding these attitudes and perceptions is essential to the development of the tourism industry. This study therefore, research on the attitude and perception of tourists on wildlife tourism as well as their preference on wildlife attractions. Survey questionnaires were used to collect data from 300 tourists visiting Lake Manyara National Park and Ngorongoro Conservation Area. Data was analysed using SPSS version 20. Results show that overall; tourists have a positive attitude and perception towards wildlife tourism in Tanzania. However, there are some few factors which the tourists had a negative attitude and perception with, such as overcrowding, littering, feeding of wild animals, going off-road, inadequate tourists' facilities and infrastructures. These factors must be addressed so as to promote the vast growth of the tourism industry which has a significant contribution to the economic development of the country.

DECLARATION

I, Prisca Nelson Kahangwa, do hereby declare to the senate of Sokoine University of Agriculture that this dissertation is my own original work done within the period of registration and that it has neither been submitted nor being con currently submitted to any other institution.

Prisca Nelson Kahangwa,
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Date

The above declaration is confirmed by;

Dr. A. A. Sirima
(Supervisor)

Date

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May you all be blessed.

DEDICATION

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LIST OF ABBREVIATIONS

AFTFP	Africa Region's Finance and Private Sector Development
CRC	Cooperative Research Centre
DTIS	Diagnostic Trade Integration Study
GDP	Gross Domestic Product
LMNP	Lake Manyara National Park
MNRT	Ministry of Natural Resources and Tourism
NCA	Ngorongoro Conservation Area
NCAA	Ngorongoro Conservation Area Authority
SD	Standard Deviation
TANAPA	Tanzania National Parks Authority
TDPG	Tanzania Development Partners Group
TTB	Tanzania Tourist Board
TTIS	Tanzania Trade Integrated Strategy
UNEP	The United Nations Environment Program
UNESCO	The United Nations Educational Scientific and Culture Organisation
UNWTO	The United Nations World Tourism Organisation
WTTC	World Travel and Tourism Council

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background Information

Protected areas are important tools for biodiversity management and conservation, though there is no automatic link between setting aside land for conservation and achieving biodiversity management (Terborgh *et al.*, 2002; Hutton *et al.*, 2005; Brandon *et al.*, 2006). Most of the world's large national parks, conservation areas and game controlled areas are considered as institution for conserving biodiversity, despite that the reasons for protection are more than biodiversity concerns (Stankey, 1989; Hansen *et al.*, 2002). Another reason for conservation is tourism which plays an important role in making land use decisions in protected areas (Eagles and McCool, 2000; Ghimire and Pimbert, 2000; Mowforth and Munt, 2005). Sometimes it is perceived that national parks cannot survive without tourism because tourism contributes highly to the income generated from these areas which entails that tourism is significant in the management of protected areas (Levine, 2002).

In East Africa tourism is often wildlife based in which tourists visit protected areas to view wildlife in their natural habitats (Okello, Manka and D'Amour, 2008; Okello, Wishitemi and Lagat, 2005). Wildlife based tourism is usually seen to be effective in promoting conservation of important species and their habitat (Bookbinder *et al.*, 1998; Al-Sayed and Al-langawi, 2003; Newsome *et al.*, 2005). However, Wildlife based tourism has potential to cause negative impacts on wildlife populations, environments and cultures if not well managed (Higginbotom, 2004). Hence, it is crucial that tourism activities are well managed for the sake of biodiversity conservation.

Also, the quality of the environment of a protected wildlife area plays an important role in attracting international visitors to tourist destinations. In wildlife tourism, tourists seek firsthand experience of the environment (Balantine and Eagles, 1994). African national parks in different ways represent an idealised social construction of tourists' image of what the traditional African landscape should look like (Dunn, 2009).

Tourism is client dependent industry and it requires relatively large capital and marketing investment to establish a loyal clientele (Sharma and Upneja, 2005). Tourist satisfaction highly influences the probability of repeat visits. A good word-of-mouth marketing may be more powerful and less expensive than other marketing strategies (Dharmaratne *et al.*, 2000).

In Tanzania, tourism is estimated to contribute about 17% of the country's GDP (Tourism Report, 2016), and is among the fast growing sectors of the economy (Mamadi, 2004; Ruheza and Mwinuka, 2016). This rapid growth poses a great opportunity for economic development for a country like Tanzania through increase in national revenue by tax collection and providing alternative source of income to the local people (Goodman, 2002; Wearing and Neil, 2009). This rapid growth must be pursued with care because tourism can become destructive when natural resources are over-exploited; since tourism in Tanzania depends on the utilization of natural resources, protected areas in Tanzania are particularly vulnerable to this problem (Okellon and Yerian, 2009).

Although tourism in Tanzania is highly developed on the Northern Circuit, little has been

done to understand how tourists' attitude, perception and expectation contribute to the conservation strategies of wildlife attractions and individual protected areas within the Circuit which are the core of wildlife viewing. The northern tourists' circuit consist of the following protected areas; Serengeti National Park, Lake Manyara National Park, Tarangire National Park, Arusha National Park, Kilimanjaro National Park, Mkomazi National park, Saadani National park and Ngorongoro Conservation Area. Also Game Controlled Areas such as Loliondo and Maasailand can be found in the northern tourists' circuit. Additionally, there are Wildlife Management Areas (WMAs) for example Enduimet. This study seeks to help fill in the gaps in the existing literature by exploring the attitude of tourists on protected areas.

1.2 Problem Statement

Tourism is growing rapidly, and has been changing its form day to day (Goeldner and Ritchie, 2006). Tourism industry is constantly in search of new products to satisfy tourists demand i.e. culture, art, craft and many recreational activities (Ashworth, 2000). Tourism in Tanzania depends mostly on wildlife (Okello, Wishitemi and Lagat, 2005). There are studies which have been done to evaluate the role of different attractions and individual protected areas of the Northern Circuit in wildlife tourism, showing how the Northern circuit can strengthen a positive destination image to tourists and enhance repeat visits which are a result of customer loyalty (Okello and Yerian, 2009; Chen *et al.*, 2011).

Tanzania is a country which is endowed with many natural resources; it is believed to be the country with the best wildlife parks in East Africa where the planet's greatest remaining wildlife concentration can be found (Kahama, 1995; Kitula, 2006). Additionally, it has invariably been reported that the communities in Tanzania are known

to be warm, open, and friendly people, with a long tradition of generous hospitality and kindness (MNRT, 1999). Despite the fact that Tanzania is endowed with many natural resources, tourism in Tanzania is operated below its potential and is far from being one of the leading African destinations it could be (Salazar, 2008). Kaltenborn discussed on the tourists' attitude towards environment, social and managerial attributes in the Serengeti National park, taking into consideration major factors such as poaching, poverty in surrounding communities, increasing population pressure and wildlife diseases (Kaltenborn *et al.*, 2011). The study by Kaltenborn concluded that visitors expressed high level of satisfaction with most aspects of the trip also there is high level of interest for repeat visits. However visitors are concerned about future changes.

Philemon (2015) found in his study that on the basic factor of endowment which are landscape, wildlife and culture, Tanzania is doing relatively well but tourists were not satisfied with other factors such as infrastructure for example, transport and sewage system, also the health care services provided were poor, tour guides not competent enough, poor quality of food services in restaurants and poor accommodation services which at the same time were very expensive. Philemon further assessed the perception of tourists on various attributes in Tanzania and examining the general satisfaction with their tourism experience in Tanzania. He concluded that overall tourists were satisfied with Tanzania as a destination.

Fewer studies focused on tourists' attitude and perceptions in relation to wildlife tourism have been done (Mariki *et al.*, 2011; Bitanyi *et al.*, 2012; Shoo, 2017). These few studies only discuss the attitude and perception of local communities towards wildlife tourism. There is a knowledge gap on the attitude and perception of tourists towards wildlife

tourism. Therefore, this study aims at examining the perception and attitude of tourists towards the wildlife based tourism in the northern tourists' circuit.

1.3 Research Justification

It is important to understand the attitude and perception of tourists because it gives an insight of the attributes that are important to tourists during their visit. Findings of this study will help park authorities to set future strategies with potential of being successfully implemented. Perception and attitude are becoming much more important for gaining sustainable competitive advantage, thus, understanding them, helps the park managers to serve the customer more effectively. The findings of this research will contribute to the current and future destination marketing efforts as well as the aim to create a good destination image. The Ministry of Natural resources and Tourism will benefit from the findings of this research because it will help to understand where we are as a tourist destination and how to reach to full potential and attain set goals. The research will help to identify the effects of tourists' perception and attitude so as to help tourism stakeholders to understand the needs of each market segment and provide different kinds of services to match the needs of different kind of market segments.

1.4 Research Objectives

Overall Objective

To assess the attitude and perception of tourists towards wildlife based tourism in the Northern Tourist Circuit.

Specific Objectives

- i. To assess tourists' perception on the wildlife attractions in the Northern Circuit.

- ii. To assess tourists' attitude on environmental impact of wildlife tourism.
- iii. To determine the demographic factors that affects the attitude and perception of tourists' on wildlife tourism.

1.5 Research Questions

1. How do tourists perceive wildlife attractions in the Northern circuit?
2. What are tourists' attitudes towards the environmental impact of wildlife tourism?
3. What are the demographic factors that affect the attitude and perception of tourists towards wildlife tourism?

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Definition of Key Terms

Tourism

Hunziker and Krapf (1942) defined tourism as the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far they do not lead to permanent residence and are not connected to an activity. Also tourism is defined as “the practice of traveling for pleasure” or “the business of providing tours and services for tourists (Mader, 2017). In this study the tourism definition is according to The World Tourism Organization which defines tourism as “the activities of a person travelling to and staying in places outside their usual environment for more than twenty four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (UNWTO, 2014, pg. 10).

Wildlife Tourism

According to Cooperative Research Centre (CRC) for Sustainable Tourism, wildlife tourism can be defined as “tourism that involves encounters with non-domesticated animals either in their natural environment or in captivity. It includes a wide range of activities, such as bird-watching, whale-watching, general wildlife viewing, visiting zoos and aquaria, snorkeling to view underwater life, hunting and recreational fishing” (CRC, 2001, pg. 73). Based on the definition of UNEP, “Wildlife watching tourism is a type of tourism that is organized and undertaken in order to watch or encounter wildlife. Wildlife watching tourism exclusively relates to non-consumptive forms of wildlife-based

activities as observing and sometimes touching or feeding of animals, in contrast to consumptive forms like hunting and fishing” (UNEP, 2006, pg. 12). It refers to tourism taking place mainly in protected areas that offers the opportunity to observe and photograph wild animals in their natural habitats (UNWTO, 2014). The classic form of wildlife safari entails observing wildlife from four-wheel drive vehicles and staying in tented safari camps or lodges. Types of activities that are normally combined with wildlife safari include; adventure sports, fishing, cultural heritage and other nature-related activities (UNWTO, 2014). Wildlife tourism can involve attractions at fixed sites, tours, experiences offered in association with tourist accommodation or happen as unguided encounter by independent travelers (Higginbottom, 2004).

Wildlife based tourism in some forms is regarded as a type of ecotourism, and often perceived to be effective in promoting conservation of important species and habitats in developing countries (Bookbinder *et al.*, 1998; Al-Sayed, and Al-langawi, 2003; Newsome, Dowling and Moore, 2005). Conservation is an important part of wildlife based tourism (Cousins, Evans and Sadler, 2009). It is however, difficult to generalise about the multifaceted relationship between wildlife based tourism and conservation (Waylen, McGowan & Milner-Gulliaia, 2009). Arguably, wildlife based tourism can create economic incentives for poor villagers and their communities through sound stewardship of local resources, however, adequate institutions for management as well as equitable distribution of resources are often lacking (Bookbinder *et al.*, 1998). There is widespread understanding that the economic incentives of wildlife based tourism must be sufficient to outweigh alternative consumptive uses of biodiversity resources so that wildlife based tourism can contribute to conservation (Li and Hun, 2001). For the past years, before the rise of mass tourism, visitors preferred to view displayed animals in zoological gardens. In

present days, many tourists want to see and interact with wild species in their natural habitats and experience nature in close proximity (Shackley, 1996; Ballantyne 2009).

Attitude

Attitude can be defined as "a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related" (Allport 1935; Pickens 2005 pg. 44). Attitude has three components; an affect (a feeling), cognition (belief) and behavior (an action) (Pickens, 2005). Tourism industry is highly affected with the attitude that the tourists have towards a destination. When international tourists carry positive attitude about a destination, they are more likely to revisit the destination. The vice versa is true, if they have a negative attitude they will be deterred from visiting and in turn discourage others to visit (Philemon, 2015).

Perception

Perception is closely related to attitude. Perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world (Lindsay and Norman, 1977). In other words, when a person is confronted with a situation or stimuli. The person interprets the stimuli into something meaningful to him/ her based on prior experiences. However, what an individual interprets or perceives may be substantially different from reality.

Tourists' Attitude and Perception are changing as many areas of vast biodiversity are currently under increasing pressure from tourism activities (Pickering, 2010) and are frequently exposed to increasing negative ecological paths (Wackernagel and

Ress, 1996). It is crucial that visitors' perception as well as factors influencing existing perception of protected areas are investigated and included in future management plans to achieve conservation goals (Jones *et al.*, 2011). Many times, due to the dual nature of conservation, protected areas management is faced with challenges that arise from meeting both conservation requirements and visitors' expectations (Suckall *et al.*, 2009). In protected areas, it is very important to monitor the behavior of visitors because some of their behavior cause harm to the environment. Existing conservation management tools can be maximized by understanding the vast differences among attitude and perception (Jones *et al.*, 2011) of a dissimilar tourist population and investigating their long term impact on conservation of wildlife and development of tourism industry (Suckall *et al.*, 2009).

Since the national parks receive visitors of varying degrees of behavioral experience, the management should expect that those less experienced to be more willing to persuasive influence than those who have more experience of visiting the park. Therefore, it would be advantageous to know beforehand whether the visitors at a given protected area are frequent repeat performers of the problem behavior such as violation of park regulation or relatively new to it. As Newson *et al.*, (2012) suggests, experienced visitors in most cases might require a more complex management approach involving not just persuasive communication but other interventions such as fines.

2.2 Tourism in Tanzania

Tourism in Tanzania was first established under colonial rule as an industry catering to the needs of Westerners coming to observe and hunt exotic animals (Adams and McShane 1996). Under British rule; tourism in East Africa developed on regional basis that

comprised of all colonies. The international agreement in 1933 opened the gate of African's national park designed specifically for tourism (Salazar, 2008). After independence tourism became a key industry in development plans to many African countries. Encouraged by the rates of growth of international tourism, Tanzania invested in its hospitality industry. However, the colonial legacy gave Europeans and Asians, who had the most experience in the industry the advantage over inexperienced Tanzanians. As a result, there were few indigenous entrepreneurs and little African capital for investment (Ranja, 2003).

Many of the nature conserved wildlife landscape; especially the wide plains of Serengeti have become popular icons for Africa as a whole (Adams & McShane, 1996; Bruner 2001). Tourism in the Northern Tanzania is closely linked to the development and sustainability of national parks, game controlled areas and other protected areas, as wildlife viewing contributes a great proportion to the industry (Adams and McShane, 1996). Generally, wildlife based tourism was the consequence of a deliberate policy to expand the National Park system from the early 1960s that attracted an increasing number of international visitors (Kahama, 1995). Tanzania enjoys incomparable amount of wildlife populations and wilderness scenery. It is approximated; Tanzania has set aside 40.5% of her land for conservation, categorized as a mega- diversity nation (Brockington, Sachedina and Scholfield, 2008).

The Northern circuit as the country's most popular region with well-known tourist tracks faces challenges and opportunities which are demonstrative of overall Tanzania's tourism development. Over 40% of the nation's foreign exchange earnings of Tanzania's billion dollars tourism industry are rooted from the wildlife sector which motivates Tanzania's

commitment to conservation (TDPG, 2006). These earnings were realized through hunting concessions and trophy licenses, export of live animals and from non-consumptive tourism conducted in the country's spectacular game parks and reserves (TDPG, 2006). In 2006 tourist hunting generated approximately US\$27 million gross and earned the Wildlife Division some US\$10 per annum (TDPG, 2006). Currently, Tanzania receives 1 284 279 visitors, earning the country about 2 billion USD which is a tremendous multiplication compared to 1995 when tourism industry earned 3 million USD (MNRT, 2016).

2.3 Theoretical Perspectives

Tri-component model of attitude was used for the study. Tri-component model explains that attitude is made up of the cognitive component (beliefs), affective component (feelings), and the conative component (actions) (Pickens, 2005). Perception is closely related to attitudes. The perception process follows four stages: stimulation, registration, organization, and interpretation. Perception influences attitude, it is part of the cognitive component which consists of knowledge about wildlife tourism in Tanzania, taking the form of beliefs, images and long-terms memories. The affective component comprises emotions which might be positive, negative or mixed depending on feelings about the wildlife tourism. The conative component is concerned with the likelihood behavior or actions in wildlife tourism (Harris *et al.*, 2008). This means the attitude of tourists consist the feelings they have towards wildlife tourism, their beliefs and the resulting behavior or actions. By using this model the study will be able to understand the beliefs, images and long-term memories that tourists have which will determine the kind of feeling that tourists will have towards wildlife tourism in Tanzania. The knowledge of tourists' feelings will provide an understanding of tourists' actions or behavior.

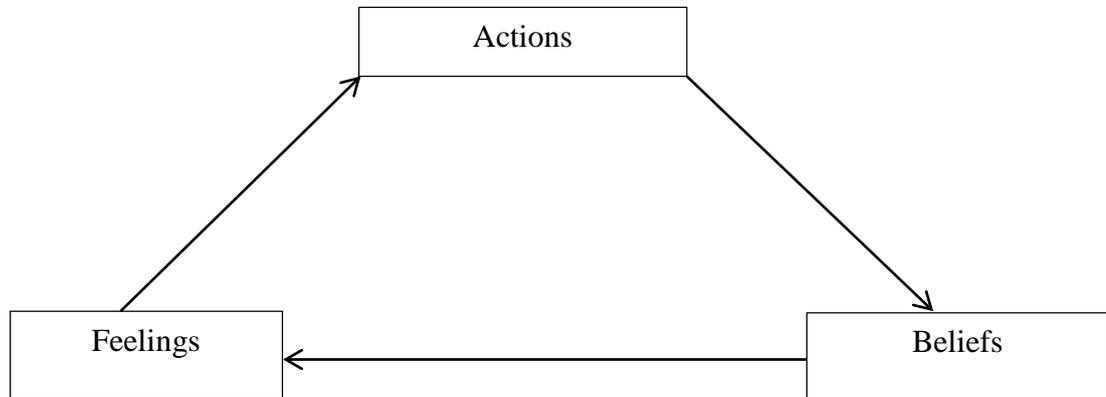


Figure 1: Tri-Component Model of Attitude

Source: Pickens (2005)

CHAPTER THREE

3.0 METHODOLOGY

3.1 Study Area

The fieldwork was conducted on the Northern-tourist circuit in Tanzania. This is the most popular region in Tanzania for tourism activities. Many protected areas are found in the Northern circuit in close proximity. Approximately 70% of all visits in the country are concentrated in the Northern circuit and 79% of tourism in the country is wildlife based (MNRT, 2014). For instance in 2016 the Ngorongoro Conservation Area (NCA) leads by 37.8% of tourists; Serengeti National Park (SENAPA) receives 24.9% followed by Lake Manyara National Park (LMNP) which receives 11.2%, Tarangire National Park receives 10.1%, followed by Kilimanjaro National Park which receive 4.9% and Arusha National Park (ANAPA) which receives 1.4% (DTIS, 2017). This study was carried out in two wildlife protected areas; LMNP and NCA. LMNP and NCA were purposively selected to be the study areas because they receive most of the tourists who visit the northern tourist's circuit, though LMNP receive less visits compared to SENAPA it was selected because it has good infrastructure while the road to SENAPA is relatively rough and also because most tourists who visit SENAPA go first through NCA.

LMNP was gazetted in 1960 (Tanapa ordinance, 1959) and was announced as a biosphere reserve in 1981 (UNESCO). LMNP is located 125 km west of Arusha town. LMNP is about 330 km² in size, out of which (200-300km²) is covered by Lake Manyara, a shallow alkaline lake which is a feeding ground for variety of bird species including flamingos and pelicans. LMNP contains a large variety of habitats from the groundwater forest a habitat to tree climbing lions, baboons and blue monkeys to acacia woodland and open savannah

grassland where buffalo, wildebeest, and zebra herds can be viewed (Mariki, 2011).

The Ngorongoro Conservation Area which is under the Ngorongoro Conservation Area Authority (NCAA) was established in 1959. In Tanzania It is the first multiple land-use area that implements the goal of conservation while allowing the indigenous community to continue living in the conservation area under some restrictions. It was recognized as a World Heritage site in 1979 and in 1981 as an International Biosphere Reserve (Estes *et al.*, 2006). The conservation area covers 8292 km², and is located between the Great Rift Valley and the Serengeti Plains (Estes *et al.*, 2006). NCA is described as the eighth wonder of the world (Bellini, 2008). Most tourists visit Ngorongoro conservation area because it has a stable population of 15 000 to 25 000 large mammals (Melita and Mendlinger, 2013).

3.2 Research Design

This research used the descriptive design in which involves identifying what is the gap and getting information to fill the research gap. Descriptive research describes specific behavior in the environment. Descriptive research involves three main categories: observation, case studies and survey. For this study, survey design was used. Survey design studies the sampling of individual units from a population and associated survey data collection techniques such as questionnaire. Questionnaire was used as data collection tool. it was relevant because of quick and easy collection of results it helped to gain insight in short period of time. The data collection tool was valid because of its practicality. The use of questionnaire helped to target groups of tourists and gather vast amount of data. Data provided by questionnaire was quantitative in nature which allows easy analysis of data. The questionnaire were also reliable because of stability, internal

consistency and equivalence.

3.3 Sampling Techniques

Random sampling was used as a sampling technique; this is due to the fact that tourists arrive at the national park and conservation area at different times and in varying number. Random sampling is a form of probability sampling by which each individual of the population has an equal chance of being selected. This technique is used because the population list cannot be obtained. the study used simple random sampling a type of random sampling that assures each element of the population has an equal chance of being included.

The total number of tourists' arrival annually at the Lake Manyara National Park is 112 000 tourists and Ngorongoro Conservation Area is 567 983 (MNRT, 2017). According to Krejcie and Morgan (1970) the sample required from this population was 381 tourists. Data was collected through 381 questionnaires which were distributed to tourists at the main gates of Lake Manyara National Park and Ngorongoro Conservation Area. the ratio of tourists in the two areas being approximately 1:5, for Lake Manyara National Park 76 questionnaires were distributed in and 305 questionnaires were distributed in Ngorongoro Conservation Area However, only a total of 300 questionnaires were returned by tourists from both areas.

3.4 Data Collection

The study used structured questionnaires with close-ended and open ended questions to collect information from the respondents. Data collection was done for 8 weeks during November and December 2017. On each day data collection commenced from 7.00 am to 10.00 am in the morning and another session from 15.00 to 17.00 in the evening.

The selected time slots indicated the peak where most tourists' vehicles arrive at the gate of the respective parks.

In order to reach the tourists and get their attention to fill the questionnaire driver guides were approached to ask their visitors to be respondents for the survey. To the tourists, the driver guide was a more trusted person on whom the tourists totally depended on. The driver guides of the well reputed tour companies are experienced and competent, and spend a great deal of time with their clients. As the trusted individual, tourists easily complied with the wishes of the driver. The questionnaires were in English and the tourists were asked to individually fill them. The tour guides were asked for assistance to interpret the questions from the questionnaires for the tourists who were non-English speakers.

3.5 Types of Data Collection

Primary data collection

Primary data was collected by using questionnaires filled by the tourists who were the respondents for this study. The questionnaires were administered by randomly approaching tourists' vehicles. Usually tourists arrive in groups in a vehicle, so from each vehicle some of the tourists from the group were asked to fill the questionnaire so as to prevent repetition of answers.

Secondary data collection

Secondary data was collected from literature which includes published and unpublished researches and reports from LMNP and NCA. These data were from the internet and also the university library.

3.6 Data Analysis

SPSS was used for data analysis. Data analysis was done in order to obtain the general attitude of tourists towards wildlife-based tourism in Tanzania. Ratings of attractions, perception and attitude toward wildlife tourism were analyzed descriptively by frequencies and mean scores. Data was analyzed using both descriptive statistics (Frequencies, Mean, and Standard Deviations) and Inferential Statistics (T-Tests). All statistical analysis was conducted at the $\alpha=0.05$ significance level.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the data analysis, presentation and interpretation of findings. It involves information on the demographic characteristics of the respondent and responses to research questions on the attitude and perception of tourists towards wildlife based tourism in the Northern circuit. Therefore, the researcher examined the data collected and interpreted the research findings according to the specific objectives. Results are organized, presented in form of tables and graphs.

4.2 Demographic Characteristics of the Respondent

4.2.1 Respondent demographic profile

The respondents were tourists who came to visit the national parks in Tanzania. It was assumed during the preparation of questionnaires that sex, age, nationality, education level, occupation and monthly income of tourists could help to provide a background of the respondents and subsequently gauge the understanding of attitude and perception towards wildlife tourism.

Table 1: Respondents Demographic profile

Sex	Frequency	Percent (%)
Male	150	50.0
Female	150	50.0
Total	300	100.0
<hr/>		
Age range		
10-19yrs	10	3.3
20-29yrs	80	26.7
30-39yrs	96	32.0
40-49yrs	49	16.3
50-59yrs	33	11.0
>60yrs	32	10.7
Total	300	100.0
<hr/>		
Level of education		
No formal education	3	1.0
Diploma	34	11.3
Bachelor degree	148	49.3
Master's degree	92	30.7
PhD	22	7.3
Juris Doctors	1	.3
Total	300	100.0
<hr/>		
Occupation		
private sector	161	53.7
civil servant	53	17.7
self-employed	43	14.3
Retired	18	6.0
Student	25	8.3
Total	300	100.0

Sex of respondents

Sex ratio was equal for both male and female (Table 1). This is in line with the Tanzania tourism sector survey report of 2017 that there is no significant difference between the number of male and females tourists arriving in Tanzania (WTTC, 2017). This may also be due to the fact that most tourists travel with their families, especially their spouses. Further, literature shows that gender has little effect on tourists' attitude and perception towards wildlife tourism, because both male and female participate in wildlife tourism (Jonsson and Devonish, 2008; Meng and Uysal, 2008).

Age of respondents

Most of the tourists who visit the national parks in Tanzania come during their adulthood, it is at this age range when they are energetic and seek adventure, new experience which can be found in wildlife tourism (Sarma, 2004). The study found that 75% (n=225) of tourists visiting LMNP and NCA range between 20-50 years (Table 1). Also the age range indicates the working group that possesses a stable income which enables them to afford travel to various destinations (Smith, 2008).

Tourists with age range of above 60 years old were the least in the age range category. Wildlife based tourism in most cases is adventurous; involves travelling in long distances mostly through rough roads. Kozak (2002) argued that the elderly group prefer more relaxed experience, and cannot travel long journey; which might also explain the few number of tourists in that age category for the current study.

Since poor infrastructure limit visits by some age groups the government and other stakeholders should continue to improve facilities for the elderly group, such as specialized vehicles, ramps, and wheelchairs in order to reduce the discomfort of travelling a long distance so as to attract more tourists in this market segment (Wang, 2014).

Level of education

The results in Table 1 indicate that respondents are literate and probably have a good understanding of wildlife tourism because education contributes to the expansion of human capacity in reading, communicating and being able to make a choice (Dunlap *et al.*, 2000; Mahutga and Smith, 2011). About 49.3% of respondents have a bachelor degree,

11.3% have reached diploma level, while 7.3% (Table 1) have attained doctorate degree (PhD). Education has played a role in motivating tourists to participate in wildlife tourism because education makes it easy for tourists to understand issues surrounding wildlife tourism

Occupation

Most tourists who arrived at the destination were employed in private sectors (53%) and made a good income which enabled them to afford the trip. Also 14.3% of the tourists were self-employed which enabled them to have an income to afford the trip, also have freedom and flexibility to arrange for the trip. In total, the employed group of tourists account for 71.4%. Statistics are similar to Chowdhury (2017) observation who argued that most tourists belong to the employed group and very few tourists belong to the retired group which is also a fact in the findings of this research.

Income

According to the survey, overall, 67.3% of the tourists earn between a 1000 \$ to 10 000 \$ on a monthly basis. Source of income has an influence in destination choice; those with high income choose to spend their leisure time actively (Djeri *et al.*, 2014).

Origin of Respondents

Tourists arriving at the Northern circuit came from various countries as indicated in figure 2. Most of the tourists came from the United States of America (23%), German (14%), France (13.3%), and the United Kingdom (7.3%). Most of the tourists are from these countries, possibly one because many tour companies have established networks in these countries, second because of the timing of the survey which collided with the tourists holiday season from these countries. The number of American tourists was higher because

the Americans are more holiday lovers and seek new experiences and adventure. They are also interested to learn new cultures (Mohammad and Som, 2010; Pantouvakisa and Patsiourasas, 2016). There is a need of diversifying our markets to the emerging countries by marketing the Tanzania's tourist products aggressively so as to increase revenues from tourism.

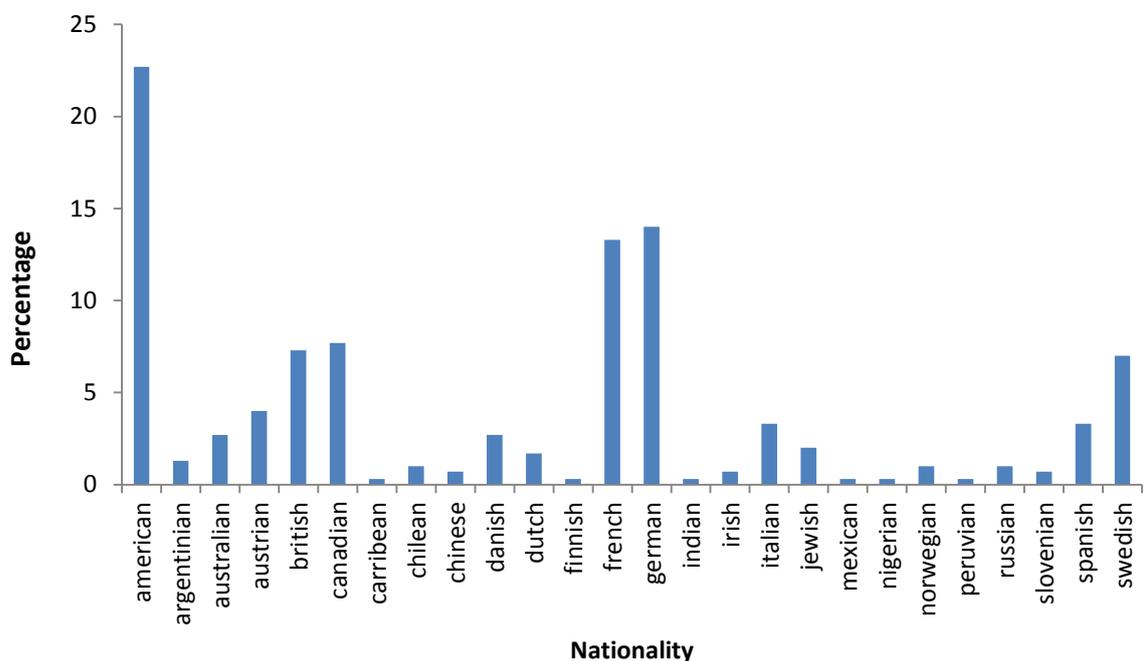


Figure 2: Nationality of tourists

4.2.2 Source of information

When the respondents were asked on how they heard about the destination, 40% responded that they heard from friends and family, 29.7% of the tourists got information from websites and 1% of the tourists from exhibitions (Table 2). The findings show the importance of a good word of mouth since most tourists trusts the recommendations of their friends and family. A good word of mouth is more credible and plays an essential role in destination choice (Bruyn and Lilien, 2008; East *et al.*, 2006). It is very important for national park management to provide the best service so as to get a good word of

mouth. Further, a good word of mouth is relatively cheap compared to other marketing strategies. The findings show that very few respondents got information from exhibitions this indicates that exhibitions are not enough to rely on as a marketing strategy. Other marketing strategies which can be considered effective is the use of social media like Instagram, Facebook and twitter; because many potential tourists use social media. Marketing the tourism destination through social media will be more effective than exhibitions were mostly travel agencies attend.

Table 2: Source of information

Source of information	Frequency	Percent (%)
Friends/family	120	40.0
Website	89	29.7
Social media	17	5.7
Television	12	4.0
Part of program	7	2.3
Travel agency	28	9.3
Friends/family and website	17	5.7
Friends/family and social media	7	2.3
Exhibition	3	1.0
Total	300	100.0

4.2.3 Number of visits

Results in Table 3 indicate that majority of tourists are first time visitors (82.3%) with very few repeat visitors. Several factors might be attributed to the low number of repeat visits to wildlife areas. First, perhaps previous experience had a negative influence on their attitude and perception (Yi-Ting and Dean, 2001; White, 2005). Second, economic constraints might be another reason for fewer repeat visits since it is costly to visit the national parks in Tanzania and some tourists are able to afford visiting once (George and George, 2012; Kyle and Scott, 2012). Third, desire for new experience; this poses a challenge to tourism destination managers to diversify tourist attractions so as to increase

the number of repeat visits (Oppermann, 2000; Petrick, Morais and Norman, 2001). Fourth, lack of good tourists facilities and services such as toilets, camps, guest houses and restaurants (Warnken, 2015). Range of destination facilities influence repeat visits by tourists (Sarma, 2004). Therefore, it is particularly important to ensure that the visitors have a positive experience on each visit so as to increase the number of repeat visitors who will be loyal to the parks.

Table 3: Number of visits

Number of visits	Frequency	Percent (%)
1	247	82.3
2	40	13.3
3	6	2.0
4	4	1.3
5 or more	3	1.0
Total	300	100.0

4.2.4 Length of stay

Further analysis was conducted to confirm the findings. A one-sample t-test was performed to make a comparison between the average length of stay according to the Visitors exit survey 2016 and this study, whereby the dependent score was the length of stay while the independent score were the demographic factors. The study obtained a p-value<0.05, which means there is a significant difference between the length of stay of tourists reported by the TTSS (2017) and the one found by this study. This study found an average of 11±2.758 days while the TTSS (2017) found an average of 9 days. The reason behind the increase of length of stay of tourists might be due to the fact that there is improvement in the quality of services tourists receive from the tour companies and park management, plus efforts by the government to increase marketing and promotion of the destination. This gives tourists a more positive attitude towards wildlife tourism and in turn, tourists give a good word of mouth to their family and friends when they return

home. These findings agree with other studies which found that despite of some negative experiences tourists were generally satisfied with their visit in Tanzania (Philemon, 2015; Shemma, 2014).

Table 4: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How many days do you expect to stay in Tanzania?	14.002	299	.000	2.23000	1.9166	2.5434

4.3 Tourists' Perception on the Wildlife Attractions in the Northern Circuit

Sites visited

The study has found out that most of the tourists (61%) who arrived at the Northern circuit visited the national parks alone, while a 19.7% visited cultural sites and national parks and an 8.3% visit historical sites (Table 5). Results shows many visitors in national parks compared to other attractions due to: (1) national parks are the most advertised sites of the tourism industry in Tanzania, even the logos put emphasis on wildlife attractions (2) they can be easily accessed and have better infrastructural facilities compared to other tourism sites, good accommodation facilities like lodges and camps can be found within or near national parks and conservation areas (3) the natural environment and wildlife in particular draw a lot of people to national parks (4) the target market for most of the tourism is nature based/wildlife based tourists (5) Uniqueness of wildlife attractions as compared to other attractions.

Further, many tourists reported that their desire and interest to see local culture and

archeological sites was low compared to the desire to see wildlife. Tourists were not influenced to visit the destination by cultural sites and historical sites they regarded them as a small aspect of the tour and reported that the sites enhanced their experience (Kaltenborn *et al.*, 2011).

Table 5: Sites visited by tourists

Sites visited	Frequency	Percent (%)
Cultural sites	4	1.3
National parks	183	61.0
Schools and national parks	1	.3
Beach-Zanzibar and national parks	12	4.0
Cultural sites and national parks	59	19.7
Cultural sites, historical sites and national parks	25	8.3
Archeological, historical and national parks	16	5.3
Total	300	100.0

Primary Attractions

The Northern circuit has different kinds of attractions available for tourists such as wildlife, culture, physical features and recreational facilities. However, majority of tourists perceive wildlife to be the primary attraction compared to other attractions. This can be seen in Table 6 which shows that tourists strongly agreed to wildlife being the primary attraction (mean 5.64; SD 0.711), followed by physical features and culture that almost have equal means which play a role in enhancing the experience of tourists. This is supported by other studies which found that physical features and indigenous cultures are not the primary attractions in influencing tourists' decision to visit the national parks in Tanzania (Okello and Yerian, 2009). Recreational activities took the least place in influencing tourists' visit because tourists have a wide range of recreational activities from their place of origin as compared to the destination area, making that a minor factor in their reason for visit.

Table 6: Primary attractions

	N	Mean	SD
Wildlife is the primary attraction	300	5.64	.711
Culture is the primary attraction	300	4.62	.923
Physical features is the primary attraction	300	4.47	1.029
Recreational activities is the primary attraction	300	3.74	1.198

4.4 Expected and Observed Wildlife Species

Expected wildlife species

The study also aimed at understanding the expectation of tourists on the kind of wildlife species, they anticipated to view. 35% of the respondents expected to see grazers like zebras, wildebeest, waterbucks, gazelles, and browsers like giraffes. Other tourists (25%) expected to see the big five (lions, leopards, elephants, rhinoceros and buffalo), while 10% expected to see the big cats (e.g. cheetah, lions and leopards). Most of these expectations on the kind of wildlife species are a result of the kind of information tourists obtained from different sources such as websites, television and social media. Other expectations of tourists are based on their own interests, for example a small percentage (5%) of tourists were interested in seeing apes with a small percentage (10%) of birders especially tourists visiting Lake Manyara National Park where a diverse number of bird species can be found.

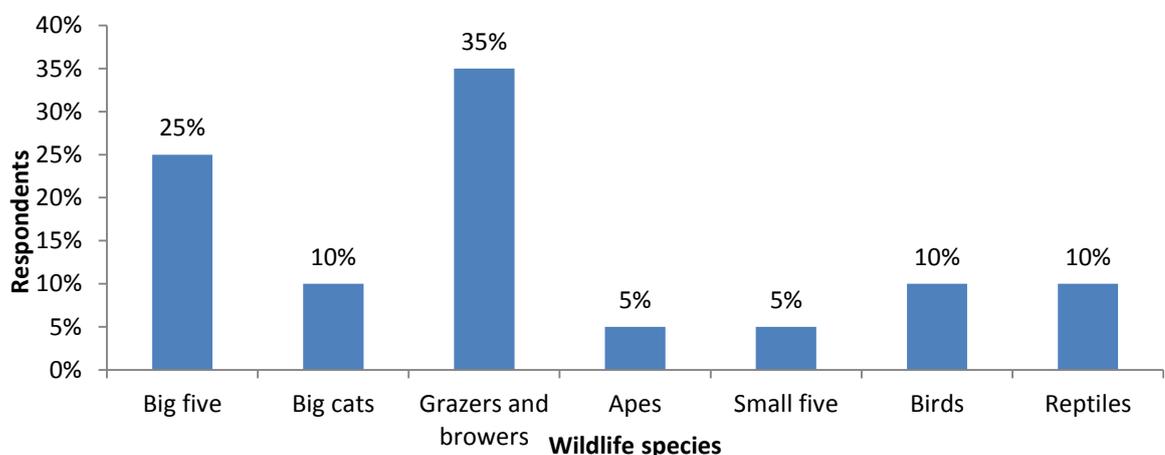


Figure 3: Expected wildlife species

Observed wildlife species

After the game drive, the guests were asked on the wildlife species which have been seen. 40% of the tourists saw grazers and browsers, this percentage is higher than the expected, might be to the fact that most of the time these wildlife species are out in the open grass grazing in large herds and even those that do not graze during the day such as the hippopotamus can be seen in rivers and lakes where they stay during the day to avoid direct heat from the sun (Theophile *et al.*, 2012). Tourists mostly visited the national parks during the day time when large herds of grazers in the open savannah can be easily seen (Homewood *et al.*, 2001). Likewise, the period between late November and December, large herds of wildebeest, zebras and gazelles arrive on the short-grass plains of the Serengeti. These are south and east of Seronera around Ndutu and include the north of the Ngorongoro Conservation Area. They stay through January, February and March which is the calving season. Around April they start their migration to the North of Serengeti (Subalusky *et al.*, 2017). So since the study was done between December and January, the response from most of the tourists showed that they had seen large herds of grazers.

25% of the tourists saw some of the big five wildlife species mostly lion, elephants and buffalos. Very few tourists saw the leopard because they are nocturnal animals (they are active at night). Tourists who went for night game drive had a high probability of seeing the leopard. Also very few tourists saw the rhinoceros because out of the study sites, Rhinos can only be found at Ngorongoro area. Rhinoceros are critically endangered species, in the case of the northern tourists' circuit in Tanzania they can be seen in Serengeti National Park and Ngorongoro Conservation Area.

Some respondents interested in the big cats saw them, because some of the big cats during the day they like to stay on top of trees and thick bushes (De Luca and Mpunga, 2005). Tourists interested in apes saw them due to the fact that there are many baboons and monkeys which can be seen around the parks entrances and inside the parks.

Respondents who visited the Lake Manyara National Park saw a diverse number of bird species for example flamingos, pelicans and geese which are found along the lake. Tourists saw some species of the small five especially the Red billed buffalo weaver; the buffalo weaver are mostly in colonies, they are social birds usually noisy and they build huge nests from coarse grasses and untidy twig structures which often alert to their presence (Carruthers, 2005). Another small five species spotted easily was the leopard tortoise which is the largest species of tortoise with a striking black and yellow spotted exterior shell. The remaining species of the small five were not easily spotted such as the rhinoceros beetle which are nocturnal. The other small five that cannot be easily seen is the ant lion which dig and stay in pits to trap ants. Lastly, the elephant shrew it is a tiny insectivorous mammal, extremely shy and wary with very slim chances of being spotted.

These proportions can be observed in Figure 4.

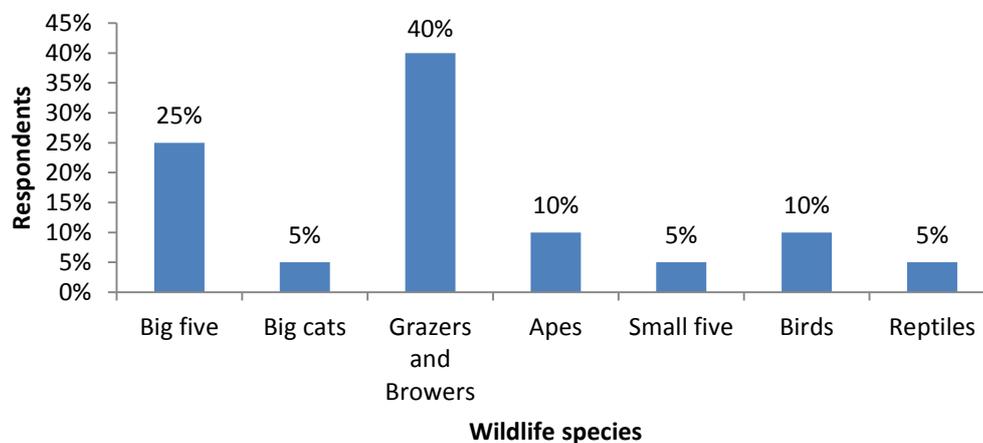


Figure 4: Observed wildlife species

4.5 Tourists' Attitude on Environmental Impact of Wildlife Tourism

The study aimed to assess the attitude of tourists towards environmental impact through a series of statements as shown in the Table 7. A high mean of 4.94 and low (Std 1.120) was obtained from attitude towards crowding which implies that tourists have a negative attitude toward crowding and believed that a high population of tourists have an impact on the environment within the protected areas. Crowding affect tourists experience because it reduces viewing space, it also causes discomfort and decreases opportunities for peaceful tour (Smith and Newsome, 2002; Yang and Zhuang, 2006; Moyle and Croy, 2007).

Another high mean and low standard deviation was revealed from the attitude towards pollution caused by vehicles which is believed to cause both air pollution and noise pollution. Air pollution is caused by emission of smoke from the vehicles which go to the atmosphere and increase the level of carbon dioxide which in turn causes global warming. Noise pollution has an effect on the experience of tourists because it disturbs the natural sound of the environment which the tourists seek (Buultjens *et al.*, 2005; Bresler, 2007; Moore and Polley, 2007).

Other factors were rated roughly equal; few believed that tourists have behavior of feeding wild animals as well as throwing litter within the protected areas which is violation of park rules. It was found as a fact that in the Lake Manyara National Park most of the litter especially near the lake was from the village surrounding the national park. Littering has a negative impact because of the loss of the natural beauty and calm atmosphere which interference with the quality of tourists' experience (Tonge and Moore, 2007; Cole and Hall, 2009).

The lowest mean of 3.56 and high (Std 1.277) was obtained from the statement that tourist

tend to off-road, this indicates that the behavior of off-roading is not common among tourists which means it is not major threat to the environment. However the off-roading behavior can result to vegetation loss which degrades the quality of the natural environment (Chin *et al.*, 2000; Deng *et al.*, 2003).

On average tourists are pleased with the current environmental conditions of the national parks, they do not observe much environmental impact from their own level of activity, but they are more troubled on the possible future environmental changes (Mowforth and Munt, 2005). This is due to the fact that their visit to the national park is only short-term and may not necessarily see the present changes or gain any understanding of the environmental impacts (Kaltenborn *et al.*, 2011; Lundberg, 2014).

Table 7: Causes of environmental impact

Causes	N	Mean	Std. Deviation
crowding has environmental impact	300	4.94	1.120
tourists have a behavior of feeding wild animals	300	3.78	1.368
Tourists' vehicle cause pollution	300	4.29	1.066
tourists do litter the protected areas	300	3.73	1.237
tourists tend to off-road	300	3.56	1.277

The attitude was more positive on the attributes of the natural environment as shown in table 8. A high mean of 5.07 and low (Std 1.042) was obtained from the statement relating to the uniqueness of the protected areas. The mean values indicated that the tourists considered LMNP/NCA as a unique place in the world and as one of the best places to experience wildlife in a natural environment.

On the matter of increasing tourists' facilities, 77% of the tourists were in favor that

important tourists' facilities should be increased. The reason behind is that there is not enough tourists' facilities in LMNP and NCA. Also significant poor service and safety gaps have been reported from other studies, especially on campsites areas and toilets (Eagles and Wades, 2006; Philemon, 2015). Tourists have been complaining that the accommodations are expensive but the service is of low quality for example some tourists checked into a four star hotel but found a lot of mosquitos and could not sleep well and other encountered cockroaches which was not pleasant. Hotels and restaurants should make sure that they offer quality services which match the expenses that the tourists incur.

Table 8: Attitude on attributes of Lake Manyara National Park (LMNP)/ Ngorongoro Conservation Area (NCA)

	N	Mean	Deviation Std.
LMNP/NCA is unique diff from any other place in the world	300	5.07	1.042
There are too many tourists in LMNP/NCA	300	3.82	1.156
Tourists' facilities (information centres, rest houses, toilets, signage and picnic sites) should be increased in LMNP/NCA	300	4.00	1.073
Good wildlife sites are often overcrowded with tourists	300	4.11	.971
There are too many vehicles in LMNP/NCA	300	3.66	.997

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study assessed the factors that affect the attitude and perception of tourists towards wildlife tourism in Tanzania. The results show demographic factors such as age of tourists, education level, occupation and nationality affect the attitude and perception of tourists. As first time visitors, It has been found that most tourists rely on the word of mouth as a source of information about the destination. The few repeat visitors can be considered as a good indicator of impressive previous experience. The issue of environmental impact could rise from the fact that the vehicles tourists used caused air and noise pollution within the national parks, some tourists did admit to behavior misconduct by tourists within the national park such as littering, feeding wild animals and going off- road. Overcrowding especially during the high season played a negative role by causing uncomfortably to the tourists seeking a unique wonderful experience of nature. as they were coming to Tanzania tourists already had expectations on the kind of wildlife species they want to see. These expectations were mostly met with exception of few since wildlife species are not stationary; some are endangered, rare and nocturnal.

A potential market segment that has more disposable income and ample time for leisure has been neglected so far. The results show that people from the age 65 and above are few. There is a need for the government to design special facilities and package that will meet specific wants of this age group because the group faces physical challenges. Furthermore, there is a need to diversify tourism products because from the results majority of tourists coming to Tanzania come for wildlife tourism, thus through aggressive promotion of other forms of tourism like cultural and eco-tourism the pressure on wildlife tourism can be reduced.

There are different aspects of the trip that affected the attitude and perception of tourists negatively. These aspects include those which reduced the quality of their experience and had a negative impact on the environment. Despite the negativity tourists had a stronger positive attitude and perception towards wildlife tourism in Tanzania as indicated by their plan to stay for many days during the visit. Therefore, despite of some negative experiences tourists were generally pleased with their visit in Tanzania.

5.2 Recommendations

- i) The park management should improve tourists' facilities such as rest houses, toilets and camps. The results showed tourists agreed that tourists' facilities need to be improved to a better quality. In order to enhance the quality of tourists experience and increase repeat visits these facilities need improvement.
- ii) The Ministry of Natural resources and Tourism together with the Tanzania Tourist Board (TTB) need to improve marketing strategies. The use of social media such as Instagram, Facebook and twitter apart from the already existing website is a good marketing strategy which can be applied. Social media can reach more potential tourists in a short time.
- iii) Tanzania National Park Authority (TANAPA) and Ngorongoro Conservation Area Authority need to make sure that they provide the best quality services to visitors so as to get a good word of mouth. When tourists visit our national parks and get the best service they will give a good recommendation when they go back to their countries. According to the results most tourists who visited Tanzania got information about the destination from their family and friends. Since tourists trust

the recommendation they receive from their families and friends a good word of mouth is one of the best ways the park authorities can market the protected areas.

- iv) Results show tourists have complained about crowding especially during high season. The following visitor management technique can be applied by the park management to address this problem; setting a limit of number of vehicles that can enter the national parks and conservation area in a day during high season, the limitation can even go further to setting the maximum number of tourists in a vehicle, this can be achieved by knowing the carrying capacity of the destination. This will help to reduce the crowding and allow tourists to get good visual of the wildlife attractions. It will also help reduce air pollution caused by vehicles.
- v) Information centers and signage should be improved so that park rules and regulations can be clear to tourists. Strict punishment which may be in terms of fine payment should be given to those who break such rules and regulations. This will help to address the problem of behavior misconduct such as littering and going off-road that causes environmental destructions as shown in the study. Park management should also make sure that the natural environment of the parks is maintained this include frequent cleaning of the national parks so that to keep out any possible threats to the natural state of the environment.
- vi) Further studies should be done to understand the casual relationship between demographic factors and the attitude and perception of tourists towards wildlife tourism which determine the repeat visits and word of mouth.

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APPENDICES

Appendix 1: Work plan and logistics

S/N	Major activities	Time frame
1.	Writing research proposal	January-June2017
2.	Questionnaire preparation	June-August 2017
3.	Final submission of proposal	September 2017
4.	Data collection	October-December 2017
5.	Data entry and analysis	January-March 2018
6.	Submitting draft dissertation	April 2018
8.	Rewriting final dissertation	May –June 2018
9.	Dissertation submission	June 2018
10.	Dissertation result presentation	August-September 2018

Appendix 2: Research Budget

The study will cost a total amount of 3 760 000 Tshs as budgeted in the table below

	ACTIVITIES AND/OR ITEMS NEEDED	Unit cost (Tshs)	No of units	Cost (Tshs)
Accommodation and transport	To and return trip	50000	2	100 000
	Transport within Manyara	5000	90	450 000
	Accommodation	10000	90	900 000
Field Allowances	Allowance for principal researcher	20000	90	1 800 000
Stationary	Printer	350000	1 piece	350 000
	Toners	150,000	1 pieces	150 000
	Photocopy paper	10,000	1 rim	10 000
				3 760 000

Appendix3: Survey Questionnaire

Consent Form

My name is PRISCA M.N. KAHANGWA. I am a student at Sokoine University of Agriculture pursuing MSc. Wildlife Management and Conservation. You are invited to participate in the research project entitled "**Attitude and perception of tourists towards wildlife based tourism in Tanzania. A case study of the Northern Tourist circuit.**"

The research is a partial requirement for completion of the Master's Degree in Wildlife management and Conservation at Sokoine University of Agriculture. The study aims at analyzing attitude and perception of tourists toward wildlife based tourism, evaluating awareness and concern regarding environmental issues and the tourism experience in the protected areas.

Participation in this questionnaire is both voluntary and confidential. The information written here will only be used for research purpose. Please complete the questionnaire and return it to the researcher.

In case you have questions or concerns you may contact my research supervisor through her email (agnes@sua.ac.tz) or through her mobile number +255 7656638800. You may also contact me through my email (priscamrily@gmail.com) or my mobile number +255655513309.

Thank you for taking your time to fill out the survey.

Section A

1. How did you hear about this destination?
 - a) friends/family
 - b) Website
 - c) Social media
 - d) Television
 - e) Radio
 - f) Others (specify) _____
2. Who organized your travel?
 - a) Travel agency
 - b) Group
 - c) Private
 - d) Others (specify)_____
3. How many times have you visited Tanzania as a tourist?
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5 or more
4. What mode of transport did you use to come to Tanzania?
 - a) Airplane
 - b) Cruise ship
 - c) Tour bus
 - d) Train
 - e) Others (specify) _____

5. How did you organize your trip?
 - a) Individual
 - b) Group
6. If individually, what travel cost have you incurred approx.?
 - a) >2,000\$
 - b) >4,000\$
 - c) >6000\$
 - d) >8,000\$
 - e) >10,000\$
7. If in a group, how many people are in the group? _____
8. How much did each individual contribute in the group?
 - a) >2000\$
 - b) >4000\$
 - c) >6,000\$
 - d) >8,000\$
 - e) >10,000\$
9. How many days do you expect to stay in Tanzania?
 - a) 1-3 days
 - b) 4-7 days
 - c) More than 1 week
 - d) More than 2 weeks
 - e) More than 3 weeks
 - f) More than a month

10. What type of accommodation are you using?

- a) Luxury hotel/ lodge
- b) Middle income hotel/ lodge
- c) Private campsite
- d) Public campsite
- e) Hostel
- f) Others (specify)_____

11. What sites have you visited or planning to visit?

- a) Cultural sites
- b) Archaeological site
- c) Historical site
- d) National parks
- e) Others (specify) _____

12. What tourists' activities are you planning to engage with?

- a) Game driving
- b) Walking safari
- c) Camping safari
- d) Bird watching
- e) Others (specify) _____

13. Who accompanied you in this trip?

- a) Family
- b) Friend
- c) Alone
- d) Others (specify)_____

14. What are the wildlife species do you expect to see/have you seen so far?

Section B

15. Please rate how you agree/disagree with each of the following statements (by putting a tick) about primary attractions in Tanzania's protected areas

Statement	Strongly disagree	Somehow disagree	Disagree	Agree	Somehow agree	Strongly agree
Wildlife is the primary attractions						
Culture is the primary attraction						
Physical features are the primary attraction						
Recreational activities are the primary attraction						

16. Please rate how you agree/disagree with each of the following statements (by putting a tick) about causes of environmental impact

Statement	Strongly disagree	Somehow disagree	Disagree	Agree	Somehow agree	Strongly agree
Crowding has environmental impact						
Tourists have a behaviour of feeding wild animals						
Tourists vehicle cause pollution						
Tourists do litter the protected areas						

17. Please rate how you agree/disagree with each of the following statements (by putting a tick) about perception on attributes of Lake Manyara National park (LMNP)/Ngorongoro conservation area (NCA)

Statement	Strongly disagree	Somehow disagree	Disagree	Agree	Somehow agree	Strongly agree
LMNP/NCA is unique different from any other place in the world						
There are too many tourists in LMNP/NCA						
Facilities for tourists should be increased						
Good wildlife sites are often overcrowded with tourists						
There are too many vehicles in LMNP/NCA						

Section C. Demographic information

18. Name of respondent _____

19. What is your gender?

- a) Male
- b) Female

20. What is your nationality? _____

21. Please provide your age range

- a) 10-20yrs
- b) 20-30yrs
- c) 30-40yrs
- d) 40-50yrs
- e) 50-60yrs
- f) >60yrs

22. What is your education level?

- a) No formal education
- b) Diploma
- c) Bachelor degree
- d) Master's degree
- e) PhD
- f) Others(specify)_____

23. What best describes your occupation

- a) Private sector
- b) Civil servant
- c) Self-employed
- d) Retired
- e) Student

24. Kindly provide your monthly income range

- a) 100\$-1 000\$
- b) 1 000\$-10 000\$
- c) 10 000\$-100,000\$
- d) 100 000\$-1 000 000\$
- e) >1 000 000\$