

Destination image of Tanzania among Finnish tourists

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Degree programme Tourism	
Report/thesis title Destination Image of Tanzania among Finnish Tourists	Number of pages and appendix pages 45 + 7
<p>This thesis is a research about the destination image of Tanzania. It aims at finding out what Finnish tourists know about the destination, what are their first reactions and their thoughts of and interest towards the destination. The thesis is commissioned by RHEA, a responsible tourism intermediary in Finland.</p> <p>The theory part of the thesis divides into Tanzania as a tourism destination and destination image theory. In the Tanzania section, the destination is handled through different approaches and topical matters are also discussed. The destination image part consists of theories and the effects of them on the images and actions of people.</p> <p>The empirical part begins with description of quantitative research method which is used in this thesis. The reliability and validity are analysed along with the data collection and limitations of the research.</p> <p>The research was implemented with a survey which was distributed on the internet. The survey was designed based on the theory part. The responses were gathered in October-November 2015. The survey received 142 responses 29,6% from male and 70,4% from female respondents. This is seen as the main validity risk for the research since even if the research was reliable, the validity suffers when the responses are very unequal.</p> <p>The results were analysed through cross tabulating different matters such as preferred holiday types or age and gender.</p> <p>The key findings were that the destination image of Tanzania is leaning towards the positive. Main matters concerning travellers are safety issues but Tanzania is seen as an interesting yet foreign destination. Tanzania's natural attractions have a strong image in people's heads yet the cultural attractions are living in the shadows of the natural attractions.</p>	
Keywords Tanzania, Destination Image, Tourism Motivators	

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1 Introduction

Tanzania is a country in East Africa with a population of over 51 million. The religious beliefs are roughly split into thirds: A third of the population is Muslim, a third Christian and a third possess indigenous beliefs. However, on the island of Zanzibar off Tanzania's coast 99% of the population is Muslim. The official languages are Swahili and English. (World Factbook 2015)

According to UNWTO (2015), East Africa is an area with great potential for tourism in the future. What makes the area appealing is its geographic location; close to both Europe and Asia as well as the unique nature, beaches and the climate. The tourism amenities in the area are also developing. (Tourism in Africa, A tool for Development 2015, 74)

The Tanzanian economy relies on agriculture and is one of the poorest economies in the world. However during the years of 2009-2014 the GDP has grown about 7% each year. 67% of the population is below the poverty line. (The World Factbook 2015)

This thesis is a research about the destination image of Tanzania among Finnish tourists. The approach is through destination image theories and tourism determinants, but an additional community based tourism aspect is added to the theory due to the thesis being a part of a responsible tourism project.

The commissioner of this thesis is RHEA, which is a company focusing on sustainable development. One of their projects focuses on responsible tourism. The company acts as an intermediary, organizing trips to eastern Africa, where the local communities will benefit from the tourism. They focus on raising the social benefits of the travel done to the destinations and their customers stay in local homes. This is community based tourism. (RHEA 2015)

The objectives are to find out what kind of an image Finnish people have of Tanzania as a travel destination; how well the destination and its natural sights are known, how the country is regarded safety wise and if the destination is regarded as a place of interest.

The report starts with presenting the destination along with current news from Tanzania. The country description is followed by theory of destination image in-

cluding aspects of purchasing behaviour and tourism motivators. Finally, the responsible tourism aspect is added.

The theory is followed by the empirical part. In the empirical part the method used for the research is discussed, results are presented and analysed with conclusions and discussion.

2 Tanzania as a Tourism Destination

A tourism destination is an area, a country or a city that possesses, e.g. naturally or culturally appealing matters to foreign and local people. Tanzania, situated in Eastern Africa, has one of the most appealing fauna in its national parks in the whole of Africa, is home to seven sites recognized by the UNESCO World Heritage Convention, including “The roof of Africa”, Mt Kilimanjaro, and is one of the most politically stable countries in Africa. (Fitzpatrick & Bewer 2012, 2-3)



Figure 1. Map of Tanzania (The World Factbook 2015)

In addition to the UNESCO World Heritage sites, other factors that make Tanzania an interesting tourism destination are for example birdwatching, Chimpanzee tracking, trekking and kayaking. These can be carried out in different parts of the country, for example in Lake Victoria, Katavi National Park and Zanzibar. (Fitzpatrick & Bewer 2012, 31-38)

Tanzania's cost line is a beach travellers' dream along with Zanzibar's beaches as well as the inland beaches. Zanzibar's archipelago is also a popular diving destination. (Fitzpatrick & Bewer 2012, 14)

2.1 3 A's of destinations

This subchapter consists of the three A's of destinations: Attractions, amenities and accessibility. These factors are picked from the 6 A's framework for analysis of tourism destinations. (Buhalis 2000,98)

2.1.1 Attractions

The following natural and historical attractions are picked from the UNESCO World Heritage perspective.

Perhaps one of the most familiar natural sites in Tanzania is Mt Kilimanjaro along with the Kilimanjaro national park (figure 2). According to the UNESCO World Heritage Convention (2015a), Mt Kilimanjaro is the highest mountain in Africa and also one of the biggest volcanoes in the whole world. The national park was declared as World Heritage in 1987. The mountain has three peaks, the highest being at 5895m, five vegetation zones and the area is home to 140 mammals including 220 endangered African Elephants.

Kilimanjaro attracts 25 000 climbers per year. There are six routes to choose from, however most of them require proper gear and experience. Climbing the mountain is only possible with a licensed guide. Since there is only one easy route to climb the mountain without technical appliances, it is also possible to do other hikes in the national park and treks that don't climb high up but explore the magnificent vegetation and nature of the mountain. (Fitzpatrick & Bewer 2012, 156-160)



Figure 2. Kilimanjaro National Park. (Tanzanianow 2014)

When the Kilimanjaro National park appears to be visited for admiring the mountain, rather than taking in the presence of the wildlife, the Serengeti national park (figure 3) is a place to admire the wildlife like no other. The park has an area of 1.5 million hectares. One of the most amazing animal migration events is that in the Serengeti national park

when the wildlife is in search for water and millions of the migrate to different parts of the Serengeti. (UNESCO World Heritage Convention 2015b)

According to Fitzpatrick and Bower (2012, 196-198), there is a chance to see the Big Five in the Serengeti. Big five is a term used to determine the animals that were once the hardest targets for hunting. The big five animals are lion, leopard, buffalo, elephant and rhino. The Serengeti's wildlife density is high and the national park has great savannah scenery. The park can be accessed with a vehicle safari or a walking safari. Wildlife watching is one of the number one activities in Tanzania and safaris are arranged to different national parks across the country.

(Shadows of Africa 2014a; Fitzpatrick and Bower 2012, 23-26, 196-198)



Figure 3. Serengeti National Park (Safari & Holidaymakers 2011)

Other natural sites on the World Heritage list include the endangered Selous Game Reserve and the mixed natural & cultural site Ngorongoro Conservation area (UNESCO World Heritage Convention 2015c). The Ngorongoro crater is the world's largest caldera (UNESCO World Heritage convention 2015d). The crater has the highest density of predators in the whole of Africa. The Selous Game Reserve, being the largest wildlife reserve in Africa, offers riverine landscape in addition to wildlife watching (Fitzpatrick & Bower 2012, 189, 286).

The cultural attractions designated by UNESCO are the Kondoa Rock Art Sites (figure 4), Stone town of Zanzibar and Ruins of Kilwa Kisiwani (UNESCO World Heritage Convention 2015c).

According to the BBC (2012), it was the island of Kilwa Kisiwani where Sultans used to reside. What's left of the old trading port are the traditional Swahili buildings from 12th to 19th century and the 15th century mosque. The UNESCO World Heritage Convention (2015e) has in fact designated two old port cities, Songo Mnara in addition to Kilwa Kisiwani. They are on separate islands, Kilwa being the bigger one and the attraction that is more familiar. Pearls, silver and Chinese porcelain were traded and the islands once controlled the trade of the Indian Ocean with Arabia, India and China. In addition to mosques and other structures, there is also a preserved palace complex on the Songo Mnara. The islands have had a significant effect on the Swahili coastal culture. In the 12th century, a great traveller of the time described Kilwa Kisiwani as one of the most beautiful cities in the world.

The Kondoa Rock-Art sites on the other hand, are authentic in a very unique way. They have never gone under restoration. The old rock paintings are situated in Kondoa, a slight detour away, however due to the unique heritage, an effort worth making. (UNESCO World Heritage Convention 2015f)

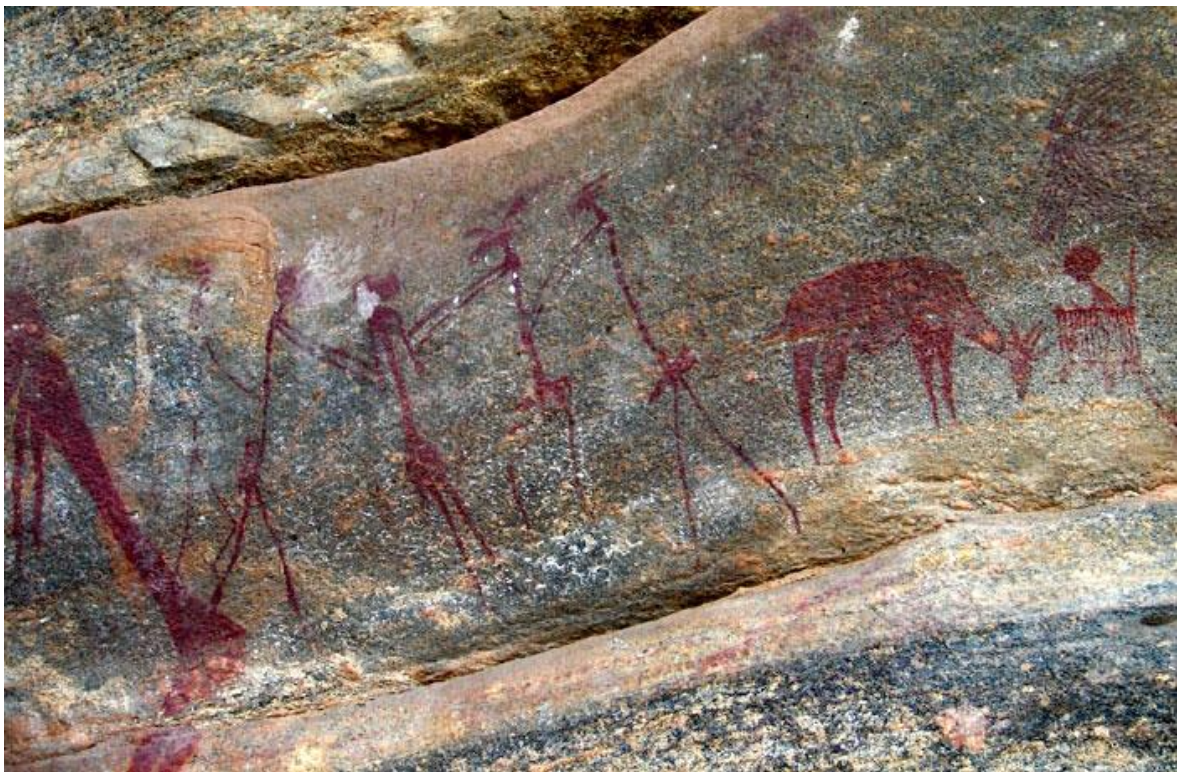


Figure 4. Kondoa Rock-Art Sites. (East African Safari 2009)

The Stone Town of Zanzibar (figure 5) is another important cultural heritage sight just off Tanzania's coast. It was an important merchant town in the 19th century and the biggest

slave market on the East African coast. Other main trade items were spice and ivory. (Youtube 2013)



Figure 5. Stone Town Zanzibar (UNESCO 2015g)

2.1.2 Amenities

Summer and Christmas holidays are generally seen as high season. Accommodation ranges from campsites to guesthouses, lodges and hotels. (Fitzpatrick & Bewer 2015, 358-359)

Based on search in TripAdvisor, Hotels.com as well as Booking.com, it seems that generally in Arusha and Zanzibar, the accommodation options range from lodges, bungalows and farms to hotels and apartments. These accommodation options are not chain brand enterprises. However when it comes to Dar Es Salaam, several well-known chain hotels are available: Best Western Plus, Double Tree by Hilton, Holiday Inn and Ramada. (TripAdvisor 2015; Hotels.com 2015; Booking.com 2015)

Fitzpatrick and Bewer (2012) point out that certain precautions need to be taken when booking safaris or accommodation in Tanzania. There are several organizations that recommend safaris and accommodation that are reliable. In this way travellers avoid i.e. internet scams.

The Tanzania Association of Tour Operators (TATO) is a representative organization for Tour Operators in Tanzania. It is recognized by the government and it represents not only

tour operators but other suppliers in the field as well. In order to be a member of TATO, the suppliers need to have their code of Ethics in line with TATO's and agree to truthfully share all necessary information with the customer. (TATO 2008)

Another sign of supplier's reliability is the African Travel & Tourism Association (Atta) membership. Atta promotes tourism to Africa as well as the businesses; different players in the tourism field. (Atta 2015)

There is a great number of tour operators that are members of the previously mentioned two associations, offering tailor made safaris, safaris for families as well as themed safaris all of different durations. For example the Shadows of Africa (2014b) offers a variety of different options. Customers may choose from for example 10 day Best of Tanzania safaris, 3 day family Safari to Ngorongoro, Tarangire and Lake Manyara or 6 day Big Five adventures. Karibu Africa Safaris Ltd (2014) on the other hand, offers budget and comfort options for safaris of different durations around the country and focuses on sustainable tourism. They also offer activities i.e. photography-, canoeing- and walking safaris. The two companies are compared in table one. (Karibu Africa Safaris Ltd. 2014)

Table 1. Comparison of Shadows of Africa and Karibu Africa Safaris. (Karibu Africa Safaris Ltd. 2014; Shadows of Africa 2014b)

Shadows of Africa	Tour Contents	Tour Contents2	Karibu Africa Safaris
Hakuna Matata 9 days	Serengeti, Ngorongoro, Tarangire, Lake Manyara. spot the Big5, see migration. spend a night in Maasai Village.	Arusha, Tarangire, Lake Manyara, Ngorongoro, Serengeti, Zanzibar beach days	9 day Tanzania Comfort with optional Zanzibar extension
Climb Kilimanjaro and enjoy Zanzibar 6/12 days	Easiest route, Marangu to Uhuru Peak within 6 days+ Zanzibar	Climb Marangu Route	5-day Marangu Route
Kilakitu Safari 10 Days, Best of Tanzania	half day walking safari+ half game drive in Arusha national park, full game drives in Tarangire, Ngorongoro, Serengeti and Lake Manyara. Cultural activities in Lake Eyasi. Enjoy beautiful Lake Natron famous for thousands of flamingoes! Trek to amazing Oldonyo	Udzwunga Mountains; Sanje Waterfalls hike, Ruaha National Park, game drive in Ruaha	10 Day Southern Tanzania Authentic Wilderness Tour

2.1.3 Accessibility

From Finland, Tanzania can be reached with either one or two stops. The fastest way to travel to the capital, Dar Es Salaam, is to fly via either Amsterdam with KLM or Istanbul with Turkish Airlines. In October 2015, the cheaper option was Turkish Airlines, connecting Helsinki to Dar Es Salaam in only 12hrs 55minutes. The cheapest equivalent with KLM would take 27hrs 45minutes. However, there was a shorter connection time available with KLM that was more expensive. This connection was 14hrs 45minutes. Another direct one stop route was via Dubai with Emirates though this connection was significantly pricier than the previous three mentioned and it would take 20hrs. The one stop connections are displayed in table two below. (Momondo 2015)

Table 2. Comparison of one stop connections to Tanzania. (Momondo 2015)

1 stop connections			
Airline	Route	Duration	Destination
Turkish Airlines	Istanbul	11hrs	Kilimanjaro
Turkish Airlines	Istanbul	12hrs 55mins	Dar Es Salaam
Emirates	Dubai	20hrs	Dar Es Salaam
KLM	Amsterdam	27hrs 45mins	Dar Es Salaam

The two stop alternatives were i.e. via Frankfurt and Dubai with Emirates, Copenhagen (or Berlin) and Doha with Qatar Airways and Stockholm and Addis Abeba with Ethiopian Airlines. Price differences between the connections were only up to 10€ and the two stop alternatives were slightly less than 200€ cheaper than the one stop alternatives. Frankfurt and Dubai connected Dar with Helsinki in around 30hrs, Copenhagen and Doha in 19hrs and Stockholm and Addis in 24hrs. (Momondo 2015)

Turkish Airlines also connects passengers from Helsinki to Kilimanjaro via Istanbul in just 11hrs. This itinerary with two stops would be via Stockholm and Addis and would be a 100€ cheaper than the one stop alternative. (Momondo 2015)

The two stop connections are demonstrated in the table three below. The prices are left out from both tables due to their dynamisms and thus, the stops and durations are seen as more static variables.

Table 3. Comparison of two stop connections to Tanzania. (Momondo 2015)

2 stop connections			
Airline	Route	Duration	Destination
	Copenhagen		
Qatar Airways	Doha	19hrs	Dar Es Salaam
	Stockholm		
Ethiopian Airlines	Addis Abeba	21hrs	Kilimanjaro
	Stockholm		
Ethiopian Airlines	Addis Abeba	24hrs	Dar Es Salaam
	Frankfurt		
Emirates	Dubai	30hrs	Dar Es Salaam

Visas are required for most citizens entering Tanzania and the closest Tanzanian embassy situated in Stockholm recommends applying for a visa before traveling however regular tourist visas are available at Tanzanian entry points. (Embassy of The United Republic of Tanzania 2015)

In terms of getting around in Tanzania, there are multiple airlines that link the country's national parks and major towns. Ferry travel is generally not recommended for foreigners, however there are day-time ferries between Dar and Zanzibar that are regarded as generally safe. There is a good network of bus routes, express and ordinary buses that reach destinations which are otherwise difficult to get to. (Fitzpatrick & Bewer 2012, 375-377)

2.2 Tanzania today

This chapter handles current topical issues in Tanzania such as conservation, health and safety related news. The chapter also introduces Tanzanian players in responsible tourism and community based tourism.

2.2.1 Conservation

The National Newspaper of Tanzania, The Daily News reported about an investment for wildlife conservation and tourism from an American organization, Friedkins Family Conservation Fund (FCF). The investment is worth of 100 million USD. (The Daily News 2015)

The projects the Tanzania Investment Center (TIC) has taken part in between 2005 to 2015 are suspected to create 97 000 jobs, this investment included. In addition to jobs, according to the Daily News (2015), the investment should bring wildlife conservation, tourism development in terms of rural communities and infrastructure as well as innovations to areas that are not popular among tourists just yet. The goal of the government founded National Investment Steering Committee (NISC) is to ensure economic growth

and improve business environments and through this investment, expand the country's tourism to new areas.

The FCF will also work against poaching with the Ministry of Natural Resources and Tourism. (The Daily News 2015)

2.2.2 Health

Another hot topic on current Tanzanian media handles the recent Cholera outbreaks in the capital which have killed 17 and taken 2000 to hospitals. Cholera is transmitted mostly through contaminated food and water. The article states that the authorities have failed to deal with the root of the problem which would be clearing the streets of food and juice vendors as these supplies are made in unhygienic conditions. Another cause for the spread of the disease is the insufficient sewage system of the capital. (The Citizen 2015)

According to the Global Risks Report by the World Economic Forum (WEF 2015), there is an intact risk of disease outbreaks in developing countries due to unplanned urbanization. Rapid urbanization causes people to live in slums in developing countries. The situation gives a basis for disease spread due to the lack of appropriate sanitation.

The Finnish Ministry of Foreign Affairs (Formin) suggests that all travellers to Tanzania should have medication to prevent malaria and vaccination to yellow fever. They also warn about dengue fever, especially during the rainy season and state that HIV is a serious problem in the whole country. (Ulkoasiainministeriö 2015)

Another information portal in Finland, Rokote.fi (2015) lists Hepatitis A to be a recommended vaccination while traveling to Tanzania along with the prevention of Malaria medication. These are the vaccinations that are not included in the national vaccination program. According to the risk assessment, they also recommend Hepatitis B vaccination as well as Cholera, Yellow Fever and typhoid fever vaccinations.

The U.S. Bureau of Consular Affairs' and the UK Government instructions are in line with The Finnish Ministry of Foreign Affairs yet both portals go even further. The U.S Bureau of Consular Affairs warns the U.S. citizens about Tuberculosis as well as Schistosomiasis, which spreads through contact with i.e. river or lake waters. The UK government on the other hand reminds of last year's Ebola outbreak in West Africa however no cases have been reported in Tanzania. The UK government information also reports of the recent Cholera outbreak. (GOV.UK 2015a; U.S Passports & International Travel 2015a)

2.2.3 Safety

Shani and Wang (2011, in Pizam & Wang 2011 142-143) emphasize the studies that have shown negative press about i.e. disease outbreaks or terrorist attacks to influence the traveller numbers and through that, the destination image. More so, when it comes to safety, the three Travel Advice portals have even bigger differences.

The first thing stated by The Finnish Ministry of Foreign Affairs (2015) is to avoid crowds during the parliament and presidential elections in October 2015. The three main religion groups have been peacefully living together, however there has been recent tension between the groups. Formin sees terrorist attacks possible and state that violent crime has become more common in the whole country. Formin warns the Finns about armed robberies and rapes. Formin also noted ferry and road travel to be risky in Tanzania. However, the local government is working towards safer modes of transport. According to Global Travel Industry News (2015) a new ferry has started operating between Dar Es Salaam and Bagamoyo.

The UK government takes the information a step further. Due to the crisis in Syria and Iraq, they suspect that the threat against British citizens has now increased. They also report of a Bomb Attack in Zanzibar in 2014. The U.S. Bureau of Consular affairs, on the other hand has issued a Travel warning to Tanzania due to the elections. They also list incidents that have happened recently and list possible dangers in every area, town or city. (GOV.UK 2015b; U.S Passports & International Travel 2015b)

2.2.4 Responsible Tourism

Responsible tourism is tourism that brings social benefits and manages resources. Responsible tourism along with sustainable, eco and ethical tourism have increased their popularity due to the attempts to control i.e. global warming and guard human rights in terms of for example equality and sex tourism. (Frey & George in Spenceley 2008 107-109)

Spenceley (2002, in Spenceley 2008, 109) describes responsible tourism to provide better experiences for guests and good business opportunities for the locals. The socio-economic benefits and improved natural resource management are to bring a better quality of life. Responsible tourism develops competitive advantages and assesses, monitors as well as discloses the impacts of tourism development. Responsible tourism allows the involvement of communities and creates economic relations. The benefits of responsible tourism are i.e. the encouragement it provides to natural, economic, social and cultural

diversity. Responsible tourism also promotes the sustainable use of local resources. (Spenceley 2002, in Spenceley 2008, 109)

An organization promoting responsible tourism in Tanzania certifies different players of the field for their responsible business. The organization lists the certified enterprises on its webpage, these being hotels, camps and lodges (Responsible Tourism Tanzania 2015). One company certified by Responsible Tourism Tanzania, is the previously mentioned Karibu Africa Safaris. They have a strong emphasis on locals' benefitting from tourism. They have developed a code of ethics for their tourists and they only use sustainable accommodation options. Their owner is certified by travelife and has also gotten an acknowledgement from The Dutch Ministry of Foreign Affairs. (Karibu Africa Safaris 2015)

2.2.5 Community Based Tourism

Community based tourism is tourism where the local communities will benefit from the tourism. They focus on raising the social benefits of the travel done to the destinations and the travellers stay in local homes. Community based tourism is often in poor, rural villages and in special areas vulnerable of their natural and cultural heritage. The travellers are invited to the village and experience the local life as the community does. Community based tourism is especially beneficial since it fosters the traditional ways of life, rituals and cultures. At the same time, the host community becomes aware of their heritage and this encourages them to preserve it. (Responsible Travel 2015a)

For example responsible travel is working with communities in Tanzania, one of these being the Kilimanjaro Foothills Eco Lodge. Responsible Tourism has set up marketing connections to tackle challenges in this form of tourism, e.g. that the communities are often very remote and tourists are not aware of them. The locals set up community based tourism enterprises in partnership with international stakeholders. The idea of for example the Foothills Eco Lodge partnership is to bring extra income to the small enterprise coffee farmers. Accommodation is in traditional chagga tribe style chalets. The project offers hiking activities as well as exploring the area on horseback. (Responsible Travel 2015b,c)

Another community holiday package includes building schools or houses in the rural countryside. That package is a combination of a safari and community based tourism holiday. The package takes the guest to Lake Manyara, Ngorongoro Crater, Tarangire National Park, a visit to a cultural tribe as well as hiking up the 4th tallest mountain in Tanzania; the Mt. Hanang (Responsible Travel 2015d). Yet the concept of community based tourism seems to be somewhat controversial. It is seen as challenging and not so straight forward, yet if it is done properly, it can have a significant difference on the incomes of local com-

munities and also benefit the conservation and resource management. (Tanzania Natural Resource Forum 2015)

Wall and Mathieson (2006, 307) also add to this, arguing for the concern of maintaining the characteristics of host cultures as tourists still visit the communities. Although the economic and environmental benefits are substantial, Wall and Mathieson point out that these factors go through big changes as tourism evolves. It is seen as a potential threat because tourists are expected to encourage residents to get substantially involved in community planning, however as communities are often not homogenous, there is an existing division of power as well as the lack of interest in getting involved. In addition, political and administrative systems might stand in the way of it. Yet to control all of this, code of ethics have been formed in many stakeholders, i.e. for tour operators. (Wall & Mathieson 2006, 307)

3 Destination Image

Wang and Pizam (2011, 130-131) present the concept Destination image, "DI" to be dynamic rather than static. They discuss the destination image to be one of the most important aspects in destination marketing. Yet they have found the nature and measurement of it to be very complex.

Gallarza (2002, in Wang & Pizam 2011, 131) demonstrates a division of the characteristics of the DI. These characteristics are in four groups and concern the nature of the DI: Complex, Multiple, Relativistic and Dynamic.

Firstly Wang and Pizam (2011, 131) describe the DI to be a very complex and controversial concept since there have been many attempts to define DI yet there is no generally accepted definition of it not to mention the components it includes. The DI is formed out of many attributes and these attributes affect each other in the formulation. It is a subjective concept since it is rather psychological: It changes depending on who is asked about the image. Finally the DI is defined as dynamic because it changes in regards of how close the destination is to the person who is asked to define the image. The Image of a destination also changes when time passes as several things i.e. political events affect it. (Wang & Pizam 2011, 131)

The only generally accepted definition for the Destination Image concept is that it refers to the image of the tourist. The image of the tourist is constructed from objective knowledge, impressions, prejudices, imaginations and emotional views. (Wang & Pizam 2011, 131)

Wang and Pizam (2011, 131-132) illustrate the concept of DI through the continuum model developed by Echtner and Richie. This model is three dimensional and is made of the following components of the DI: Holistic-Attributes, Common-Unique, Functional Characteristics-Psychological Characteristics. (Echtner & Richie 1991, in Wang & Pizam 2011, 131)

The continuum model is presented below in Figure 6. The three dimensional components of the DI of Tanzania are presented later in this chapter in Figures 7 and 8.

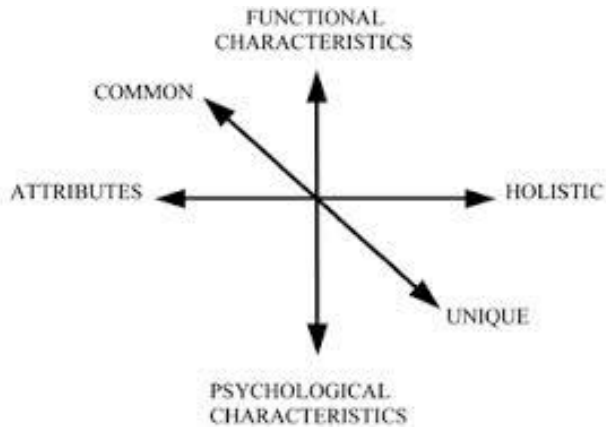


Figure 6. Three-dimensional components of destination image. (Wang & Pizam 2011, 132)

The attributes as a component within destination image refer to the features or activities of a destination whereas the holistic component refers to an overall perception of the destination. Attributes may be i.e. amenities; theme parks, safaris etc. while the holistic component means the total impression of the destination. The functional and psychological components concern the attributes at the destination, these being either physical or abstract. The functional components are physical and easy to measure, for example nature or activities. The psychological components are abstract, i.e. safety or service quality. The last continuum handles the common vs unique attributes these simply being characteristics of a destination that are comparable of those of others' and the unique traits and features of a destination. The common and unique concepts can be both functional and psychological. (Wang & Pizam 2011, 131-132)

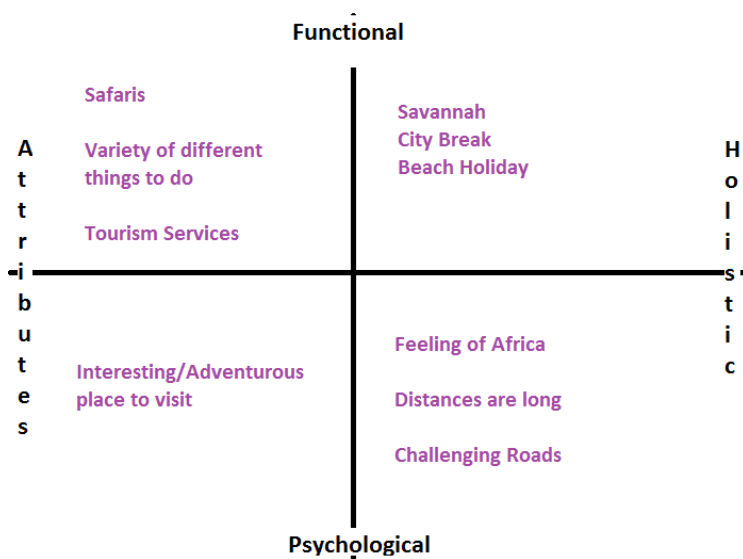


Figure 7. Three dimensional components of the DI of Tanzania a. (Applied from Wang & Pizam 2011,132)

For instance a common functional attribute, as stated below in figure 8, could be transportation and a common psychological could be safety. In Tanzania the unique functional could be the safari services whereas unique psychological could be the wilderness ambiance. (Wang & Pizam 2011, 131-132)

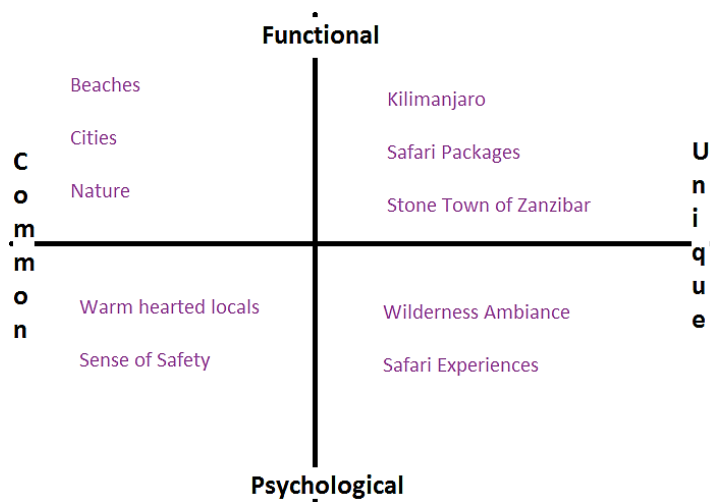


Figure 8. Three dimensional components of the DI of Tanzania b. (Applied from Wang & Pizam 2011,132)

3.1 Effects on purchase decisions

However, Tasci (2007, in Wang & Pizam 2011, 133) points out that there is a component that is missing in several theories of the nature of the DI, this being the conative component. This component describes the actions of the consumer. Gartner (1993, in Wang & Pizam 2011, 133) described the DI through three interrelated concepts: Cognitive, Affective and Conative. According to Tasci these concepts relate to each other as follows: Cognitive refers to knowledge about the destination, affective to impressions of the destination and conative to how we act as a result of the previous two (2007, in Wang & Pizam 2011,133).

Wang and Pizam emphasize the significance of the affective component to the tourists' purchase decisions. Thus it is seen as an integrative element in the hierarchical model developed by Tasci (2007, in Wang & Pizam 2011,133). The model combines the components listed in this chapter with the components presented by Echtner and Ritchie. Tasci (2007, in Wang & Pizam 2011, 133) described the model to be "dynamically interactive, in which every item could be cause and effect and factors cannot be comprehended in isolation". Tasci concludes the destination image to be a perception that is formed by i.e. thoughts, opinions, feelings and intentions towards a destination. These concepts are interactive. The hierarchical Model is presented in figure 9. (Wang & Pizam 2011,133)



Figure 9. Interactive system of destination image components (Wang & Pizam 2011, 133)

3.2 Tourism Motivators and Determinants

The aspects of consumer behaviour in tourism related to destination image research have in this thesis been delimited to the purchase decision process: tourism motivators and determinants. Tourism motivators are factors that influence tourists on their purchase decisions (Swarbrooke & Horner 2007, 53). Determinants are factors that determine the type of trip (Swarbrooke & Horner 2007, 63).

Since tourism is rather a service than a product, or better yet includes both intangible and un-intangible elements, it is extremely challenging to track consumer behaviour patterns when it comes to Tourism. Swarbrooke and Horner listed six individual tourist motivators. The first aspect was the personality in the extent if the individual is extrovert or introvert, adventurous or cautious and confident or timid. They saw the lifestyles of tourists as a context for their purchase decisions. (Swarbrooke & Horner 2007, 51-55)

As Tanzania is a developing country and an exotic destination it may only appeal to people with a certain kind of lifestyle. For instance, a person who follows what's on the cat-walk and enjoys partying may not be interested in e.g. safaris. Thus, the destination image of Tanzania may vary depending on the lifestyle of the respondent. A glam 20th century individual might have a strong prejudice towards an African country in terms of hygiene levels, politics and way of life. On the other hand, an individual who lives up to an adventurous lifestyle and has an urge to try new things may see deeper into it: To the rich culture, Swahili language, food and customs. Thirdly, Swarbrooke and Horner listed the positive and negative past experiences as motivators. Tourists' past life was also listed along

with the tourists' perceptions of their own strengths and weaknesses and how individuals wish to be seen by others. (Swarbrooke & Horner 2007, 55)

What pushes individuals into purchasing travel services is the outcome of all motivators. The significance of each motivator also changes in relation to our life situations. (Swarbrooke & Horner 2007, 55)

Motivators also vary depending on different market segments (Swarbrooke & Horner 2007, 58). If age segmentation is to be conducted, thus it may be that tourists' interested in Tanzania may be ranging from young adults to middle-aged. However, generalizing motivators among segmented age groups is roughly generalizing. This is because young people are thought to enjoy partying, fashion, shopping and easy lifestyle, elderly to enjoy peace and quiet and adults to be preoccupied with their kids and occasionally enjoying time alone. However, segmenting motivators by age can be very deceiving as there are many types of young adults: those of us who are adventurous and would like to do the Trans-Siberian railway and climb Mt Kilimanjaro and those of us who go on a week package holiday to Turkey and roam the pubs all week. To conclude, the age groups may have some sort of an effect on the respondents DI of Tanzania.

Pearce (2011, in Wang & Pizam 2011, 39) considers the tourism motivators to be formed from different needs and wants as well as the individual perception in the interpretation of a destination. Pearce also points out values since they are linked to social and cultural motives. Pearce suggests that certain extrinsic motives are more significant among experienced travellers. These motives also match with what Tanzania and community based tourism in Tanzania have to offer. The motives are kinship, self-actualization and nature leading to one umbrella concept: Self-Development through Host-Site Involvement. This can be regarded as a motivator for tourists interested in community based tourism. It is essential to the DI as in case an individual seeks meeting locals, they are likely to have a more positive image of the type of travel, community based tourism, as well as peculiar destinations in general. (Pearce 2011 in Wang & Pizam 2011, 45-47)

The main determinant related to this context is the type of trip. This includes several variables and the ones that are peculiar in this case are for example the destination, the mode of travel, the type of accommodation and the activities that take place during the trip. Swarbrooke and Horner illustrated the determinants of tourist behaviour in a figure. The attributes were in four groups: Circumstances, knowledge, experience and attitudes and perceptions. (Swarbrooke & Horner 2007, 63)

In this context, the circumstances of an individual tourist are perhaps irrelevant in relation to the DI of the respondent. Nevertheless, the knowledge of a destination is a variable that affects the DI as already stated previously. If the respondent would have previous experience of African countries, their image of Tanzania is naturally more vivid. Not to mention, if the respondent would have experience of different types of travel, they may be more open towards community based tourism and thus have a more positive attitude towards it. The biggest attribute group that may have an effect on the DI is the attitudes and perceptions. It includes: political views, preferences for certain countries and cultures, fear of certain modes of travel and perception of "value for money". These are significant because they are intangible, dependant on an individual's perceptions and preferences. A strongly religious Muslim from the UAE who prefers Muslim cultures and countries and has high standard requisite may not be interested in a destination like Tanzania, not to mention community based tourism in Tanzania and thus the destination image might be regarded as negative. On another note, a young person from Finland may be fearful of a different culture and the mode of transportation might bring up prejudice.

Several motivation theories have been invented to explain tourism motivator and tourist behaviour. A specifically important theory related to this thesis is Stanley Plog's traveller's position scale.

The position scale has frequently been regarded as the major tourism motivation theory. The scale categorized travellers into allocentrics, midcentrics and psychocentrics. Psychocentrics were seen as introvert and non-adventurous and allocentrics as adventurous and explorative while mid-centrics as something in the midst of the previous two. The status of this theory has been criticized. (Plog 2001, in Wang & Pizam 2011, 43)

Despite that this scale theory does not provide a solely applicable explanation for tourism motivators, it naturally has an effect on a person's perception of a destination. As previously stated, the DI consists of personal opinions, emotions and knowledge, it is thus natural that how the traveller is positioned on the scale affects their destination image. In other words, if a person is regarded as a psychocentric traveller, the hypothesis can be that this person would not be interested in consumer based tourism or want to travel to an unusual destination for that matter and thus would have a slightly one-sided view of the destination image. On the other hand, if a person is regarded as allocentric, it is more likely for that person to demonstrate curiosity and excitement for an African destination and community based tourism.

Crompton and Dann (1979, in Wang & Pizam 2011, 44) developed a theory of the push & pull factors as tourism motivators. Push factors are individual motivators that are formed from the individual's psychological needs and social context. A psychological need can be i.e. experiencing new things. Pull factors are then the attributes of a destination that are likely to attract people, i.e. the attractions described in the 'Tanzania' chapter. However, the concept of pull factors is individual as people are interested in different things. (Pearce 2011 in Wang & Pizam 2011, 44)

There is another theory that supports the push and pull factors influence on destination image. This is the travel career pattern (TCP). The TCP consists of a five level career ladder. The steps are physiological needs, level of stimulation control, relationship needs, self-esteem needs and self-actualization needs. It is said that as travellers become more experienced, they are more likely to be motivated by the self-esteem needs and self-actualization needs, which can be linked to "unusual" destinations. (Pearce 2011 in Wang & Pizam 2011, 45)

However, research has shown that the core layer of motives; to escape and relax, experience and build relationships are hardly dependant on how much the person has previously travelled. (Pearce 2011 in Wang & Pizam 2011, 46)

4 Methodology

In general, destination image can be measured by a structured or unstructured approach. The unstructured is a qualitative approach where the respondent describes the DI freely whereas the structured is quantitative where the respondent rates certain attributes on a scale. (Shani & Wang 2011 in Wang & Pizam 2011ed, 134).

Quantitative research is with measurement using numbers while qualitative is research about deeper meanings using words. In a quantitative research the structure is controlled and it doesn't leave much space for personal views. Quantitative research focuses on amount whereas qualitative focuses on the quality of answers and depth. (Finn, Elliot-White & Walton 2000, 8-9)

In this thesis, the structured quantitative method will be used. Its limitations are that the researcher picks the attributes and thus the research may neglect some important aspects relating to the DI.

Echntner and Ritchie (1993, in Wang & Pizam 2011ed, 134) have suggested that a comprehensive study of the DI should include a mix of both, quantitative and qualitative approaches. For that reason some open ended questions will also be included in the survey created for this thesis. This is called the complementary approach. The open ended questions are used to map out the holistic and unique components of the DI and the structured quantitative scales are used to measure the common attributes, common as well as psychological. Elliot-White, Walton and Finn (2000, 9) also argue, that the combining approach maximise the strengths of both approaches and minimizes the weaknesses of both approaches. They also state that the combination increases the validity of the research and comment on multiple methods evaluating different angles of the research question. This is exactly what will be beneficial to this research as the personal impressions are essential yet quantitative data on the respondents is also needed, e.g. age and occupation. (Echtner & Ritchie 1993, in Wang & Pizam 2011ed, 135)

Free elicitation questions will also be included to map out dominant impressions of the destination by analysing the frequency of certain type of responses. Free elicitation can be i.e. listing descriptive words for a certain matter. (Reilly 1990 in Wang & Pizam 2011ed, 136)

4.1 Data collection

The objective of the research was to find out how Tanzania is seen as a tourism destination, what is exactly known about the destination and what the first thoughts it raises in the respondents are. The research problem was simply formed as 'what is the destination image of Tanzania among Finnish tourists'. The target group was Finnish tourists since the thesis is a part of the sustainable tourism project conducted in cooperation with RHEA.

The limitations were found to be e.g. when the respondents analyse their motives to travel and whether they are psychocentrics or allocentrics, they may not be honest. This is because people want to report socially acceptable motives for travel (Pearce 2011 in Wang & Pizam 2011ed, 48)

Other limitations include reaching people from different age groups as well as reaching respondents with different traveller backgrounds which naturally affect the responses. In a quantitative study it can also be challenging to leave enough room for free comments about the researched topic and some aspects may be neglected. Multiple choice questions also put alternatives to people's minds; equal to putting words to one's mouth. The reliability and validity also form limitations to the research. These are presented in the next subchapter.

The data collection is done through a survey and it is done through random sampling. Random sampling means picking up random individuals from the target group. In this case it refers to distributing the survey in different places, for example in chat forums and Facebook, where any Finn could reply to it. The limitations of random sampling are that by chance, one might only reach certain type of people. In this research for example, it may be that older individuals are challenging to reach via the internet or that only the people interested in traveling and Tanzania in general would be reached. This is due to the distribution channel of the survey; the internet. If one is not interested in the topic, it may be that they look at the survey and don't react to it. Therefore, it is more likely for a topic like this to catch the eye of someone who is already interested in it. (Balnaves & Caputi 2001,91)

A survey collects data about people, their background, their thoughts, impressions and motivations as well as their behaviour (Balnaves & Caputi, 76). In the survey designed for this research, the first part consists of demographics (age, education etc.). The second part consists of the respondents' travel habits with for example a question about their preferable holiday types. The third part starts with a section about instant reactions to

Tanzania, through free elicitation and a more structured question. Then the respondents are divided into two, the ones who have visited the country and the ones who haven't. They are then asked about their experiences in Tanzania or their impressions of Tanzania.

The survey was formed and published on Webropol. The language chosen for the survey was Finnish in order to eliminate outsiders of the target group. As the survey progressed, the questions popped up according to the responses to a previous question. The survey consisted of scale questions, free elicitation questions and multiple choice questions. The survey link was open for three weeks and four days in October-November 2015. The survey was distributed electronically on multiple chat forums online as well as Facebook groups and email. The chat forums were those of magazines and newspapers, i.e. Iltalehti.fi chat forum and ET-magazine chat forum. Other chat forums included suomi24.fi, Palontallaajat.net and matkafoorumi.fi. The Facebook groups it was distributed to were Suomi-Tansania Seura, Finnish people living in London, Matkafoorumi and Siirtokarjalaisten jälkipolvet. Data was then analysed in late November 2015. The survey can be found in Finnish and English in appendices one and two. It was first formed in English in terms of brainstorming and then translated into Finnish and finalized. Therefore the English version is not entirely equal to the final Finnish version because it was a part of the evolving process of the survey.

4.2 Reliability and validity

Reliability in research stands for the consistency of the data. This means that for example in questionnaires, the same result should be received regardless of the occasion when it's asked, time or place. Validity on the other hand goes for the measurement itself, whether it measures what it is supposed to measure. Validity can also be divided in two, in external and internal validity. Internal validity stands for the cause to produce the given effect, in this case e.g. if what the respondents actually know about Tanzania, really affects their impressions about it. In survey based studies the internal validity is expected to be quite low due to the statistical analysis methods. The external validity is the question of if the results can be generalized. (Finn, Elliot-White & Walton 2000, 28-29)

External validity divides in to two, to population validity and ecological validity. Population validity refers to generalizing the results into larger groups of people. Reliability tie strongly together, a concept can be reliable but not valid, in other words, something can be measured in a reliable way, yet it is not valid. (Finn, Elliot-White & Walton 2000, 28-29)

The reliability of this research is expected to be moderate, yet the validity affects the reliability. The validity is moderate as well, due to the number of respondents (142) and especially the number of male respondents (42). Also, in terms of doing cross tabulation, if the amount of respondents in each alternative of criteria is very uneven, then it is hard to draw a valid conclusion based upon this, which then affects the entire reliability of the research.

In general, as stated in subchapter 3.2 referring to Swarbrooke and Horner (2007), it is challenging to track consumer behaviour patterns when it comes to tourism because tourism is a service, rather than a product. A customer doesn't buy flights and accommodation, they buy an experience. Whether they are satisfied with their experience or what type of expectations they have towards an unknown destination, depend on their preferences and is therefore challenging to measure. Swarbrooke and Horner (2007) also comment on lifecycles having an effect on their purchase decisions and DI. Since their purchase decisions are driven by the DI, in this research this aspect was neglected and this naturally affects the validity of the research. For it to be brought to attention, a qualitative study on the same matter would be necessary. Nevertheless, the lifestyles were tried to be measured through tracking the respondents' holiday type preferences. Including this slightly overlaps with the life cycles and so it can be said that the aspect of life cycles was replaced by a variable that was measurable through a quantitative study.

However, for example the six individual tourist motivators (extrovert-introvert, adventurous-cautious, confident-timid) by Swarbrooke and Horner (2007) affecting the destination image presented in chapter 3.2 were briefly taken into account through mapping out how the respondents saw themselves as travellers – experienced, moderately experienced to unexperienced. On the other hand, this is a subjective opinion that the respondents state and it therefore hard to measure. However, including it affects the validity in a positive way.

The reliability of researches like this is rather questionable. This is due to the changing world and continuous crises going on in different parts of it. A consumer purchase decision is a result of all tourism motivators and how we react to different motivators, depends on our life situations and external factors, e.g. what happens in the world (Swarbrooke & Horner 2007). Therefore, a destination image study is only reliable for a certain amount of time.

Looking at the illustration by Swarbrooke & Horner in chapter 3.2 (2007) about the main tourist determinants division into four groups; circumstances, knowledge, experiences and attitudes and perceptions, these were all included in the research which increases the

validity. The circumstances of the respondents were tracked through demographics, their knowledge of the destination was examined, as were their previous travel histories and their first reactions to Tanzania. However, in a quantitative study these are done in a constructed manner which doesn't give thorough in depth answers and therefore the conclusions reached by this research could be questionable and so is the validity. To increase the reliability and validity, a qualitative study would support the results.

5 Results

The results are presented one by one in this chapter. The total number of responses received was 142.

5.1 Demographical results

42 of the respondents were men (29,6%) and 100 (70,4%) were women. In figure 10 the age groups are displayed related to the sex, green being female and blue being male. The biggest age group was 18-25 and the smallest 64+. Out of the total of 54 respondents in age group 18-25, 11 were male and 43 were female. There were 10 respondents of the age of over 64, two being male and 8 female.

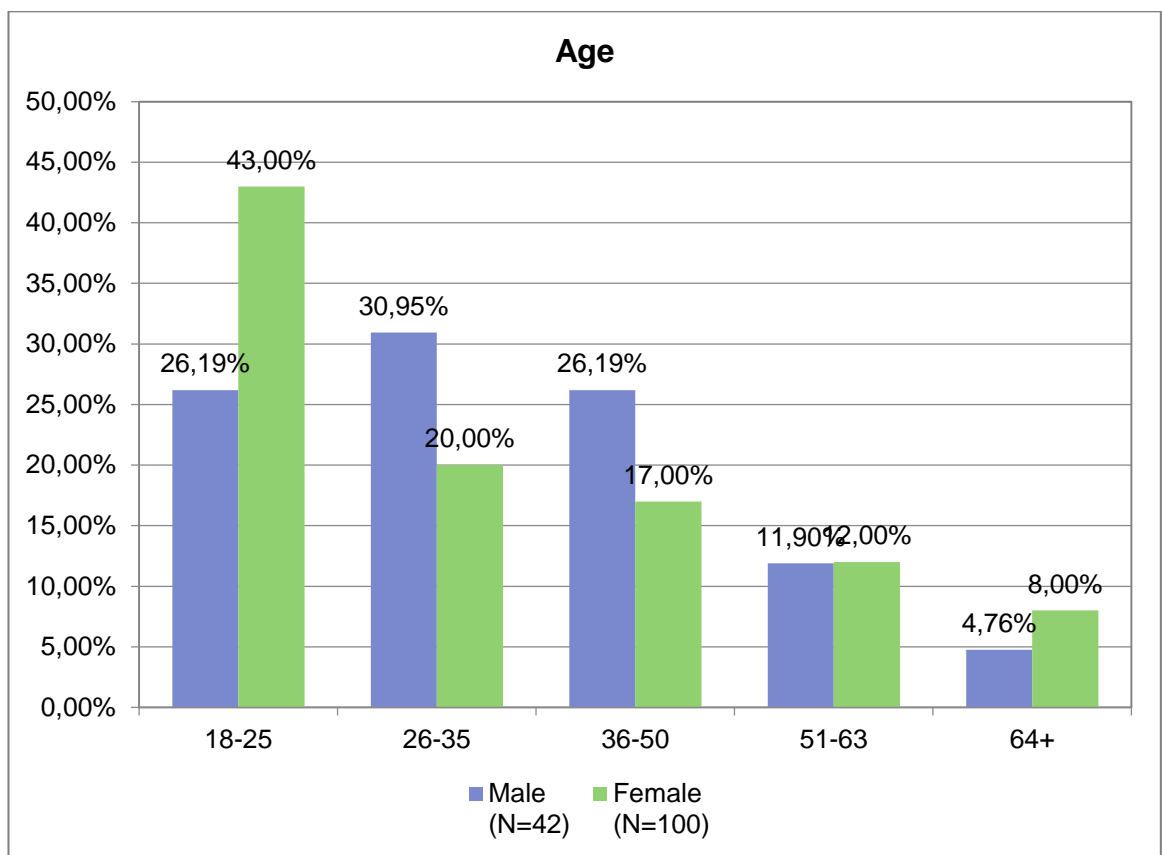


Figure 10. Age groups of the respondents.

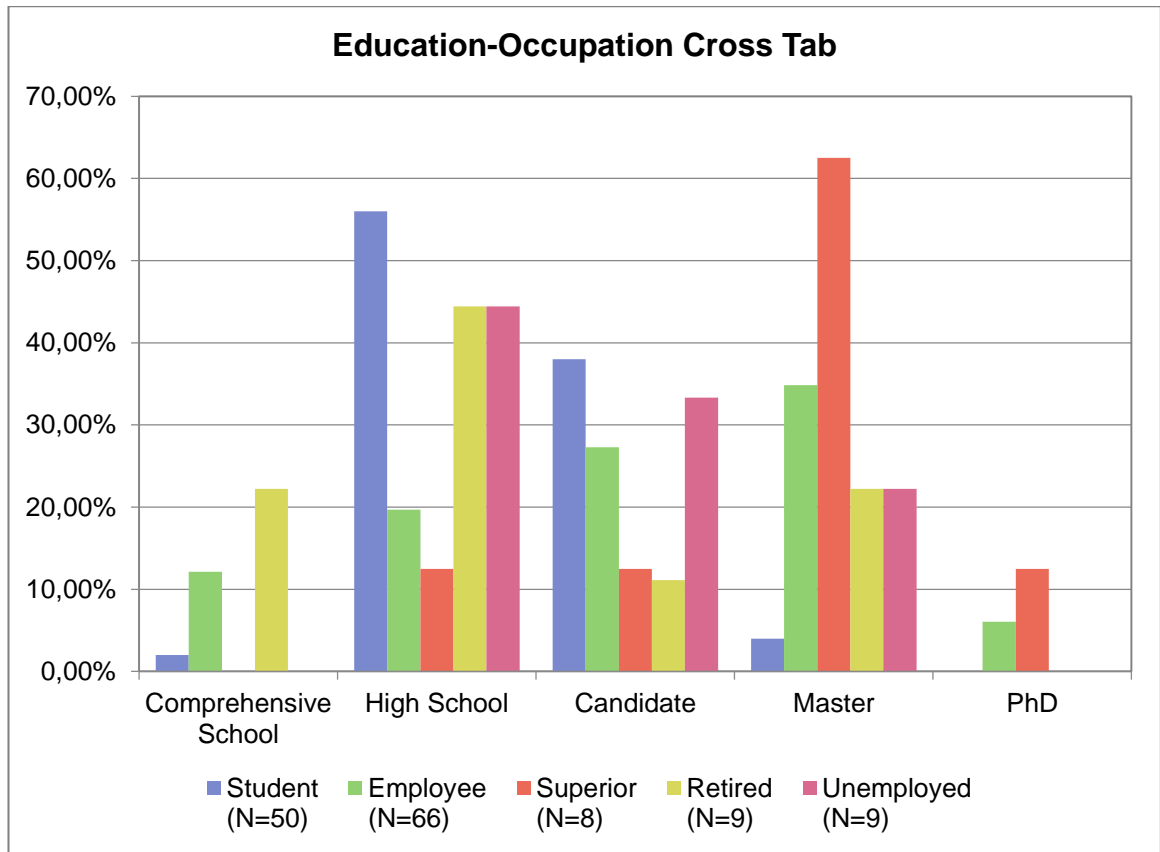


Figure 11. Cross tabulation of education and occupation

Figure 11 displays the educational level of the respondents related to their position. Minority group in position was superiors and retired while majority were employees. In educational level the minority group was PhD's whereas the majority had completed high school. Majority of the respondents were students with a completed high school background and employees with a master's degree. Minorities included i.e. students, unemployed and retired individuals with a master's degree and a superior and retired with a candidate degree.

5.2 Travel Habits

The following question (displayed in figure 12) was asked to map out the respondents' impressions on themselves and to find out about their travel history. The challenge in this question is that the experience of your travel career is very subjective. In total, 59 of the respondents saw themselves as experienced travellers, 72 as moderately experienced travellers and 11 as inexperienced travellers. Interestingly, majority of men saw themselves as experienced travellers, while majority of women saw themselves as moderately experienced travellers.

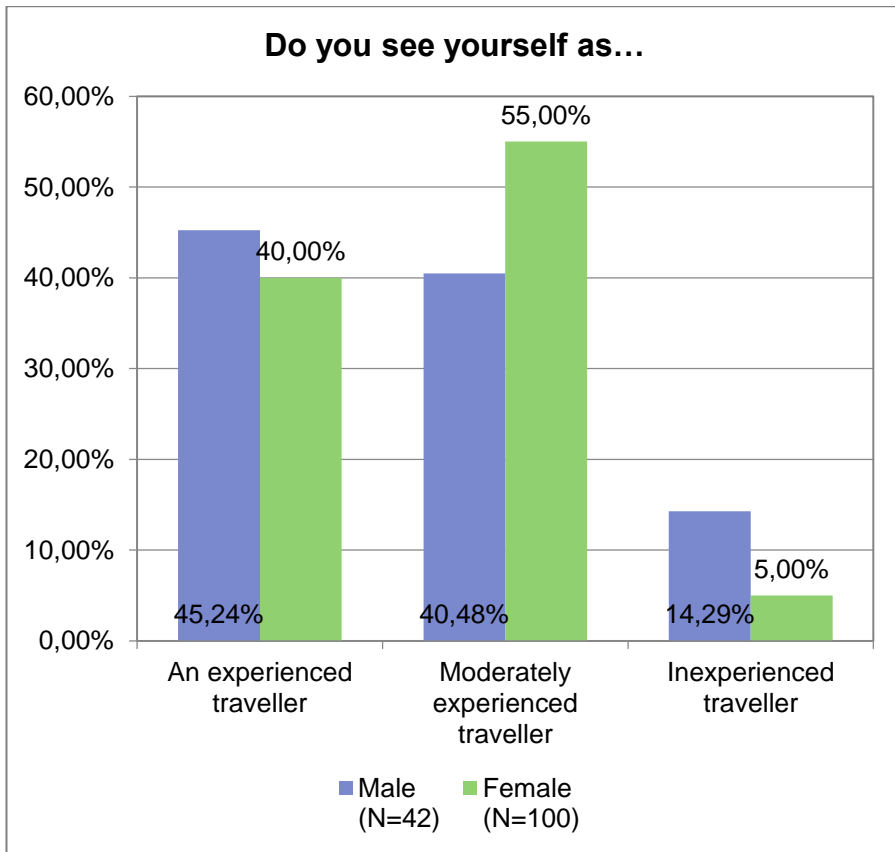


Figure 12. Perception of traveller type

When the above figure is put together with the holiday type preferences the outcome is as follows in figure 13.

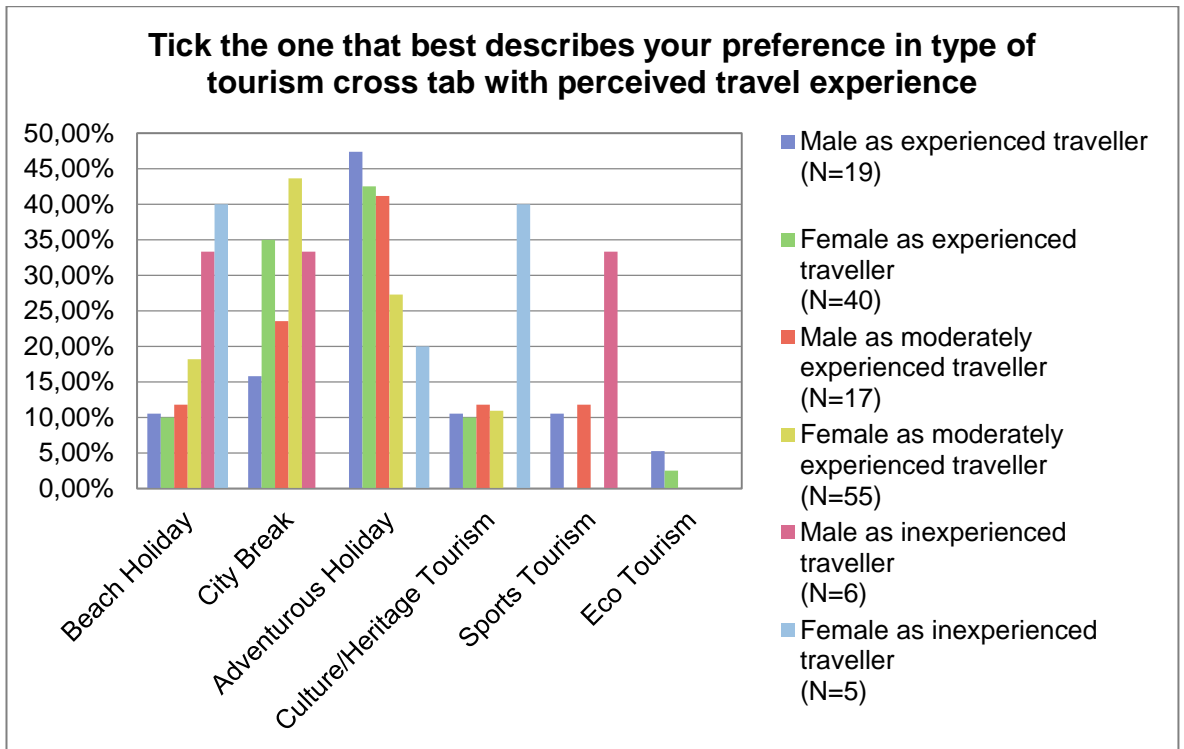


Figure 13. Cross tabulation on gender, holiday types and traveller types.

The respondents were asked to pick their most preferable holiday type to find out their preferences which may affect the perceived image of another destination. The majority of the respondents preferred adventure holidays, however the gap between those and the ones preferring city breaks was rather small (two respondents). None of the respondents picked rural tourism and the second smallest group was eco-tourism. The two majority groups were way stronger comparing to the respondents preferring beach holidays, the third strongest group.

It is shown in figure 13 that the respondents who considered themselves as experienced travellers, both men and women preferred adventurous holidays. However, women who considered themselves as moderately experienced travellers tended to prefer city breaks whereas moderately experienced men still preferred adventures over city breaks.

Table 4. Safari experiences cross tabulated with preferred holiday types.

Rate your Safari Experiences	Beach Holiday (N=3)	City Break (N=8)	Adventurous Holiday (N=17)	Culture/Heritage Tourism (N=5)	Sports Tourism (N=2)	Eco Tourism (N=2)
1	0 %	0 %	0 %	0 %	0 %	0 %
2	0 %	0 %	0 %	0 %	0 %	0 %
3	33 %	13 %	12 %	0 %	0 %	50 %
4	33 %	50 %	29 %	40 %	50 %	0 %
5	33 %	38 %	59 %	60 %	50 %	50 %
Average	4,00	4,25	4,47	4,60	4,50	4,00

Table 4 demonstrates the cross tabulation between the preferred holiday types and the ratings of safari experiences of the respondents who had been to Tanzania. In each attribute the respondent was asked to rate, their experience rated higher as demonstrated in the above table; people who preferred culture/heritage tourism rated the experience highest, adventurous second highest followed by city breakers and beach holidaymakers. This demonstrates that the type of holiday the respondent prefers affects their experiences.

5.3 Impressions on Tanzania

The respondents were asked to list five words that came to their mind about Tanzania. This was to map out their instant reactions on the destination. The word cloud in appendix 3 shows the most repeated words in bigger font. The most repeated words were Africa and nature (both 36 times), Kilimajaro (27), safari (23) and heat and animals (both mentioned 19 times). A word map was also formed and can be viewed in appendix 4. The word map demonstrates groups, showing which words appeared together. The word groups range from friendly people and jungle, coffee and draught, music and culture to tribes and Kilimanjaro.

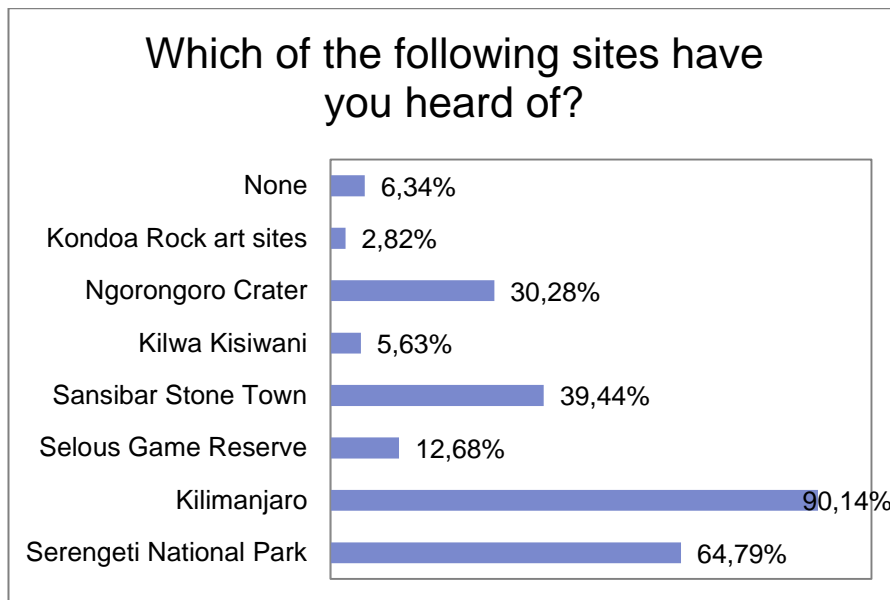


Figure 14. Knowledge on attractions.

Figure 14 demonstrates results of a multiple choice question. The respondents were asked to tick the alternatives that they had previously heard of. It is surprising that 6,34% of the respondents had not heard of any of them. This also included people who had been to Tanzania. This could be a misinterpretation of the question which decreases the reliability of the question. The most familiar sight was Kilimanjaro (N=128). Only four people had heard of Kondoa Rock art sites.

The least known sites to the ones who had been to Tanzania were the Kondoa Rock art sites (5,41%) and Kilwa Kisiwani (13,51%). The least known sites for the other group were Kondoa Rock art sites (1,9%) and Selous Game Reserve (1,9%). The most known site for the people who had visited was Sansibar Stone Town (91,89%) and for the ones who hadn't Kilimanjaro (91,43%). In general, Kondoa Rock art Sites don't seem to be well known, while Serengeti and Kilimanjaro have a strong image in respondents' heads.

Table 5. Cross tabulation on traveller's risks and previous visits to Tanzania.

Which of the following would you be worried about	I have been to Tanzania (N=37)	I haven't been to Tanzania (N=105)
Food Hygiene	43,24%	53,33%
Quality of Water	43,24%	71,43%
Malaria	64,86%	62,86%
Cholera	2,70%	25,71%
Safety in public places	51,35%	48,57%
Earthquakes	0,00%	2,86%
Other	13,51%	7,62%

Another multiple choice question asked respondents to pick issues that they would be worried about while traveling in Tanzania. This was to map out how aware the respondents are of the risks. Majority were worried about Malaria and the quality of water. Secondly respondents were worried about the hygiene of food as well as safety in public places. Surprisingly, despite the recent cholera outbreaks in Dar Es Salaam, only 28 of the respondents were worried about this disease.

There were some differences on matters of the concerns of the respondents depending on if they had visited Tanzania or not. This is displayed in table 5. Out of the 37 respondents who had been to Tanzania, only 43,24% would be worried about the quality of water when traveling in Tanzania whereas out of the 105 people who had not been there 71,43% would be worried about it. Concern about hygiene of food only varied by 10% between the two groups while both groups were close to equally worried about the risk of Malaria. Interestingly, the respondents who had been to Tanzania saw the risk of Malaria as more worrying than those who hadn't. However, there was only a difference of 2%. The respondents who had been to Tanzania saw other matters as worrying more often than the ones who hadn't been there. Cholera concerned only 2,7% of people who had been there while it concerned 25,71% of who had not been there.

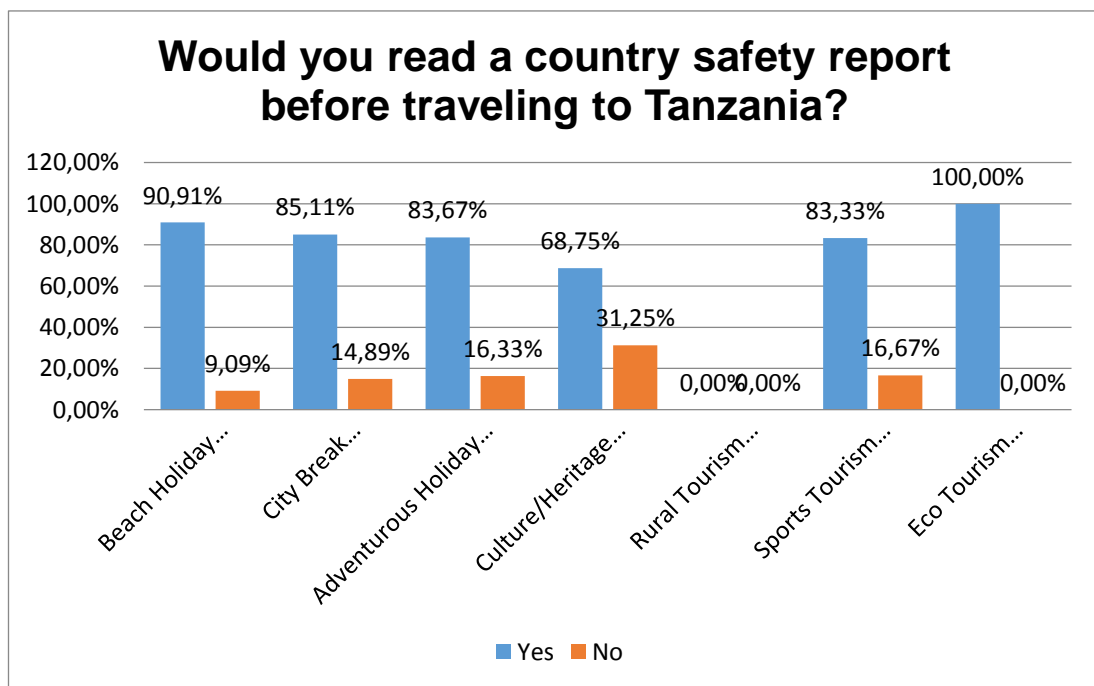


Figure 15. Cross tabulation on reading country safety reports and holiday types.

This question was formed in order to find out if Finns find out information about the destination through the government. In total, 83% (119) of the 142 respondents would read the travel information provided by The Finnish Ministry of Foreign affairs while 16,2% (23)

would not. The question was cross tabulated with the preferred holiday types the respondents listed (figure 15). It was interesting to see that especially the beach holiday-makers would read the country safety reports but as we moved holiday types from city break to adventurous to cultural/heritage tourism, the figure drops.

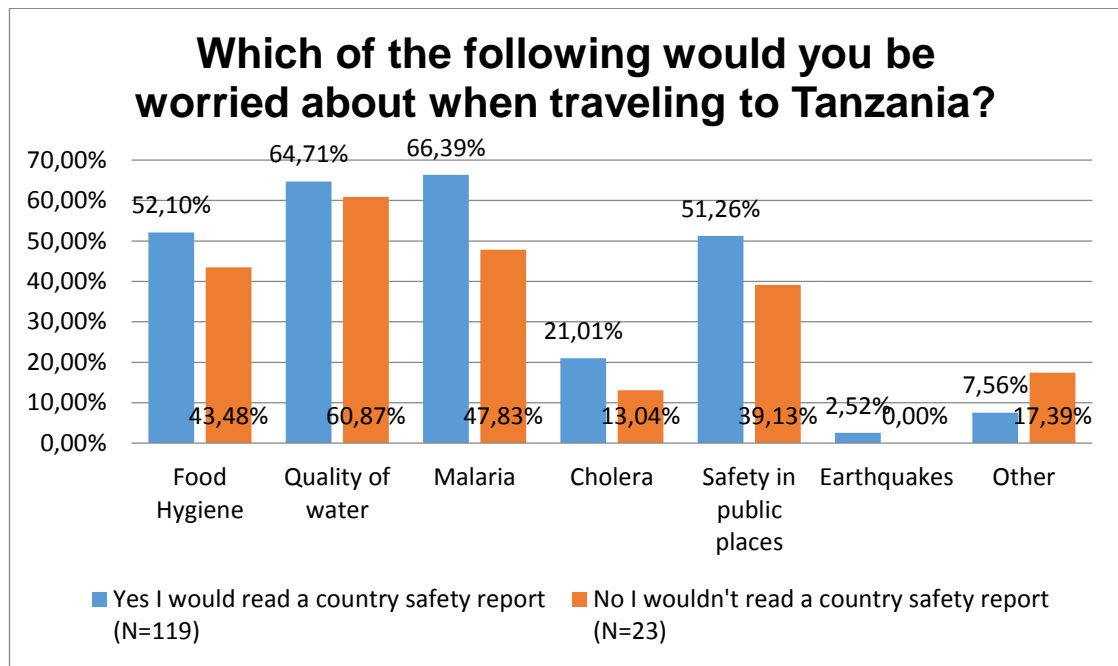


Figure 16. Cross Tabulation on reading country safety report and traveller risks.

Figure 16 also demonstrates that the ones who don't pay attention to country safety reports tend to be less worried. It was also evident from the results that the ones who did not read the reports felt generally safer about Tanzania (3,4 vs 2,89 out of 5 in experiences and 3,23 vs 2,8).

Table 6. Cross tabulation on traveller's risks and travel experience.

Which of the following would you be worried about	Experienced traveller (N=59)	Moderately experienced traveller (N=72)	Inexperienced traveller (N=11)
Food Hygiene	44,07%	50,00%	90,91%
Quality of Water	52,54%	72,22%	72,73%
Malaria	59,32%	66,67%	63,64%
Cholera	8,47%	27,78%	27,27%
Safety in public places	44,07%	51,39%	63,64%
Earthquakes	0,00%	2,78%	9,09%
Other	13,56%	4,17%	18,18%

It was however, interesting to see that when cross tabulating experienced, moderately experienced and inexperienced travellers with the concerns they would have about the destination, the concerns always seemed to rise when going from an experienced traveller to a moderately experienced traveller (table 6).

5.4 Rating experiences and impressions

37 of the respondents had been to Tanzania. 20 of them had been there more than three times. They were asked to rate their experiences. The averages received from one to five were: Friendliness of the local people: 4,19, level of services 3,05, transportation 2,84, variety of things to do 3,65, perception of safety 3,03, atmosphere 4,27, safari experiences 4,38 and historical sights 3,7.

Table 7. Experiences of respondents' who had visited Tanzania

Rate your experiences on the following attributes on a scale of 1-5	1	2	3	4	5	Total	Average
Friendliness of the local people	0	1	5	17	14	37	4,19
Quality of Services	0	6	25	4	2	37	3,05
Transportation inside the country	2	9	21	3	2	37	2,84
Activity possibilities	1	4	9	16	7	37	3,65
Perception of safety	2	7	17	10	1	37	3,03
Atmosphere	0	0	6	15	16	37	4,27
Safari experiences	0	0	5	13	19	37	4,38
Historical sites	1	2	10	18	6	37	3,70
Total	6	29	98	96	67	296	3,64

The respondents who had been to Tanzania were asked to rate their experiences (table 7) while the respondents who hadn't been there were asked to evaluate their impressions (table 8). The scale was same and the attributes were similar, but formed in a different way in order to differentiate the two and to make the analysable individually as well. When looking at the perception of safety, and impression of safety, these variables rated averages of 3,03 and 2,86 (out of 5). From this, a conclusion could be drawn that the risks are evident, however individuals who have visited the country realize that western media's black paint the risks, as anything can happen anywhere else too.

One surprising factor was that experiences of safaris were rated on average of 4,38 while impressions of safaris were rated as 4,52. A significant difference can be seen in the experience of friendliness of the locals and the perception; 4,19 and 3,73. In general, the experiences and impressions rated as follows: Experiences as 3,64 and impressions as

3,48 and thus it can be said that differences are not huge. The impressions of the respondents who had not visited Tanzania are displayed below.

Table 8. Impressions of respondents' who hadn't been to Tanzania

Rate the following on a scale of 1-5. Tanzania is...	1	2	3	4	5	Total	Average
Safe	4	31	47	22	1	105	2,86
Has a unique atmosphere	1	7	30	56	11	105	3,66
Has interesting sights	0	2	8	40	55	105	4,41
Is a great place to see wildlife	0	1	7	33	64	105	4,52
Is a good beach destination	4	9	34	34	24	105	3,62
Has a variety of things to do	3	6	36	41	19	105	3,64
Has friendly locals	3	0	41	39	22	105	3,73
Has a good level of services	5	34	46	16	4	105	2,81
Has good transportation	24	47	33	1	0	105	2,10
Total	44	137	282	282	200	945	3,48

Out of the 105 respondents who hadn't been to Tanzania, 86 would want to go and 19 would not want to. When the 19 were asked why, seven reported the destination as not interesting. The respondents who had not been to Tanzania, rated the statements on average out of 5 as follows: Tanzania is... Safe 2,86, has a unique atmosphere 3,66, has interesting sights 4,41, is a great place to see wildlife 4,52, is a good beach destination 3,62, has a variety of things to do 3,64, has friendly locals 3,73, has a good level of services 2,81, has good transportation 2,1. When asked if the respondents who hadn't been to Tanzania had been to other African countries, the most mentioned country was Egypt, followed by Tunisia, Kenya and Morocco.

6 Discussion

This research reached 142 people, 70,4% (100) of them women and 29,6% (42) of them men. The respondents were from different educational and occupational backgrounds. The respondents divided into every category supplied to them, however the amount of them in each category was not even and therefore generalizing these results into Finnish people could be challenging due to the dynamism brought by an increase in the number of respondents. Thus, this may be the most critical point in the validity of this research. In this situation, it could be said that the results are directional.

To conclude, Tanzania is seen as a rather interesting destination and the impressions and experiences are somewhat on the more positive side with averages of 3,48 by the ones who hadn't visited and 3,64 by the ones who had visited Tanzania. These averages are drawn from the attribute evaluation of experiences or impressions. Thus, when looking at the theory of the continuum model developed by Echtner and Richie (1991 in Wang & Pizam 2011), the functional and psychological attributes, holistic functional and psychological components, unique and common functional and psychological components were evaluated by the respondents. The results were 3,48 and 3,64 (out of 5).

The first reactions of the respondents to Tanzania were mostly nature focused with Kilimanjaro, safaris, animals as well as the climate. When it came to what is known about the destination, its main attractions were well known, Serengeti and Kilimanjaro being the most known, Kilimanjaro strongest out of the two. Yet the cultural attractions were left in the shadows of the natural attractions and perhaps this is something the marketing of the country should take into account even if the strongest pull factor is the nature. The same goes for the commissioner of this thesis, RHEA, in terms of taking into account the level of knowledge the travellers have, that they may not be aware of the cultural aspects of the country which could affect their interest towards community based tourism in general in the country.

Most Finns are also interested in the destination with only 19 (18,1%) of the 105 respondents who had not been there, not interested in traveling there either. The reasons listed for this were simply that they didn't see the destination or Africa in general as appealing.

The respondents did not find the destination too safe. However there was an increase in the feeling of safety of the ones who had been there (average of 3,03 out of 5) to the ones who hadn't (average of 2,86 out of 5). This may indicate that the media and travel information provided by the government influence the impressions. However in the results, a

pattern like this was not evident. The most worrying factors for travellers were Malaria and the quality of water.

Therefore, it can be concluded that Tanzania has a rather positive destination image. The target group is worried about the safety situation, yet it does not seem to affect their behaviour as they are still interested in traveling to the country. This argues with Tasci's (2007) Interactive system of destination image components model, presented in subchapter 3.1. Tasci (2007) described the impressions and information about the destination to affect each other and then form the overall DI. Yet in this situation the amount of effect is not evident and it could be said that for some of the respondents this model could be applied to (the ones who were not interested in traveling there) but to some it comes of low significance.

To summarize the conclusion, the main points are presented in bullet points below:

- The first thoughts raised about Tanzania were e.g. Kilimanjaro, nature and climate
- The impressions and experiences of Tanzania are leaning towards the positive
- The main attractions are well known yet the cultural attractions are shadowed by the natural attractions
- Tanzania is not seen as a safe destination and the most worrying factors are Malaria and the quality of water
- Tanzania is seen as a rather interesting destination, the few who did not want to visit were simply not interested in traveling to Africa
- Tanzania has a positive destination image with hesitation towards its safety issues

In further research, people's impressions should be evaluated in an in depth manner, perhaps through qualitative research, as Elliott-White, Finn and Walton (2000) suggested that the quantitative and qualitative methods often support each other, and it is also evident after this study that there are some gaps to be filled. One respondent also commented that there was not enough space for free impressions and comments. Also, in terms of quantitative research, the survey design needs to be carefully done in order to make the analysis of data as smooth as possible.

This thesis process has been a learning experience for me. Working on a research for longer term, rather than putting something together in one night has been somewhat new. It has taught me to be critical, reflect on my own writing and evaluate it. The first stage of

the thesis was the theory writing. It took time to get started yet the theory was pulled together in an effective manner. When time passed, I learned to scan through sources in terms of finding what I was looking for.

In the stage of subject analysis, the plan was to include responsible tourism and community based tourism in the research, because this thesis is a part of an umbrella topic focusing on responsible tourism. However, that was my own idea and as the process went on, I noticed that for a bachelor thesis a topic of 'destination image of Tanzania and community based tourism in Tanzania' was too broad. Already in the destination image research, the theory aspects were the DI and Tanzania which divide into many subchapters. For further research, a topic like Responsible tourism and community based tourism in Tanzania could be beneficial and the aspects covered in this thesis would support it. I finally left the responsible tourism out of the survey as well due to the amount of data it would produce already only with the aspect of the DI. Therefore it can be said that my topic slightly changed along the way.

The survey design stage was interesting and I started with just throwing interesting questions out of my head, as a form of brainstorming. I then started working on them and reflecting on the theory as well as looking into what responds to the research question and designed the final survey. I was told by my supervisor several times, to cut things out and not include as much as I had in the first versions. By the time I got to the data analysis I understood why.

The data analysis was a brief time and I found it to be rather challenging to manage that amount of data and drawing conclusions upon it. I noticed that certain things should have been structured in a different way in order to be able to work with the results in an effective manner. I work best under pressure, yet at the end of this process, the amount of pressure was close to paralyzing me. A friend told me to use a method called the Pomodoro technique in which one structure their own working rhythm, with strict times to stay focused followed by short rewarding breaks. The cycle goes on all day with a longer break for lunch. This worked. Also, a professor of my friend's from the University of Helsinki had stated "It is how the life cycle of a thesis process goes. The beginning is sort of like a honeymoon stage, the topic is interesting and new. Yet, when one works on something for long enough, the interest in it drops". To summarize what I learnt in this process, is to manage my own working techniques, manage pressure, manage using sources and in general, manage myself, my time and my self-discipline. In terms of academics, I have learned a lot about the destination image and Tanzania. I have gotten to apply my learning from courses in this degree program, to this research and also my exchange studies.

In Finnish the term thesis, “Opinnäytetyö” refers to this very well. I have learned to work in a process and feel like I learned more in this semester than I did in the whole time spent in this degree program.

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Appendices

Appendix 1. Survey in Finnish

Tämä kysely on osa Haaga-Helia Ammattikorkeakoulun opiskelijan opinnäytetyötä. Kysely mittaa suomalaisten matkailijoiden mielikuvia Tansaniasta. Kyselyn tuloksia tulee käyttää toimeksiantaja RHEA, joka tekee yhteistyötä Haaga-Helian kanssa ”Responsible Tourism” projektissa. Tuloksia hyödynnetään myös Haaga-Helia Ammattikorkeakoulun tulevilla projekteilla. Vastaaminen tapahtuu nimettömänä ja tutkimuksen tuloksia voi hakea joulukuussa Theseuksesta hakusanalla ”Destination Image of Tanzania among Finnish Tourists”.

Vastaamiseen kuluu aikaa n.5-10min.

Kiitos vastauksistanne!

Tiina Heinola

DP in Tourism

Haaga-Helia AMK

1. Sukupuoli	Mies	Nainen			
2. Ikä	18-25	26-35	36-50	51-63	64+
3. Siviilisäät	Naimisissa	Parisuhteessa		Sinkku	
4. Asema	Opiskelija Eläkeläinen	Työssäkäyvä Työtön		Esimies	
5. Koulutus	Peruskoulu	Lukio	Kandidaatti	Maisteri	Tohtori

Travel Habits

6. Pidätkö itseäsi..
 - a. Kokeneena matkailijana
 - b. Melko kokeneena matkailijana
 - c. Kokemattomana matkailijana

7. Valitse vaihtoehto, joka kuvaa matkailumieltymyksiäsi parhaiten
 - a. Rantaloma
 - b. Kaupunkiloma
 - c. Seikkailullinen loma
 - d. Kulttuuri/kulttuuriperintömatkailu
 - e. Maatilamatkailu
 - f. Urheilumatkailu

g. Eko matkailu

Tansania

8. Listaa viisi asiaa mitkä tulevat mieleesi Tansaniasta
9. Valitse seuraavista ne vaihtoehdot jotka ovat sinulle entuudestaan tuttuja
 - a. Serengetin kansallispuisto
 - b. Kilimanjaro
 - c. Selous Game Reserve
 - d. Sansibar Stone Town
 - e. Kilwa Kisiwani
 - f. Ngorongoron Kraateri
 - g. Kondoa Rock art sites
10. Mistä seuraavista seikoista olisit huolissasi Tansaniaan matkustaessa?
 - a. Ruoan hygienia
 - b. Veden laatu
 - c. Malaria
 - d. Kolera
 - e. Turvallisuus yleisillä paikoilla
 - f. Maanjäristykset
 - g. Muu
11. Lukisitko ulkoministeriön matkustustiedotteen ennen Tansaniaan matkustamista?
 - a. Kyllä
 - b. En
12. Oletko käynyt Tansaniassa?
 - a. Kyllä
 - b. En (Hyppää kysymykseen 16)

Jos olet...
13. Kuinka monta kertaa?
 - a. 1
 - b. 2
 - c. 3
 - d. Enemmän kuin 3
14. Oletko vierailut muissa Afrikan maissa? Jos, niin missä?
15. Arvioi kokemuksiasi seuraavista asteikolla 1-5, (1= Erittäin huono 2= Huono 3=ok 4= Hyvä 5= Erittäin Hyvä)
 - a. Paikallisten ystävällisyys
 - b. Palvelujen laatu
 - c. Maan sisäinen matkustus
 - d. Aktiviteettimahdollisuudet
 - e. Turvallisuuden tunne
 - f. Tunnelma kohteessa
 - g. Safarikokemukset
 - h. Historialliset kohteet

(Kysely loppuu tähän)

16. Haluaisitko matkustaa Tansaniaan?

- a. Kyllä
- b. En.. Miksi?

Oletko vierailut muissa Afrikan maissa? Jos, niin missä?

17. Arvioi Seuraavia väittämiä mielikuvasi perusteella asteikolla 1-5 (1=Vahvasti eri-mieltä 2=jokseenkin eri mieltä 3= Neutraali 4= Samaa mieltä 5= Erittäin samaa mieltä

Tansaniassa on...

- a. Turvallista
- b. Eriyisen tunnelmallista
- c. Kiinnostavia nähtävyyksiä
- d. Mahdollisuus mahtaviin villieläin safareihin
- e. Kauniita rantoja
- f. Paljon aktiviteetteja
- g. Mukavia paikallisia
- h. Laadukkaita palveluja
- i. Luotettava paikallisliikenne

- a. Food hygiene
- b. Quality of water
- c. Malaria
- d. Cholera

11. Would you read a country safety report before traveling to Tanzania?

- a. Yes
- b. No

12. Have You been to Tanzania?

- a. Yes
- b. No (jump to question 16)

If yes...

13. How many times?

- a. 1
- b. 2
- c. 3
- d. More than 3

14. Have you been to other African countries? Which ones?

15. Rate the (1-5)

- a. Friendliness of the local people?
- b. Level of services
- c. Transportation
- d. Variety of things to do
- e. Perception of safety
- f. Atmosphere
- g. Safari experiences
- h. Historical sights

(Survey stops here)

16. Would you like to travel to Tanzania

- a. Yes
- b. No ...Why not?

Have you been to other African countries? Which ones?

17. Rate the following on a scale of 1..5

Tanzania is..

- a. Safe
- b. Has a unique atmosphere
- c. Has interesting sights
- d. Is a great place to see wildlife
- e. Is a good beach destination
- f. Has a variety of things to do
- g. Has friendly locals
- h. Has a good level of services
- i. Has good transportation

Appendix 3. Word Cloud

aavikko afrikan afrikkaa afrikkalainen ahtisaari aurinko eksoottinen eläimet eläinsafarit heimot hiekkia hienot huonot ihmiset ilmasto iloisuus kahvi kankaat kansallispuisto kaunis kehitysapu kehitysmää kehitysyhteistyö kilimanjaro kilimanzaro kirahvi kuivuus kulttuuri kuuma kuumuus köyhyys köyhä leijona leijonat liikennekulttuuri lippu luonnonpuistot luonto lahetystyö lämmin lämpö malaria mariti masait monipuolinen musiikki musta ngorongoro norsut näänhäätä rannat ranta sademetsä safari safarit sallaam salametsästys sansibar sarvikuono savanni savannit serengeti siellä swahili trooppinen tummaihoiset tuntematon turismi vaatteet vapaaehtoistyö vihreä viidakko villi villieläimet vuoristo värikkäät ystävälliset ystävällisyys zanzibar

Appendix 4. Word Map

