Tanzania Citizens' Participation in Domestic Tourism: The Trust on Destination Visit

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Abstract

This study examines the Tanzania citizens' participation in domestic tourism. The study was based on the Social Exchange Theory and its components of trust on transport and destination visit price. The choice of the theory aimed to overcome possible limitations of using the theory in Tanzania. The study extends the applicability of the component of Social Exchange Theory to include additional construct such destination visit price (DVP) variable as a mediator. Data collection questionnaires were distributed to 400 respondents in Dar es Salaam, Arusha and Bagamoyo. Being a quantitative study, Structure Equation Modelling (SEM) was deployed to establish whether trust infrastructure (TI) and destination visit price (DVP) lead to the participation of Tanzania citizens in domestic tourism (PDT). The results of the study show that the measurement and structural model exhibited better model fit indices. The relationship between trust on transport results to participation in domestic tourism through destination visit price (DVP). It is recommended that the variables analyzed in this study be recognition for influencing the participation of Tanzania citizens in domestic tourism.

Keywords: participation; domestic tourism; trust; destination visit

1. Background to the Problem

Tourism is one of the sectors that have a significant impact on the economic development of a country, along with the numerous other related sectors (Jaensson, 2014). The sector generates income through employment and tourism fees and so is a source of national revenue (Jaensson, 2014). Tourism as a key sector for economic development and job creation throughout the world has been a fast-growing industry in the world with an average annual growth rate of 4% in 2019 based on data reported by destinations around the world (UNWTO, 2019; Jaensson and Uiso, 2017). According to the World Travel and Tourism Council (WTTC), tourism directly contributes US$2.3 trillion and 109 million jobs worldwide (WTTC, 2017). Taking its wider indirect and induced impacts into account, the sector contributed US$7.6 trillion to the global economy and supports 292 million jobs in 2016 (WTTC, 2016). This was equivalent to 10.2% of the world's GDP and accounts for approximately 1 in 10 of all jobs (WTTC, 2017). The evolution of modern tourism dates back to the 1800s when individuals travelled for pleasure (Gimire, 2001). Domestic tourism is classified into three groups; tourism that involves residents travelling in the given country,

inbound tourism, involving non-residents travelling in the given country and outbound tourism that involves residents travelling to another country.

In developing countries, the primary motive for travelling was religious, health treatment or paying visits to friends and relatives combined with other purposes such as a holiday. This includes visits of holy sites, fiestas or religious festivals such as in Mexico, restoration of an ancient temple such as in Thailand, hunting or sports expeditions such as by Asian aristocracies (Cohen, 1992; Gimire, 2001; Barkin, 2011). Mass domestic tourism motivated exclusively for leisure purposes is a more recent phenomenon related mostly to economic growth and consequent expansion of the middle classes (Gimire, 2001). Domestic tourism is one of the economic activities that have been greatly encouraged in Tanzania to support the tourism sector in times of global uncertainties and during low season (Turner and Freiermuth, 2017). Despite the country's current plans to increase domestic tourism, the level of participation by citizens is negligible (TANAPA, 2013; Ngari, 2017). In 2017 the revenue from the tourism industry was projected to be at US$ 2.69 billion. This would be an 8.6% increase from the revenues of 2016 at US$ 2.48 billion (Deloitte and Touché, 2017; Turner and Freiermuth, 2017).

Tourism stakeholders in Tanzania have been urged to be innovative and strategic in promoting the country's touristic attractions abroad in the effort to win the hearts of foreign travellers to visit the country and increase the country's revenue (Mbani, 2017). The efforts should be supported by the development of infrastructure especially transport to and from the tourists destinations as all of them are in the remote areas. Attracting foreign travellers will support the growth of the tourism sector especially during high seasons (Msuya, 2014). In this sense, a well-established domestic tourism programme may greatly support tourism during low season. If all the seasons will be taken advantage of both local and foreign tourists, there would be a significant increase in revenue from the tourism industry in the country (Okelo, 2014).

In response to suggested areas for further studies as made by other researchers (Nunkoo, 2016), Tanzania citizens' participation in domestic tourism the trust on destination visit was analyzed in this study since trust is a consequence of the reputation of the destination (Mariano *et al*., 2017). The study is based on the components of Social Exchange Theory of trust, on destination visit. The study analyzed the influence of these components on the participation of Tanzanians in domestic tourism. The Social Exchange Theory is based on the principle that people are reward-seeking organisms and tend to avoid punishment in making decisions. The theory is credited for its suitability for tourism development (Coulson *et al.,* 2014). According to the theory, individuals are likely to participate in exchanges if they perceive that resulting benefits exceed cost and maximize benefits in social situations (Coulson *et al.,* 2014).

The components of the theory are trust, power and knowledge, but in this paper, only Trust and Destination Visit as the input variables will be discussed because trust towards a tourist destination is understood as a multidimensional construct (Mariano *et al*., 2017). This paper will discuss the component of trust especially in transport and destination visit price although all these variables are an important consideration for participation of citizens in domestic tourism. They altogether serve as a tool that enables improvement in the social-economic condition of the people (Tichaawa and Mhlanga, 2015). Trust can be defined as the expectation that an exchange partner will behave benignly, based on the attribution of positive dispositions and intentions to the partner in a situation of uncertainly and risk (Molm *et al*., 2000). Trust is an important construct in interpersonal relations (Leonidou, Talias and Leonidou, 2008). Researchers such as

Blau(1964) emphasize the role and importance of trust in social exchanges. Trust is important for building relationships that underlie economic development, legitimacy of government institutions and promoting outcomes which are in the best interests of the society (Gilson, 2003). Trust, therefore, encompasses the expectations that an exchange partner will behave kindly, based on the attribution of positive dispositions and intentions to the companion in a situation of uncertainly and risk. In this situation actors involved in a social exchange evaluate their relationship in a behavioural context and look beyond short-term inequities and concentrate on long term benefits (Gilson, 2003).

The resolution of social exchanges is dependent on trust between the partners. In this particular study, the partners are citizens, the tourism industry and the government (Nunkoo, 2016). A partner's trustworthiness can be demonstrated when exchanges occur without any obligations to return the benefits or explicit 'quid pro quo' of transactions where returns are contractual and binding (Nunkoo, 2016). Return of benefits should, therefore, be voluntary for trust between the exchange partners to develop. Trust includes the thoughts that people might have about government support for activity .   Trust refers to the assurance of the enabling environment for tourism development through development of transport infrastructure and adjustment of price in the tourist destinations (Mariano *et al*., 2017). The creation of the economic enabling environment enables people to acquire income and participate in leisure activities. All this will be possible with the present of reliable transport to the tourists destinations (URT, 1999; TTB, 2014). The policy discussed the importance of development of infrastructure especially transport to and from the destination and adjustment of price in the form of the entrance fees to enable domestic tourists visit to the destinations (URT, 1999; TTB, 2014).

This shows government assurance of conducive environment for economic development using the tourism sector as a means to social-economic development for the people (Anderson, 2010; Tichaawa and Mhlanga, 2015). The efforts employed by the government to enhance people's participation in the tourism industry are seen in the formation of the domestic tourism policy of 1999. One of the objectives of the policy is to promote domestic tourism by encouraging, among the other things the, participation of Tanzanian citizens in tourism. Further efforts took the form of implementation strategies for the policy evidenced in the development of the befitting master plan of 2002. The government, through the Ministry of Natural Resources and Tourism, has taken measures to implement the aforementioned strategies through price discrimination, that is setting different entrance fees for domestic tourists and other tourists this being a dynamic price to encourage tourists (Tehran, 2012); entrance fees charged in Tanzania museums and National Parks reduced to encourage domestic tourists (Toroka 2010; TANAPA, 2013).

1.1 Statement of the Problem

Domestic tourism in Tanzania is important for social-economic development of the country (Bhandari, 2014; Ngari, 2017; Turner and Freiermuth, 2017), and can support the tourism sector especially during low season of tourism. (URT, 1999; TTB, 2014). Government development of transport facilities and price adjustments supports domestic tourists visits to destinations (URT, 1999; TTB, 2014). This study is based on the Social Exchange Theory components in analyzing the extent to which citizens in Tanzania participate in domestic tourism. Trust in this study is used to connote the government role in creating an enabling environment for citizens to participate in income generation through participation in domestic

tourism. Lie and Peters (2016), Zaidan (2016), Moyle (2016) and Kalavar *et al*. (2014) analyzed the component in different contexts, ranging from social capital, culture differences and social interactions. According to Nunkoo and Fung So (2015), the core components of the Social Exchange theory, namely trust, and the additional variable such as destination visit have to be considered simultaneously by researchers for a more accurate of residents' participation in tourism. According to Nunkoo (2016), this observation is to be advanced theoretically and researchers should test the components in an integrative framework. Studies has so far been undertaken to simultaneously establish the influence of trust, and destination visit on the development of domestic tourism in Tanzania. Therefore, this study analyzed trust and destination visit variables to fill the gap in previous studies.

1.1.1 General Objective
The general objective of this study was to examineTanzania citizens' participation in domestic tourism based on the trust on destination visit

1.1.2 Specific Objectives
The specific objectives of this study were:
  i.   To examine the influence of trust on transport in the participation of Tanzanian citizens in domestic tourism;
 ii.   To examine the influence of destination visit price mediator in the participation of Tanzanian citizens in domestic tourism;
        1.1.3 Hypotheses
  i.   Trust on transport positively influences the participation of Tanzania citizens in domestic tourism;
 ii.   Destination visit price mediation positively influences the participation of Tanzania citizens in domestic tourism;

1.2 Significance of the Study
The study examinesTanzania citizens' participation in domestic tourism based on the trust on destination visit. it specifically examine the influence of trust on transport in the participation of Tanzanian citizens in domestic tourism because if the ability of tourists to travel to preferred destinations is inhibited by inefficiencies in the transport system it is obvious that they will seek alternative destinations The study developed a model that will be used by marketers to enhance participation of Tanzanian citizens in tourist destinations. This study fills the knowledge gap by developing a model that will assist marketers in destinations to be ahead of their competitors

2. 0. Literature Review

The section creates a theoretical framework for the study, reviews literature on the topic and identifies the knowledge gap for research. Domestic tourism may also include business and conference visiting. Recreational tourism is what people have in mind when tourism is mentioned (Ghimire, 2006). Trust is defined as a psychological state comprising the intention to accept vulnerability based upon positive

expectation of the intention or behaviour of another (Nunkoo and Fung So, 2015). The more destination offers attractive package the more tourists will trust and be interested to visit destination. This reinforces the importance of domestic tourism to country's economy and the need for companies develop strategies to attract tourist visits in destinations (Wang *et al*., 2017).

2.1 Theoretical Literature Review

Although this study is based on the Social Exchange Theory, numerous theories examined residents' involvement in tourism. Movono and Becken, (2017) examine how tourism-related development has set the people along two separate development pathways, and explored how preferential access to tourism benefits has created disparities within communities by using Complex Adaptive System and Social Capital Theory.

The Social exchange theory (SET) was introduced in 1958 by the sociologist George Homans with the publication of his work "Social Behaviour as Exchange" (Nunkoo and Fung So, 2015). Social exchange theory has its origins in structural anthropology, behavioural psychology, utilitarian economics, sociology and social psychology (Homans, 1958). Social exchange theory (SET) focuses on an individual's interaction for profit or the expectation of getting profit out of the interaction. That means in the absence of getting profit, or expectation of getting profit, the individual may avoid the interaction.

The popularity of social exchange theory has also been introduced by Nunkoo *et al.* (2013) study, in which they made a longitudinal study on resident's attitudes to tourism and found that the majority of theoretical articles employed social exchange theory. The use of this theory in resident attitude studies has been increasing over the years. Some of the studies in the literature concentrated on integrating Social Exchange Theory (SET) with other theories to explain resident attitudes toward tourism (Ozel and Kozak, 2017). Studies such as Chen and Raab (2012) analyzed SET and found that the more positive residents attitude towards tourism the more likely they will support tourism development also, perceived benefits had a more significant impact on attitudes to tourism compared with perceived costs (Ozel and Kozak, 2017).

The theory was criticized by Miller (2005) in that it reduces human interaction to a purely rational process that arises from economic theory. The theory favours openness as it was developed in the 1970s when ideas of freedom and openness were preferred but time may come where openness may not be the best option in the relationship (Tichaawa and Mhlanga, 2015). The theory assumes that the ultimate goal of the relationship is intimacy when this might not be the case. The theory placed relationship in a linear structure when some relationship might skip steps or go backwards in terms of intimacy. Researchers such as Nunkoo and Fung So, (2015) have suggested that since the components of social exchange theory of trust, power and knowledge have been analyzed separately by researchers, it is necessary to conduct additional research based on these components simultaneously in other geographical locations, in different settings, in order to not only reinforce earlier findings but also to enhance residents' participation in domestic tourism.

2.2 Empirical Literature Review

Although many theories have been put forward to explain residents' involvement in tourism, this theory is the most widely utilized one and it has been the best theory (Nunkoo, 2016). Trust is an important interpersonal construct. Researchers such as Blau (1964) emphasize on the role and importance of trust in

social exchanges. Tourism development is related to trust and depends on the economic stability of a country since it has an impact on people's income. It also plays an important role in the development of other sectors within that country (Ngari, 2017). This needs the government to ensure trust and give support to citizens through building enabling environment for income earnings. A stable and highly performing economic climate encourages investment in various sectors that lead to economic growth. Tanzania and other developing countries that place great emphasis on tourism have experienced the influence of the economy on tourism development in their countries (Turner and Freiermuth, 2017). According to Goeldner (2003) despite the importance of international tourism, for many countries, domestic tourism is becoming more important, this is further proved by the World Tourism Organization (WTO), who estimated a higher income from domestic tourism worldwide (WTO, 2010).

2.2.2 Trust

As indicated before, trust is a psychological state of mind comprising the intention to accept vulnerability based upon a positive expectation of the intention or behaviour of another person or unit (Nunkoo and Fung So, 2015). Trust is important for building relationships that underlie economic development, legitimacy of government institution and promoting outcome which is in the best interest of the society (Gilson, 2013: Nunkoo, 2016). According to Molm *et al.* (2000) trust is the expectation that an exchange partner will behave benignly, based on the attribution of positive dispositions and intentions to the partner in the situation of uncertainty and risk. Actors are involved in a relationship and evaluate it in long-term benefits (Luo, 2000) hence depends on trust between the partners. Trust relations nurture cooperation and reduce time and costs between individuals for various sorts of transactions (Albrecht, 2016). Trust and social participation are therefore highly correlated and mutually reinforcing (Albrecht, 2016). Trust is inherited in community relations and requires reciprocity, the mutual exchange of goods and knowledge. When reciprocity is not given, cooperative activities like tourism development are unlikely to happen and result to suspiciousness, opportunistic behaviour, conflicts or simply distrust arises (Albrecht, 2016)

In this study, the residents' exchange partner is the tourism development process in the government. The latter possess high power in tourism policies and plans. In Tanzania, the government intervenes in tourism because of political, environmental and economic reasons (Naupane and Timothy, 2010) and controls development through formal ministries, department or councils (Elliot, 1996). Hence trust is conceptualized as residents' trust in government institution involved in tourism (Nunkoo, 2016). According to Nunkoo (2016), citizens' trust in government institutions, trust is defined as confidence that political institutions will not misuse power (Luhiste, 1992). Trust is determined by expectation of one resident partner from another, mainly government appearing benign (Yamagishi, 1994; Nunkoo, 2016).

Participation of citizens in tourism will support the tourism sector within the country. However, the ways in which it can be understood inevitably influence the achievement of the goals of the industry. The drawbacks of citizen participation are directly related to the level of trust in governmental institutions and politicians (Carreira *et al*., 2016). Carreira *et al*. (2016) through their case study described citizens' opinions and trust in politicians and government institutions and demonstrated that healthy levels of citizen engagement in politics may be upheld as long as the citizens trust their political institutions and leaders. Residents' participation in tourism as for any other sector, is greatly influenced by the people's trust in the

government support especially in the infrastructure such as trnsport. Government trust for the people takes the form of guarantee of favourable conditions that will encourage residents' participation in tourism through enabling environment for the people to tackle economic problems since participation in domestic tourism will be possible after people's attainment of basic needs (Tichaawa and Mhlanga, 2015). Trust on transport, therefore, is one of the biggest factors influencing people's participation in domestic tourism (Boley *et al.,* 2016).

A number of studies highlight the role of trust in tourism development. Trust   determine the acceptability and benefits of the activities involved in tourism development in this study these include infrastructure such as transport (Bronfman *et al.,* 2009). Nunkoo and Ramkissoon (2011) argue that trust in all role players in tourism can hinder residents' acceptability to play roles in tourism development. Nunkoo (2016), emphasizes the importance of trust in the social exchange between residents of a community and the tourism industry. Trust in this study is also recognized on the basis of government efforts to remove economic hardships in society (Chili, 2015). Tourism and other sectors are expected to play a vital role in the economic prosperity and wellbeing of many societies in Tanzania. This comes through providing tourism careers, as well as being a source of recreational activity.

Studies prove that the performance of domestic tourism is below the expected level (MOL, 2008; Mustafa, 2012). This goes parallel with the low levels of disposable income. Disposable income in this particular case is the money that remains once all payments have been subtracted from the income of an individual or family (Anderson, 2010). Travels in most cases reflect the level of local disposable income to pay the price set in the destination. Charging affordable price may influence the flow of domestic tourists to the touristic attractions. Tourism sector generate jobs by the way of establishment of hotels, restaurants, nightclubs, tax business and sale of and souvenirs (Chili, 2015).

Studies done in some developing countries in relation to trust revealed that the improvement of socio-economic conditions of the local population, the rise in workers' rights such as paid holidays, and expansion and improvements of the transport system lead to the growth of domestic tourism (Ghimire, 2001). These improvements depend on how the environment is supported by the government.. Tourism creates new job opportunities and generates income, including foreign exchange and enhances the general status of the economy. In Tanzania, tour operators and tourist hotels generate income out of this flow. Tour guides and hotel employees also use this opportunity to improve their income levels

Lie and Peters (2016) did a case study and focused on how social capital influences residents' participation in tourism. According to Lie and Peters (2016), trust was regarded as a booster to community participation in the business. The study analyzed trust in terms of its relationship, risk acceptability and legitimacy. The study found a high correlation between trust and social participation in tourism. Zaidan (2016) studied the importance of understanding cultural differences between tourists and the hosts by using logistical regression. The study found that improved quality of life has the largest positive impact on tourism development. Moyle (2016) used SET to explore the interaction between communities and visitors on the island. The study was comparative and revealed that local communities have the motivation to enter into an exchange with visitors ranging from economic to quality experience and finally to hostile relationship. Nunkoo (2016) studied the relationship between tourism development and citizens' trust in the government. According to Nunkoo (2016), political trust is the specific context of tourism and general level

of political trust, the findings suggested a significant relationship between trust in tourism and political trust that means communities should feel empowered in tourism and should be knowledgeable of the sector, in order to derive due benefits (Nunkoo, 2016).

Nunkoo (2016) analyzed the different elements involved in SET processes between residents of a tourist destination and the tourism industry. He analyzed the core constructs of SET, in particular, focused on power and trust between the actors in the exchange process. Since the results of this study revealed that trust have significant potential in explaining community acceptance of tourism, the study suggests this field of study to be advanced theoretically. Hence researchers should test the components in an integrative framework. Kalavar *et al.* (2014) used SET to analyze the economic, social and environmental impact of heritage tourism on the intergenerational relationship and community well-being. The study revealed that economic change appears to have created social distance between generations (Kalavar *et al.*, 2014). Since trust has been used in other studies elsewhere and been associated with infrastructure such as transport, this study analyze participation of Tanzanians citizens based on trust as an aspect of transport hence Trust on transport positively influences the participation of Tanzania citizens in domestic tourism

2.2.1 Destination Visit

Destination visit price is related to the trust of tourists towards the destination. Affordable price enables the destinations to attract more tourists since the tourist can spread word of mouth to others about uniqueness and quality of products and services offered in a destination. According to Abubakar (2016) who studied 'the impact of online word of mouth on destination trust and intention to travel' the study which was done basing on medical tourism perspective, destination trust include a visitor's willingness to rely on the ability of a med-tour destination to perform its advertised functions. Intention to visit chosen destinations refers to the willingness of a tourist to visit a destination. Before visiting a destination the tourist makes a rational evaluation of the costs and benefits against a set of alternative destinations derived from external information sources such as marketing strategies. These include electronic word of mouth, travellers' blogs, television, newspapers and other marketing tools. Marketing tools assist in changing tourists' behaviour and intention to visit a tourist destination (Abubakar, 2016) According to Abubakar (2016), scholars have supported the notion that positive electronic word of mouth has the tendency to increase the likelihood of booking and room sales in most of the hotels. The tourist choice of the destination will depend on, transport facility and the ability to afford the price given by the destination. Destination visit price mediation on the trust on transport positively influences the participation of Tanzania citizens in domestic tourism

2.2.3 Participation in Pomestic Tourism

Participation is a process through which stakeholders, among them the Tanzania citizens who are often the intended beneficiaries of tourism industry, influence and share control over development initiatives and the decisions and resources which affect them(Havel, 1996). These involves participating in the leisure activities provided in the tourists destination Participation, therefore, seeks collaboration or partnerships and the commitment necessary to ensure sustainability of tourism development initiatives.

The initiative include government supports in tourism infrastructure for example means of transport to and from the destinations., the outcomes of participation should reflect of on level of involvement of relevant stakeholders in the decision-making process which in turn enables people to make informed commitments to a particular tourism activity (Havel, 1996) there are studies done on the participation in domestic tourism for example Moses C. K., Okello M &Mapelu C. I (2020) determine the extent to which demographic characteristics of residents influenced their domestic tourism participation behavior by using Chi square goodness of fit test to compare tourists and non-tourists.

2.3 Knowledge Gap

According to Blau, (1964) trust between exchange partners can be generated through a regular discharge of obligations and through the gradual expansion of exchanges over time (Nunkoo, 2016). Trust is also determined by the expectations of one partner for example residents from another tourist destination in a social exchange relationship (Lewicki and Bunker, 1994) and the extent to which a partner such as government appears kind to its citizens (Yamagishi and Yamagishi, 1994). According to Nunkoo and Fung So (2015), the persistence of a social exchange relationship depends on implicit trust between actors (Konovsky and Pugh, 1994). In their study on residents' support on tourism Nunkoo and Fung So (2015), assert that residents' trust involves tourism planning conditions and the ways in which they react to the impacts of tourism. In this paper transport is one of the factors that influence individual participation in domestic tourism (Mariano et al., 2017). Despite its wide application by researchers in different environments, it has not been given enough attention in the literature. According to Nunkoo (2016), the component may provide researchers with a good theoretical understanding of analyzing resident's participation in domestic tourism. Due to the importance of trust in residents' participation in tourism as analyzed in other studies, this study uses trust as one of the variables included in the following hypotheses and analyzed to fill the gap in the Tanzanian context. The reasons for visiting a destination come in after a person has been educated and given information on destination product and services through promotion. In this framework destination visit is a mediator variable.

2.3 Conceptual Framework

H1: Trust on transport positively influences the participation of Tanzania citizens in domestic tourism

H2: Destination visit price mediation positively influences the participation of Tanzania citizens in domestic tourism.
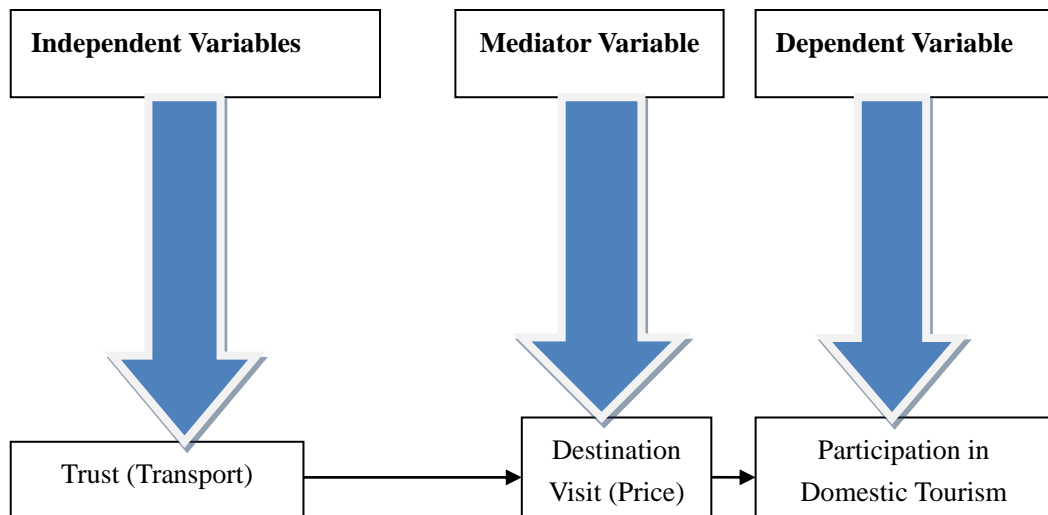
Figure 2.1: Conceptual Framework for Tanzania Citizens' Participation in Domestic Tourism: The Trust on Destination Visit

Trust is analyzed based on transport and mediated by destination visit price the fees charged in destinations because a tourist visits destinations for reasons and availability of transport and affordable price offered in the destinations. The reasons for respondents destination visit are education, leisure and others go to destinations for business, conference and organization meetings.

3.0 Methodology

According to Saunders *et al*. (2009) methodology refer to all the procedures on how research is and should be undertaken. This study was based on the philosophy of positivism and adopted the philosophical stance of the natural scientist (Saunders *et al.,* 2009). Social exchange theory was used to develop the hypotheses. The hypotheses were tested and confirmed, leading to further development of the theory which could then be tested by other researchers (Saunders *et al.,* 2009). Positivism is a philosophical position that emphasizes empirical data and scientific methods as a means of knowledge generation (Jakobsen, 2013). The aim of this study was to establish and analyze the reasons for the low participation of Tanzanian citizens in domestic tourism on the basis of such factors as trust, and tourists destination visit.

3.1 Research Approach

In conducting the study the researcher decided to use the deductive approach, in which the study develops hypotheses and a research strategy to test each hypothesis. The method used in this study is quantitative which is rooted in positivism which regards science as an objective process of collecting objective and measurable facts (Saunders *et al.,* 2009). It is useful in this study because participants were drowned from different categories like government officials, students, lecturers, principal of colleges and other people from diverse social and cultural backgrounds.

3.2 Research Design

Research design contains clear objectives derived from the research questions and specifies the sources from which the study intends to collect data. The specific objectives of this study were: to examine the influence of trust on transport in the participation of Tanzanian citizens in domestic tourism and to examine the influence of destination visit price mediator in the participation of Tanzanian citizens in domestic tourism. Surveys are popular as they allow the collection of a large amount of data from a sizeable population in a highly economical way. Often obtained by using a questionnaire administered to a sample, these data are standardized, allowing easy comparison (Saunders *et al.,* 2009). In addition, the survey strategy is perceived as authoritative by people in general and is both comparatively easy to explain and to understand. The survey strategy allows researchers to collect quantitative data which can be analyzed using descriptive and inferential statistics (Saunders *et al.,* 2009).

3.3 Area of the Study

The study was conducted in Bagamoyo, Coast Region, Dar es Salaam and Arusha. In these selected areas, there are significant developments taking place in the tourism sector to warrant analysis of citizens' participation in domestic tourism. Bagamoyo is a famous tourist centre in the Coast Region of Tanzania (Luvanga and Shitundu, 2003). It is a place of considerable significance to world history, both as an entry point for Arab traders and European missionaries, explorers and traders in East and Central Africa in the era of the slave trade (Tanzania tourism.go.tz.). Dar es Salaam is Tanzania's most important city for both commercial and government business. The city has a high concentration of trade and other services and manufacturing compared to other parts of Tanzania (MNRT, 2014). There are touristic attractions like the beaches of Msasani Peninsula in the north and Kigamboni to the south where residents and tourists visit frequently. Bongoyo Island is just a boat ride away from Msasani Slipway (Dar es Salaam travel guide, 2018). Arusha town is a famous tourist area located at the foot of Meru Mountain (4556m) with a temperate climate throughout the year. This study chose Dar es Salaam, Arusha and Bagamoyo as focal points to study because the areas are gateways to tourism in Tanzania and most policymakers reside in Dar es Salaam and Arusha. The Ministry of Natural Resources and Tourism head office is located in Dar es Salaam while the Tanzania National Park Authority (TANAPA) head office is in Arusha. It was easy to reach respondents most of whom are workers of the Ministry of natural resources and tourism in Bagamoyo historical sites. That is why the respondents in this study represent an informed group of tourism in Tanzania.

3.4 Study Population

The study covered the groups that engage in domestic tourism in Bagamoyo, Dar es Salaam and Arusha. The first group constituted tourism stakeholders and the second group was colleges that offer tourism studies and the third group were residents of the areas. The populations that was targeted in these institutions are students and teachers of tourism colleges (43), Tanzania residents (99) and travel agents, tour operators and hotel workers (52) obtained from the 2013 list of tour operator approved by tourism licensing board (News, 2013), officials from MNRT, TANTRADE, TANAPA and TTB (136) and leaders

of local authorities (20). This study targeted these groups because tourism stakeholders provided detailed information on how they market their products and services.

3.4.1 Sample Size and Sampling Techniques

Due to the restrictions, the researcher chose a sample which represents the whole population. Sampling was based on the proportion formula developed by Kothari (1992)

$$n = \frac{N}{1 + N(e)^2}$$

$$n(N_1/N) = S_1$$

$$n(N_2/N) = S_2$$

$$n(N_3/N) = S_3$$

N = Total population for Dar es Salaam, Arusha & Bagamoyo (6,370,591) (Census, 2012)

N_1 = Total population for Dar es Salaam (4,364,541)

N_2 = Total population for Arusha (1,694,310)

N_3 = Total population for Bagamoyo (311,740)

n = sample (400)

e = error (0.05)

Table 3.1: Distribution of Respondents in two Regions and one District

Name of Region/District	Population	Sample	Sampling Technique	Reason for Sampling
Dar es Salaam	4,364,541	274	Sampling and Proportion formula	Nature of respondents
Arusha	1,694,310	106	Sampling and Proportion formula	-do-
Bagamoyo	311,740	20	Sampling and Proportion formula	-do-
Total	**6,370,591**	**400**		

Source: Formulated by researcher (2013) using data from Population Census (2012)

400(4,364,541/6,370,591) = 274
400(1,694.310/6,370,591) = 106

400(311,740/6,370,591) = 20

Four hundred (400) respondents were selected from Dar es Salaam, Arusha and Bagamoyo. The respondents' categories fall under the age of 18 and above for both sexes. The group was divided into 3 categories namely, tourism stakeholders, teachers and students of tourism colleges, and Tanzania residents. The study applied systematic random sampling techniques to choose the travel agencies, tour operators and tourist hotels to which the questionnaires were distributed. The list was from the 2013 approved list of licensed tour operators as provided by Tanzania Tourism Licensing Board. The questionnaires were also distributed to tourism colleges and selected tourism stakeholders. The study applied convenient sampling to select students, lecturers and Tanzania residents for interview. The convenient sampling was applied because some students were unwilling to participate in the research.

3.5 Data Collection

Data collection section refers to how specifically the data was collected. The questionnaires were distributed to the sample of selected respondents selected from the population. The questionnaires were delivered by hand to each respondent and collected later. This method is called 'delivered and collection questionnaire'. This technique was suitable for this study because the tool works best with standardized questions that will be interpreted the same way by all respondents (Robson, 2013). The type of questions was mainly ranking questions and rating questions. Ranking questions assisted the respondents to select things in rank order that helped to discover their relative importance to the respondents.

In rating questions, a respondent was asked how strong she or he agrees or disagrees with a statement or a series of statements. The study also applied an unstructured questionnaire to collect data from MNRT, TANTRADE, TANAPA, TTB and local authorities. The nature of the institution and types of respondents need these types of responses i.e. managers were capable of expressing their feelings on the asked questions, then choosing readymade answers. The tool brought more valid data than using structured questionnaires. The questionnaires were also used to collect data from tourism colleges and from Tanzania residents. Category questions and list questions were applied to collect data from the students and teachers of tourism colleges. Category questions were useful in collecting data from this group because the study needed to collect data on behaviour or attitude. Listing questions was useful when one needs to be sure that the respondents have considered all possible responses.

3.6 Data Analysis Tools and Techniques

Statistical Package for Social Science (SPSS) and Analysis of Moment Structure (AMOS) was applied for analyzing quantitative data and the expected outputs were in the form of models, tables, graphs and bar charts that were interpreted to assist in generating outcomes. All the data types were, with few exceptions, recorded using numerical codes. This enabled the data to be entered quickly using the numerical keypad on the keyboard with fewer errors. Once the questionnaires were assigned numbers were entered in the computer. Considerable care was taken to ensure that the data was entered correctly although the software containing algorithms that check data for obvious errors as it is entered. After data entry and checking for errors, data was analyzed. The interpretations of the analysis assisted in report writing. The study used

SPSS version 20 and AMOS version 20 programmes to run and estimate the path coefficients and to measure the degree of the relationship between variables by using Structural Equation Modelling (SEM).

3.6.1 Structural Equation Modeling (SEM)

Structural Equation Modelling (SEM) is a comprehensive statistical approach for testing hypotheses and establish relationships among observed and latent variables. It is a combination of exploratory factor analysis and multiple regression. SEM is more of confirmatory techniques and can also be used for exploratory purposes (Ullman, 2001 quoted by Schreiber, 2006). SEM extends the possibilities of relationships among the latent variables and consists of the measurement model and structural model with independent and dependent variables (Schreiber, 2006). SEM conduct confirmatory factor analysis and proposed a theoretical model through evaluation of goodness-of-fit such as chi-square over degrees of freedom, comparative fit index (CFI) and root means an error of approximation (RMSEA) and other fit indices (Zhu *et al.,* 2017).

According to Mueller (1996) confirmation of the model, fit is not enough. It has to be accompanied by support from the interpretation of the path coefficients that relate the independent and dependent variables from the model. In this study, the cut-off point in the path coefficients was based on unit increase and decrease in scores on scale average (Bentler, 1990) and small, medium and large effects between variables (Suhr, 2000). The number which is ≥ 0.10 indicates a small effect. Number 0.10 to 0.40 indicates medium effect and the number which is closer to 1 indicates a stronger effect (Suhr, 2000).

3.6.1.1 Reasons for Using Structural Equation Modeling

This study preferred to use SEM because it is accompanied by options that take care of data at the same time during data analysis with the support of the model assumptions. This includes correction of multicollinearity between variables which can affect the model fitness. Using other econometric models such as linear regression, binomial and multinomial logistics regression may require performing analysis processes separately before running a model, but in SEM all analyses are completed at the same time by using options included in AMOS programme. Another reason for using SEM was that SEM is the analysis of covariance structure and it is conducted with covariance matrices by using assumptions (Mueller, 1996). SEM also provides outputs such as path coefficients and probability values that presented the relationship between variables and enable discussions of the hypotheses.

3.6.2 Assumptions of Structure Equation Modeling (SEM)

Normality: in this assumption, the population should be normally distributed. Taking care of normality is difficult for researchers, hence researchers use estimation; Missing data: in this assumption, the variable should be complete in data form. Sometimes it is difficult to run the model with missing data; Measurement of sampling error: These are errors in measurement caused by biased tools and techniques caused by faulty methods in the collection of data or information; Model fit index: These are the values for looking if the model developed is fit or not fit, such as CIF and RMSEA (Kumar, 2015). The four assumptions above were handled differently during the process of running the structure model. The normality assumption was taken care of by selecting the estimation option provided by the programme. The estimation option was

selected before the command of the path coefficients and the model outputs. The model cannot generate the output in the absence of estimation selection from the menu provided by the programme. Missing data was handled at the beginning of the process. The rectangle shape objects drawn from the programme were filled with variables from the hypotheses. According to Allison (2003), the model cannot be processed with missing variables in the rectangle shape objects.

In this study, missing data were also carefully being treated by using the listwise data deletion that means the cases with missing data in SPSS data file were deleted before running a structure model. According to Roth (1994), listwise data deletion is a defensive strategy for handling data problems. Measurement of sampling error was also handled at the beginning of the analysis process. The round-shaped objects were attached to the variables to detect errors that occurred during data collection. Without drawing these round shaped objects from the variables, the programme cannot be able to detect error, and the model cannot be processed. The last assumption was the generation of model fit indices. The model fit indices were handled at the end of the analysis process whereby the model displayed numbers that prove the fitness. The numbers were displayed in the output option were found in Comparative Fix Index (CFI), Root Mean Square Error of Approximation (RMSEA), Turker Lewis Coefficient (TLI) and Incremental Fix Index (IFI).

3.6.3 Data Validity

The validity of the construct was tested to ensure that the measurements were accurate. Validity refers to how accurately the construct reflects what it intends to measure. According to Oslom, (2003) and Walliman (2006), several criteria can be used to judge validity: face validity is the extent to which a test is subjectively viewed as covering the concept it is supposed to measure, convergent validity is used to test whether constructs that should be related are related and divergent validity is used to test constructs to see those with no relationship should remain without a relationship (Oslom, 2003). The relationship between constructs can be confirmed in the model as presented in the findings of this study. Face validity was measured by pretesting the research tools, for example, questionnaires, using experts in the field and pilot testing of questionnaires with officials from MNRT, TTB, travel agency and tour operators prior to the carrying out of the main study. This guaranteed correction of any uncertainties in measurement as well as capturing correctly the concept used in the study.

3.6.4 Data Reliability

According to Golafshani (2003), reliability is the extent to which results are consistent over time. Accurate representation of the total population under study is referred to as reliability and if the result of the study can be reproduced under a similar methodology, then the research instruments were considered to be reliable. The reliability of the items was tested using Cronbach Alpha statistics. The objective was to analyse the components of Social Exchange Theory of trust and destination visit

3.6.5 Ethical Issues

Prior to the main survey, the respondents were informed about the purpose of the study and were assured of confidentiality. As Rubin (1995) notes, "When you encourage people to talk to you openly, you incur serious ethical obligations to them". As such, the researcher assured the respondents that the information collected would be used for academic purposes only. The questions were also carefully written to avoid

embarrassing questions or those that would annoy the respondents**.** Taking part in responding to the questionnaires was voluntary.

4.0 Findings and Discussions

This section presents the findings and discusses them in compliance with the earlier defined research objectives. As already noted, the methods used to collect data include questionnaires, administered in Bagamoyo, Dar es Salaam and Arusha together with informal interviews. The populations that was targeted were the students and teachers of tourism colleges, Tanzania residents and the main tourism stakeholders including workers of travel agencies, tour operators, tourist hotels and officials from MNRT, TANTRADE, TANAPA, TTB and local authorities. In addition, a sample of refereed journal articles published by TTB, TANAPA and MNRT were reviewed for secondary data. The chapter presents the variables used in the study and the reliability measurement of the variables. It also presents the assumptions of the model such as normality, missing data measurement of sampling error and the model fit indices. The section also presents an interpretation of the hypotheses on the basis of the probability value and the path coefficients as presented final model output.

The results indicate that the probability of getting a critical ratio as large as 2.51 in absolute value is 0.012, in other words, the regression weight Trust on Transport (TI) in the prediction of destination visit Price (DVP) is significantly different from zero at 0.05 level (two-tailed). The probability of getting a critical ratio as large as 0.887 in absolute value is 0.375. The probability of getting a critical ratio as large as 18.611 in absolute value is less than 0.001. That means the regression weight for DVP in the prediction of participation in domestic tourism (PDT) is significantly different from zero at 0.001 level (two-tailed) (Bentler, 1990).

4.1 Results of the Model Fit

The cutoff point for CFI, NFI and TLI prove the model fit since it is the number which is closer to one (Bentler, 1990). The CFI for this model is 0.988, hence this model is fit. The value of the cutoff point for RMSEA should be less than or equal to 0.08 for a good model fit (Browne and Cudeck, 1993). In this model, the RMSEA is 0.025 hence this proves the model fit. Given a satisfactory data model fit, according to Mueller (1996), a decision about that model's worth must be reached with the support from the interpretation of the path coefficients that relate the independent and dependent variables in the model (Schreiber, 2006). The study interpreted the path coefficients based on the hypotheses and the input variables added to develop the model output. The structure model was used to test the hypothesized relationship which is examined against various coefficients obtained from the analysis. In this study, the hypotheses are tested based on the direction, strength and level of significance and the path coefficients.

Hypothesis One: Trust on transport positively influences the participation of Tanzania citizens in domestic tourism. The hypothesis reveals that Trust on Transport (TI) as a variable associated with trust has a negative path coefficient of -0.26. The direct relationship between Trust on Transport (TI) and destination visit Price (DVP) implies that, under the hypothesized model, a 1 unit increase in score on the TI scale

directly causes a 0.26 unit decrease in score on the DVP scale on average, holding all else constant (Bentler, 1990). Since DVP has a direct relationship with PDT hence TI has indirect influence on PDT, which means in this relationship there is no direct path from TI to participate in domestic tourism, rather the path is through destination visit price. The path coefficient was -0.26 which is less than 0.10 and for the TI and DVP the probability of getting a critical ratio as large as 2.51 in absolute value is 0.012, in other words, the regression weight for TI in the prediction of DVP is significantly different from zero at 0.05 level (two-tailed).

According to Suhr (2000), a path coefficient of less than 0.10 cutoff point indicates a small effect. The government through its programmes creates enabling environment to improve transport to the tourist destinations (Boley *et al.*, 2016). People have to work hard through support from the government. People cannot participate in domestic tourism under economic hardships. Economically residents show low participation in domestic tourism and this goes parallel with the low levels of income (Tichaawa and Mhlanga, 2015). Hence trust as a variable that presents transport is one of the factors that influence participation in domestic tourism. However, the findings of this study revealed the negative results in the Tanzanian context.

This result is different from those of other studies such as Boley *et al.* (2016) who pointed out that the economy has an influence on participation in domestic tourism. In this study, one could expect a positive influence of transport in citizens' participation in domestic tourism. The results also differ from the study by Moyle (2010) which indicates that some residents see participation in tourism only in terms of the financial resources that they bring to the exchange. According to Moyle (2010), local community members have a wide range of motivation to enter into social exchanges with visitors, ranging from economic, to a genuine desire to provide quality service.

According to Nunkoo and Fung So (2015), the Social Exchange Theory also posits that trust influences a citizen's commitment to an exchange relationship and this has an impact on residents participation in domestic tourism. In tourism, residents demonstrate such commitment by supporting new avenue in tourism development. Government needs' citizen's support for its policies to bear results. Nunkoo (2016) also found that residents' trust intransport is a predictor of their support for tourism development. Studies such as Carreira *et al.* (2016) analyzed trust on citizen behaviour around public policy such as tourism policy. According to Carreira *et al.* (2016) participation of citizens is directly related to the level of trust in politicians and public institutions. Trust is a vital resource that can reduce the possible conflict and confusion among citizens facing public policy issues.

A large percentage of respondents' participation in domestic tourism indicates that visits by lower school children promote their future participation in tourism. Therefore a large number of respondents who visited destinations has nothing to do with transport but they were forced to participate in response to the country education plans for students tourism by sites. The government, through the Ministry of Education also provides support for students in lower-level school to visit destinations. The parents are required to contribute small amounts of money provided for the entertainment of their children during the visits.

Another reason for a negative path coefficient on income influence on domestic tourism is that some citizens engage in different activities in order to earn incomes. That means improvement of infrastructure to the destinations cannot quarantine the domestic tourists visit. As income increases, some citizens tend to

maintain the increase by working harder to secure more income and live in leisure activities including engaging in domestic tourism. This is also supported by the findings as summarized in Table 4.3, that the correlation between income and participation of Tanzanian citizens in domestic tourism was negative (-0.187).

Participation in domestic activities is a leisure activity whereby people expect to spend their disposable income without getting it back. Instead what they get back maybe intangible things in the form of relaxation. Relaxation can take different forms depending on individual interests. In Tanzanian people use other means to relax instead of travelling to places of natural or historical interests. Designing advertisements on services available in the touristic destinations should be accompanied by educational programmes on the importance of the people's participating in leisure activities.

Hypothesis Two: Destination visit price mediation positively influences the participation of Tanzania citizens in domestic tourism. Hypothesis four predicted that visits to tourist destination price (DVP) positively influence participation of Tanzanians in domestic tourism. The results reveal that the correlation between DVP and PDT is 0.713, which implies that there is a positive relationship between destination visit price and participation of Tanzanians in domestic tourism. The results are significant according to Suhr (2000) where the number which is closer to 1 indicates a stronger effect. These results are also supported by the probability value of getting a critical ratio as large as 18.611 in absolute value is less than 0.001, meaning the regression weight for DVP in the prediction of PDT is significantly different from zero at 0.001 level (two-tailed).

These results are in line with those by Abubakar (2016) who analyzed the influence of trust in a destination and travel intention by using regression analyses. The findings suggested that electronic word of mouth, as one of the marketing techniques is positively related to travel intention by a tourist. The aim of analyzing this objective was to identify the level of readiness by citizens to participate in domestic tourism. This focuses on frequently visited destinations, the reasons for the visits and products and activities preferred during the visit. The pertinent benefits and costs and how they influence participation were some of the issues examined in this section. The cut off point is the numbers between -1 and 1. The number that is closer to 1 indicates a better coefficient (Bentler, 1990). Basing on these results the relationship was significant.

5. Conclusion

From the evidence gathered in the study, it can be concluded that despite the potential and actual existence of favourable conditions for the development of domestic tourism, and despite existing strategies developed for promoting domestic tourism, the participation of Tanzanian citizens in domestic tourism has been at a low level. This has been influenced by factors as expounded in the conceptual framework for this study. Trust on transport, support tourism is all about government creating an enabling environment for transport to destinations of its citizens. Participating in domestic tourism as a leisure activity is conceived by most of the people as an unnecessary activity where a person can incur costs only if the participation can lead to benefit in their lives. Destination visit price adjustment can also support the domestic tourism visit. On the other hand, the government ban to hold meetings in hotels as a government cost-cutting strategy has

greatly decreased the number of domestic tourists as part of attending to meetings and conferences in tourism hotels. Trust as associated with transport is an aspect that the government should take into consideration when they are insisting on participation of Tanzanian citizens in domestic tourism. The government should ensure a conducive environment to improve transport through implementation of the programmes that are geared towards enabling people's generation of income for their basic needs, and disposable income that can enable them to participate in leisure activities such as domestic tourism. The ministry responsible for tourism with the help of the TTB should review the tourism policy by providing indicators on the level of Tanzanians' participation in domestic tourism. The review and update is needed to the 1999 National Tourism Policy and its implementation strategies on domestic tourism. Destination promotion and marketing need to be strengthened. Most successful tourism destinations undertake joint marketing by the public and private sectors. Niche markets are important in marketing but have been given enough attention. Most operators believe that word of mouth is more important and hence there is a reliance on specialized activities such as for hunting. There is a need to have a functioning national website with links to local and individual websites. Even so the public and private sectors need to establish identifiable images of Tanzania in the public mind.

The study contributes to the existing body of knowledge on citizen participation in domestic tourism by analyzing the components of the Social Exchange Theory. The conceptual framework developed and tested in this study offered a theoretical basis for the study. The study also confirms the usefulness of Social Exchange Theory in analyzing participation of citizens in domestic tourism.

5.1 Suggestions for Further Studies

Future research should aim at establishing whether the components of Social Exchange Theory, such as trust and destination visit can be used in other types of tourism. Since the study selected respondents who were working in historical sites and others from the ministry and TANAPA head offices, future researchers should think of finding respondents from national parks located in the Northern and Southern circuits. Due to the dynamics of phenomena on the examination of the extent of participation of Tanzanian citizens in domestic tourism, future research should consider using the factors extracted in this study as a base for longitudinal studies to check if the same factors still influence the level of participation of Tanzanian citizens in domestic tourism. Future researchers are also expected to study the interests of domestic tourism and see how they can be positioned during the designing of promotional materials to enhance participation of Tanzanians in domestic tourism.

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