

Sokoine University of Agriculture



M.A Dissertation

**Domestic Tourism Motivation and
Dissatisfaction Factors for Marine
Protected Areas, Dar es Salaam Coast**

Neema Bright

2024

**Domestic Tourism Motivation and Dissatisfaction Factors
for Marine Protected Areas, Dar es Salaam Coast**

*Dissertation submitted to Sokoine University of Agriculture
in fulfillment of the requirements for the Master degree of
Arts in Project Management and Evaluation*

By

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EXTENDED ABSTRACT

Motivation has been recognized as an important factor influencing people's decisions to travel and choose activities. However, the understanding of what motivates and demotivates domestic tourism, particularly in marine protected areas (MPAs) has remained low. This study identified and explored what motivates and demotivates visitors in travelling to MPAs. An exploratory study design was adopted. The study involved a sample size of 60 local visitors. Quantitative data were obtained from the visitors in the MPAs and partial least square structural equation model (PLS-SEM) was performed with the aid of SMART-PLS 13.0. Qualitative data were generated from visitors through key informant interviews. The data were analyzed thematically with the aid of NVivo11. The study found out that psychological needs have a strong effect on destination attributes in MPAs. Furthermore, the study found that resting and relaxation, pride and novelty are the psychological needs that significantly influence travel to MPAs. It was further noted that destination attributes which were found important included scenic beauty, clean water, cruising environment and staff hospitality. Thematic analysis confirms that the factors that demotivate domestic tourists are the use of improper language, noise pollution, service favoritism, high prices of food and beverages, gender imbalance, lack of inspection, and lack of jet skiing sport. Generally, it can be concluded that understanding the destination attributes and psychological needs is crucial for developing and promoting domestic tourism in MPAs; hence creation of potential repeat customers. The study recommends that implementation of policy pathways should be potentially geared towards improving domestic tourism and retention of repeat customers.

IKISIRI KUU

Motisha imekubalika kama sababu muhimu inayoshawishi maamuzi ya watu kusafiri na kuchagua shughuli za kufanya katika visiwa. Hata hivyo, ufahamu wa kile kinachowashawishi na kinachowavunja moyo watalii wa ndani, hasa katika maeneo ya bahari yaliyohifadhiwa, umebaki kuwa wa kiweango cha chini. Utafiti huu ulitambua na kuchunguza kinachowashawishi na kinachowavunja moyo wageni kusafiri kwenda kwenye maeneo ya bahari yaliyohifadhiwa. Utafiti huu ulifanyika na ulijumuisha sampuli ya watu 60 wa watalii wa ndani. Takwimu za kiasi zilipatikana kutoka kwa wageni katika maeneo ya bahari yanayohifadhiwa na modeli ya sehemu ndogo ya mraba ulifanywa kwa msaada wa programu ya SMART-PLS 13.0. Takwimu za ubora zilipatikana kutoka kwa wageni kupitia mahojiano ya watu muhususi. Takwimu hizo zilichanganuliwa kwa njia ya mada kwa msaada wa program ya NVivo v. 11. Utafiti uligundua kuwa mahitaji ya kisaikolojia yana athari kubwa kwa sifa za eneo katika maeneo ya bahari yanayohifadhiwa. Zaidi ya hayo, utafiti uligundua kuwa kupumzika na kupunguza msongo, kujivunia na uvumbuzi ni mahitaji ya kisaikolojia ambayo yanaathiri kwa kiasi kikubwa katika maamuzi ya kwenda maeneo ya bahari yanayohifadhiwa. Ilibainika zaidi kuwa sifa za eneo ambazo zilionekana kuwa muhimu ni uzuri wa mazingira, maji safi, mazingira ya safari za boti, na ukarimu wa wafanyakazi. Uchambuzi wa mada unathibitisha kwamba sababu zinazovunja moyo watalii wa ndani ni matumizi ya lugha isiyofaa, kukosekana kwa utulivu, upendeleo katika huduma, bei ya juu ya chakula na vinywaji, usawa wa kijinsia, ukosefu wa ukaguzi, na ukosefu wa mchezo wa jet

ski. Kwa ujumla, naweza kuhitimishwa kuwa kuelewa sifa za eneo na mahitaji ya kisaikolojia ni muhimu kwa kukuza na kuendeleza utalii wa ndani katika maeneo ya bahari yanayohifadhiwa; hivyo kuweza kuwa na wateja wanaoweza kurudi mara kwa mara na kuzungumza mazuri kwa njia ya mdomo kuhusu maeneo ya bahari yanayohifadhiwa. Utafiti unapendekeza kuwa utekelezaji wa sera unapaswa kuelekezwa katika kuboresha utalii wa ndani na uhifadhi wa wateja wanaoweza kurudi mara kwa mara katika maeneo ya bahari yanayohifadhiwa .

DECLARATION

I, **NEEMA BRIGHT**, do hereby declare to the Senate of Sokoine University of Agriculture that this dissertation is my original work which was done within a period of registration and that it has neither been submitted nor being concurrently submitted in any other institution.

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DEDICATION

I dedicate this work to my family for their prayers and financial support in this study.

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LIST OF ABBREVIATIONS AND ACRONYMS

DMRU	Dar es salaam Marine Reserve unit
EDT	Expectation-Disconfirmation Theory
IUCN	International Union for Conservation of Nature
M.A.	Master of Arts
MFL	Ministry of Fisheries and Livestock
MNRT	Ministry of Natural Resources and Tourism
MPAs	Marine Protected Areas
PLS-SEM	Partial least square – structural equation model
SPSS	Statistical Package for the Social Sciences
SUA	Sokoine University of Agriculture
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
WTTC	World Travel and Tourism Council

CHAPTER ONE

1.0 BACKGROUND INFORMATION

Tourists' motivation is a highly valued topic by the majority of tourism professionals (Bayih and Singh, 2020; Hwang *et al.*, 2020; Lohchab *et al.*, 2017; Seyidov and Adomaitiene, 2016; Wong *et al.*, 2017). Tourism scholars around the world have used motivation theories to better understand tourist behaviors and decision-making processes. Specifically, the researchers have used motivation theories to better understand tourists' preferences for destinations, travel patterns, and satisfaction levels (Cavagnaro and Staffieri, 2015; Chang *et al.*, 2015; Celik and Dedeoglu, 2019; Lemmetynen *et al.*, 2016). Furthermore, researchers and tourism consultants use the knowledge of motivation to forecast tourist participation in leisure activities (Yan and Halpenny, 2019). In order to increase demand for tourism products, other researchers use motivation theories to suggest more effective policies and strategies (Papatheodorou, 2006). Many researchers have developed understanding of various travel motivation factors, but because of this concept's complexity, these factors need to be critically examined as well. However, an experience that is below customer satisfaction leads on dissatisfaction. Dissatisfaction is seen on the number of customer complaints (Thuy and Thao, 2019). Moreover, Kuhzady and Ghasemi (2019) contemplates that removing dissatisfaction is not equal in increasing satisfaction, this implies, that the presence of dissatisfaction attributes would lead to negative word-of-mouth and low domestic visitation (Azhan *et al.*, 2019; Toana, 2022). Previous studies on the dissatisfaction have indicated that a single attribute can generate both satisfaction and dissatisfaction especially when things don't go well (Azhar *et al.*, 2019; Jiang *et al.*, 2023; Thuy and Thao, 2019; Toana, 2022).

Studies that have attempted to understand motivations of people to participate in tourism activities focus on influences that influenced visitors/tourists' decisions to travel and select activities (Brogni *et al.*, 2023; Chen *et al.*, 2021; Costa *et al.*, 2023). The psychological

factors that influenced people's desire to travel away from home seemed to be mostly studied (Mahika, 2011). Tourist motivations are described in terms of push (psychological needs) and pull (destination attributes). It's important to point out that the destination attributes and visitors' motivational factors for travel aren't necessarily universal and therefore research is required to explore specific destination attributes and psychological needs in each area. According to studies on psychological needs and destination attributes factors, travelers are initially psychological needs or push attributes to go on vacation by their own desires or emotional factors. Among them are the desires for knowledge, adventure, relaxation, prestige, and escape (Michael *et al.*, 2019; Wijaya *et al.*, 2018).

Tourism is one of the sectors with the fastest rates of growth. It is one of the significant sources of foreign exchange for many nations. Approximately 10.3% of the world's GDP is derived from tourism (WTTC, 2020). It is also acknowledged as one of the leading job creators, contributing about 9.9% to global employment (UNWTO, 2020). Tanzania's GDP is largely derived from tourism, which accounts for 17.5% of total employment opportunities (Tourism Division, 2018). Domestic travel and tourism are still the main engines of economic development, job creation, and the expansion of other trades to nations like China, Malaysia, the Philippines, Rwanda, and the Ivory Coast (UNWTO, 2020). Given its significance, MPRU (2020) has placed a strong emphasis on the use of domestic tourism to accelerate the economic recovery in areas that have experienced natural disasters such as the COVID 19 pandemic.

Tourism has been classified into various types based on the reason for travelling. Both domestic and international tourism are the two main categories. International tourism refers to tourists who venture outside their country's borders, while domestic tourism refers to citizens who are motivated to travel within their own nation. Inbound and outbound tourists are used to describe international travelers; inbound tourists are non-residents who travel within a country,

whereas outbound tourists are citizens who travel for tourism purposes to another country. Wildlife tourism, leisure travel, family travel, cultural travel, religious travel, sports travel, marine travel, nature travel, Eco travel, and health travel are among the most well-liked tourist activities by both domestic and international visitors. There are additional tourism forms, such as business, adventure, and educational travel. Over the past few years, the terrestrial environment has offered more well-liked locations for these activities than the marine environment (WTTC, 2020).

One form of tourism that is currently expanding quickly is marine tourism (Tegar, 2018). By 2030, it is predicted that marine tourism will rank among the top value-added tourism sectors in the ocean economy (WTTC, 2020). Indonesia, Malaysia, the Caribbean, Australia, and the Galapagos Islands have been among the top marine tourism destinations worldwide (Brumbaugh and Patil, 2017). The temporary migration of people to marine environments for leisure, adventure, or recreation is known as marine tourism. It is a type of tourism that is intimately linked to ocean, the sea, and the oceanic environment (Tegar 2018). According to Anderson (2010), Zanzibar and Mafia are the primary destinations for marine tourism in Tanzania, suggesting that this industry is still under exploration (Jonas *et al.*, 2019).

In recent years, MPAs have developed into crucial instruments for managing marine and coastal ecosystems (Halik, 2018). Therefore, an MPA is a body of water specifically designated for the preservation and protection of biological diversity (IUCN, 2017). In accordance with predetermined management objectives, it also entails protecting management of natural areas (IUCN 2017). MPAs in Tanzania include marine parks like Mafia, Mnazi Bay in Mtwara, and Tanga Coelacanth, as well as marine reserves like in Dar es salaam (Fungu Yasini, Mbudya, Bongoyo, Pangavini, Makatumbe, Sinda, Kendwa), in Mafia (Shungu Mbili, Barakuni, Nyororo), in Tanga (Kwale, Mwewe, Ulenge, Kirui, Maziwe), and Chumbe and Mnemba which are located in Zanzibar. MPAs have historically been used by

the Tanzanian government only to protect biodiversity (Akwilapo, 2007; Katikiro, 2016; Levina, 2003; Muhando *et al.*, 2000; Mwaipopo, 2008).

However, with the current policies, such as the 1999 tourism policy, the development of quality, sustainable tourism that is accepted on all levels of society economically, socially, culturally, and environmentally is encouraged in MPAs. As a result, MPAs are currently utilized for both tourism and nature conservation (Anderson 2010, Lwoga, 2011; Mkwizu and Kara 2020). However, promoting domestic tourism has not received much attention within Tanzania's MPAs. In Tanzania, for instance, there are more foreign visitors than locals who go to MPAs. However, for the purpose of providing recommendations and promoting tourism in MPAs, this study focuses more on comprehending the factors that lead domestic travelers to select MPAs along the Dar es Salaam coast as their destination. In addition, some difficulties faced by domestic travelers were identified; and this will aid in proper planning of the products and services being provided in the destinations so as to accommodate domestic visitors. Therefore, rather than only exploring tourist motivational factors, this study to identified dissatisfaction aspects on visiting the MPAs and dissatisfaction of tourism village.

1.2 Problem Statement

Knowledge about travel motivations and their relationship with tourists' choice of destinations and satisfaction level are important in predicting future travel patterns in MPAs. Various studies (Kanza, 2013; Mlonzi and Pesamaa, 2012; Melita, 2015; Matolo and Salia, 2017; Mkwizu 2019; Mkwizu and Kara 2020) have been conducted in Tanzania on understanding motivation of visitors for destinations choices other than marine tourism. Among these studies, marine tourism has not received much attention compared to land- based wildlife tourism. Moreover, the studies show that the rate of domestic tourist's visitation to different marine attractions within the country is not at the same rate as international tourists (Mkwizu and Kara,

2020). Many studies have focused on local communities' attitudes toward coastal resources, management of marine resources, dynamite fishing and exploration of ecological changes in MPAs (Kamat, 2019; Kiwango *et al.*, 2015; Levina, 2007; Moshy and Bryceson 2016; Raycraft, 2019; Robinson, *et al.*, 2012). Several initiatives have been carried out by the government to boost up tourism including setting up better entrance rates and introducing advertising campaigns to create understanding on tourist attractions. Despite these initiatives, the knowledge of motivation and dissatisfaction for domestic tourism especially in MPAs has remained low (Baker *et al.*, 2021, 2022; Melubo, 2019; Raycraft, 2020). Consequently, little is known about the motivation and dissatisfaction of visitors for MPAs. Thus, this study will focus on understanding the travel motivation and dissatisfaction of visitors to choose MPAs alongsidethe Dar es Salaam coast as their destination.

1.3 Justification

Based on the problem statement stated in the foregone section, this research is in line with the Tanzania's five-year development plan 2021/2022 — 2025/26 as it has encouraged diversification of tourism products and it promotes ecotourism in MPAs. The study is also inline with sustainable development goals (SDGs), especially goal number 14 which emphasizes conservation and sustainable use of marine resources for tourism development. Understanding tourist motivations will help tourism planners, businesses and marketers to develop and promote tourism products that meet and satisfy psychological needs (push attributes) and wants. It will further help design favorable offerings to a particular market segment and create favorable experiences. It will be beneficial to policy makers, marketing agencies, communication strategists, park managers in understanding socio- demographic factors in domestic tourist to marine protected areas. Thus, the information about tourist motivation will enhance the development of clear plans and strategies which will eventually lead to an increased domestic visitation to MPAs.

1.4 Objectives

1.4.1 Overall objective

- To explore motivational and dissatisfaction factors of visiting MPAs.

1.4.2 Specific objective

- To Identify the destination attributes and psychological needs of visitors in MPAs
- To assess the influence of destination attributes and psychological needs on dissatisfaction in MPAs
- To identify dissatisfaction aspects of domestic tourist in MPAs.

1.4.3 Research questions

The study will answer the following research questions

- What are the destinations' attributes that motivate visitors to visit MPAs?
- What are the factors pushing visitors to visit MPAs?
- What challenges visitors experience when visiting MPAs?

1.5 Theoretical Framework

1.5.1 Consumer behavior theory

The consumer behavior theory is the underlying theory for this study. It helps to explain why tourists opt to go to a particular destination and what activities to participate therein (Cohen *et al.*, 2014). It helps to enhance our understanding of how visitors/tourists decide on the use of their limited resources (time, money, efforts), given multiple needs and wants they have, to attain the desired products or services to satisfy themselves (Schiffman *et al.*, 2012). Based on this theory, various studies have shown that high customer satisfaction leads to greater participation in tourism and destination loyalty (Cohen *et al.*, 2014). Motivation represents the psychological factors that drive people to take action to fulfill felt needs (Chan *et al.*, 2018).

Scholars have consistently emphasized that the psychological needs (push) and destination attributes (pull) model is a commonly recognized theoretical framework often used in various tourism studies to understand tourists' motivation to travel and participate in

tourism activities (Antara and Prameswari, 2018; Arowosafe, *et al.*, 2022; Guleria, 2019; Said and Maryono, 2018). When an individual selects a specific place for visitation based on the features available in a destination, the driving forces for this choice are regarded as destination attributes (Antara and Prameswari, 2018; Subadra, 2019;). These attributes are usually tangible in nature (Lehto *et al.*, 2002; Hikmah *et al.*, 2013; Subadra, 2019; Yiamjanya and Wongleedee, 2014; Antara and Prameswari, 2018). In the motivation context, destination attributes are used in response to the psychological need's factors, which are focused on the interaction perspective.

For a travel decision to occur, the attributes of the chosen destination attributes to tally with tourist's psychological needs, in other words, the psychological needs encourage visitors/tourists to travel while the destination attributes help to provide that the motivational needs will be met. This provides an understanding of why tourists/visitors choose a particular destination (Kusdiby and Setiawati 2021). Tourists travel because they are driven by their psychological needs and drawn by the destination attributes from the destination; as a result, tourist psychological needs come first, followed by destination attributes. Consumers will be gratified only if their expectations are encountered. The expectation of tourists must be met in order to increase tourist satisfaction, which is a prerequisite for loyalty. Besides, the term "revisit intention" is applied here. It refers to a customer's commitment to returning to a particular tourist destination in the future. Customer's readiness to return to the destination is another factor that defines the intention of future customer behavior (Canny, 2013).

1.5.2 Expectation- disconfirmation theory

In the context of tourism, satisfaction refers to an emotional assessment of a vacation experience (Kusdiby, 2022). Expectation-Disconfirmation Theory (EDT) is a suitable model to assess cognitive fulfillment (Oliver 1981). EDT evaluates the discrepancy between what

is expected and what is received, thus it is a useful theory in explaining tourists or visitors' satisfaction. On the one hand, satisfaction is achieved when what is expected and what is received are equal. On the other hand, dissatisfaction occurs when what is obtained falls low of what is expected. Tourist satisfaction has been largely explained using the EDT model. Some researchers argue that, in addition to cognitive evaluation, emotive evaluation is critical in influencing satisfaction. As a result, many tourist researches, like the one under consideration here, employ cognitive-affective satisfaction criteria (Lopez and Sanchez, 2014). When tourists have a positive experience with a certain destination, it is assumed that the destination fulfills the needs of the tourists (Meng *et al.*, 2008). Thus, tourists are satisfied with MPAs when the facilities meet or surpass their expectations. Satisfaction is a significant factor in destination marketing that encourages tourists to return to the respective destination through understanding domestic tourist motivation to visit a destination and ensuring satisfaction is attained by destination managers so as to maintain repeat customers in the MPAs.

1.6 Conceptual Framework

The conceptual framework of this study is presented in Figure 1.1. The framework demonstrates that motivation of visitors to participate in MPAs is influenced by a multitude of factors of dependent satisfaction and independent variables (destination attributes (pull) and psychological needs (push)). Studies have shown that socio-economic characteristics including gender, age, education level, marital status, occupation have association with destination attributes and psychological needs (Mkwizu, 2018 and Ma *et al.*, 2018). Similarly, the destination attributes include scenic beauty, clean water, walking along the beach sports (volleyball), cruising, swimming, safety, quality of services, accessibility, adventurous, staff hospitality and prices and psychological needs factors including pride, novelty, escaping daily routine, attain recognition, presence of celebrity and resting and relaxation have influence on satisfaction (Mkwizu and Kara, 2020). Likewise, the destination attributes have a

direct effect on psychological needs factors and vice versa. In other words, they depend on one another so as to motivate tourists to visit a destination (Bédiová, 2015; Birader, 2017). However, both destination attributes and psychological needs factors have an influence on satisfaction, and if satisfaction is met, it will lead to an increase in number of visitors and repeat visitation in MPAs (Hasan *et al.*, 2019). As well, if satisfaction isn't met it will lead to low domestic tourist visitation and negative word of mouth (Akarsu *et al.*, 2023; Ma and Shang 2022). Psychological needs and destination attributes were adopted from the pull and push theory and some aroused from the destination.

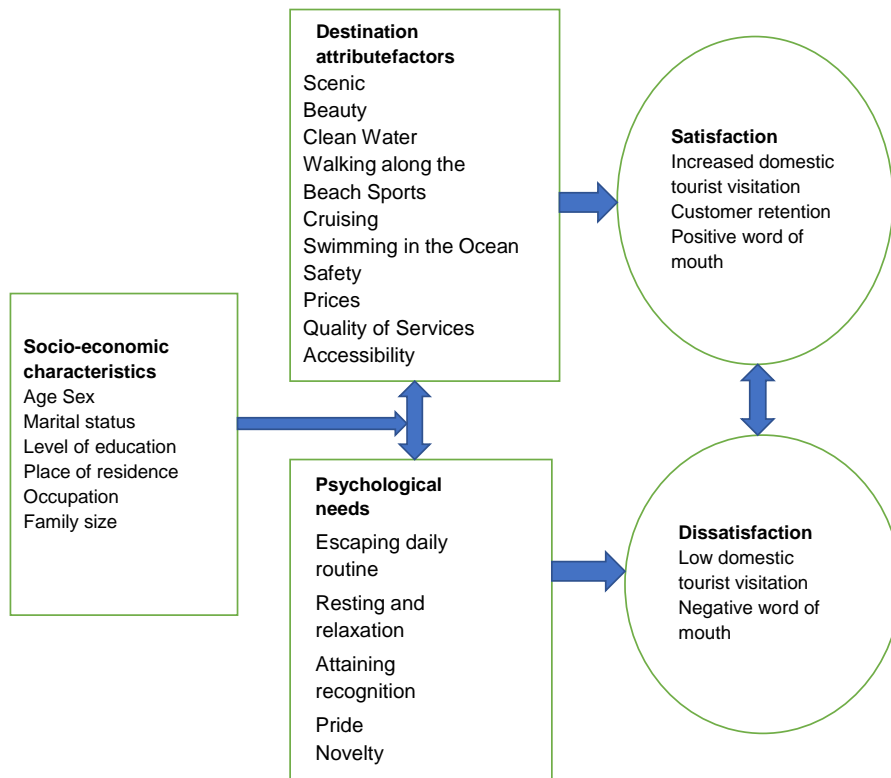


Figure 1.1: Modified Conceptual Framework

Source: Baloglu and Uysal, 1996

1.7 Organization of the Dissertation

This dissertation has been written in publishable manuscript format following Sokoine University of Agriculture (SUA) new guidelines and regulations of 2021; which include an extended abstract, a general introduction, chapters based on manuscripts, a general conclusion, recommendations, and appendices.

Chapter One presents the general introduction of the study, which includes background information about tourism motivation and dissatisfaction in marine protected areas (Bongoyo, Mbudya and Fungu yasini), problem statement and justification of the study; objectives; research questions; conceptual framework limitations of

the study; and the dissertation structure and references. The specific objectives of this study stand as separate manuscripts, and each manuscript has its own abstract, introduction, materials and methods, results, discussion, recommendations, acknowledgement, and references.

Chapter two presents the first manuscript titled " Motivational Factors for Participation in Domestic Marine Tourism: The Case of Marine Protected Areas of Dar es Salaam Coast, Tanzania." This manuscript details about motivational factors identified and how they have influence on one another using structural equation model (SEM) in MPAs. This manuscript has been submitted and accepted by the European Journal of Development Studies publication under the European open science.

Chapter Three presents the second manuscript titled "Perceived dissatisfaction Factors of Domestic Tourism". The manuscript details dissatisfaction factors raised in MPAs; ranking of the dissatisfaction factors, A summarization of dissatisfaction factors and quotes and lastly, detailed discussion and images of each dissatisfaction factors.

1.8 Limitation of the study

This study was conducted in January and February 2021. Visitors did not want to show cooperation during the interview and questionnaire filling in exercise with a claim that they were tired of being interviewed with no feedback or any changes that were being implemented to address the challenges they always face. Some tourists appeared drunk all the time from morning hours to the rest of the day. To overcome the situation the researcher took some telephone numbers of tourists who were willing to participate and called them when they were ready for the interview.

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CHAPTER TWO

2.0 Motivational factors for participation in Domestic Marine Tourism: The case of Marine Protected Areas, Dar es Salaam Coast

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Abstract

Domestic tourism has rapidly become one of better options for enhancing social, economic and environmental development in many countries. For a country to benefit from this option, participation of citizens in tourism activities is highly encouraged. Several efforts have been made by the government of Tanzania to encourage its citizens to participate in tourism. Despite these efforts, there is still an absence of knowledge of what motivates citizens to visit Marine Protected Areas (MPAs). The study adopted an exploratory research design to explore the factors that visitors consider important for participating in marine tourism. The study used a sample size of 60 respondents. Convenience sampling technique was used to obtain

the respondents. Data were collected using questionnaires and telephone interviews, and analyzed using SPSS (v26). The partial least square method structural equation model (PLS-SEM) was used to explore the statistical relationships between destination attributes and psychological needs factors on satisfaction. Findings indicate that psychological needs factors have a strong relationship with destination attributes. The destination attributes have a significant impact on satisfaction. The study revealed that resting and relaxation, pride and novelty are the psychological needs factors that significantly influence satisfaction. Likewise, destination attributes which were mentioned by respondents as important were scenic beauty, clean water, cruising environment and staff hospitality. It is recommended that service providers understand psychological needs and destination attributes for their target markets and design well the provision of products and services at affordable rates.

Keywords: *Psychological needs motivations; Destination attributes motivations; Satisfaction; Marine Protected Areas (MPAs), PLS-SEM.*

2.1 Introduction

Tourism is one of the world's fastest-growing industries. It is a major source of foreign currencies for many countries. Tourism contributes 10.3% in the global gross domestic product (GDP) (WTTC, 2020). It is also known to be one of the world's top job creators contributing 9.9% of global employment (UNWTO, 2020). In Tanzania, tourism contributes 17.5% of GDP and it is one of the major sources of employment opportunities (Gupta 2020; Ubwani, 2022; UNWTO, n.d). In countries like China, Malaysia, Philippines, Rwanda and Ivory Coast, Domestic tourism continues to be the most popular type of tourism that stimulates economic growth, creates employment opportunities and contributes to the development of other sectors (UNWTO, 2020). Given its importance, UNWTO (2020) has been emphasizing on the use of domestic tourism to boost economic revival in destinations after the COVID 19 pandemic.

Marine tourism is a form of tourism that is currently growing fast (Tegar, 2018). It has been projected that by 2030 Marine tourism will be one of the most significant value-added tourism segments in the ocean economy (WTTC, 2020). The most popular countries for marine tourism include: Indonesia, Malaysia, Caribbean, Australia and Galapagos (Brumbaugh and Patil, 2017). Marine tourism is a temporary movement of people from their usual environments to the marine environment to participate in marine recreation, adventure or leisure activities (Li, *et al.*, 2022). It is a type of tourism that is totally connected to and depends on the sea, ocean or any other marine resources (Tegar 2018).

For many decades, MPAs have become important tools for conservation of coastal ecosystems (Halik, 2018). Based on IUCN's (2017) definition, MPAs are areas of sea or ocean especially committed to preserving and protecting biological diversity. They benefit from protective and conservation solutions of natural areas designed according to predefined management objectives (IUCN 2017). In Tanzania, MPAs include marine parks such as Mafia Island

and Mnazi Bay Coelecantha located in Mtwara region and Tanga Coelacanth located in Tanga region. Others include Dar es Salaam marine reserves includes Fungu Yasini, Mbudya, Bongoyo, Pangavini, Makatumbe, Sinda. In Mafia reserve Shungu Mbili, Barakuni, Nyororo and Tanga reserves includes Kwale, Mwewe, Ulenge, Kirui, Maziwe, as well, Chumbe and Mnemba are located in Zanzibar (MPRU, 2022).

Traditionally, the government of Tanzania has used MPAs solely for conservation of marine ecosystems (Katikiro, 2016). However, the tourism policy of 1999 stimulates the growth of sustainable and high-quality tourism that is economically, socially, culturally and ecologically accepted in MPAs. As such, the policy suggests that the management of MPAs needs to include both conservation and tourism endeavors (Anderson 2010, Lwoga, 2011 and Mkwizu and Kara, 2020).

Understanding factors that motivate tourists to travel and its relationship with their satisfaction is important in predicting and planning for future travel of tourists to MPAs. This knowledge is specifically important in formulating tourism products and destination marketing. Therefore, this study focuses on understanding travel motivation and satisfaction for tourists travelling to Mbudya, Fungu Yasini and Bongoyo marine parks most tourism experts and theorists regard motivation as a significant concept (Agrawal, 2017; Bayih and Singh, 2020; Hwang *et al.*, 2020; Seyidov and Adomaitiene, 2016; Wong *et al.*, 2017).

Researchers around the globe have applied motivation theories to understand tourists' choice of destinations and in turn helped in deciding the levels of individual satisfaction level (Celik and Dedeoglu, 2019; Lemmetynen *et al.*, 2016) forecasting for leisure involvement (Yan and Halpenny, 2019); identifying travel patterns (Cavagnaro and Staffieri, 2015); as well as understanding tourists' travel decisions and behavior (Chang *et al.*, 2015).

Several investigations have been carried out in Tanzania on motivation of visitors for marine tourism (Kanza, 2013; Melita, 2015; Matolo and Salia, 2017; Mkwizu, 2019; Mkwizu and Kara 2020). Among these studies, marine tourism has not received enough attention compared to terrestrial tourism such as wildlife tourism. In addition, the number of domestic tourists to different MPA attractions within the country is not at the same as that of international tourists (Melubo, 2019; Mkwizu and Kara, 2020). However, few studies have shown why tourists/visitors are attracted to MPAs and their level of satisfaction in Dar es Salaam. In fact, both motivation and satisfaction create the aptitude in understanding tourist behaviors in the tourism industry. Thus, it is meaningful to study tourist/visitors' motivation and satisfaction within MPAs as motivation is a driving factor for tourists to visit a destination, and fulfillment is seen as a significant success factor for a market destination (Kusdiby and Setiawati 2021). Furthermore, the motivation and happiness of visitors in MPAs may differ from those of other tourism attractions such as national parks and heritage sites.

Derived by the identified research gap, this study seeks to understand how motivation factors influence participation and satisfaction within MPAs. The study makes two contributions: theoretically, it expands our current knowledge of motivation and satisfaction in MPAs, and practically, it provides MPA supervisors or managers with a practical tool for promoting their destination based on tested items on tourist motivation and satisfaction.

2.2 Research Methodology

2.2.1 Study area description

The study was conducted in marine reserves namely Bongoyo, Mbudya and Fungu Yasini -all located in Indian Ocean in Dar es Salaam region as shown in figure 2.1. They are among the oldest islands in the coast land of Dar es Salaam (MPRU, 2022). Bongoyo lies between $06^{\circ}43'12''$ S and $38^{\circ}16'00''$ E and is about 8 km north of Dar es Salaam. It has sand beaches (beach I and II), coral reefs, seagrass beds, rocky shores, lagoons (shark lagoon) and algal beds.

Mbudya lies between 06°40' - 06°40'.5 S and 39°15 E to the northwest about 3 km offshore, within easy reach of the hotels on the North coast of Dar es Salaam. The island has a ruin of a German outpost and a tomb, thought to be of the descendant of Prophet Muhammad, the founder of Islam. The tombs have generated myths and cultural values that destination attributes visitors from different areas of the country pay homage to and make sacrifices for cleansing and fortune-making purposes.

Besides, Fungu Yasini is an island of sandbank seen only during low tides lying between 06°36'00" S and 39°14'30" E. These islands offer fabulous snorkeling and diving opportunities. The islands also have various tourist attractions such as museums, animal zoos and old German buildings. The three Islands are uninhabited (MPRU, 2022). They are all located in Kinondoni district. The MPAs were purposely selected because they are among the old islands within along the coastline of Dar es Salaam with a lot of potential tourism activities (MPRU, 2022).

The islands support tourism activities but currently they are not well developed to accommodate more visitors. The archipelagos have the potential to enhance researcher accessibility through a reduction in extensive travel requirements and the overcoming of logistical challenges. Dar es Salaam is the only densely populated city in Tanzania and which is located along the coast in close proximity to the islands. It has high traffic with good national and regional roads. It is also among the area that receives people from different parts of Tanzania mainly for business purposes. It is worth noting also that, a socio-economic characteristic such as income of people in Dar is higher compared to upcountry citizens a factor for people to participate in leisure and recreation activities. However, the significance of the accessibility of these islands is essential in ensuring the continuity of research efforts and data collection within Marine Protected Areas (MPAs) compared to other islands within Dar es salaam marine reserve unit (DMRU) as highlighted by MPRU (2022).

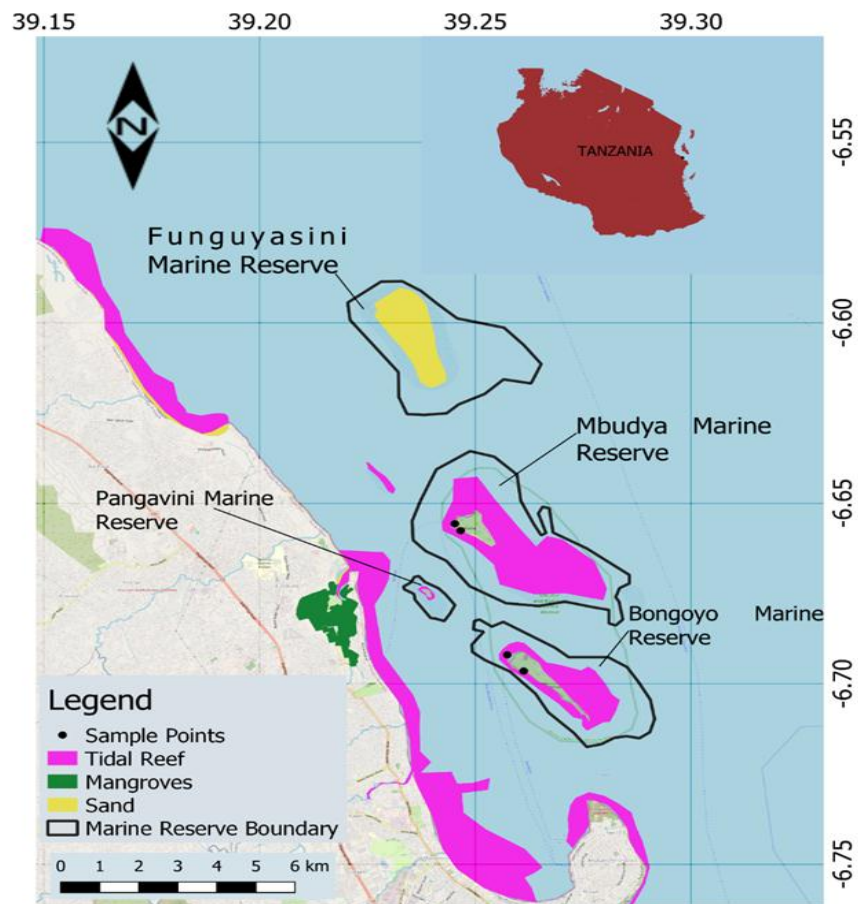


Figure 2.1: Map of study sites showing MPAs.

Source: Modified from Julius, P (2016)

2.2.2. Research design

An exploratory research design was employed in this study. The design involves either studying a relatively unstudied area or extending the existing studies especially when the study does not answer the questions accurately enough (Creswell, 2013). This study approach is supported by Nieswiadomy (2008), as the method is used when knowledge about a topic is limited. It is a useful research method in laying the foundation of in-depth research.

2.2.3 Sampling and data collection

The study used Convenience sampling method in recruiting the respondents. Convenience sampling is a non-probability sampling method which includes participants who are easily or conveniently ready to answer the interview questions (Baniya and Paudel, 2016; Boulay, 2013; Creswell, 2014; Phau *et al.*, 2013). By using Convenience sampling, the researcher managed to select visitors' respondents. The study was conducted from January and February 2021 in the Mbudya, Bongoyo and Fungu Yasini MPAs. To minimize biasness, visitors were diligently approached and those who were willing to participate were given questionnaires (Edgar and Manz 2017). Both primary and secondary data were collected in this study. Primary data was collected using questionnaire interviews, telephone interviews and observation methods. Questionnaire interviews involved domestic visitors who mainly came from within and outside Dar es Salaam. Telephone interviews were conducted using the same questionnaire to visitors who were not comfortable to fill the questionnaire while at the beach due to different reasons including lack of time, hangover, fear of being detached from an enjoyable activity and an excitement to enjoy the scenery or beach view. In addition, direct observation was used where photos were taken to complement information gathered by other methods and to provide a better understanding of the real situation on ground. This includes pictures taken of products and services offered in the parks such as food and beverage, accommodations and attractions.

2.3 Sample Size

The study involved a total of 60 respondents. This sample size included 40 visitors responding to the questions directly in the field and 20 respondents who responded to the interview questions through their mobile phones in later days. Although the sample looks small, it is among the acceptable range as stated by Sekaran and Bougie (2016). The rule of thumb for determining sample size states that the sample size of more than 30 and less than 500 respondents is appropriate for exploratory research. The study applied the convenience sampling along with purposive sampling techniques.

Purposive sampling was used to select the MPAs covered by the study; namely, Mbudya, Bongoyo and Fungu Yasini.

2.4 Data Processing and Analysis

The collected data were cleaned by observing the missing items. After this check, the data were coded by assigning special values to the responses such as 1 for female and 0 male. Before the actual analysis, the data were summarized by showing the descriptive and percentages and verified before analysis to see which model would fit in the study. Data analysis was done using IBM-SPSS statistical software version 26 (SPSS v26) and smart PLS-SEM v 3.3.2. Descriptive statistics such as frequencies and percentages were computed for socio-demographic characteristics of respondents. The PLS-SEM was used to evaluate the proposed model and test the relationships among visitor's needs, destination attributes and satisfaction factors (Bido *et al.*, 2014; Ringle *et al.*, 2015). PLS-SEM is a suitable technique for a small sample analysis (Bido *et al.*, 2014; Ringle *et al.*, 2012; Richter *et al.*, 2015).

Accordingly, PLS-SEM is applied using a two-stage approach: the first stage aims at building the measurement model using the Confirmatory Composite Analysis (CCA), the second stage aims to test the structural model. The CCA includes specifying and identifying, item reliability, construct validity, and construct reliability (Hair *et al.*, 2017). As well, the structural model helped to assess multicollinearity, path coefficient, and predictive ability of variables (Hair, *et al.*, 2019; Hair, *et al.*, 2020). This model is considered suitable for exploratory research (Ahmed *et al.*, 2018; Do Valle and Assaker, 2016; Küçükergin *et al.*, 2021)

However, SEM consists of two components structural and measurement models. According to Jöreskog (2005, 2021), the general form of the structural model, when it contains both endogenous as well as exogenous latent constructs, is specified as:

$$\eta = \beta\eta + \Gamma\xi + \zeta$$

Where: η and ξ are continuous unobserved vectors of underlying latent constructs; and β is a matrix of regression coefficients among endogenous variables η , which has zeros in the diagonal and $(I-\beta)$ is non-singular. Γ is a coefficient matrix measuring the direct effect of exogenous latent variables (ξ) on dependent variables (η), ζ is a random vector of error terms, and ζ and ξ are not correlated. Moreover, the model assumes that the latent variables η and ξ are not directly observable, but y and x vectors, which are outcomes (or indicators) of these constructs, are observed with the following relationships:

$$y = \Lambda y \eta + \varepsilon \quad \text{or} \quad x = \Lambda x \xi + \xi$$

Where y and x are observed vectors of latent indicators associated with η and ξ , respectively. The coefficient vectors Λy and Λx are factor loadings, and ε and ξ are vectors of error terms associated with the measurement model.

2.5 Results and discussion

2.5.1 Socio-demographic characteristics of respondents

The demographic characteristics provide important information of the respondents which are considered to have influence on domestic motivation to visit MPAs. Results in Table 2.1 show that more than a half (56.7%) of the respondents' visitors was females while 43.3% were males. Moreover, 45% of the respondents were aged between 18 and 28 years, 36.7% were aged between 29 and 34 and 18.3% were 35 years old and above. With regard to education, results in Table 1 reveal that the majority (80%) of respondents had a higher level of education (degree), 20.0% of visitors had attained secondary education level while No one who visited the MPAs had completed only primary school. With regard to marital status, two third (66.7%) of the respondents were single as they had free time to explore and visit the MPAs where 30.0% of visitors were married couples with minimal time to visit the destination due to having different family responsibilities, only a few (3.3%) were divorced.

Furthermore, the results in Table 2.1 show that over two fifths (43.3%) of visitors were self-employed, whereas 30% were employed and 26.7% were unemployed in the private sector. However, it was revealed that (83.3%) of the visitors had a family size of less than 3 visitors, whereby (11.7%) indicated a size of 4-7 visitors and (5%) of the visitors where more than 8 family members while visiting the MPAs.

Table 2.1: Tourists' demographic characteristics (n=60)

Demographic Characteristics	Category	Frequency	Percentages (%)
Gender	Male	26	43.3
	Female	34	56.7
Age group	18-28	27	45.0
	29-34	22	36.7
	35+	11	18.3
Education level	Secondary school	12	20.0
	Higher learning	48	80.0
Marital status	Single	40	66.7
	Married	18	30.0
Family size	Divorced	2	3.3
	less than 3	50	83.3
	4 – 7	7	11.7
Occupation	More than 8	3	5.0
	Employed	18	30
	Self employed	26	43.3
	Unemployment	16	26.7

Source: Authors' Analysis

2.5.2 Model measurement

2.5.2.1 Validity

In measuring the validity of the data, the Fornell-Larcker test was used under the criterion that the values of the loading ranging from 0.6 to 0.7 are considered valid for the model estimation (Fornell and Larcker, 1981; Purnami and Suryawardani 2018). Table II shows the

obtained correlations between destination attributes and psychological needs to be 0.742, which satisfies the criterion. Similarly, the correlation between destination attributes, psychological needs, and satisfaction was |0.732| and |0.752|. Therefore, the obtained loadings on destination attributes, psychological needs, and satisfaction were valid for model estimation (Fornell and Larcker, 1981; Kusdibyo and Setiawati, 2021). The data analysis indicates that this study satisfies all measurement requirements.

Table 2.2: Fornell-Lacker criterion

Model validity	Destination attributes	Psychological needs	Satisfaction
Destination attributes	1		
Psychological needs	0.742	1	
Satisfaction	-0.732	-0.752	1

Source: Field data

2.5.2.2 Reliability

Table 2.3, shows the reliability which refers to how precision is obtained and produce precision levels (Dijkstra, 2015). In assessing the reliability of the model Rho_A value was used as a good indicator of reliability compared to other measures like 1 Cronbach's alpha (CA) and composite reliability (CR) due to the fact that many indicators were used in each latent variable. On the data output report, the measures are reflected side-by-side, with Rho_A between CA and CR (Dijkstra, 2015). This is helpful to determine if the value is good, in between the CA and CR values. The Rule of Rho is that the value above 0.7 or above 70% is an acceptable and reliable latent variable (Dijkstra, 2015). It can be explained that the destination attributes variable Rho_A value is 1.000 which is equal to 100%, the psychological needs variable is 0.748 which indicates that 74% of the variance and the Rho_A value of satisfaction variable is 0.912, which indicates that 91% can be explained by the psychological needs

and destination attributes factors. This implies that there is reliability in all factors as they are above the acceptable value based on Rho_A (Fornell, 1981).

Table 2. 3: Cronbach alpha, Rho_A, composite reliability, and average variance extracted (AVE)

Latent Variables	Cronbach's Alpha	Composite Reliability (Rho_A)	Average Variance Extracted (AVE)
Destination attributesFactors	-	1	-
Psychologicalneeds Factors	-0.518	0.748	0.304
Satisfaction	0.884	0.912	0.813

Source: Field data

2.5.2.3 Goodness of fit

The model's goodness of fit (GoF) is the measure of how the obtained results fit the acceptable range of the standard model with respect to the residuals or error at its confidence interval. This study used a confidence interval of 95%. Dijkstra and Henseler (2015) state that for a correct adjustment of the estimated model reference indices Standardized Roots Mean Square Residual (SRMR) and Normal Fit Index (NFI) are considered and must have values lower than 95% (Henseler *et al.*, 2016) or 99% (Henseler, 2016) of bootstrap respectively. Table 2.4 shows the results of GoF of estimated models using structural equation models. In measuring GoF, the model was tested through SRMR and NFI. The SRMR value is 0.095 whereas for it to be perfectly fit if the value is less than 0.10 (Hu and Bentler, 1999; Henseler *et al.*, 2014). Thus, it means any number that is approaching 0 is a good fit and is practicable. However, the NFI is 0.573 indicated that SEM is viable because the value had a range of value > 0.5, it is moderate as it was between 0.5 and 0.8 whereas the highest was not more than 0.9 (Bentler and Bonnet, 1980; Lohmoller, 1989). Therefore, it can be concluded that the research model was feasible to use to test the research questions.

Table 2.4: Goodness of Fit Research Model Test Results

GoF index	GoF criterion	Estimated Model	Decision
SRMR	SRMR value should be less than 0.10(Hu and Bentler,1999; Henseler <i>et al.</i> 2014)	0.095	Acceptable
NFI	the greater value of NFI > 0.9 represents the acceptability fit of the model (Lohmoller,1989)	0.573	Moderate acceptability

Source: Field data

2.6 Structural Equation Model

2.6.1 Motivation Drivers for Tourism in MPAs as Determined by the Structural Equation Model (SEM)

In this study, Push factors comprise the motivations that drive individuals to initiate a journey, whereas pull factors signify the enticing aspects that attract them to a specific location, and satisfaction relates to the extent of fulfillment achieved from the entirety of the travel experience. Likewise, SEM was intended to facilitate the interpretation related to the influence of psychological needs and destination attribute on satisfaction, whereby the model involved three latent variables, namely the psychological needs (push) variable which is reflected through six indicators, the destination attributes (pull) factor variable reflected by 12 indicators, the satisfaction variable is reflected by 3 (three) indicators. The SEM that is performed after going through the bootstrapping process is as presented in Figure 3 below.

However, the Structural Equation Model (SEM) demonstrates the identified destination attributes (Pull) and psychological needs (push) and satisfaction in MPAs. SEM has been analyzed to show how psychological needs and destination attributes in Marine Protected Areas (MPAs) affect tourist satisfaction. It has also revealed what drives tourists to visit an MPAs and how their experiences impact satisfaction in an MPAs as shown below in figure 3.

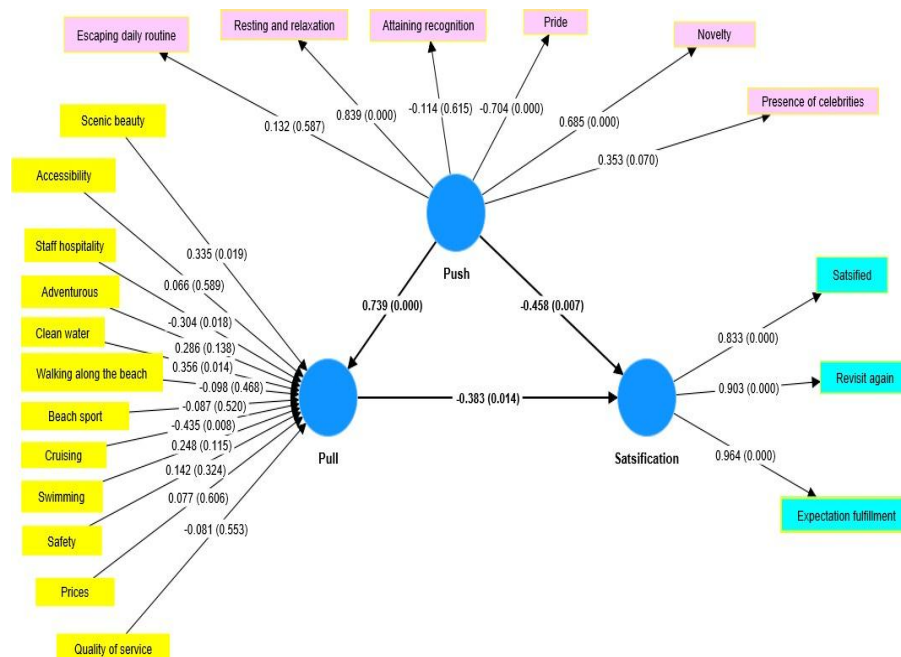


Figure 2.2: Bootstrap model for significance of psychological needs (push), destination attributes (pull), and satisfaction variables.

The numbers in the brackets represent P-value and the whole numbers out of the brackets represent outer loadings/outer weight.

2.6.1.1 Relationship between motivation and satisfaction

Results from the study, as shown in Table 2.5, show that all relationships were significant. Whereas, the relationship (->) between psychological needs and destination attributes was significant at 99.9% confidence levels or p-value of 0.001, except for the relationship between psychological needs and satisfaction (p-value 0.007) and the association between psychological needs, destination attributes and satisfaction has (p-value = 0.028) that was supported by a 95% confidence level and the association between destination attributes and satisfaction with confidence interval of 90%. The relationship with the greatest loadings was the relationship between psychological needs and Destination attributes (T-statistic = 13.854).

However, it is essential to identify which motives influenced the satisfaction when the tourists participated in the MPAs (Roldan Noguerras, *et al.*, 2021).

However, the association between Destination attributes and Satisfaction was significant but the relationship decreases by 38% (-0.383), this implies that Destination attribute factors played a great role in creating tourist satisfaction in MPAs (Chiu, *et al.*, 2016). Destination attribute factors are visible aspects of the destination, allowing visitors to visually identify the destination. This finding supports many empirical works in the tourism industry (Devesa *et al.*, 2010; Wong 2017).

Psychological needs and Destination attributes association is highly significant and the relationship of the two variables increases by 74% (0.739). This result is backed up with the theory that psychological requirements come before destination attributes (Dann, 1981 and Wong, 2017). The finding is consistent with the assumption that once travelers decide to travel, they will consider the destination attributes of a destination that attracts them (Wong, 2017). Therefore, destination attributes commonly are attributes that correspond effectively to the psychological need's motivators (Bayih and Singh, 2020). The association among psychological needs and Satisfaction decreases by 46% (-0.458) despite the fact that it's moderate significant. This infers that tourist/visitors' psychological needs are important in achieving satisfaction in MPAs. The result shows that the MPAs have fulfilled tourists' psychological needs (Wong, 2017). However, the relationship between Visitor's needs -, Destination attributes and Satisfaction is decreasing by 28% (-0.289) with a moderate significance of 28% (0.028). The findings reveal that psychological needs are more dominant in influencing MPAs destination attributes motivation. The results support efforts to better understand tourist/visitors' psychological needs and destination attributes in order to boost tourist satisfaction inside MPAs.

Table 2.5: Relationship between motivation and satisfaction

Latent variable	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Destination attributes ->Satisfaction	-0.383	0.156	2.455	0.014*
Psychological needs -> Destination attributes	0.739	0.053	13.854	0.000** *
Psychological needs -> Satisfaction	-0.458	0.169	2.704	0.007**
Psychological needs -> Destination attributes ->Satisfaction	-0.283	0.129	2.198	0.028**

-> Relationship/Influence *** P < 0.001, ** P < 0.05, * P < 0.01 Source: Field data

2.6.1.2 Psychological needs influencing motivation

Table 2.6 shows that resting and relaxation are highly significant, with an average increase of 83%. This finding is consistent with Van Vuuren and Slabbert's (2011) research, which also identified rest and relaxation as one of the psychological need factors influencing visitors visiting MPAs, with an average increase of 60%. With specific reference to visitors, relaxation was found to be one of the crucial motivations (Baniya and Paudel, 2016; Bui and Jolliffe, 2011; Kanagaraj and Bindu, 2013).

According to Van Vuuren and Slabbert (2011), MPAs should maintain calm and relaxing environments that provide the chance to ease the pressures of visitors' everyday lives. This entails that if the emotions are highly met, satisfaction is likely to be met (Chen *et al.*, 2014; Kim *et al.*, 2012). Similarly, results show that pride is highly significant, with an average decrease of 30%. At the same time, it was observed that visitors take pride in participating in tourism activities and desire that others know about their expeditions in Mbudya, Bongoyo, and Fungu Yasini. However, pride was also found in Kanagaraj and Bindu, 2013).

Novelty was also highly significant, with an average increase of 29%. The novelty was identified in Mbudya, Bongoyo, and Fungu Yasini as a common motivational factor for people to visit islands has been seen by different kinds of literature, such as the studies of Prebensen and Rosengren (2016) and Yousefi and Marzuki (2015). Also, the novelty was seen as a component of having memorable tourism experiences and included experiencing something new, different, unique, and once in a lifetime (Geus *et al.*, 2016; Kim *et al.*, 2012; Mitas and Bastiaansen, 2018). Mbudya, Bongoyo, and Fungu Yasini have shown how novelty experiences can trigger strong emotions and also increase memorability (Skavronskaya *et al.*, 2020). However, domestic tourists with a high level of novelty are likely to recommend the experience to others and are likely to revisit the destination again (Vittersø *et al.*, 2017).

Table 2.6: Influence of Psychological needs factors on satisfaction

Latent variables	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Resting and relaxation	0.606	0.093	6.503	0.000***
Pride	-0.300	0.064	4.682	0.000***
Novelty	0.293	0.078	3.743	0.000***
Presence of celebrities	0.175	0.091	1.914	0.056
Attaining recognition	-0.077	0.100	0.771	0.441
Escaping daily routine	0.062	0.105	0.590	0.555

*** $P < 0.001$

Source: Field data

2.6.1.3 Destination attributes influencing motivation

Table 2.7 indicates that scenic beauty is significant, with an average increase of 34%, which means it has a significant influence on attracting visitors. However, it is observed that those viewing scenic beauty by visitors are highly motivated by approaching places that are pleasing to them in their aesthetic view (Jeong *et al.*, 2018; Kim *et al.*, 2012). Therefore, the natural beauty of Mbudya Island is seen

as a motivating factor that contributes to attracting visitors. Additionally, many visitors acknowledged that the environment is so cool with fresh, clean air. It has also been seen as a factor that tends to influence satisfaction significantly if the environment is well-maintained or conserved (Shahrivar, 2012). This can lead to a positive experience for visitors (Kama and Karagöz, 2021). Clean water has influenced visitors as well, with an average increase of 36%. This means that MPAs have to try to clean the beach so as to be free from trash and fragments such as soda bottle covers and broken bottle pieces. It was observed in other studies (Goh and Balaji, 2016; Ngah *et al.*, 2021) that by Keeping the beaches clean sustains the beautiful scenery of the islands and promotes pleasant feelings for visitors in MPAs.

Nevertheless, Table 2.7 shows that cruising is highly significant, with an average decrease of 44%. Cruising has become one of the favorite holiday activities among visitors visiting MPAs (Han and Hyun, 2019). In Mbudya, Bongoyo, and Fungu Yasini, results indicated that the majority of tourists practicing this activity were Tanzanian celebrities who tended to rent a private boat with some services such as music and drinks, though these visitors tended to take their meals in the MPAs restaurant and as well they swam along the beach side of the MPAs. However, staff hospitality was also significant, with an average decrease of 30%. This implies that staff in the MPAs tended to clean the environment so as to give customers a clean environment and comfort. This finding is in line with that of Choi and Joung (2017), who found the same results. This is important as it pays more attention to customer-oriented behavior and internal marketing for the success of business in MPAs.

Table 2.7: Influence of Destination attributes Factors on Satisfaction

Latent variables	Original sample (O)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
Cruising environment	-0.435	0.163	2.668	0.008* *
Clean water	0.356	0.145	2.462	0.014* *
Staff hospitality	-0.304	0.128	2.373	0.018* *
Scenic beauty	0.335	0.143	2.344	0.019* *
Swimming	0.248	0.157	1.577	0.115
Adventurous	0.286	0.193	1.484	0.138
Safety	0.142	0.144	0.985	0.324
Walking along the beach	-0.098	0.135	0.725	0.468
Beach sport	-0.087	0.135	0.643	0.520
Quality of service	-0.081	0.136	0.594	0.553
Accessibility	0.066	0.123	0.540	0.589
Prices	0.077	0.149	0.515	0.606

** P < 0.05, * P < 0.01

Source: Authors' Analysis

2.6.1.4 Satisfaction factors

Table 2.8 shows visitors who were satisfied. It was significant, with an average increase of 43%. This means that the majority of visitors were satisfied by 39% with the services being offered in the MPAs. As well this was also influenced by visitors' chances to revisit the MPAs, which was significant, with an average increase of 35%. However, domestic tourist expectations are fulfilled with an average increase of 31%. Different literature has discussed that tourist expectations should be respected, especially when offering services and products in MPAs (Hossain *et al.*, 2015; Hasan *et al.*, 2019).

Table 2.8: Satisfaction factors

Latent variables	Original sample (O)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
Expectation fulfillment	0.431	0.030	14.466	0.000***
Revisit again	0.355	0.029	12.035	0.000***
Satisfied	0.318	0.034	9.402	0.000***

*** P < 0.001.

Source: Authors' Analysis

2.7 Conclusion and Recommendations

2.7.1 Conclusion

The findings obtained in this study lead to a conclusion that psychological needs for selection of MPAs are escaping daily routine, rest and relaxation, pride, novelty and presence of celebrity. If these are improved, there will be an increase in the number of tourists who select Bongoyo, Mbudya and Fungu Yasini. On the other hand, the destination attributes mapped in the study area are scenic beauty, clean water, walking along the beach, beach sport, cruising, swimming, safety, quality of services, accessibility, staff hospitality and adventure. From the analysis of the data obtained, it was revealed that there were three psychological needs factors which had a significant relationship with the selection of MPAs; notably resting and relaxation, pride and novelty. Therefore, any initiative to improve tourist attractions should focus on these important variables so as to be able to attract more visitors and retain available visitors. In this study, scenic beauty, clean water, cruising and staff hospitality were found to be significant variables in influencing selection of MPAs. It is, therefore, reinforced that these destination attributes should be considered if public and private sectors wish to improve domestic tourism in the marine sector.

Nevertheless, psychological needs variables have significant effect on destination attributes motivation variables in comparison to other relationships. As a result, destination managers must pay close attention to each of these features in order to promote tourism destinations. Customer fulfillment must be consistently enhanced because it is a key indicator of customer retention. However, Consumer behavior theory contributes significantly to psychological and destination attributes by explaining why consumers behave as they do when purchasing products and services influenced by significant psychological variables (resting and relaxation, pride, novelty). As well, both attributes tend to shape tourist choices and ensuring satisfaction has been reached through positive experience. However, Expectation disconfirmation theory is aligned with the results whereas it has shown psychological (resting and relaxation, pride, novelty) and destination variables (cruising environment, clean water, staff hospitality, scenic beauty) have an influence on satisfaction on intentions to revisit again as expectation are fulfilled and recommend visitation in MPAs as it has fulfilled the needs of the domestic tourists.

2.7.2 Recommendations

It is important to understand that although the study results provide important information for understanding visitors' motivations that trigger their desire to travel to MPAs, the results have also managerial concerns for the destination management due to the following reasons

Firstly, visitors' satisfaction is greatly influenced by their needs and destination attributes. Besides, these attributes include fulfilling visitors' expectations with the authenticity they feel, providing them with proper products and services that can bring satisfaction, and covering general feelings of satisfaction as perceived by tourists. Secondly, as evidenced by their direct substantial relation, psychological needs play an important role in driving tourist destination attributes motivation. Lastly, psychological needs

motivation variables have a greater significant effect on destination attributes compared to other relationships. As a result, destination management must pay close attention to this variable in order to promote the destination, and satisfaction must be consistently enhanced as this variable is a vital indicator for tourists to revisit MPAs. Likewise, Managers can improve tourist satisfaction by increasing both psychological demands and destination attribute motivator elements. The psychological needs motivational factor can be addressed by introducing campaigns that promote tourists' motivational factors to visit MPAs. Therefore, understanding the drives of tourists who opt for this type of tourism and its association with satisfaction and consumer behavior would allow better management and planning of MPAs.

Since motivation knowledge enables planners to more clearly define tourist behavior and the importance of domestic tourism in MPAs, it will also reflect in the development of facilities in a destination. It is crucial to understand tourist markets and their needs in a particular area, like MPAs. Additionally, decision-makers and resource creators in the tourism sector ought to consider how to project a favorable image that motivates visitors to visit MPAs. The motivations of their target markets must be understood in order to design the products and services on offer in a way that is in line with those motivations. This is equally important for tourism businesses, who are service providers. Likewise, Enhancing Psychological experiences in rest and relaxation which requires the development of peaceful zones with adequate seating and shade to establish a calming atmosphere. As well, introducing wellness activities like yoga or meditation sessions can further enrich the relaxation encounter.

Improving Destination Attributes by involving the maintenance and enhancement of the natural beauty of the areas through initiatives like beach cleanliness and waste management. Similarly, diversifying cruising options, including sunset cruises and wildlife-spotting tours, and offering various water-based sports and activities cater to diverse interests among domestic tourists

Future research that fills in the gaps left by this study can be based on how the tourist site is perceived by both domestic and foreign visitors. It is equally important to investigate each visitor's unique motivations for visiting a particular location in order to evaluate the image in accordance with how visitors see it.

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CHAPTER THREE

3.0 Perceived dissatisfaction Factors of Domestic Tourism: A Case of Marine Protected Area (MPAs)

Abstract

This study presents the findings of a study aimed at identifying and explaining the difficulties that may limit people from visiting in marine protected areas (MPAs). The research was carried out in MPAs to better understand dissatisfaction aspects that domestic tourist experience. Questionnaires and observations were used to collect data. Different respondents with different demographic characteristics completed the questionnaires and interviews, and the data were then analyzed using descriptive analyses and content analysis. The findings of the study indicated that the use of improper language, gender imbalance, poor information center, high prices of food and beverage, are the major dissatisfaction factors that hinder the growth of domestic tourism in the MPAs. The study is concluded by recommending an intensive participation of the MNRT in plans, efforts, and combination of approaches in promotion of activities and marketing domestic tourism at MPAs and other marine reserves within the country.

Domestic tourism, tourism development, challenges, stakeholders, improper language

3.1 Introduction

Motivation and dissatisfaction are behavioral factors closely related to human that can influence decision making when deciding on final destination and type of activities to engage in. Understanding tourist motivations is a prerequisite for proper understanding of all travel experiences, and through research can assist us in understanding dissatisfaction. Nevertheless, numerous studies have indirectly looked into the potential factors that may prevent people from travelling to particular destination (Alvarez and Campo, 2014; Hajibaba *et al.*, 2015). Despite the significant knowledge gained from

studies examining dissatisfaction factors affecting tourism, they only partially explain why people choose not to travel to a particular location. First, they ignore the fact that travelers are demotivated differently depending on the circumstances and the destination attributes (Chew and Jahari, 2014). Similarly, dissatisfaction of visitors affects travelling pattern by exploring potential reactions from tourists (Hajibaba *et al.*, 2015).

Dissatisfaction, on the other hand, is viewed as something that limits people from participating in tourism activity in a destination (Chew and Jahari, 2014). Besides, this limits the development of travel choices and restricts willingness to participate and enjoy tourism activities. According to Eusebio and Veira (2013), analysis of dissatisfaction factors helps to reveal more accurate results regarding destinations' inability to meet visitor expectations. However, there are various dissatisfaction factors identified in the study that delay maximum awareness of domestic tourism development in MPAs. These dissatisfaction factors are at various levels in destinations. While some of them are policy and strategy related factors occurring at destination management level some are regulation and related factors set by the management, others are more to do with socio-cultural and socio-economic aspects within the destinations (Siddiqi *et al.*, 2020). These factors could affect visitors negatively in a tourism destination, and this determines whether the tourists may come again. If tourists have a bad experience and are dissatisfied, most of them may neither want to return nor spread through the word of mouth the positive aspects of a destination (Eusebio and Viera, 2013). Therefore, it is crucial to understand the factors that tourists consider as limiting factors for their participation in marine tourism activities, and how these influences tourists' expectations, experience and satisfaction

3.2 Literature Review

3.2.1 Domestic tourism

Domestic tourism as a concept has been defined as the activities of a resident visitor within the country of residence, either as part of domestic tourism trip or part of an outbound tourism trip (UNWTO, 2021). Domestic tourism has over the years been connected to other concepts such as attitude and motivation (Mansour and Mumuni, 2019), advertising (Mkwizu, 2018), economic vulnerability, motivation and travel (Bayih and Singh, 2020; Kara and Mkwizu, 2020).

3.2.2 Domestic tourism from global, Africa and Tanzanian perspectives

Generally, the domestic travel has increased as countries adapt to the impact of the COVID-19 pandemic which was characterized with travel restrictions for international arrivals (UNCTAD, 2021). Tourism in Africa has also been affected by the COVID-19 pandemic and has seen its international tourist arrivals dropping drastically. Monnier (2021) mentioned that countries such as Kenya, South Africa and Rwanda have focused on tapping the domestic tourism as a recovery plan. Similarly, domestic tourism in African destinations encountered a range of obstacles. These obstacles encompass the ability to anticipate the behavioral reactions of domestic tourists in the midst of the COVID-19 crisis (Matiza and Slabbert, 2022). Furthermore, challenges include the financial setbacks resulting from the absence of international tourists (Anderson and Moipolai, 2023) and the insufficiency of clear guidelines on tourist conduct along with the limited involvement of stakeholders in advocating appropriate conduct at tourist sites (Soliman and Abdelmoaty, 2021). Additionally, there is a necessity for the establishment of policies and frameworks to amplify the socio-economic benefits of sports tourism on local communities to foster sustainable promotion of domestic tourism (Nyikana *et al.*, 2021). Moreover, impediments such as the lack of a domestic tourism blueprint, political divisions, and unvaried tourism offerings in Ethiopian destinations pose challenges (Mehiret, 2019). It is imperative to tackle these hurdles through efficient administration, policy creation, engagement with stakeholders, and

strategic scheming to ensure the enduring progress of domestic tourism in Africa. Domestic tourism has received substantial attention in Tanzania and various articles have examined the concept of domestic tourism with other concepts. Domestic tourism in Tanzania is negligible with local residents mainly visiting friends and relatives (Mariki *et al.*, 2011) despite that some can afford the park fees and may have time to travel around. Tanzania's tourism marketing strategy targets foreign market and puts little emphasis on the domestic potentials.

Several challenges that hold back full realization of domestic tourism benefits have been identified in literature (Salehe *et al.*, 2011; Soliman, 2021). The challenges vary by destination. While some of these challenges are associated with policy and marketing issues at the destination level, others concern socio-cultural and socio-economic aspects within the destination. Some of the major obstacles to the development and expansion of sustainable domestic tourism includes bureaucracy, lack of policy and planning, and low technological advancement. In the absence of a comprehensive tourism development strategy, inadequate infrastructure of high-quality, inefficient use of land and natural resources and inability to develop a competitive tourism product, crime and lack of transportation that forces people to rely on expensive metered taxis, economic constraints from events, limited air access, low levels of domestic awareness, and lack of public and private sector partnerships in fostering domestic tourism (Soliman, 2021).

Nevertheless, Salehe *et al.*, (2011) documented low income as a challenge towards development of domestic tourism in Tanzania. Over 80% of Tanzanians depend entirely on subsistence agriculture and this limits many people in the country to visit tourist attractions. Poor promotion of domestic tourism especially to the local people makes them unaware of the available domestic tourist attractions (Soliman and Abdelmoaty, 2021). It was also noted that the underutilization of digital solutions, limited internet accessibility, the

dominance of traditional marketing, a lack of information, insufficient planning services, and restricted access to local businesses have been discussed as factors influencing low visitation in MPAs (Mariki *et al.*, 2011; Nunkoo, 2015; Kara, 2017; Lupiana, 2023). Similarly, researchers have identified dissatisfaction factors that contribute to the lack of repeat customers in terrestrial wildlife visitation, including high taxes, unaffordable services, food costs, low awareness, poor service quality, and a lack of interest. Challenges identified include awareness, service quality, inadequate infrastructure, and interest (Nandonde, 2015; Mgonja *et al.*, 2017; Mato and Musoma, 2022). Despite the extensive literature on tourist motivation (Cajiao *et al.*, 2022; Domenech *et al.*, 2023; Kay *et al.*, 2022; Lin *et al.*, 2022), There is no formal agreement on which potential factors influence domestic tourist dissatisfaction in MPAs. Hence, this paper identifies different dissatisfaction reasons facing the development of domestic tourism in MPAs. This study will help both the tourism sector in general and MPAs in particular to address the aspects that visitors experience in MPAs and make them loose interest to revisit the destination.

3.3 Materials and Methods

3.3.1 Study Area

The study was carried out in the Dar es Salaam marine reserves of Bongoyo, Mbudya, and Fungu Yasini. Bongoyo, which is about 8 kilometers north of Dar es Salaam as shown in plate 1-3, is located between 06°43'12" S and 38°16'00" E. Two sand beaches, coral reefs, sea grass beds, rocky shores, lagoons (including a shark lagoon), and algal beds can be found in Bongoyo. Mbudya is located 3 km offshore in the northwest between 06°40' - 06°40'.5 S and 39°15 E. It is conveniently close to the hotels on Dar es Salaam's North Coast. On the island, there are remnants of a German outpost and what is believed to be the tomb of a direct descendant of Islam's founder, Prophet Muhammad. The tombs have generated myths, and destination attributes visitors who visit them to pay homage and make sacrifices for cleansing and fortune. Fungu Yasini is an island of

sand bank seen only during low tide lies between 06°36'00" S and 39°14'30" E. These islands offer fabulous snorkeling and diving opportunities. These islands are uninhabited (MPRU, 2022). Both of these reserves are located in Kinondoni district.

The MPAs were purposely selected because they are potential for tourism activities (MPRU, 2022). These archipelagos potentially offer greater accessibility for researcher by reducing the need for extensive traveling and overcoming logistical hurdles. The accessibility of these locations plays a pivotal role in ensuring the continuity of research activities and the accumulation of data in the MPAs (MPRU 2022). The islands also have various tourist attractions such as museums, zoos and old German buildings. Dar es Salaam is the only densely populated city in Tanzania and which is located along the coast. It has high traffic with good national and regional roads. It is also one of the regions that welcome visitors for economic reasons from various Tanzanian regions. Additionally, socioeconomic traits like household income, gender, and age in Dar are influences on how often people engage in leisure and recreational activities (MPRU 2022). However, the importance of the accessibility of these MPAs is paramount in ensuring the continuity of research efforts and data collection within Marine Protected Areas (MPAs) as highlighted by MPRU (2022).



Plate 3. 1: Fungu Yasini

Source: Aerial photograph Touropia



Plate 3.2: Bongoyo Island

Source: Aerial photograph

Touropia



Plate 3. 2: Mbudya islands

Source: Aerial photograph by Touropia

3.4 Research Design

The study used descriptive exploratory research design within a qualitative research approach to explore the dissatisfaction aspects of domestic tourists or visitors in MPAs. This approach is highly efficient in obtaining specific data about the value, opinion and social issues of particular people. Qualitative approach allows the researcher to explore behaviors, perspectives, feelings, and experiences in depth (Wengel *et al.*, 2021).

3.5 Sampling Design, Sampling Procedures and Sample Size

The study used Convenience sampling in selecting the respondents and purposively in selecting the MPAs. Convenience sampling is a non-probability sampling technique that uses individuals who are conveniently or easily able to respond to the study questions (Baniya and Paudel, 2016; Boulay, 2013; Creswell, 2014; Phau *et al.*, 2013). Data was collected by using survey from January and February 2021 in the Mbudya, Bongoyo and Fungu Yasini MPAs. The sample size was acquired by approaching visitors who were readily available in the field and those who were willing to participate were given questionnaires (Edgar and Manz 2017). Unstructured questionnaire was administered to visitors who were willing to participate. This sample size included 32 visitors who responded to questions directly in the field and were not interested in FGD whereas 20 respondents filled on their own and 12 tourists were asked questions based on the questionnaire and assisted in filling of the responses in the questionnaire.

However, 20 respondents who responded to the interview questions through their mobile phones in later days questions were administered and responses wrote down by the researcher. Also 3 boat operators, 6 food and beverage providers and 1 FGD of 8 visitors who were willing to participate in the discussion. Despite the fact that the sample looks small, it is among the acceptable range as stated by Sekaran and Bougie, (2016). The rules of thumb for determining sample size states that the sample size more than 30 and less than 500 are appropriate for a research analysis. Purposive sampling was used to select MPAs covered by the study; namely, Mbudya, Bongoyo and Fungu Yasini. This sampling procedure was employed because the selected marine reserves have tourism activities that are being done and they are among the old islands within the MPAs with tourism potentials (MPRU, 2005). However, Purposive sampling is appropriate for generating qualitative data, which is useful for research ~~on~~ on a specific issue where a large

sample is not necessary, especially in tightly bounded case studies (Benaraba, *et al.*, 2022; Thomas, 2022). As well, Purposive sampling is utilized in destination selection to strategically choose specific destination that aligns with the research objectives, enhancing the relevance and depth of the study (Campbell *et al.*, 2020).

3.6 Data Collection Methods

Both primary and secondary data were collected in this study. Primary data was collected using in-depth open-ended and semi-structured interviews, focus group discussion (FGD) telephone interview and observation methods. All interviews were recorded by digital voice recorder and notes were also taken throughout the course of the interview (Creswell, 2014). The same questionnaire was used for telephone interviews with tourists who felt uneasy filling it out in person for a variety of reasons, including lack of time, a hangover, a fear of being cut off from a fun activity, and a desire to take in the scenery or beach view. Focus group discussion with the target population of the study was conducted with visitors. Direct observation was used with pictures taken to complement information gathered by other methods and to provide a better understanding of the real situation on ground. Secondary data includes policies, books, proclamation, regulations, journals, proceedings, pamphlets, newspapers, reports, articles, internet materials and individual writing exercises related to the study (Creswell, 2014).

3.7 Data Processing and Analysis

The study has used both qualitative and quantitative for the analysis. Quantitative data was collected and cleaned by observing the missing items. After this check, the data was coded by assigning special values to the responses such as 1 for female and 0 male. Before the actual analysis, the data were summarized by showing the descriptive and percentages and verified before the analysis to see which model would fit for the study. Therefore, descriptive statistics was conducted to know motivated and not motivated domestic

tourism statistics in relation to socio-demographic characteristics. Also identifying which dissatisfaction factor ranked the highest to the least. The analysis of quantitative data was done using IBM-SPSS statistical software version 26 (SPSS v26) (Ulwiyah *et al.*, 2023). The analysis of qualitative data was conducted using content analysis with the support of Nvivo 11 software. This was done by categorizing the obtained data into meaningful and efficient information, based on explicit rules of coding that embodied various themes, facilitating the collection of data appropriate to dissatisfaction. The process of descriptive coding was implemented to inspect the data. This involved the examination of documents in diverse formats such as Word, audio files, data tables, spreadsheets, videos, images, and social media platforms, enabling the analysis of content stored externally to the software (Kraiwani *et al.*, 2023). The interview results were read repeatedly and thoroughly in this case to determine the major themes of each respondent. To illustrate dominant issues in respondents' own words, summary data and unattributed quotes were used (Verssiom and Costa, 2019).

3.8 Result and Discussion

3.8.1 Socio-Demographic Characteristics of the Respondents

Demographic traits offer crucial demographic data about the respondents that are thought to have an impact on domestic travel motivation to MPAs. Table 3.1 presents the visitors characteristics of the motivated and demotivated respondents to travel to the MPAs. Table 3.1 shows that female respondents were 46% less likely than male respondents to visit MPAs. Furthermore, visitors between the age of 18 and 28 were more motivated to travel (41%), followed by those between the age of 29 and 34 (33.3%). Nonetheless, visitors with higher education were found more likely to visit MPAs (84.6%) than visitors with secondary education. Furthermore, the results show that single visitors were more motivated (66.7%) than divorced tourists. Finally, self-employed visitors were 43.6% more likely to visit MPAs than unemployed visitors.

Table 3.1: Tourists' demographic characteristics (n=60)

Demographic Characteristics	Category	Are you motivated?			
		Not motivated		Motivated	
		Count	Column N %	Count	Column N %
Gender	Male	5	23.8%	21	53.8%
	Female	16	76.2%	18	46.2%
Age group	18-28	11	52.4%	16	41.0%
	29-34	9	42.9%	13	33.3%
	35+	1	4.8%	10	25.6%
Education level	Primary school	0	0.0%	0	0.0%
	Secondary school	6	28.6%	6	15.4%
	Higher learning	15	71.4%	33	84.6%
Marital status	Single	14	66.7%	26	66.7%
	Married	7	33.3%	11	28.2%
	Divorced	0	0.0%	2	5.1%
Occupation	Employed	6	28.6%	12	30.8%
	Self employed	9	42.9%	17	43.6%
	Unemployment	6	28.6%	10	25.6%

Source: Field data

3.9 Dissatisfaction Factors for Visitors

Results shown in Figure 3.1 have shown that the use of improper language from service providers has been ranked with 68% as the most challenging aspect faced by visitors followed by high prices of food and beverage, service favoritism and noise pollution with a tier of 60%. More elaboration has been elaborated below.

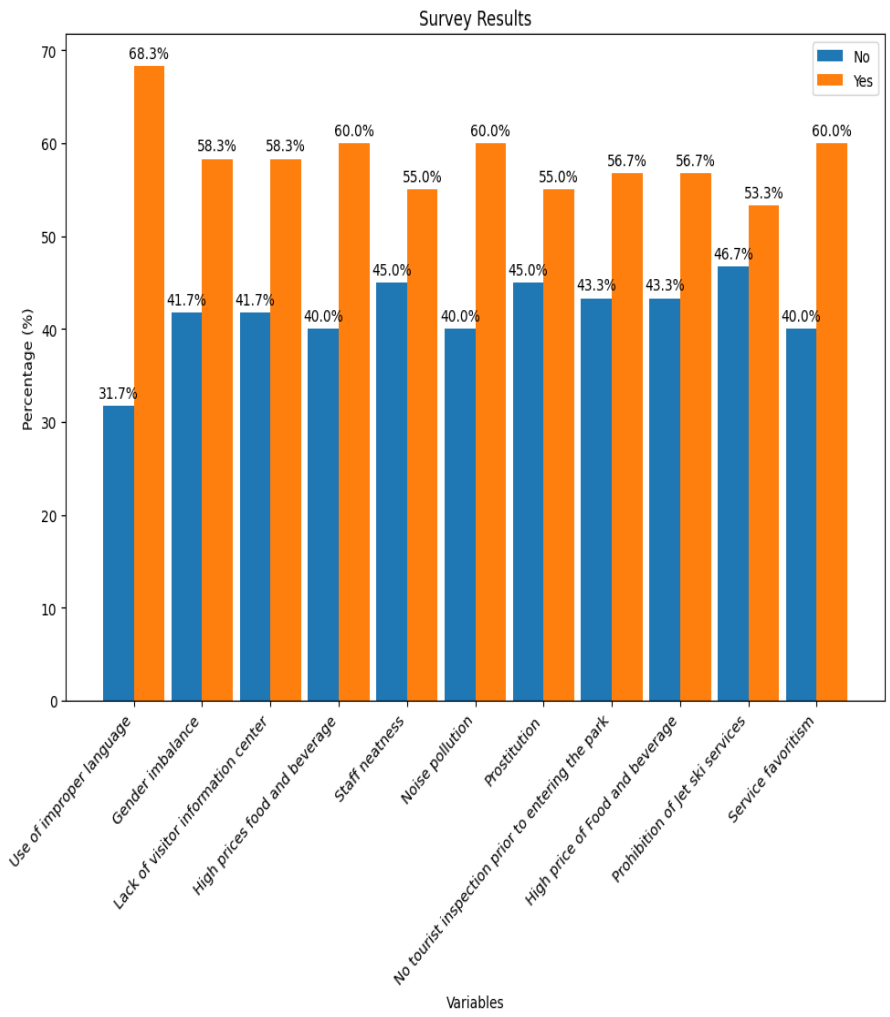


Figure 3.1: Ranking of Dissatisfaction factors
Source: Field data

Table 3.2: Summarization of Dissatisfaction factors and quotes

Dissatisfaction factors	Some quotes from visitors
Improper language	<i>"You look like a pig"</i>
Gender imbalance	<i>I once had a menstrual cramp while in the island accidentally it was difficult to face staffs in the island for help as most of them are men. Its best at least we can have a female so as we can be able to express such situations"</i>
Lack of visitor information center	<i>No any information was given to them regarding the island dos and don'ts, attractions found, the history of the island, activities being offered such as renting canoeing, sailing boats. But instead, most service providers focused on lend bandas, chairs, mats, food and beverage services etc".</i>
High prices food and beverage	<i>The prices being charged are high and I cannot afford to buy foodand this is the reason to why I decide to come with my own foodfrom home.</i>
Staff neatness	<i>The service providers should have at least variety of uniforms tochange at least 3 of them" with appropriate roaster shift for worker. Other respondent added the need to have badges with their names on it so we can call them by their names.</i>
Noise pollution	<i>I came to relax from a stressful environment in town again I visited and the place is like a beach party disco area so disappointing because we need calm and quite environment so as to meditate life sometimes this should be overseen"</i>
Prostitution	<i>Some ladies tend to follow our men especially when they see them alone this habit disappoints us and it will be difficult to recommend to people to come with their partners or spouse</i>
No tourist inspection prior to entering the park	<i>Some people tend to carry pocket knives, some smoke weed inthe island it's too disturbing as the staffs in the reserve can't stop such harmful weapons from entering the reserve</i>
Prohibition of Jet ski services	<i>It is so disappointing that this service of Jet ski is not allowed in MPAs despite that only specific people tend to use them. They should allow this service though they should indicate the specific area this can be practiced without destroying the coral reefs</i>
Service favoritism	<i>You can give out an order for food but because am not a common visitor to the MPAs despite of arriving early a common customerwill be attended and I kept waiting it disappointed me a lot because I saw that</i>

3.9.1 Use of improper language

Language is the most effective means of communication. Its functions include the exchange of ideas, opinions, thoughts, and emotional expression, social interaction, sound recording, and expression of identity. At the same time, it can be a common barrier to effective communication (Gautam, 2022; Li *et al.*, 2020; Schmidt and Uriely, 2019). In addition, the use of insulting words or expressions may arouse negative emotions among tourists (Rabiul, *et al.*, 2022). Therefore, the use of abusive language was practiced by different visitors with 68%. Most of the service providers, visitors in the island use improper language to address issues among themselves. One service provider said to his fellow service provider *“don’t be like a bitch every time you see women in the island”*. Besides, this occurs mostly while serving guests with food and beverage and as well when a tourist is not satisfied with the service provider whereas one tourist said a tourist said to a service provider *“you look like a pig”*. Whereas the tourist meant the service provider is dirty in appearance. And, another Service provider said to a tourist *“stop being stupid just pay the amount because you came with food and beverage and it’s not allowed*. It was also seen on the other side of tourists as well which is in line with other literature that showed that abusive language has been observed in different destination (Bi *et al.*, 2021; Kiritchenko, 2021 and Mei, 2022).

3.9.2 Gender imbalance

Involvement of gender in tourism is a primary indicator of sustainable tourism. This symbolizes gender equality and participation, whereby improving women's conditions may motivate their participation, which will ultimately improve tourism sustainability (Alarcón and Cole, 2019). Besides that, through the tourism industry, women's situation is undergoing slight positive growth (Rinaldi and Salerno, 2020; S. A Cohen and E. Cohen, 2017). However, tourism grew almost steadily, and, since it is a labor-intensive sector, even job creation increased, but not equally for men and women, as it happened in hospitality located in the national parks (Rinaldi and Salerno, 2020). It is

important to consider gender with service providers working in the MPAs. Results of this study indicated that fifty-eight per cent (58%) of the workers in Mbudya, Bongoyo and Fungu Yasini are male despite that in Bongoyo. It was observed that there is only one female. Majority of the tourists requested that there is a need to have female workers in the Mbudya because there are issues that women tourists/visitors face or encounter in a destination, but they fail to express to male service providers. Some of the mentioned issues include being in menstrual cycle, being harassed by some visitors while swimming in the beach and early pregnancy problems. One domestic tourist said: *“I once had a menstrual cramp while in the island accidentally it was difficult to face staffs in the island for help as most of them are men. It is best at least we can have female service providers so that we can be able to express our concerns”*.

Thus, explaining some issues like harassment by male service providers, the study revealed that they tended not to take it seriously and they did not actually act appropriately. This challenge was also mentioned by researchers in some destinations (Chipumuro *et al.*, 2021). However, another domestic tourist said: *“Some men tend to harass us especially when swimming along the beach and when reporting to some supervising staff, they don't take it seriously but if we could be having at least a female staff they would voice out this challenge, it really makes us uncomfortable”*.

3.9.3 Lack of visitor information center

The Visitor Information Centre (VIC) is important in a destination as it provides useful information on or about the attractions, lodgings, rules and regulation that are present in a destination (Kovalenko *et al.*, 2021). Studies have shown that information centers tend to cover image of the destination, providing welcoming environment for visitors to explore and learn available tourism products and services (Grundner and Neohofer, 2021 and Kovalenko *et al.*, 2021). The study indicated that about 58.3% of domestic visitors mentioned risks associated with having no information given to them prior to their visitation and after reaching the island. Thus, domestic tourist said:

“I was on my way to the white sand hotel for swimming but the boat operator at Serene Beach Resort convinced me to visit Mbudya with small transport fee of 5000/- with no any briefing about Mbudya what are the rules, what is not allowed. So at least they could do briefing especially to us, first time visitors and as well after arriving to the island. We only found an information center with nothing just a house with no information”.

It was observed in this study that there was no information center which would portray and provide information about the island. This made some visitors leave the island earlier as they found the destination uninteresting. Some studies such as (Dang, 2021; Ramaano, 2021) have shown that conflicts and contradictions arise from destinations with poor information centers because visitors do not get clear and appropriate information especially regarding rules, regulations, prices of different products and types of attractions available. This finding was supported by another tourist who said *“no any information was given to me regarding the island’s dos and don’ts, attractions found, the history of the island, activities being offered. But instead, most service providers focused on lending bandas, chairs, mats, food and beverage services etc.”*

3.9.4 High prices of food and beverage

Results indicated that 60% of the respondents were of the view that prices charged at local facilities were too high compared to the quality of food served. However, food and beverages are services being offered in Bongoyo and Mbudya except in Fungu yasini whereas a domestic tourist has to come with their own food and beverages. With regard to Mbudya and Bongoyo, food and beverages are expensive especially to domestic tourists as shown in plate 3.4.



Plate 3.3: Food and beverage menu

Source: Field data

To support this argument, a domestic tourist said “I came with my snacks due to the fact that I can’t afford the prices over here. For example, with 5000 Tshs in the Island, you get plain chips while if I use the same amount in other places, I get cassava, brochettes and a bottle of soda”.

This current study has thus found that price rise tends to encourage domestic visitors to bring their own food and beverages to the MPAs especially at Mbudya and Bongoyo, though it is prohibited in the MPA rules, as the prices were beyond what domestic tourists could afford. This finding is in line with other studies which propose that, prices should be set to accommodate domestic tourists so as to motivate them to visit MPAs (Esquivias *et al.*, 2021; Puljiz *et al.*, 2022).



Plate 3. 4: Homemade food brought in the island

Sources: Field data

3.9.5 Staff neatness

Staff neatness includes the appearance of the staffs and cleanliness. Scholars argue it is important to observe staff hygiene. This includes wearing gloves while preparing food, clean fingernails, wearing clean uniforms in the kitchen failure to observe this might be damaging perceptions and standards of food safety by not meeting tourist expectations (Dewi *et al.*, 2022; Motha and Hermann, 2022). The study has observed 55% of staffs were not neat and wearing uniforms in the kitchen while handling food and some of their clothes were torn. Literature shows that this challenge has been recurrent in some destinations. They advise that staffs' neatness is of paramount importance and they should be trained on personal hygiene as well so as to meet domestic tourist expectations (Bisui *et al.*, 2022; Garpiy *et al.*, 2022). One respondent said "*the service providers should have at least variety of uniforms to change at least 3 of them*" with appropriate roaster shift for worker. Other respondent added *the need to have badges with their names on it so we can call them by*

their names. However, another respondent said most staffs in the kitchen don't wear proper uniforms and hygiene isn't well observed in the kitchen area. This to me makes me lose appetite and I end up coming with my own bites and eat while in the reserve".

3.9.6 Noise pollution

The study revealed that 60% of visitors tend to come to the island with radios and put loud noises as revealed in plate 3.6 whereas the speaker is in the entrance of serene resort on the way to the Mbudya island. These noises destruct some tourists who tend to seek relaxation and do silent activities such as reading a novel or meditation or want to have a rest during weekends. One respondent said:

"The management should adhere with the rules they have set or create zones for people who like noises and another zone for no noises".

Another tourist annoyingly uttered:

"I came to relax from a stressful environment in town again the place here is like a beach party disco area so disappointing ... we need calm and quite environment so as to meditate life ...".

This is in line with the study by (Barao, 2021; Viera *et al.*, 2022) who also reported how noises disturb tourists who need calmness and quite places for relaxation.



Plate 3. 5: Music Speaker taken to Mbudya Island for entertainment

Source: Field data

3.9.7 Prostitution

Prostitution is the selling of sexual service (Grosso *et al.*, 2022; Jaggar, 2018; Naiki, 2021). The practice of engaging in relatively indiscriminate sexual activity in general with someone who isn't a friend or spouse in exchange of immediate payment of money or other valuables is seen as an immoral and degrades and victimizes women (Boruah and Baruah, 2021). It is considered illegal in some countries such as Tanzania as shown in plate 3.7 (5th rule). This act is not allowed in Tanzanian MPAs. It was observed that 55% of women coming to the Island are in hunt for men and men do hunt for women as well. This brings an effect to other visitors as they would not recommend other friends and family members to visit the place with children due to the habit that can be imitated. Studies have shown prostitution as a threat to social cohesion and individual wellbeing (Hearne, 2022; Jeong and Lee 2023). Similarly, the existence of prostitution is more likely to inflict reputational damage on the image

of destination (Shrage 2021; Hearne, 2022). One respondent said:
“Some ladies tend to follow our men especially when they see them alone this habit disappoints us and it will be difficult to recommend to people to come with their partners or spouse. As well another respondent argued that some men usually come to hunt for women who are seen as well off in the island and failure to see that they end up leaving the island few minutes after not seeing anyone of their interest



Plate 3. 6: Rules being placed in the islands

Source: Field data

3.9.8 No tourist inspection prior to entering the park

The Park rules prohibit entrants from coming with harmful objects.

Harmful objects include knives, needles, weapons such as guns, drugs and any other life-threatening objects. Although the rules prohibit these items in the Islands, there is no any prior inspection conducted when visitors enter the Island. It is easy for some visitors to enter the reserve with such instruments and use them to threaten other visitors. It was observed that 56.7% of respondents acknowledged to have seen different domestic visitors coming into the Islands with harmful instruments such as pocket knives, especially at Mbudya and Bongoyo. This implies that there is no inspection that is being conducted before tourists board the boat to the island. This usually scares some visitors when fights happen in the island especially when some visitors become intoxicated with alcohol and drug (Xie *et al.*, 2021).

To support this argument, one respondent claimed:

‘Some people tend to carry pocket knives, some smoke weed in the island it’s too disturbing as the staffs in the reserve can’t stop such harmful weapons from entering the reserve’.

One other tourist added:

It’s important to conduct inspection because some of visitors usually carry sharp instruments in the reserve this is threatening a lot as some of tourists might decide to depart earlier due to lack of safety and security’.

This is in line with the study by Xie *et al.*, (2021) who reported that having a public security system for inspections is important in creating good destination's image. However, Tourists generally perceive a destination as less safe when safety and security systems cues are lacking or fail to meet expectations.

3.9.9 Prohibition of Jet ski services

Jet skiing sports is the activity of using a Jet Ski to travel across water (Dileep and Pagliara, 2023). The DMRS has restricted the use of Jet Ski in the islands (DMRS, 2005). Though such vessels can be seen

that are being driven by some business tycoon children. 53.3% Visitors felt disappointed that this service isn't offered whereas it's in line with Mauritius whereas they have banned the use of Jet ski (Srinivasan *et al.*, 2022; Martins, 2022) would like to have this service being offered in the island. The challenge was pointed out by domestic tourist:

"It is so disappointing that this service of Jet skiing is not allowed in MPAs despite that only specific people tend to use them. They should allow this service though they should indicate the specific area this can be practiced without destroying the coral reefs. However, another tourist added they could allow Jet Ski in some areas away from coral reefs and this will attract visitors to experience the jet ski instead of travelling to Zanzibar for such experience and as well they will make money out of it as domestic tourist can rent and use the vessel".

3.9.10 Service Favoritism

Favoritism is widely observed in the Islands. It is a system of relations in which a group of people is given special considerations without regard to the values of the person concerned (Rosicki, 2012). The service providers claim that there are economic and social benefits that may accrue when selecting a common domestic tourist to be serviced earlier despite the fact he has arrived late in a destination (Ferlazzo and Sdoia, 2012). This was pointed out by a domestic tourist who said:

"You can give out an order for food but because is not a common visitor to the MPAs despite of arriving early a common customer will be attended and I kept waiting it disappointed me a lot because I saw that".

However, the study indicated that 60% of service providers in the MPAs tend to favor most of the common visitors or repeat visitors. Different scholars have discussed and viewed it as a positive aspect as it stresses the usefulness of networking in attracting new visitors

in the MPAs (El said and Aziz 2022; Ferlazzo and Sdoia, 2012; Kupeni, 2022). As well, another domestic tourist added *“it is so disappointing when you order a meal and it delays while the once who delayed in the destination are being serviced, we felt ignored and not valued”*.

3.10 Conclusion and Recommendation

3.10.1 Conclusion

The study sought the views and perceptions of the tourism stakeholders concerning the domestic tourism situation in MPAs. All the respondents affirmed that the state of the domestic market is not where it should and there are challenges that need to be addressed for progress to be realized. The culture of local people is one stumbling block that needs to be overcome. Literature shows that engagement with the tourism industry during one’s travel regardless of motivation is critical to the nourishment of the industry. The above challenge has not been helped by an undiversified tourism product offered in MPAs.

However, Consumer behavior theory has influence on dissatisfaction in tourism by emphasizing the psychological needs in understanding customer complaint behavior. The study has identified dissatisfaction factors whereas when the factors are managed effectively, can prevent low domestic visitation in the MPAs and negative word of mouth but instead it will increase satisfaction. As well, expectation disconfirmation theory (EDT) is aligned with the study results, its shown that when tourists experience disconfirmation in their expectations, it leads to negative emotions and behaviors. This is because domestic tourists had high expectations resulting in coping mechanisms being utilized by tourists when they encounter unsatisfactory experiences in the MPAs.

3.10.2 Recommendations

The study therefore drew the following recommendations to advance marine tourism:

- i. Training and mentorship should be done as they make employees more competent and effective in providing different services in destinations. Training can cover important areas such as are customer care, first aid and rescue, safety and security hygiene, tour guiding and conservation.
- ii. Infrastructure services should be developed. It is the right of the domestic customers.'
- iii. Transport should be accessible and affordable for domestic tourists to the destinations.
- iv. The marketing strategies aimed at delivering tourist services must take into account motivational factors in order to encourage consumer buying behavior and mitigate potential dissatisfaction.
- v. The use of improper words should be avoided because children who are present in the MPAs can be memorized and use them later. This can further discourage parents and eventually avoid bringing children with them to MPAs.
- vi. The government should place demarcation for areas that jet skiing can be done so as to attract more visitors and as well encourage domestic tourists to visit MPAs.
- vii. Inspections for safety and security in the islands should be introduced in marine reserves entrances.

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CHAPTER FOUR

4.0 CONCLUSION AND RECOMMENDATION

4.1 Summary of Major Findings

4.2 Mapping of motivational and dissatisfaction factors

The findings obtained in this study lead to a conclusion that psychological needs for choosing MPAs include escaping daily routine, rest and relaxation, pride, novelty, and the presence of celebrities. The number of tourists choosing the Bongoyo, Mbudya, and Funguyasini will rise if these are improved. On the other hand, the study area's destination attributes, such as scenic beauty, clean water, beach sports, walking along the shore, swimming, safety, service quality, staff hospitality and adventurous, should be taken into account when developing the MPAs' tourism industries in order to encourage domestic travelers.

However, several dissatisfaction factors were identified from the domestic tourists: dirty language use, service favoritism, gender imbalance, poor information Centre, and prostitution, high prices of food and beverage, noise pollution. Stakeholders as well pinpointed out the lack of support from the government, lack of trainings, rules contradiction, misleading information to tourists.

4.3 Conclusion

The study aimed at exploring motivational and dissatisfaction factors for domestic tourism in MPAs. The study concludes that decision to travel of visitors is influenced more by destination attributes which includes cruising, clean water, scenic beauty and staff hospitality. Furthermore, visitors in MPAs are also influenced by psychological needs such as rest and relaxation, pride and novelty. Understanding the destination attributes and psychological needs factors that influence domestic tourism in MPAs is crucial for developing and promoting domestic tourism by understanding psychological needs and expectations so as to create repeat visitors in future. However, it was concluded that Tanzania currently lacks a well-defined motivation strategy of the market, particularly for visitors visiting MPAs.

Based on the theories, the study suggests that visitors' decisions are influenced by particular destination attributes, such as cruising, clean water, scenic beauty, and staff hospitality. These aspects can be associated with external elements in consumer behavior theory, where both tangible and intangible aspects of a product or service stimulate consumer interest. For instance, the scenic beauty of a Marine Protected Area (MPA) can employ a strong allure in impacting the decision-making process of visitors. Though, the impact of psychological needs like the need for rest, relaxation, pride, and novelty are major drivers of consumer behavior. These needs stem from personal aspirations and incentives, reflecting profound psychological stimuli. Travelers look for destinations that resonate with these psychological motivations, thus influencing their selection of travel destination.

Similarly, Expectations and Experiences within MPAs, visitors hold specific expectations based on destination attributes and psychological needs. If their experience meets or surpasses these expectations, satisfaction is probable. Conversely, if reality falls short of their expectations, dissatisfaction arises. However, fostering repeat visitors considering the research's conclusion that Tanzania lacks a well-defined motivation strategy for MPA domestic tourist/visitors, expectation-disconfirmation theory can serve as a valuable compass in encouraging repeat visits. It is crucial to expertly manage expectations and provide an experience that either meets or exceeds domestic tourist/visitors. This entails not only highlighting the appropriate attributes but also ensuring a consistent delivery of superior experiences.

The interconnection between the findings of this study and consumer behavior theory rests on understanding the external and internal drivers influencing visitor choices. With the view of expectation-disconfirmation theory (EDT), the focus shifts to the management of visitor expectations and its repercussions on satisfaction. In both situations, building repeat visitors and boosting

local tourism in MPAs requires a holistic approach that challenges consumer behavior and guarantees the fulfillment or surpassing of expectations. This involves aligning with marketing effort with appealing attributes to visitors while consistently fulfilling promises to maintain high levels of satisfaction and stimulate repeated visits in MPAs.

4.4 Recommendations

Based on the study findings, it is recommended to the government and development partners as follows:

- i. The best place to practice jet skiing should be marked with signs or demarcations, as some visitors enjoy this activity.
- ii. Development of new and dynamic destination brand. The brand image will build and sustain strong growth in the domestic market / tourist segment that they intend to attract in MPAs.
- iii. Offer high-quality products and services that will deliver outstanding domestic experiences while diversifying the products that are offered in MPAs.
- iv. Integrating tourism about MPAs into education curriculum as it's more focused on wildlife on land compared to what is being offered in the ocean. The government should take a step in introducing tourism studies related to ocean that has MPAs. This could be done through receiving the content of issues discussed in tourism.
- v. Swimming lessons and water sports competitions should be promoted to alleviate fear of water and negative thoughts that visitors have, such as drowning while on getaway on the island. Knowing how to swim will also help visitors know how to save themselves if anything goes wrong while travelling to the MPA.
- vi. Ensuring value for money and affordability of product and services to visitors. These products and services include food and beverage, transportation, prices of tour guiding around MPAs.
- vii. The current tourism strategy needs to be revised to emphasize and promote domestic travel more because crises like the COVID-19 pandemic in 2020, which resulted in lockdowns and a decline in the country's tourism industry, as well as the fact that we solely relied on foreign visitors, can occur.

- viii. It is necessary to use a variety of pricing models. This implies that while a different approach is used elsewhere, the ecologically sensitive areas could continue to use the high value/low volume approach. This alone suggests a market for leisure tourism goods that could profit from a more varied offering and competitive domestic pricing, which would result in more advantages for the nation in terms of increased employment and addressing the seasonality issue.
- ix. Public awareness campaigns could then be launched to educate the domestic market about the country's product offerings, particularly in marine tourism. This is to enable visitors to visit MPAs.
- x. Improving Accessibility and Safety is paramount for ensuring a continuous experience for domestic tourist. This entails guaranteeing easy access to MPAs through reliable transportation options, clear signage, and well-maintained pathways.
- xi. Providing ongoing training for staff is vital to ensure a high level of hospitality and customer service, so as to foster a culture of warmth, helpfulness, and professionalism among employees is equally important within MPAs.
- xii. Conducting regular safety trainings and ensuring staff are trained in first aid and emergency response are essential components of safety management, so as to Maintain a high level of safety is imperative through measures like lifeguards, clear safety protocols, and emergency response plans.
- xiii. Offering incentives to encourage repeat visits by collecting and addressing feedbacks from domestic tourist promptly.
- xiv. Policymakers, destination managers, and tourism experts in both the public and private sectors are constantly looking for effective tools to better manage tourism and destination development in the long run.

- xv. Developing comprehensive regulations that encompass all facets of Marine Protected Area (MPA) management, including but not limited to environmental preservation, sustainable tourism methodologies, permissible activities, and conservation endeavors is imperative.
- xvi. It is essential to ensure that these regulations are unambiguous, easily accessible, and readily comprehensible to all stakeholders, comprising visitors, local enterprises, and personnel involved.
- xvii. Formulating legal frameworks that advocate for sustainable tourism practices, for instance, controlling visitor capacities to prevent overcrowding, enforcing eco-friendly operations, and promoting responsible conduct, is crucial.
- xviii. It is necessary to establish safety protocols for all undertakings within MPAs, encompassing activities such as boating, swimming, and other recreational pursuits, with a focus on stipulations regarding lifeguards, safety gear, and emergency response strategies.
- xix. Another critical element pertains to the necessity of enforcing routine monitoring and reporting on the ecological health of MPAs, while also assessing the efficiency of tourism management approaches.
- xx. Moreover, enforcing the legal prerequisites for safety training among MPA staff and service providers is paramount.

4.5 Area for Further Study

The current study generalized all three Dar es Salaam marine reserves. Further studies are required so as to fill the gaps left by this study basing on exploring motivation on each marine reserve separately, to understand how the tourist site is perceived by visitors. Also, it is important to investigate each visitor's unique motivations for visiting a particular location in order to evaluate the destination image in accordance with how visitors see it. Besides, evaluating and introducing water sports practiced around marine reserve is essential

to booming of tourists. Furthermore, examining social and psychological reasons why some of Tanzanians are not interested in marine tourism is equally important. Lastly, evaluating the carrying capacity of each MPA and researching the various environmental factors present in each marine reserve can be done in further studies to complement this current one.

APPENDICES

Appendix 1: Questionnaire for Domestic Tourists'

Name of respondent.....Signature.....

..

Date.....Ward name.....District name.....
.....Questionnaire number.....

Section 1: Respondent's demographic and socio-economic information

✓ Tick the appropriate answer or fill in the space provided

1. Sex of respondent

a) Male

b) Female

2. Age of respondent.....

3. What is your level of education?

a) Primary level

b) Higher learning

4. Family size

5. Place of residence.....

6. Occupation

Section 2: Assessing local tourist awareness towards MPAs

7. Which among the following islands are you 'familiar with'?

S/NO	Islands	✓ Tick
1.	Mbudya	
2.	Bongoyo	
3.	Makatembe	
4.	Sinda island	
5.	Pangavini	
6.	Fungu yasini	
7.	Kendwa	
8.	None of the above	

Continue if respondent knows the MPAs

8. For the island (s) you know, how did you know it (them)?

S/NO	Source of information	Tick the appropriate source.
1.	Advice from friends/relatives	
2.	Advice from tourist information centre	
3.	Tourist guidebooks	
4.	Structured education and training programs in schools, colleges, universities, adult and learningcentres	
5.	Exhibitions (karibu fairs, Dar es salaam international trade fair.)	
6.	Printed materials- such as brochures, billboards, posters and pamphlets	
7.	Audio-visual resources- such as pre-recorded cassettes, videos, CDs and DVDs	

8.	Websites, email discussion lists and blogs	
9.	Social Networks- such as Facebook, twitter, instagram etc.	
10.	Mass media interviews and articles in newspapers, magazines and electronic publications accessible via the internet	
11.	Mass media interviews and news items on radio and television	
12.	Celebrities	
13.	Others (specify)	

14. The islands you know, are they accessible?

- a) Yes
- b) No
- c) I don't know

15. If yes, how was the transport service to the island (s)?

No.	Service scale	Explain why
i.	Excellent	
ii.	Good	
iii.	Fair	
iv.	Bad	

16. Have you ever visited this island (s)? (If yes go to next question).

- a) Yes
- b) No

17. What motivated you to visit this island (s)?

No.	Indicator	Statements
	Novelty	Exploring the destination Understand and discovery knowledge about unfamiliar things Participating in event in MPAs Other (specify)
	Culture	Enjoying local food Interacting with different people in the MPAs Others (specify)
	Adventure	Experience unfamiliar destination Get close to nature Discovering something new
	Escape	Get away from home Experience different lifestyle Get a break from everyday job Other (specify)
	Relaxation	Rest Relieve stress and tension Other (specify)
	Destination attraction	Local food Historical sites Religious sites Flora and fauna Environment

18. How many times did you visit the island (s) you know?

19. What was the purpose of visit to the island

20. Who did you go with in the island (s)

21. What attractions did you see in the island (s)?

22. What impressed you most in the island?

No.	List of items	Tick the appropriate one
i.	Attractions available	
ii.	Services offered	
iii.	Environment	
iv.	Climate	
v.	Others (specify)	

23. What activities did you do in the island?

No.	List of activities	Tick activities performed
1.	Visiting historical sites	
2.	Snorkelling	
3.	Scuba diving	
4.	Beach games	
5.	Bird watching	

6.	Wildlife watching	
7.	Surfing	
8.	Motor cruising	
9.	Swimming	
10.	Sunbathing	
11.	General sightseeing	
12.	Other (specify)	

24. Are you satisfied with services and product being offered? If no, what are you not satisfied with?

25. Did the services and products offer fulfill your expectations? If no, what is not met?

If yes, what went well?

26. Will you visit the island again? If no, why? And if yes why?

27. From your opinion, what should be done to improve domestic tourism in MPAs in the Dar es Salaam coastline?

28. What challenges did you come across in the island?

29. What areas of improvement is needed to attract more domestic tourist in MPAs

S/NO	Stakeholders	Description on areas of improvement
	Government	
	Tourist guides	
	Tour operators	
	Local tourists	
	Hoteliers	
	local residents	