



## **The Image of Tanzania as a safe destination**

Vivian Evarist Karubi

Haaga-Helia University of Applied Sciences

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## Abstract

<b>Author(s)</b> Vivian Evarist Karubi
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<p>This Bachelor's thesis was prepared for the fulfilment of the educational standard of Haaga Helia the University of Applied Science. This study investigates the image of Tanzania as a safe tourist destination and its impact on the country's tourism industry. Tanzania, located in East Africa, boasts a diverse range of attractions, from stunning wildlife and natural landscapes to rich cultural heritage. Despite these offerings, perceptions of safety and security can significantly influence tourists to visit. This study explores the factors that shape the image of Tanzania as a safe destination and the implications for the country's tourism industry.</p> <p>The research begins by reviewing existing literature on destination image, safety perception, and the tourism industry in Tanzania. Subsequently, a structured questionnaire survey is conducted, targeting a diverse sample of international tourists who have traveled in the past five years. The questionnaire encompasses questions about respondents' perception of safety, their travel experiences, and demographic information.</p> <p>The research employs a quantitative method approach to gather data. Through surveys, collecting different points of view of travelers who have visited Tanzania, wish to visit Tanzania, or have been in the neighbouring countries, as well as analysis of online reviews and social media discussions, this study examines how safety concerns are perceived and whether they influence travel decisions. Additionally, it evaluates the effectiveness of the Tanzanian government's efforts to promote safety and security for tourists.</p> <p>The results show Tanzania is perceived positively in terms of safety by both domestic and international tourists. The study indicates that factors such as low crime rates, political stability, effective tourist safety measures, and friendly locals contribute significantly to Tanzania's image as a safe destination. Moreover, the study also suggests areas for improvement, such as addressing concerns related to healthcare, road safety, and wildlife encounters. Overall, the thesis underscores the significance of continuously monitoring and enhancing safety perceptions to sustain Tanzania's appeal as a desirable tourist destination.</p>
<b>Key words</b> Tanzania, tourist destination, destination image, perception, Safety, tourist attractions

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# 1 Introduction

The thesis “The image of Tanzania as a safe destination” is an exploration of how Tanzania is perceived as a tourist destination, with a focus on its safety. Tanzania is the largest country in East Africa and includes the islands of Zanzibar, Pemba, and Mafia. About twice the size of California, this African country is bordered by the Indian Ocean and eight countries: Kenya, Uganda, Rwanda, Burundi, the Democratic Republic of Congo, Zambia, Malawi, and Mozambique (National geographic s.a). Swahili (Kiswahili), and English are the official, primary languages of commerce, administration, and higher education. African 99% of which (95%) are Bantu consisting of more than 130 tribes, and other (1%) consisting of Asian, European, and Arab (Global Business Knowledge 2022). Tanzania contains an area of 945,090 sq. km, 1424km of which is coastline. The population in 2023 was measured at 67,438,106 (Worldometer elaboration 2023)

There is a growing movement to promote Tanzania as a safe and welcoming destination for tourists. According to The World Bank (2021), The economic system around tourism has grown in value over the years, and in 2019 was the largest foreign exchange earner, the second largest contributor to the gross domestic product (GDP), and the third largest contributor to employment, the report says. It also continues reporting on the semiautonomous Zanzibar archipelago, the sector has also experienced rapid growth, accounting for almost 30% of the island’s GDP and an estimated 15,000 direct and 50,000 indirect jobs (World Bank 2021)

Branding image is an important concept in consumer behavior (Dobni and Zinkhan 1990). Brand image is a multidimensional construct (Martinez and de Chematony 2004) and consists of functional and symbolic brand benefits (Low and Lamb 2000). The image of Tanzania as a safe destination is a complex one, with both positive and negative factors affecting its perception, and it is influenced by media, government policy, and the experiences of tourists themselves. According to Fitzpatrick and Bewer (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. (Fitzpatrick & Bewer 2012,196-198.)

According to the Global Peace Index (2023), Tanzania ranks 91 out of 163 countries and ranks 17 out of 44 in sub-Saharan Africa which makes it the most peaceful country within the region. This thesis will explore the image of Tanzania as a safe destination and examine the factors that contribute to both positive and negative perceptions of safety and security (Global Peace Index 2023) It's worth noting that the portrayal of a place may not always accurately reflect its reality. For instance, even if a country has a crime rate it might still be seen as a destination, due to its strong

tourism industry and minimal risk of terrorism. During this learning process, there are research questions to consider.

Main research question: What are the sources of safety information that tourists rely on when deciding whether to visit Tanzania?

Sub question 1; What safety concerns do tourists commonly have?

Sub question 2; How has the perception of Tanzania as a secure destination changed over time?

Sub question 3; How do the media and social media influence tourists' perception of a country's safety?

Sub question 4; What are the strategies, for tourism campaigns aimed at promoting secure destinations?

Sub question 5; How do different groups of people perceive a country as a safe destination? (LGBTQIA+ community)

This research aims to explore tourists' perceptions of safety, in Tanzania enhance our understanding of how Tanzania is viewed as a travel destination, and propose recommendations for its improvement. Such efforts could have an impact, on Tanzania's tourism industry by attracting visitors to the country.

## 2 Tanzania as a tourist destination

Destinations are the places that initially attract visitors, where the delivery of tourism takes place, where businesses are based, and where the tourism product is consumed (Stanford 2017)

According to Cook, Roy, and Marqua (2002, 5), Tourism is the temporary movement of people to destinations outside of their normal places of work and residence including the totality of the activities to be undertaken during their stay in those destinations, not only that but also including the facilities created so that the needs of the service receivers will be satisfied. (Marqua et al. 2002)

Another definition of tourism from the United Nations World Tourism Organisation (UNWTO), tourism is defined as “an activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes not related to the exercise of an activity remunerated from within the places visited.” (UNWTO 2002)

Tourism has been considered as one of the few viable economic opportunities in large part of the developed countries”. However, it is not only developed countries, but also developing countries have identified tourism as a significant contribution or major source of income. (Grosspietsch 2005)

Tanzania Tourist Board (TTB) is a government organization that was legally established by the Tanzania Tourist Board Act, CAP 364 of 1962, and amended by Act No.18 of 1992. TTB was formed after the disbandment of the Tanzania Tourist Corporation. The Board is mandated with the promotion and development of all aspects of the tourism industry in Tanzania (Tanzania Tourist Board 2007: eTN, 2014.)

Bank of Tanzania (BOT) Tourism survey (2019), Tourism continued to be among the key drivers of growth in Tanzania with its impact translating into a persistent increase in foreign exchange earnings. Cognizant of such economic importance of the sector, the country undertakes annual international visitors' exit surveys with the objectives of estimating tourists' expenditure patterns, number of arrivals, travel arrangements, and tourist demographic characteristics. Hitherto, 18 annual survey cycles have been conducted since 2001. The results of the survey serve as a strategic precursor to policy formulations and implementation as well as inputs in the compilation of the National Accounts and Balance of Payments statistics. Further, these statistics are part and parcel of promotion materials for Tanzania as a holiday destination. (Bank of Tanzania 2019)

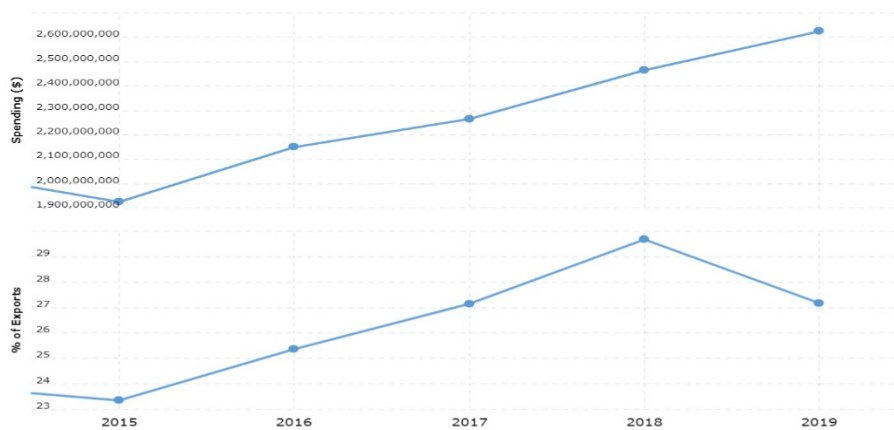


Figure 1: International tourism number of arrivals – Tanzania (World Bank 2015-2019)

As stated by the East African community (2022), “Tanzania’s wildlife resources are considered among the finest in the world. Tanzania is the only country, which has allocated more than 25% of its total area to wildlife national parks and protected areas. There are 16 National Parks in Tanzania, 28 Game Reserves, 44 Game controlled areas, 1 conservation area, and 2 Marine Parks. Tanzania boasts many of Africa’s most renewed destinations; in the north the Serengeti plains, the Ngorongoro Crater, Lake Manyara, and Mount Kilimanjaro, and in the south Mikumi and Ruaha National Parks and the Selous Game Reserve. According to a survey conducted by SafariBookings.com, Tanzania’s Serengeti National Park was voted Africa’s best safari destination for 2020, followed by Mana Pools (Zimbabwe), Mala Mala (South Africa), Okavango Delta (Botswana), and Lower Zambezi (Zambia). (East African Community Report 2022)

According to the statistics unveiled by the Tanzania Tourist Board (TTB), Tanzania received 1,454,920 tourists in 2022, compared to 922,692 in 2021, and 616,491 in 2020. In 2020, revenues were down to USD 1 billion as it was severely affected by the COVID-19 pandemic and its impact on international travel, from a peak of USD 2.6 billion in revenues and 1.5 million arrivals in 2019. The sector’s contribution to GDP fell from 10.6% in 2019 to 5.3% in 2020 and climbed to 5.7% in 2021. “The United Nations World Tourism Organisation (UNWTO) has named and recognized Tanzania as the second country in Africa for recording a large increase of tourists in the first quarter of this year (January to March 2023), the first country is Ethiopia with Morocco taking the third slot,” Dr Abbasi pointed out. (Tanzania Tourism Board 2023)





Figure 2. Map of The United Republic of Tanzania (Geography in the United Republic of Tanzania 2015)

## 2.1 4A's of destinations

Under this subsection, we are going to focus on basic components that are essential to a successful destination. The tourism components 4 A's (Accommodation, Access, Amenities, and Attractions) are the ones that tourism managers should consider in the development of the destination and ensure that all components are best suited to the quality and requirements of visitors. (Haneef 2017) These are the key elements visitors consider when choosing a destination.

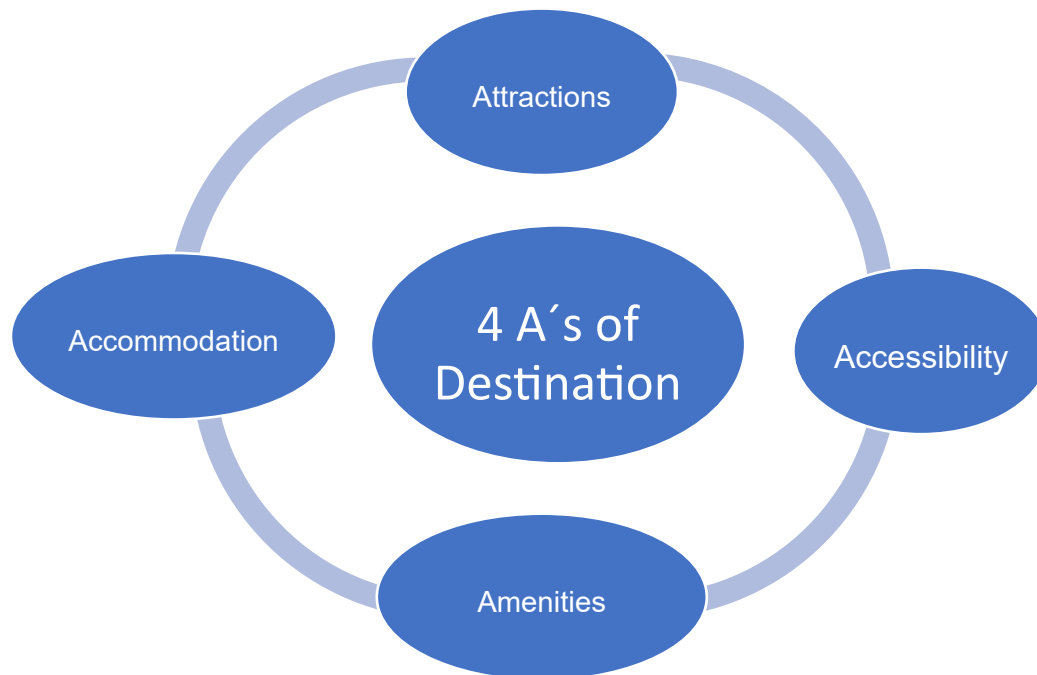


Figure 3: Elements of destination (Author's compilation)

## 2.2 Attractions

The concept of “tourist attraction” is complex since it may include different kinds of products and services. According to Stevens (1991), an attraction is a man-made or natural point of interest that is open to the public for entertainment interest or education. Tourist attractions have natural or historical value and offer leisure, adventure, and amusement. Natural attractions include scenic locations such as beaches, mountains, caves, rivers, and valleys. Cultural attractions include historical places such as ancient temples, palaces, ruins of towns, and museums, as well as art galleries, buildings, structures, theme parks, and more. (Hasa 2016)

Tanzania is a country that encompasses an extraordinary history and an abundance of natural wonders; therefore, it is no surprise Tanzania has eight World Heritage Sites. These chosen sites are a fundamental reminder of why interaction between people and nature must achieve a balance of preservation and conservation between the two. (The United Republic of Tanzania Ministry of Natural Resources and Tourism 2023)

The first attraction is The Kilimanjaro National Park located near Moshi, Tanzania is centered on the iconic and dramatic snow-clad slopes of Mount Kilimanjaro, which covers an area of 753 km (291 square miles). In 1973 the mountain above the tree line was classified as a National Park and

was opened to public access in 1977, but it wasn't until 1987 that UNESCO listed the park as a World Heritage Site. (The United Republic of Tanzania, World Heritage Site 2023) The image of this attraction is shown in Appendix 1.

Kilimanjaro National Park safety (2023), it is safe to climb Kilimanjaro as long as you follow all laws, guidelines, and professional recommendations regarding how to do it safely. The difficulty of climbing Mount Kilimanjaro should never be underestimated. Yet so many people undervalue it! In addition to the fact that only approximately 50% of climbers reach the top, about a thousand people are rescued from the peak each year. The ascent of Mount Kilimanjaro is risky and regarded as perilous. The number of climbers who pass away each year is reported to be far greater, at 10, while another 1000 are rescued from the mountain's hazards. (Kilimanjaro National Park safety report 2023). Below are listed facts to be considered when it comes to Kilimanjaro climbing safety:

- Altitude sickness.
- Experienced Kilimanjaro guides.
- The right safety equipment
- Choosing a qualified tour operator
- Nutritious food and safe water
- Malaria
- Extreme and unpredictable weather (Kilimanjaro National Park 2023)

The second attraction, The Kondoa rock art is a series of caves carved into the side of hills looking out over the steppe. The cave site is nine kilometers off the main highway from Kondoa to Arusha, about 20 km north of Kondoa. The site has a spectacular collection of images from over 150 shelters depicting elongated people, animals, and hunting scenes. Today many shelters are still considered to have ritual associations with the people who live nearby, reflecting their beliefs, rituals, and cosmological traditions. (The United Republic of Tanzania, World Heritage Sites 2023) The image of this attraction is shown in Appendix 1.

The Kondoa rock art site was initially managed by the National Monuments Preservation Ordinance No. 4 of 1937. This was repealed and replaced by the Antiquities Act No 10 of 1964, with its amendment Act No. 22 of 1979. Twelve Kondoa rock painting sites were scheduled as special status and level of protection when they were re-listed in 1981 when the Government of Tanzania published a new gazette, notice No.39 published on 27th March 1981 with seven other

sites added to the list The property was declared a Conservation Area in 2004. (The United Republic of Tanzania, World Heritage Sites 2006) The image of this attraction is shown in Appendix 1.

Kondoa is relatively safe for tourists, but it is always essential to exercise caution and follow safety precautions to avoid any potential risks. It is advisable to keep a low profile, avoid carrying large amounts of cash, and avoid wandering alone at night. Crime rates in Kondoa are relatively low, but you should always stay alert and avoid drawing attention to yourself by wearing flashy jewelry, carrying expensive gear, or openly showing large sums of cash. (Kondoa-Discovering Tanzania 2023)

The third attraction, Stone Town or Mji Mkongwe in Swahili meaning ancient town is the old part of Zanzibar city. The old town is built on a triangular peninsula of land on the western coast of the island and was awarded World Heritage Site status in 2000. Justification for the inscription, includes its rich cultural fusion and harmonization, its great symbolic importance in the suppression of slavery; and the intense seaborne trading activities between Asia and Africa, which is illustrated today in the exceptional architecture and urban structure of the Stone Town. (The United Republic of Tanzania, World Heritage Site 2023) The image of this attraction is shown in Appendix 1.

Zanzibar is famous for its spice trade, and the dry season provides an opportunity to visit the spice plantations that abound on the island. Guided tours offer a chance to learn about the cultivation and harvesting of various spices, such as cloves, cinnamon, nutmeg, and vanilla. The best time to visit Stone Town is from June to October when the weather is dry and mild. But even during the rainy season, from March to May, the city has a unique charm. (Commission for Tourism Zanzibar 2023)

The issue of safety in Stone Town Zanzibar has been perceived differently by visitors reflecting on their experience during their visit. Zanzibar is generally a safe place to visit, with a low crime rate and friendly locals. However, as with any destination, visitors should exercise caution and take necessary safety precautions. While violent crime is rare, petty crimes such as pickpocketing and bag snatching can occur, particularly in crowded areas and tourist hotspots. Visitor are advised to keep a close eye on their belongings and avoid carrying large amounts of cash or valuables. Sexual assault is also a concern, and visitors, particularly women, should avoid walking alone at night and be cautious of accepting drinks and rides from strangers (Leach 2023)

The fourth attraction, The Ngorongoro Conservation Area (NCA) boasts the finest blend of landscapes, wildlife, people, and archaeological sites in Africa and is situated 180 km west of Arusha. The rich pasture and permanent water of the Crater floor support a large resident

population of wildlife of up to 25,000 predominantly grazing animals. The conservation area is administered by the Ngorongoro Conservation Area Authority, and its boundaries follow the boundary of the Ngorongoro Division of Ngorongoro District. It covers an area of 8,288 km (3,200 square miles). (United Republic of Tanzania, World Heritage Site 2023) The image of this attraction is shown in Appendix 1.

The Ngorongoro Conservation Area spans vast expanses of highland plains, savanna, savanna woodlands, and forests. Established in 1959 as a multiple land use area, with wildlife coexisting with semi-nomadic Maasai pastoralists practicing traditional livestock grazing, it includes the spectacular Ngorongoro Crater, the world's largest caldera. The property has global importance for biodiversity conservation due to the presence of globally threatened species, the density of wildlife inhabiting the area, and other animals in the northern plains. Extensive archaeological research has also yielded a long sequence of evidence of human evolution and human environment dynamics, including early hominid footprints dating back 3.6 million years. (The United Republic of Tanzania, World Heritage 1979) The image of this attraction is shown in Appendix 1.

Ngorongoro Conservation Area is a protected area, with rangers guarding all entry points and other points of the area 24 hours 7 days a week. CCTV cameras are also placed in designated areas within the Conservation Area. There is also a police station. In addition to that, Health facilities within the NCA, include Endulen Hospital, and dispensaries- Ngorongoro, Olbabal, Nainokanoka, Ormekeke, and Osinoni -which are supplied with medical professionals who can attend to visitors in case of health emergencies. Nearby health centers outside the Ngorongoro Conservation Area include Karatu district hospitals, the Lutheran Mission Hospital, and the FAME health center. In case of emergencies, NCA provides ambulance motor vehicle services within the area, to provide a quick transfer of patients to major hospitals nearby for further observation and treatment (The United Republic of Tanzania, Ngorongoro Conservation Area Authority 2023)

The fifth attraction, The Selous Game Reserve covers a total area of 54,600 km (21,081 square miles) and is one of the largest fauna reserves in the world, located in the south of Tanzania. It was designated a UNESCO World Heritage Site in 1982 due to the diversity of its wildlife and undisturbed nature. The reserve is home to typical savannah animals such as elephants, hippopotami, the rare African Wild Dog, and crocodiles, which are all found in large numbers compared to any other African park. (United Republic of Tanzania, World Heritage Site 2023) The image of this attraction is shown in Appendix 1.

Threats for which the property was inscribed on the list of World Heritage in Danger 2014 include Poaching and the ensuing dramatic declines in elephant population, and the effects thereof on the ecosystem. In 2018 the impacts of the proposed Stiegler's Gorge hydropower dam (referred to in

the late State Party report as the Julius Nyerere Hydropower Project (JNHPP) were added to the justification for Danger listing. (UNESCO 2021)

Traveling anywhere comes with safety concerns, including some that cannot always be predicted. However, the Selous Game Reserve can be a safe place to travel, as long as you follow proper advice from local experts about where can and cannot go, only use reputable tour guides and rangers, and seek medical advice before you visit. (Selous Game Reserve Information 2023)

The sixth attraction, The Serengeti National Park is Tanzania's oldest park, and one of the world's last great wildlife refuges, hence its World Heritage Site status. It is most famous for its annual migration of over one million and five hundred thousand white-bearded (or brindled) wildebeest and 200,000 zebras. The park covers 14,763 km (5,700 square miles) of grassland plains and savannah as well as riverine forest and woodlands. The park lies in the north of the country, bordered to the north by the national Tanzania and Kenya border, where it is contiguous with the Masai Mara National Reserve (The United Republic of Tanzania, World Heritage Site 2023) The image of this attraction is shown in Appendix 1.

The remains of two great East African ports admired by early European explorers are situated on two small islands near the coast. From the 13<sup>th</sup> to the 16<sup>th</sup> century the merchants of Kilwa dealt in gold, silver, pearls, perfumes, Arabian crockery, Persian earthenware, and Chinese porcelain; much of the trade in the Indian Ocean thus passed through their hands. Serious archaeological investigation began in the 1950s. In 1981 it was declared a World Heritage Site and noted visitor sites are the Great Mosque, the Mkutini Palace, and some remarkable ruins. However, the ruins are also on the list of World Heritage in Danger. The list constitutes a call to improve their safeguarding and is designed to rally national and international efforts for their preservation. (The United Republic of Tanzania, World Heritage Site 2023)

Serengeti National Park is a very safe destination to visit. The park is well-protected by professionally trained Park rangers and Wildlife wardens. The park is located away from towns and cities, adjacent to the Kenya border, and is northwest of the adjoining Ngorongoro Conservation Area. This area is basically in the wilderness hence naturally peaceful and with a low human population. The Tanzanian Government as a priority, has put in measures to ensure the personal safety of tourists visiting key national parks and reserves. Serengeti National Park is managed professionally by TANAPA (Tanzania National Parks Authority) which in turn has deployed highly trained park and wildlife rangers, some of whom may be armed. (Serengeti National Park 2023)

## 2.3 Accessibility

Accessibility otherwise known as transportation is an essential component of the tourism system as it creates a linkage between market source and destination. Tourism is a whole exertion of transportation, airlines, travel and tour agents, the hotel industry, ferry companies, the information technology industry, and the host community of tourism destinations (UNWTO 2011). Accessibility exists in two main classes: Physical and digital.

As stated by Darcy and Dickson (2009), accessible tourism enables people with access requirements, including mobility, vision, hearing, and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services, and environments. (Darcy and Dickson 2009)

According to the World Health Organization (WHO 2023), an estimated 1.3 billion people -about 16% of the global population – currently experience significant disability. Accessibility for all to tourism facilities, products, and services should be a central part of any responsible and sustainable tourism policy. Accessibility is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues. (UNWTO 2023)

Considering Tanzania is among the developing countries, visitors might incur challenges to reach some of the attractions due to some reasons. However, there is great accessibility to public transport, geolocation systems, accessibility for disabled tourists, traffic management, public safety, the internet, Website, mobile applications, social media, promotion, information services, recommendation systems, and furthermore.

## 2.4 Amenities

Amenities can be defined as non-marketed qualities of a locality that make it an attractive place to live and work (Power, 1988: 142) Categories of amenities are generally considered: natural and built ones. Examples of amenities are Wildlife and flora, recreational areas, cultivated landscapes, historical sites, and social and cultural traditions. (Green 2001)

Thus, amenities include many aspects that have a direct and conclusive impact on tourism. Natural and other forms of amenities can be thought of as motivators for regional migration, tourism demand structure, and a foundation for regional quality of life attributes. In the realm of the tourism industry, besides the natural amenities, hotel and restaurant networks play a key role in the local

tourism quality; thus, they can be considered essential amenities in the development of a destination. (Power 1988)

Amenities are also mentioned as a major component in the travel and tourism industry with interesting statistics as shown below.

Sockets – According to PR Newswire Association 81% of the people agree that they take smartphones during travel as their primary accessory. You can provide sockets to charge these electronic devices like tablets, gadgets, or laptops. (Samuel 2020)

Personalized lavatories – Cornell University states that 86% of travelers use the available toiletries. Therefore, you can provide amenities like personal-sized, shampoos, conditioners, body washes, hand soap, etc. When travelers get impressed by the facilities you have during their stay, even for their next trips they will come again to your travel agency. Also, they will start recommending your services to others. (Samuel 2020)

However, for safety issues, individuals are advised to take precautions when they are in the host properties, taking into consideration an occurrence of an accident whether falls or slips due to poorly maintained amenities such as stairs, pavement, pools, or types of equipment. It could be the amenities available back home are far different from what is in Tanzania. Amenities can pose safety concerns when they are not well maintained.

## **2.5 Accommodation**

Accommodation is one of the most crucial aspects of a destination. Not only “the largest and most ubiquitous subsector within the tourism economy.” (Cooper et al. 1998, p 313.) Any traveller choosing to visit any destination would first look for accommodation suited to his/her needs. It should provide them with food and beverage services, resting facilities, and up to their level of satisfaction. Cooper et al. (2008) stated that “it is weird for a tourist to opt for a stay in an accommodation facility without considering the support services it provides for the wider motivation influencing the travel to the destination, whether for business or leisure purposes. (Cooper et al. 2008)

Sharpley (2000) argued that however, at the same time, the growth and development of the accommodation sector in particular is also intimately related to the overall development and success of tourism destinations in general. For example, the total supply of bed spaces to a destination arrivals figure is a powerful influence on occupancy levels, profitability, employment in



the sector, investment, and the longer-term ability of accommodation providers to retain control over pricing levels. The author continued by saying, there are two main types of accommodation.

**Serviced Accommodation:** This refers to the services provided by hotels, resorts, guest houses, motels, boutique hotels, homestays, star category hotels, heritage hotels, lodges, and others.

Different hotels are established to provide the service of lodging and food to the guests. (Sharpley 2000)

**Self-Catering or Supplementary Accommodation:** It refers to the premises which offer accommodation but not the services of the hotel. It provides food and accommodation in return for cash per day. (Sharpley 2000)

However, security is not limited to only a single aspect it is been classified into various types even Enz and Tylor (2002) stated that safety involves preventing employees and customers within the hotel property from potential death and injury, such as from accidental slips, falls, burns and so forth, as well as preventing related property damage. To improve safety, many hotel companies have installed electronic locks, fire sprinklers, smoke detectors, and close-circuit televisions. (Okumus 2005)

When visiting Tanzania, traveler is advised to ensure their valuable belongings are stored in a safe place, especially their passport and bulk cash. Despite the chosen accommodation having a good security policy, the individual is also advised to take precautions and stay alert all the time to avoid taking chances as long as safety is concerned.

### 3 Destination Image

According to Joeng and Holland (2012) image of a destination has been recognized as one of the significant concepts in tourists' choice of destination selection process because destination image affects the individual's destination perception, subsequent behavior, and choice of destination. Lee (2009) destination image directly affects satisfaction and indirectly affects future behavior.

Destination image is the sum of perceptual beliefs, knowledge, effective feeling, and the total impression that a visitor holds about a destination, and it plays a critical role in determining purchase decisions in the destination-choice process, and the attractiveness of a destination. (Kotler and Gertner 2002)

Destination Image (DI) is also considered important in the event tourism market as a positive image compliments event organization and promotion (Kaplanidou, 2007). The image is a fundamental element in the promotion of tourism destinations since what differentiates one destination from another is key to its success (Carballo et al. 2015). The image a tourist may have of a destination can be quite personal, as it depends on each tourist's perception of the place (Bigne et al., 2001). While promoting tourist destinations, the tourism board should keep in mind the destination image as a positive destination image will not only attract more tourists, but it will also give them a competitive advantage (Chon 1990, Marshalls 2008.)

Moreover, Haneef (2017) argued that the Destination Image is not static but changes depending on the infrastructural attributes of the destination. Therefore, the image after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli and Martin, 2014). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal, and comprehensive is formed through visiting there. (Molina et al 2010)

Kotler et al. (1993) defined strategic image management (SIM) as the process of researching a place's image among its audiences, segmenting and targeting its specific image and its demographic audiences, positioning the place's benefits to support an existing image, or create a new image, and communicating those benefits to the target audiences. They also describe three approaches to measuring the images. (Kotler et al. 1993)

Familiarity-favourability measurement of the destination image. To check the familiarity of the destination respondents are advised to rate the place on a 5-point scale explaining Never heard of it, heard of it, Know a little about it, Know a fair amount about it, and Know it very well. Then, the respondents with some familiarity with the place are asked to explain the favourability of the

destination again on a 5-point scale as Very unfavourable, somewhat unfavourable, and Very favourable.

Semantic differential it involves, semantic differential tests the perception of respondents on a set of dimensions one prefers to spend holidays. Tools to communicate an image. There are three broad categories of tools for communicating a destination image: Slogan or Theme and Visual symbols. (Kotler et al. 1993)

### 3.1 Events and Deeds

Moreover, studies show factors that influence destination image. Destination image is formed by a combination of internal and external factors. Internal factors are the individual (tourist) characteristics like among, others, personality, experience, and motivations that influence the formation of tourists' destination image. External factors are stimulus factors and include socio-economic factors like culture, price, destination marketing, and factors that influence destination image formation. (Baloglu and McCleary 1999)

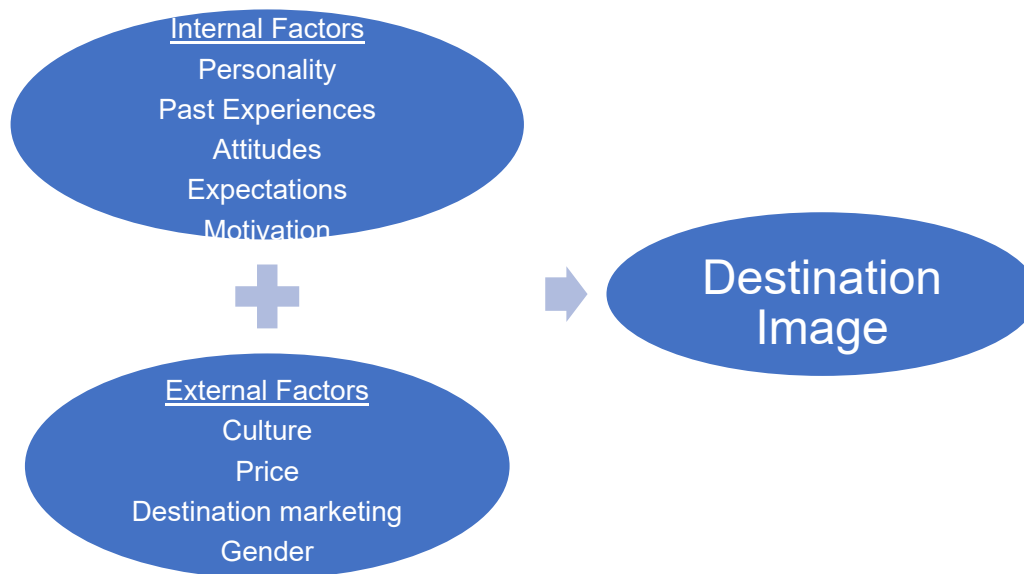


Figure 4: Factors that influence Destination Image (Author's compilation)

### 3.2 Tourist Perception

Strydom et al., (2009) defined perception as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the destination. Perception

comprises the consumer's motivations, learning, attitudes, and previous experiences. Competition among tourism regions is usually focused not on micro-aspects of the tourism product (environmental resources, transportation, attractions, or hospitality) but on the tourist experience as an integrated and compound set of services for tourists (Buhalis 2000; Ritchie and Crouch 2000), creating a unified experience of the area, place or country visited (Murphy et al. 2000)

Krippendorff (1982) indicates that tourists' perception of a destination can be more important than its tangible attributes, and that "the tourist goes to a destination to see the image rather than the reality". Perception remains one of the most engrossing concepts in marketing and tourism. (Krippendorff 1982)

### **3.3 Destination Branding and Marketing**

Destination branding can be defined as communicating a destination's unique identity by differentiating a destination from its competitors (Morrison and Anderson 2002). The study of destination brands has focused on their external relevance, or in other words the understanding of how through the destination brand, destination marketing organizations can shape tourist behavior (Pike 2004). However, other scholars wrote on the complexity of destination branding, Qu et al (2011) Because of the complex nature of a destination to be a brand, generalization of the identity is inevitable. Branding identity is critical for the generalization of desirable characteristics projected by the supplier's perspective. It explains the expectations of a supplier about how a brand should be perceived by its target market. Defining a target market is crucial because some aspects of a destination may seem positive to one segment while ineffective to another (Fan 2006). When "brand" is associated with "image", it refers to the feelings, ideas, and attitudes of consumers toward that brand. If "brand" refers to "personalities" it refers to the characteristics of a person, a brand that differentiates it from its competitors. "Brands are supposed to have a "personality" that consumers use to express or experience emotional benefits of the brand." (Phau and Lau 2000)

Prideaux and Cooper (2002) argue that the destination brand is the tangible and positive outcome of the achievement of unity and collaboration amongst the stakeholders of a tourism destination. The conceptualization of destination branding as a collaborative process can be considered the central theme that characterizes how tourism literature has described the interrelationships among stakeholders in the process of branding a tourism destination. (Prideaux and Cooper 2002) Destination marketing is now acknowledged as a pillar of the future growth and sustainability of tourism destinations in an increasingly globalized and competitive market for tourists (UNWTO, 2011). Destination marketing is a marketing approach in the travel industry that involves promoting

a specific location and its benefits instead of the product or service that a company offers. This could be a country, a town, or city, or even a specific holiday resort or attraction. (McCloughin 2021)

However, Wang (2011), stated that “destination marketing and management can be defined as a proactive, visitor-centered approach to the economic and cultural development of a destination that balances and integrates the interests of visitors, service providers and the community”. Destination Marketing Organization (DMO) is the main vehicle to compete and attract visitors to their distinctive place or visitor space. Pike and Page (2014) argued that the main focus for marketing leadership of a destination is the DMO, then a critical understanding of the development of destination marketing by DMOs is vital to understanding the factors and circumstances that may constrain or facilitate the effective execution of their destinations marketing function. (Wang 2011)

However, Wahab et al (1976), offered the first definition of tourism destination marketing: “The management process through which the National Tourist Organisations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes, and dislikes, on local, regional, national and international 8 levels, and to formulate and adapt their tourist products accordingly given achieving optimal tourist satisfaction thereby fulfilling their objectives”. (Wahab et al. 1976)

### **3.4 Media and Social Media Influence Tourists' Safety Perception**

When traveling in a foreign country, tourists may be unaware of the appropriate sources to gather information and may not understand the actual risks present at a particular destination. While traditional media is still a major source of information during a crisis (American Red Cross, 2010, 2011), social media and smartphones have altered the crisis communication landscape (Gray and Schroeder 2013) Personal safety during the trip is the motivational attribute in attracting tourists to visit a destination. Destinations considered to be unsafe by tourists may not be considered to be suitable holiday choices and it is clear that violent attacks do strongly negatively influence the choice of destination. Previous studies only indicated that the choice of destination would be affected by the safety information from the media. (Lai et al. 2018)

A tourist destination only can be developed in a situation that offers a high level of safety and consequently safety is an essential key to sustainable tourism that merits further scrutiny, so there is also a need to examine tourists' attitudes toward an urban destination on different levels of safety in that destination (Lai et al. 2018). Furthermore, “the internet also increasingly mediates

tourism experiences as tourists use these social media sites to portray, reconstruct, and relive their trips” (Xiang and Gretzel 2010)

Destination branding for Tanzania’s tourism started way back during the past decades when tourism marketing and hotel business were all placed under the management of the Tanzania Tourist Corporation before its dissolution to the current Tanzania Tourist Board. Under the dissolved Tanzania Tourist Corporation, Tanzania marketed and campaigned through a branding slogan of “Tanzania: The Land of Kilimanjaro.” The branding slogan later changed to “Tanzania: Unsurpassed Africa,” then “Tanzania: Authentic Africa,” and finally the current one in use, The Land of Kilimanjaro, Zanzibar and the Serengeti.” (Hohnhozi 2011)

## **4 Safety concerns for visitors in Tanzania today**

This chapter portrays the current situation in The United Republic of Tanzania (Tanzania) reflecting on safety and security, Health, Sustainability, Freedom of expression and Media, and Sexual orientation and Gender Identification.

### **4.1 Safety and Security**

Safety and security are critical factors in determining the success of a country's Travel and Tourism sector. This pillar measures the extent to which a country exposes locals, tourists, and businesses to security risks (Travel and Tourism Development Index 2021). Destination safety and security are important factors that tourists consider when making travel decisions, especially when visiting overseas places that are unfamiliar to them (Reisinger and Mavondo 2005). Safety and security are vital to providing quality tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors (UNWTO 2011). Security is a concept that is, at present, central not just to tourism but to the wider world (Hall et al. 2003). Tourism is a growing industry that directly and indirectly leads to a positive impact on economic development (Tachir and Alali 2022; Rasethuntsa 2022.)

Peace and security are factors that determine international tourist flow into a tourist destination (Gidebo 2021; Mawby and Vakhitova 2022), and as noted by Kovari and Zimanyi (2011), safety and security matters have become a topic of higher interest in the tourism discipline over the past two decades. According to Hall et al (2003), Tourism is irrevocably bound up with the concept of security. Tourist behavior and, consequently, destinations, are deeply affected by perceptions of security and the management of safety, security, and risk. It has been reported by major sources that, Tanzania is mostly safe to visit, but you need to exercise a few more precautions than you would at home. Throughout the country, there is an elevated risk of violent crime, ranging from muggings to kidnapping. However, Tanzania is a reasonably safe country, according to the 2022 Global Peace Index, Tanzania is the sixth safest country in Africa. (Global Peace Index 2022)

#### **4.1.1 Tourists common safety concerns**

All individuals planning travel should seek advice on the potential hazards in their chosen destinations and understand how best to protect their health and minimize the risk of acquiring disease. Planning, appropriate preparation, and careful precautions can protect their health and

minimize the risks of accidents and of acquiring disease (WHO 2020). However, what tourists have in common when it comes to safety includes,

Lost Passport, losing your passport is stressful enough. Losing it on a weekend or after hours when embassy staff aren't working is the worst-case scenario. To avoid passport problems, maintain physical and electronic copies on your phone. (Johnson 2022)

Petty crime, tourists are often lucrative targets for criminals since they typically carry large sums of money and other valuables. When traveling, practice being less conspicuous. (Johnson 2022)

Civil unrest, the world is more polarized than it used to be, and civil unrest is more common. One of the things you look at before travel or if someone sends a travel risk assessment or travel request is whether an election will occur during the travel itinerary. (Johnson 2022)

## 4.2 Natural hazards

According to the World Trade Report (2022), Climate change is having a profound impact on people's lives across the world. Mitigating and adapting to climate change will require major economic investment and coordinated action to transition to a sustainable, low-carbon economy. (World Trade Report 2022). The chart provides an overview of the most frequent natural disasters in a given country and understands the impact of those disasters on the human population.

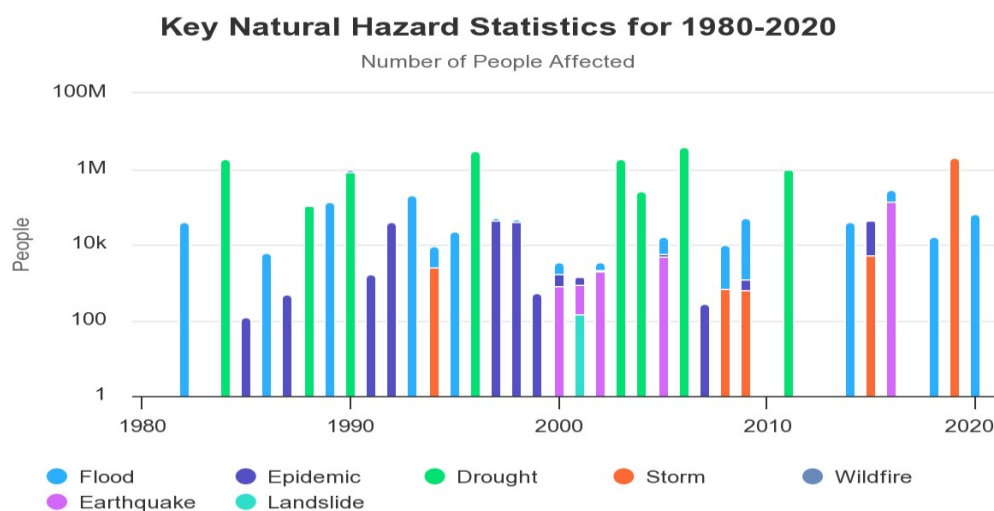


Figure 5. Average Annual Natural Hazard Occurrence (Climate Change Knowledge Portal 2021)

Overall risks from climate-related impacts are evaluated based on the interaction of climate-related hazards (including hazardous events and trends) with the vulnerability of communities



(susceptibility to harm and lack of capacity to adapt), and exposure of human and natural systems. Changes in both the climate system and socioeconomic processes adapting adaptation and mitigation actions are drivers of hazards, exposure, and vulnerability (IPCC Fifth Assessment Report 2014)

**Average Annual Natural Hazard Occurrence for 1980-2020**

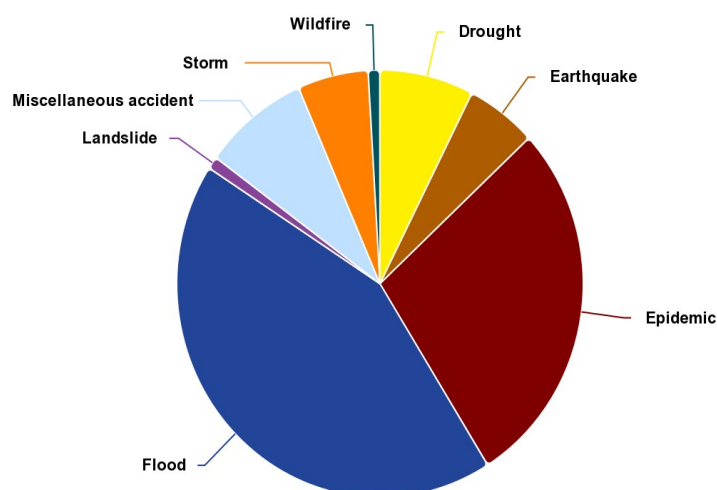


Figure 6. Average Annual Natural Hazard Occurrence (Climate Change Knowledge Portal, 2021)

However, according to the International Monetary Fund country report No.23/154, Tanzania is highly vulnerable to climate change and at the bottom quartile of the readiness score to address its impact in the global sample. Tanzania is a major food producer and heavily depends on rain-fed agriculture, but recurrent floods and droughts are increasing in frequency and severity. Tanzania authorities have expressed interest in the Resilience and Sustainability Trust (RST) to support its efforts to tackle climate change challenges. Against this backdrop, this SIP (i) presents stylized facts of climate change trends in Tanzania; (ii) examines the macroeconomic impact of climate change, including on economic sectors and food security; (iii) reviews the policy response and explores additional steps for building resilience and improving coping mechanisms; and analyses financing implications and sources for climate change adaptation and mitigation. (IMF report 2023)

### 4.3 Healthy

Health is defined as “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity” (WHO 2020). Place plays an essential role in addressing the issue of health, and recent studies are increasingly recognizing the vital links between place and health. It has been widely recognized that tourism can have a positive influence on human general health

in several ways (Chen and Petrick 2013). Tanzania today confirmed its first-ever cases of Marburg Virus Disease after laboratory tests were carried out following cases and deaths in the country's north Kagera region. WHO is supporting the Ministry of Health to deploy an emergency team to Kagera to carry out further epidemiological investigations. The emergency team will focus on active case finding in the community and local healthcare facilities to identify more contacts and provide them with appropriate care. (WHO report 2023)

According to the local newspaper, Daily News came out on April 10, 2023, reports, the Natural Resources and Tourism Ministry has assured visitors and tourism stakeholders that Tanzania is safe from Marburg Virus Disease (MVD). Quoted "We want to reassure our visitors that Tanzania remains a safe and welcoming destination. We are doing everything we can, to ensure our visitors enjoy their travels with peace of mind, knowing that we are taking the necessary steps to protect their health and safety" said Minister Mchengera in the statement. (Daily News, April 10, 2023)

However, on the other hand, Tanzania is the first confirmed country in Africa to achieve a wellfunctioning, regulatory system for medical products according to the World Health Organization (WHO Report 2018). This means that the Tanzania Food and Drug Authority (TFDA) has made considerable improvements in recent years in ensuring medicines in the healthcare system are of good quality, safe, and produce the intended health benefit.

"This is a major African milestone, and we are very proud of Tanzania's achievement, which we hope will inspire other countries in the region," says Dr Matshidiso Moeti, WHO Regional Director for Africa. "Access to medicines alone, without quality assurance, is not enough. With this milestone Tanzania makes a big step towards improving the quality of its healthcare services." (WHO Report 2018)

#### **4.4 Freedom of Expression and Media**

The Tanzanian Constitution guarantees the right to freedom of expression but does not explicitly provide for freedom of the press. ARTICLE 19 of the United Nations Universal Declaration of Human Rights lies in the protection and promotion of freedom of expression and freedom of information. Tanzania is ranked 143<sup>rd</sup> out of 180 countries in RSF's 2023 World Press Freedom Index, having fallen 20 places since last year. No other country has suffered such a big fall in recent years. According to Human Rights Watch, World Report (2023), President Samia Suluhu Hassan lifted the ban on newspapers, ended a decades-long prohibition on pregnant students and adolescent mothers attending school, and released political opposition leaders from detention.

However, the government continued arresting opposition supporters. Authorities have yet to conduct meaningful investigations into serious abuses that marred the 2020 elections and have not reformed the raft of legislation restricting the rich to freedom of expression. The government forcibly relocated pastoral Maasai communities, despite protests by community members, local groups, and the international community. (Human Rights Watch, World Report 2023)

There has been a development of changes when it comes to freedom of media, some local newspapers were banned by the previous president, but now they are allowed to come back into operation. Human Rights Watch Report (2023), on February 10, "The Ministry for Information lifted the ban on Mseto, Mawio, Mwanahalisi, and Tanzania Daima newspapers, which had been imposed for publishing articles critical of late President John Magufuli. Since 2015, authorities have regularly revoked the licenses of newspapers for publishing material critical of the government, often citing the 2016 Media Services Act.

Moreover, also it was reported on July 1, 2023, that the Tanzania Communications Regulatory Authority (TCRA) suspended online media outlet DarMpya for failing to renew its license, following the publication's coverage of the June 17 protest in Dar es Salaam against alleged interference by Kenya during the government's relocation of pastoralist Maasai communities in Northern Tanzania. Local media reported that DarMpya changed its name to ZamaMpya in August after TCRA did not approve its application to renew its license. (Daily News 2023)

#### **4.5 Sexual-Oriented and Gender Identification**

This has been among the controversial topics in the region. Same-sex sexual activity is prohibited under the Penal Code 1945, which criminalizes acts of 'carnal knowledge against the order of nature ' and gross indecency. This carries a maximum penalty of life imprisonment. Both men and women are criminalized under this law. (Tanzania penal code 2019)

The United Nations Development Programme (UNDP) and the United Nations High Commissioner for Human Rights (OHCHR) on sexual orientation gender identity and rights (SOGIR) Africa report mentioned Tanzania as among the proposed 6 countries in the sub-Saharan for the project aiming to reduce inequalities, exclusion and Human Rights Violations experienced by people of diverse sexual orientation and gender identity in Africa. The proposed project aims to strengthen the evidence base, develop advocacy capacity and public information materials, and convene regional and national dialogues that bring together national decision-makers from the executive, legislative,

and judiciary branches of government with civil society organizations, their allies, and other stakeholders. (UNDP 2023)

According to Human Rights Watch Report (2023), The authority continues to use the Sexual Offenses Special Provisions Act of 1998 to punish consensual adult same-sex conduct by up to life imprisonment, while the authorities continue to restrict organizations working to promote the rights and health of lesbian, gay, bisexual, and transgender (LGBTQA+) people.

The Sustainable Development Goals (SDGs) include a central pledge to “leave no one behind” and to prioritize the poorest and most marginalized. Yet, in Sub-Saharan Africa and around the world, lesbians, gay, bisexual, transgender, and intersex (LGBTI+) people continue to experience exclusion, violence, discrimination, and violations of human rights. (UNDP 2023)

“By 2030 the countries of Sub-Saharan Africa will enable inclusive, just, affirming, safe, productive and fulfilling lives for all their people, irrespective of sexual orientation, gender identity, gender expression or sex characteristics. This vision will be driven by African values of dignity, fairness, acceptance of diversity, and respect for privacy, underpinned by the ethic of Ubuntu- the universal bond of shared humanity”. (United Nations Development Programme 2023)

#### **4.6 Pastoralists and farmers conflicts**

Pastoralists are livestock keepers who are frequently on the move, sometimes across huge distances. Following mobile lifestyles and living far from centers of power, they are often inaccurately dismissed as backward and in need of modernization (Scoones, 2023). According to conflict theory, tensions, and conflicts arise when resources, status, and power are unevenly distributed between groups in society and these conflicts become the engine of social change (Crossman 2016, Falanta et al 2018)

Farmers refer to the people involved in the cultivation of land of various types of crops both cereals and plants. Normally, farmers are differentiated from peasants by the number of acreages. Peasants are considered to cultivate farms for subsistence enabling them to attain their daily meals but not for trading. Farmers can produce surplus, hence have huge farms compared to peasants. (King 2013)

Pastoralism has been for centuries an important component of living for multiple tribal groups in Africa, particularly for the Maasai. For the Maasai, the primary practice, historically, has been to roam vast savanna rangelands. The movement is dependent on rainfall and available grassland

(Swan 2023). Land conflicts are on the increase in many parts of Tanzania. The debate on what constitutes the farmer-pastoralist conflict continues to capture the attention of many and water resources is the major reason for the endless tension between groups. (Charles et al. 2008) Although these arguments stand, the farmer-pastoralist conflict tends to be best explained through an interpretive lens that sees many processes affecting the highlighted issue. (Massawe and Urassa 2016)

In Tanzania, conflicts between farmers and pastoralists have been recurring for a long-time claiming life of many innocent people, subjecting people to homelessness, causing food insecurity, among others in both communities. Areas such as Kilosa, Mvomero, Ulanga, and Kilombero Districts in Morogoro, Kilindi and Handeni in Tanga Region, Mbarali District in Mbeya, Arumeru and Kiteto in Arusha, Rufiji and Mkuranga in Pwani, Kongwa in Dodoma and Hai in Kilimanjaro are prone to farmers – Pastoralists clashes. (Mwamfupe 2015)

However, conflicts are not evenly spread throughout the United Republic of Tanzania and tend to be concentrated in specific areas. Most tourist destinations are far from areas experiencing conflict. The Tanzanian government and local communities are actively working to address these conflicts and improve safety for all. A visitor is advised to follow news and updates from official sources and travel advisories. (Tanzania Tourism Board 2023)

Most importantly, there is no need to panic on any occasion. The idea of highlighting the high risks by authorities is most likely to make people aware of the surroundings and minimize the likelihood of undesirable events. The existence of the risk should be known, visitors are advised to take precautions, utilize the provided information about the place they visit, the help of locals is highly recommended.

## 5 Methodology

This chapter contains the used research method, the author used quantitative research method. The chapter also includes information on the survey as a data collection method, the survey design process in which the literature review supports the development process, and the data analysis method which gives insight into the topic “The image of Tanzania as a safe destination”.

### 5.1 Research method

Research is divided into two main approaches, quantitative approach, and qualitative approach. The qualitative research method involves collecting and analyzing non-numerical data (for example, text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research (Bhandari 2020). “The qualitative research is conducted through intense and/or prolonged contact with the field or life situation. These situations are typically “banal” or normal ones, reflective of the everyday life of individuals, groups, societies, and organizations. The researcher’s role is to gain a “holistic” overview of the context under study: its arrangement, and its explicit and implicit rules.” (Miles and Huberman 1994)

On the other hand, the quantitative research approach is defined as a formal, objective, systematic process in which numerical data are used to obtain information about the world. This research method is used to describe variables, examine relationships among variables, and determine cause-and-effect interactions between variables (Burns and Grove 2005). It is mainly based on the data, which are then analyzed through a variety of statistical techniques. It usually tends to obtain a relatively small amount of information on a large number of respondents or observations (Weaver and Lawton 2002). The results are later interpreted in the form of graphs, bars, tables, or pie charts. This method is applied to theory testing rather than exploratory theory, it will test how many people have approved or have chosen a given specific answer. This method is restricted in a way that all answers are set into a frame and respondents are required to choose within the given options. Quantitative research has a more rational process and procedure, while the process and method of qualitative are more intuitive (Walton et al. 2000, p 8). In addition to that, quantitative research has an impersonal, controlled, and manipulative setting, while qualitative research contains a natural, interactive, and personal setting. Moreover, the quantitative method is ideal for obtaining little information on many people, for example, 200 respondents; the qualitative approach collects relatively elaborated information in a limited case (Veal 2011). Besides these

differences, Pajakkala (6 September 2016) concluded that one would have a lot of respondents with quantitative research and a few respondents with qualitative research.

As mentioned earlier, the thesis “The Image of Tanzania as a Safe Destination” preferred the quantitative research method, intending to reach a greater number of correspondences to obtain insight and a better outcome. Moreover, figures contained from quantitative research will be convenient to back up the theoretical background. Many statistics can be derived from the quantitative research approach (Morris 2003). Considering the development of Tanzania as a country at large the growth of the tourism industry and the need for investors in different sectors, the survey will focus on Tanzania as a safe destination for tourists and long-stay visitors. That is to say, the respondents will be asked their opinion based on their experience of how they perceived their safety when they were in Tanzania. In addition to that, the respondents will be asked if they have visited different cities within the country and which part of the country might have felt safer than the other. Moreover, the survey questionnaire intends to collect the necessary personal information about the respondents such as age, and sex information regarding their knowledge of Tanzania. Their opinion of Tanzania as a safe destination, their willingness or unwillingness to visit Tanzania, and are to be collected. Collecting data using self-completion questionnaires, for instance, the advantage is that it gives respondents time to consider their answers or consult others, however, the major disadvantage is the high rate of non-response. Yet the responses can be improved using some techniques such as a well-written introduction message, deadline response time, and follow-ups. (Kabir 2016)

## **5.2 Survey and data collection**

Survey research is defined as “the collection of information from a sample of individuals through their responses to questions.” (Check and Schutt 2012). The methods used to collect survey data have evolved with the technology change. From face-to-face surveys, and telephonic surveys to now online and email surveys, the world of survey data collection has changed with time. Survey data can be in multiple formats, including texts, videos, images, documents, and audio, up to mention a few. Commonly surveys are customized and designed to answer a specific research question or questions. (Saunders, Lewis and Thornhill 2016, 440; Taylor 2010, 53.)

Questionnaires may be self-administered or administered by a professional, may be administered individually or in a group, and typically include a series of items reflecting the research aims. Questionnaires may include demographic questions in addition to valid and reliable research instruments (Ponto et al. 2010). The attitude and opinion questions will include a Likert scale

question as well. The behaviour questions will contain questions about the respondents' experiences and their travel behavior in the past, present, and future. The goal of the classification and behavior questions is to have the respondent fill these in truthfully and accurately. The goal of the attitude and opinion questions is to have the respondent fill in his or her opinion regarding the issues of concern as accurately as possible. (Stopher 2012, 137-138; Veal 2011, 291-298.)

Survey data collection has a spiral effect on the research process because the quality of data you have determines the type of decisions you will make about your findings. A questionnaire is a research tool consisting of a set of questions or other prompts to collect data from a set of respondents. When used in most research, a questionnaire will consist of several types of questions (primarily open-ended and closed questions) to gain both quantitative data that can be analysed to conclusions and qualitative data to provide longer, more specific explanations. (Market research 2022)

Data collection is the process of collecting and evaluating information or data from multiple sources to find answers to research problems, answer questions, evaluate outcomes, and forest trends and probabilities. It is an essential phase in all types of research, analysis, and decision-making, including that done in the social sciences business and healthcare. (Simplilearn 2023)

### **5.3 Planning survey**

The success of data collection requires careful preparation. The first and often the most difficult question is "Why am I doing this survey?" The general interest has first to be translated into precisely formulated, written objectives. Every survey should be reasonably sure to give an adequate answer to at least one specific question. This initial planning requires some idea of the final analysis, and it may be useful at the outset to outline the key tables for the final report and to consider the number of cases expected in their major cells. (Coggon et al. 2003)

The goal of sampling strategies in survey research is to obtain a sufficient sample that is representative of the population of interest. (Ponto 2015). A sample can be defined as a set of targeted respondents that are selected from a large population for the survey. (Schoot and Miocevic, 2020; Singh 2016.) The survey language was English, therefore technical terms, special words, and expressions were avoided to ensure that the questions were understood even though it was not in the native language of the respondents. Also, vague, and imprecise terms were avoided to offer an equal understanding of the meaning of the term. (Harrison 2007)



The survey consists of twenty-one questions, however, the time consumed depends on the respondents based on the nature of the question. Roughly, the time consumed is estimated to be 510 minutes. The survey consists more of closed-ended questions in which the respondents were guided to select the suitable answer on the given options. Whereas in open-ended questions the respondents are encouraged to give their views.

## 5.4 Survey design

An online questionnaire was created in Webropol, which is an online survey tool including an analysis functionality (Webropol 2017), the tool is user-friendly, and it provides an opportunity to gather a lot of respondents for the survey. Based on the study's specific topic on the image of Tanzania as a safe destination, the survey aims to gather at least 100 respondents. To effectively assess "The image of Tanzania as a safe destination" the survey questionnaire is to be sent to a diverse group of individuals with varying levels of exposure to Tanzania as a country and its tourism industry, including Travel agents and tour operators, recent Tanzanian tourists, media representatives and bloggers, LinkedIn, foreigners who live in Tanzania, and travellers who have not yet visited Tanzania.

The survey was tested on five (5) volunteers between the 2<sup>nd</sup> and 3<sup>rd</sup> of February 2024. The feedback of the survey was that most of the questions were understandable, but some questions had to be rephrased to make more sense, the time consumed on the survey varied from one respondent to another. For this reason, the introduction text was updated to inform the respondents that completing the survey may take 5-10 minutes. Question 7 seemed to be tricky to most respondents when it came to selecting the options, as they were not aware that if they selected the same number twice the previous number would go to default. However, the actual survey was published on the 5<sup>th</sup> until 21<sup>st</sup> February 2024 for data collection.

The survey questions are related to the theoretical framework from chapters 2,3 and 4. The questions were categorized into 3 different groups: background details, travel habits, and Tanzaniabased questions. The questions were aligned with research questions and sub-questions. However, the study does not have a specific target group, rather focuses on different travelers who explore the planet and care to share their experiences and opinions on how they perceive safety.

The first part of the survey consists of background questions related to that respondent. These were also considered warm-up questions, questions were asked first, as they are commonly quick

and easy to answer. The background questions are important because they provide a diverse picture of the participants in the survey.

The second part of the questions was about respondents' travel habits in general, the purpose of their traveling, and their safety concerns during their travel. Apart from their home country or country of residence, how do they perceive safety in the countries they plan to visit. All the previous were close-ended questions, except for the one that required them to explain if they had ever experienced any incidents during their trip. Whereby, the issue of safety is mentioned in question number 6, and factors contributing to safety in a destination in question number 7, on the survey reflecting theoretical chapters 2, 3, and 4.

The third part consists of questions regarding the respondent's personal experience of Tanzania image as a destination. Questions opened and varied depending on if the respondent had travelled to Tanzania before or not. If they responded Yes, they visited they were directed to answer questions about their image of Tanzania as a safe travel destination, what sort of experience they have, what are their recommendations based on their experience, and what were their safety concerns when they visited the country. If the respondents answered that they have not yet visited the country, they were asked a question about their image of Tanzania as a safe destination, would they consider visiting Tanzania. The Likert scale questions are based on the respondent's perception of safety in Tanzania as a travel destination, the source of information, and the concern about gender identification, whereby 1=Extremely unsafe, 5= Extremely safe, 1=Lowest, 5=Highest, and 1= Not affecting, 5= Extremely affecting. Generally, the third part of the survey questions reflect theoretical chapters 3 and 4.

## **5.5 Data analysis**

Data analysis can be in the form of simple descriptive statistics or more complex inferential statistics such as factor analysis, regression, central tendency and dispersion, and numerous tests of association and significance (Detmar et al. 2004). The tools in Webropol were used to separate and analyze the data. Every question and its results were transferred to a separate Excel table.

To handle the collected data responsibly an analysis method was planned and created. In this study, most of the questions were closed-ended questions, which can be easily analyzed as there were only a few options to select from. However, analyzing open-ended questions requires more attention and precise work to handle and analyze the collected data responsibly. This helps to present data clearly and coherently. (Wetcher-Hendricks 2011, p 15-18)

## **6 Results**

Chapter 6 presents the findings of a survey conducted on Webropol, an online platform between February 5<sup>th</sup> and February 21<sup>st</sup>, 2024. The questions of the survey were divided into three: demographic matters, travel habits, and questions about Tanzania. This survey's data has been analysed well to provide useful information and draw valid conclusions.

### **6.1 Background information**

A survey was conducted by 39 individuals who managed to complete the survey and accessed it through LinkedIn, and the link was shared with different people. Approximately 126 participants opened the survey, 76 attempted to start the survey but did not finish the survey due to the rush for their outbound flight connection. The majority of the respondents were still doing safari in Tanzania, they intended to complete the survey upon their return to their home country. The survey gathered most of its data at Arusha airport in Tanzania, assisted by my former colleague who works there in a small airline company, managed to speak to tourists directly and explained what the survey was all about. The aim is however to look at the findings to identify major issues concerning safety while traveling in Tanzania, factors that make it safe in terms of tourism what is perceived about security in Tanzania as a tourist destination, and what happens on the ground.

### **6.2 Demographics**

The first demographic question is about the gender. The total number of respondents in the survey is 39. To provide a clearer understanding, the percentages of each gender group were calculated. The percentage of male respondents was found to be 74.4%, while the percentage of female respondents was 25.6%. The results show there were no respondents who chose not to disclose their gender or specified another category.

The second demographic question was about the respondent's age, majority of respondents were between 30- 60 years old. Among females, the majority fall within the age 30-50 category, and among males, the majority fall within the age 34-60 category.

The third demographic question was about nationality. Based on the survey data, it appears that the respondents' nationalities were diverse, with Tanzanian, Belgian, and Moroccan respondents being the most prevalent. The presence of diverse nationalities with Tanzania, Belgian, and

Moroccan respondents being the most prevalent suggests a rich dataset that potentially captures a broad range of perspectives and experiences.

### 6.3 Travel Habits

Travel habits survey questions are used to gain insights into a person's travel preferences. It often helps identify what kind of travelers a person is, what kind of destinations they prefer, and what kind of experiences they look for when traveling. Questions can range from what type of accommodations a person prefers, to what activities they enjoy most while traveling, as well as budget considerations. (Maurino s.a)

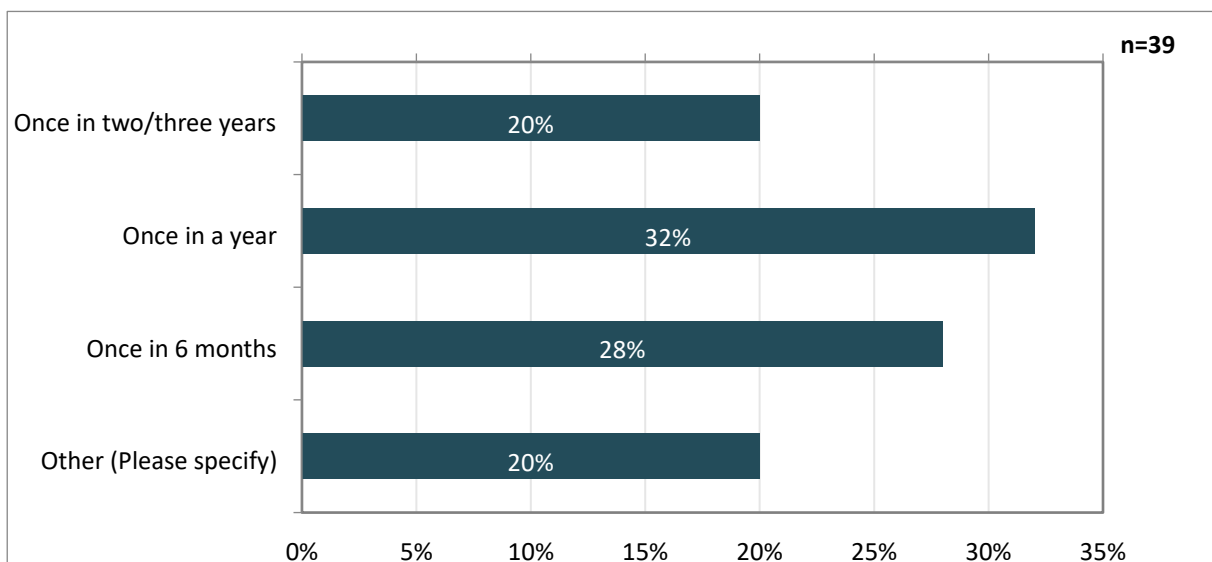


Figure 7. Results show how frequently the respondents travel

Figure 7 above shows that most respondents (60%) travel at least once a year, with 32% traveling once a year and 28% traveling every six months. A sizable portion of respondents (20%) indicate that they travel infrequently or have specific circumstances that prevent regular travel. Another 20% of respondents fell into other categories, indicating that they did not fit into the specified frequency options, so they specified such as living abroad or rarely traveling.

The survey data shows about 79% (41%+38%) of the respondents rated safety as either “very important” or “Extremely important”, indicating a strong emphasis on safety within the surveyed population. While a significant portion rated safety as very or extremely important, about 18% considered it to be moderately important. A small percentage 3% of respondents rated safety as slightly important. However, there were no respondents who selected “Not at all important”.

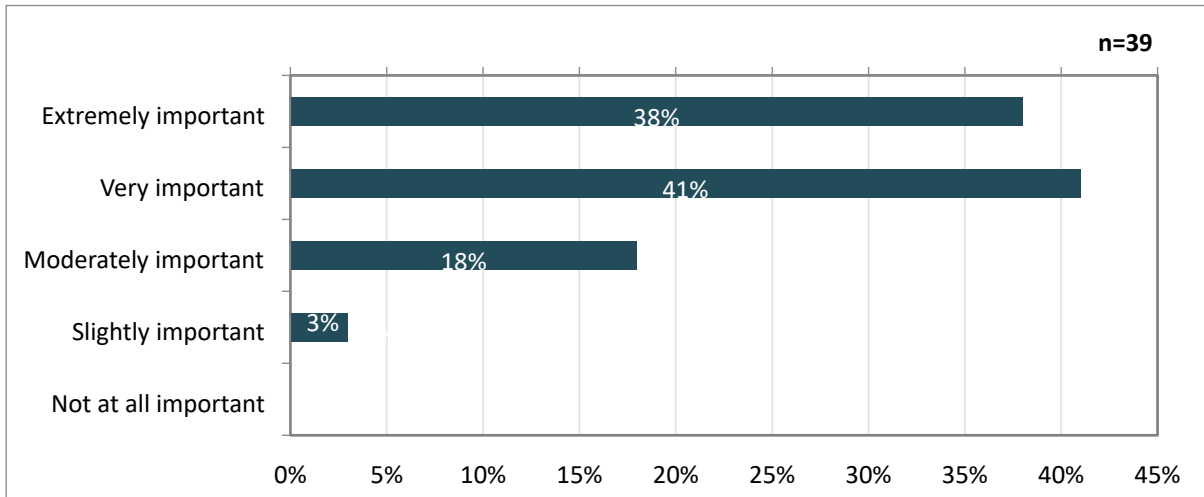


Figure 8. Results show the percentage of respondents rating safety in a destination.

#### 6.4 Tanzania-based questions

Under this category, respondents were asked if they had visited Tanzania. Out of 39 respondents, 74% of respondents replied “Yes” indicating that they had visited Tanzania and 26% of respondents replied “No” indicating that they had not yet visited Tanzania. However, for those respondents who have not yet visited the destination they were asked how likely they consider visiting Tanzania as a travel destination. The data in Figure 9 suggests that 60% of the respondents who have not yet visited Tanzania consider it very likely that they will visit the destination in the future, about 24% of respondents were somewhat likely to visit. Also, the data matches the respondent's replies “neural” to visit the destination and “very unlikely” with both having 8%, this could imply that while they are not strongly inclined to visit, they also do not completely rule out the possibility. There were no respondents who chose “somewhat unlikely”.

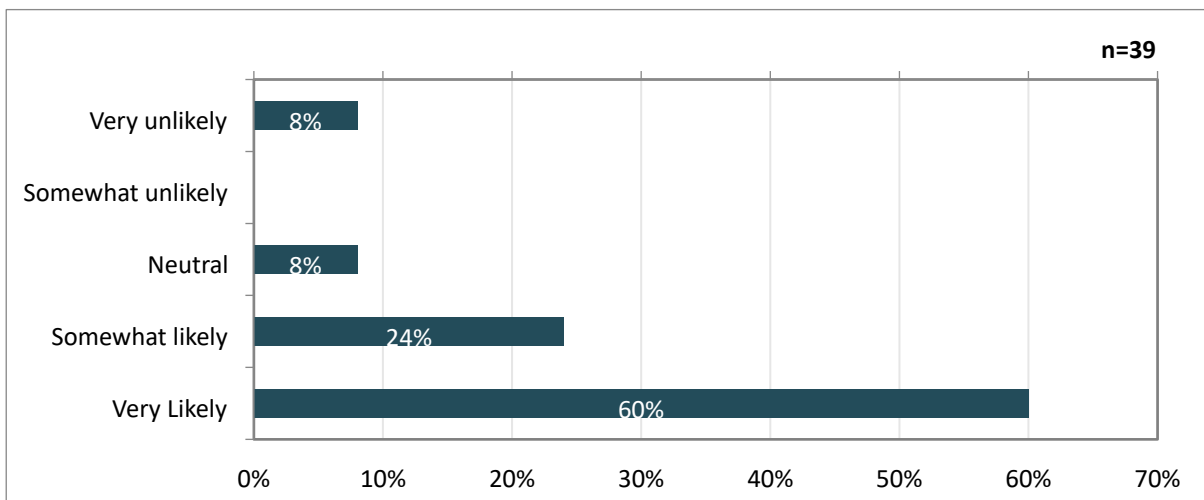


Figure 9. Results show response to whether respondents are likely to visit Tanzania.

To understand the image of Tanzania as a travel destination, respondents were asked to give their overall perception of the image of Tanzania as a travel destination on a scale of 1 to 5. Figure 10 shows data results from respondents, about 45% of respondents perceived Tanzania as extremely safe, 28% perceived it as very safe, 25% perceived it as somewhat safe, and 2% perceived Tanzania as extremely unsafe as a travel destination.

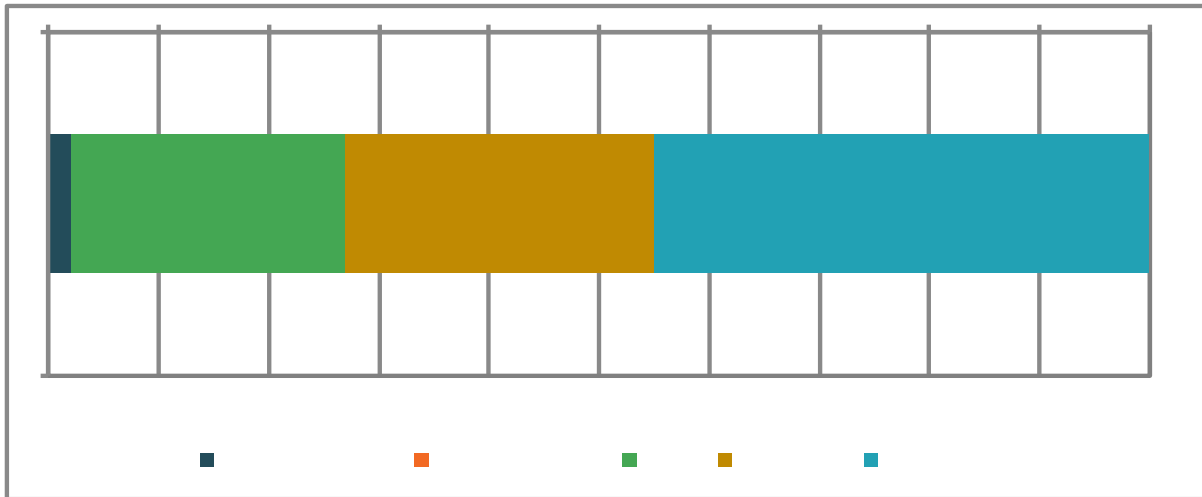


Figure 10. Perception of Tanzania as a travel destination (n=39)

However, respondents were required to rate factors that influence their perception of Tanzania as a safe destination. Below figure 11 shows the data based on the respondent's priority. Whereby, most respondents (28%) perceived government stability and security measures have the most influence, (20%) selected media portrayal, while personal experiences and online reviews match with (18%) each, a smaller percentage of respondents (3%) perceived recommendations from friends and family have the least influence.

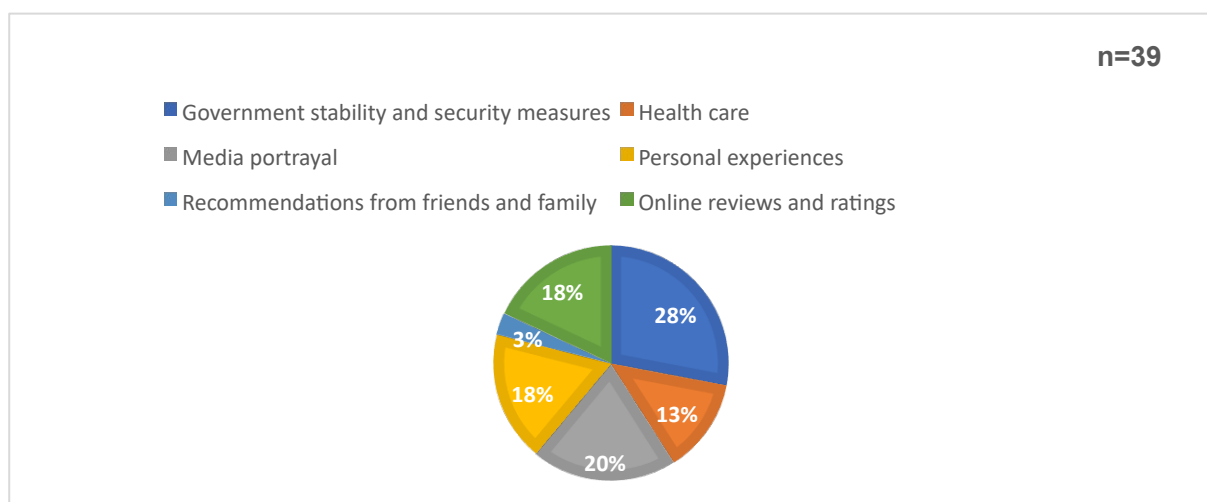


Figure 11. Results to factors influencing respondent's perceptions of Tanzania safety.

To follow-up, the questions about the perception of safety in Tanzania. Question 15 on the survey asked respondents to rank the safety of different activities based on their perception. Figure 12 shows results based on the activities provided, exploring in nature is perceived as the safest activity among the respondents, with 46% ranking it as such. This suggests that natural environments are perceived as less risky or threatening compared to urban areas or public transport. Walking in urban areas is ranked as the second safest activity, with 22% of respondents perceiving it as safe. This indicates that that urban areas may have some perceived risks, such as crime or traffic accidents, they are still considered relatively safe for walking compared to using public transport. However, using public transport is perceived as the least safe activity, with only 3% of respondents ranking it as safe. This suggests that public transportation systems in Tanzania may be perceived as less safe due to concerns such as crime, accidents, or overcrowding.

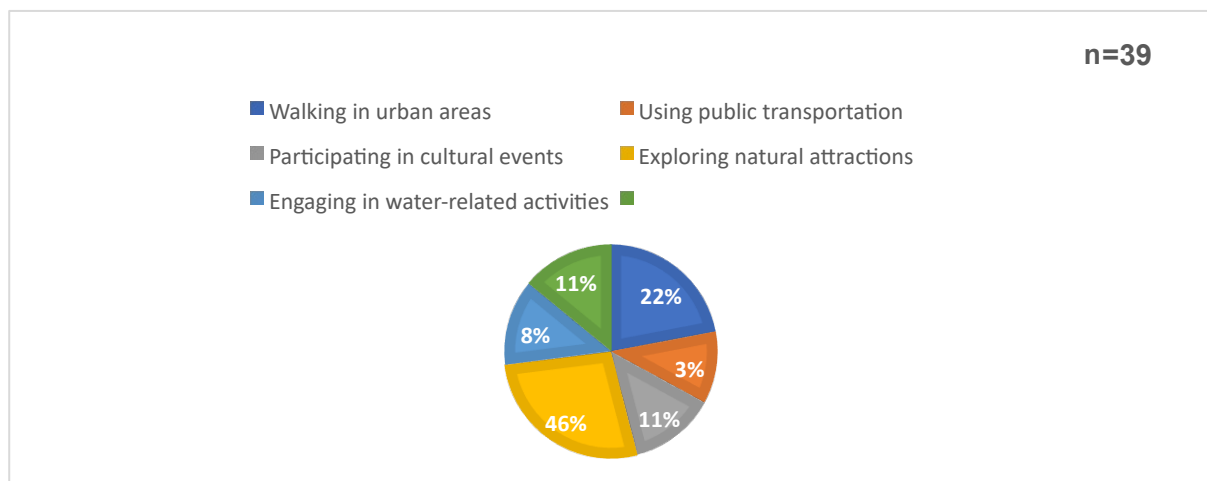


Figure. 12 shows results based on the activities.

The main part of the survey is to gather data on how visitors perceive the image of Tanzania as a safe destination. To obtain much more reliable and compact information, the respondents were asked to provide openly their safety concerns when it comes to traveling to Tanzania. Through doing so, the respondent's first impression and image they hold about Tanzania are clearly stated. The responses provided by respondents were analyzed, and similar words were combined.





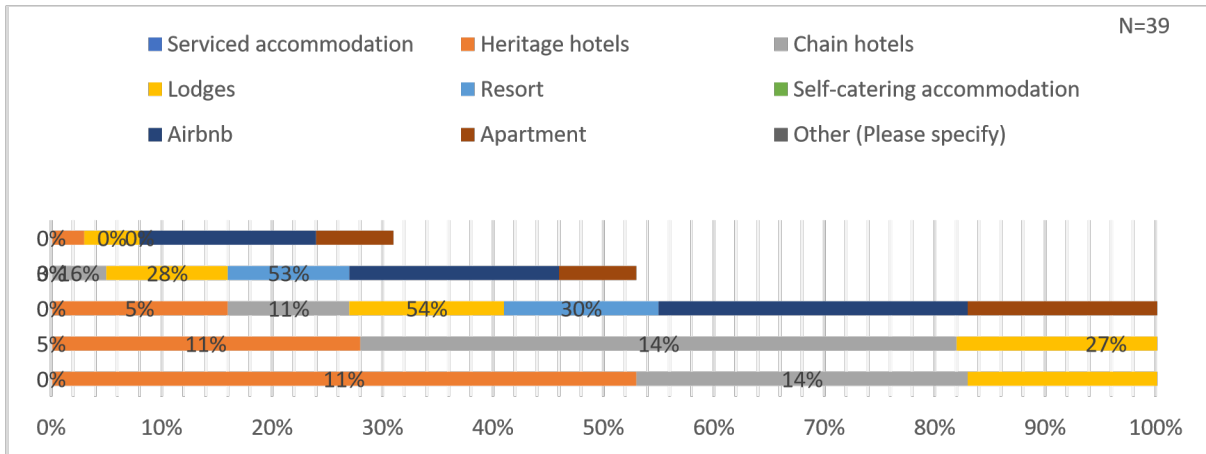


Figure 14. Results based on accommodation safety in Tanzania.

Concerning the above response, the table provided below gives detailed percentages in results. The result is interesting that the majority feel safer staying in Resort (55%), heritage hotels (53%), and underrated is Airbnb (13%). A notable proportion of respondents feel unsafe staying in an Airbnb reflecting the percentage.

When asked where they seek information about the safety of travel destinations, respondents responded as shown in figure 15 below. The majority obtained this information from travel blogs, followed by friends and family. The fact travel blogs are primary sources indicates a level of trust in official or authoritative sources of information. This could include government travel advisories, travel websites, or official tourism boards. However, word of mouth seemed to be the most influential, the prominence of friends and family as the second most common source suggests the influence of personal recommendations and experiences.

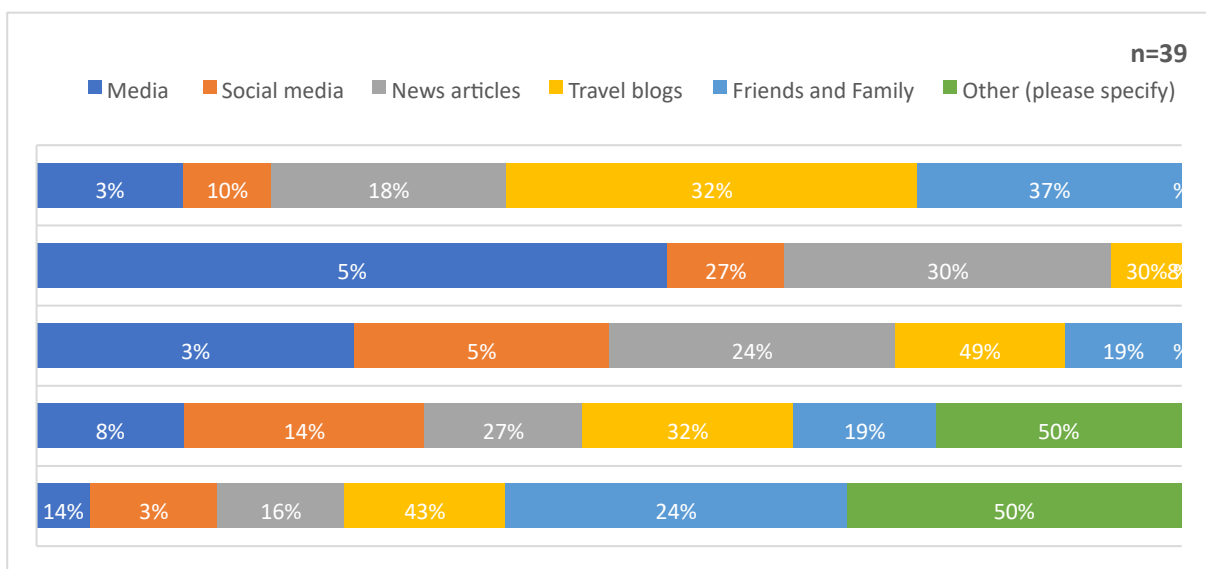


Figure 15. Results show where majority of respondents seek safety information

Respondents were requested to provide their opinions on what improvements or initiatives they think Tanzania could implement to enhance its image as a safe destination. Results included, trying to distinguish itself from other countries and publishing via ads, travel websites, social media, and magazines, providing easy access to safety information, ensuring safe rules are well enforced, better police force reputation, improving infrastructures, improving the international image for safe travel, increasing the presence of police officers in tourist's areas, and other more. Figure 16 below created through word cloud has a reflection of all the responses to this question.



Figure 16. Improvement or initiation words created on word cloud (n=39)

## 6.5 Results Summary

The research study for “The Image of Tanzania as a Safe Destination” gathered information from 39 participants in the process of comprehending the understanding of Tanzania’s safety and security as a travel destination. According to the survey data, most respondents were male (74.4%) as opposed to females (25.6%). Most of the respondents were between the age brackets of 30 to 60, with a large number being in the category of between 30-50 years for women and 34-60 years for men. The most common nationalities represented in this survey were Tanzanian, Belgian, and Moroccan among others.

Regarding travel habits, over half of respondents (60%) of respondents took a trip a minimum of yearly with security being a substantial factor to consider for 79% of respondents. While the

majority ranked it as trivial in all. Moreover, 74% of the individuals who participated in the survey had visited the country and 60% of those had not yet visited considering it likely they would certainly do so in the future. Respondents regarded Tanzania as a risk-free destination with 45% considering it exceptionally risk-free. Factors affecting assumption consisted of the federal government, safety, and security procedures, media representations individual experiences, and also on the internet evaluations.

When questioned about their feelings concerning security matters when visiting Tanzania, some respondents suggested durable information to tourists, implementing modern information technologies concerning safety, and increasing police presence in tourist areas. Additionally, infrastructure improvements such as road construction and political stability could advance safety strategies. Regarding the issue of safety in accommodation, the majority prefer staying in heritage hotels, rather than staying in Airbnb accommodation types. Respondents mainly looked for safety and security details from trip advisors, family and friends, and other reliable sources.

However, the extremity for enhancing the image of Tanzania as a safe destination consisted of comparing itself to various other nations with marketing, especially the neighbouring countries. These can be achieved through providing very easy accessibility to safety and security information, making certain enforcement of security guidelines, enhancing facilities, extend security measures to tourist areas.

## 7 Discussion

This study aimed to investigate the image of Tanzania as a safe tourist destination, and its impacts on the country's tourism industry. The research aimed to explore the factors that shape the image of Tanzania as a safe destination and the implications. Apart from the main objective, the researcher also hopes to develop a better approach to help increase the awareness of tourists about Tanzania as a safe tourist destination.

Based on the results of the survey, the perception of safety may be determined by how well the authorities are doing to address safety issues. The participants mentioned, as a key axiom, government initiatives, and safety precautions that influence their outlook. There is no questioning the fact the media is one of the major factors that inform the public regarding their views on safety in tourist destinations. It can be either positive or bad media coverage that may make tourists communicate whether a destination is safe or not. However, the results suggest that direct experiences and observed reviews by others are other elements that determine an individual's perception of safety. Positioning is improved when they talk positively about their experiences in Tanzania by posting them online; on the other hand, can create a negative image which might worry visitors. Also, the fact that heritage hotels command the lead as opposed to the Airbnb experience demonstrates that safety and security are important factors to tourists in their choice of accommodation. Moreover, tourists often acquire such information at their many disposals, which may include Tripadvisor, family and friends, and other credible sources that touch on safety and security concerns.

### 7.1 Reflections on the outcomes of the results

Subchapter 2.5, Cooper et al., (2008) stated that "it is weird for a tourist to opt for a stay in an accommodation facility without considering the support services it provides for the wider motivation influencing the travel to the destination, whether for business or leisure purposes. When respondents were asked, how safe they felt staying in selected accommodations in Tanzania on a scale from 1 to 5, the results showed the majority of respondents felt safer staying in heritage hotels (53%), while most respondents felt less safer staying in Airbnb (12,5%) during their traveling. The results suggest that most accommodations in Tanzania are perceived as safe by respondents, with varying degrees of confidence depending on the type of accommodation.

According to the previous research introduced in chapter 3 of this report, Haneef (2017) argued that the Destination Image is not static but changes depending on the infrastructural attributes of

the destination. Therefore, the image after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli and Martin 2014). It has been proven right through the survey data, about 70% of respondents have visited Tanzania. The results suggest that Tanzania is a popular destination among the surveyed population, indicating positive perceptions of the country's attractions and tourism offerings. In addition to the results from the data collected, the general image of Tanzania as a tourist destination is perceived as a safe destination, highly social, easily accessible, and relatively affordable destination. This answered research question, sub-question 2; how the perception of Tanzania as a secure destination has changed over time.

In subchapter 3.2 of this literature, Krippendorf (1982) indicates that tourists' perception of a destination can be more important than its tangible attributes, and that "the tourist goes to a destination to see the image rather than the reality". Perception remains one of the most engrossing concepts in marketing and tourism. Respondents were asked to rate on a scale from 1 to 5 their overall perception of Tanzania as a travel destination, the overall perception of Tanzania as a travel destination shows 45% of respondents said Tanzania is extremely safe, 28% rated it as neutral, while 2% of respondents said it is extremely unsafe. In addition to that, this implies that Tanzania is a safe destination.

In subchapter 3.4 of this literature, Xiang and Gretzel (2010) state the internet also increasingly mediates tourism experiences as tourists use these social media sites to portray, reconstruct, and relive their trips. As shown by the results, most respondents (20%) selected media portrayal, while personal experiences and online reviews match (18%) each. This answered the research question, sub-question 3, which asked how the media and social media influence tourist's perception of a country's safety.

Respondents perceive differently the safety of activities in Tanzania. The results show exploring natural attractions was rated by (46%) as highly safe while using public transport was rated (3%) which means less safe. Reflecting literature review in this study subchapter 3,2 the author Strydom et al. (2009) defined perception as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the destination. Perception comprises the consumer's motivations, learning, attitudes, and previous experiences. Competition among tourism regions is usually focused not on micro-aspects of the tourism product (environmental resources, transportation, attractions, or hospitality) but on the tourist experience as an integrated and compound set of services for tourists (Buhalis 2000; Ritchie and Crouch 2000), creating a unified experience of the area, place or country visited (Murphy et al 2000). The data shows

nightlife and entertainment are perceived to be highly unsafe rated by 68% of respondents. This gives a red flag to nightclubs and other entertainment places at night.

Chapter 4 addressed the issue of safety in a destination. Destination safety and security are important factors that tourists consider when making travel decisions, especially when visiting overseas places that are unfamiliar to them (Reisinger and Mavondo 2005). Tourism is irrevocably bound up with the concept of security (Hall et al 2003). The survey shows respondents rated factors that contribute to their perception of safety in a destination mostly effective law enforcement (53%) followed by low crime rate (28%) and they were not highly concerned with positive media coverage (16%). Based on the results of the survey, there are concerns among travelers when visiting Tanzania as a destination. The issue of robbery in urban areas, precautions on wildlife, corruption, road safety, and others. However, the fact that a majority of respondents are very likely to visit Tanzania suggests that there is a considerable level of interest in the destination among the surveyed group. This could be due to various factors such as positive perceptions of Tanzania, appealing attractions, or personal interest in exploring new places.

As mentioned in the subchapter 4.1.1, Petty crime, tourists are often lucrative targets for criminals, since they typically carry large sums of money and other valuables. When traveling, practice being less conspicuous. Civil unrest, the world is more polarized than it used to be, and civil unrest is more common. One of the things you look at before travel or if someone sends a travel risk assessment or travel request is whether an election will occur during the travel itinerary (Johnson 2022). When respondents were asked about safety concerns when it comes to traveling to Tanzania, robbery, political violence, road safety, health care, clean drinking water, walking in urban areas, crimes, pickpocketing, and other more related to the few mentioned were their concern. This answered the research question, sub-question 1 when the research asked about safety concerns tourists commonly have.

Reflecting on subchapter 4.5 of this literature, the author pointed out the issue of sexual orientation and gender identity, UNDP (2023) The Sustainable Development Goals (SDGs) include a central pledge to "leave no one behind" and to prioritize the poorest and most marginalized. Yet, in SubSaharan Africa and around the world, lesbians, gay, bisexual, transgender, and intersex (LGBTI+) people continue to experience exclusion, violence, discrimination, and violations of human rights. Results of this survey show, that 68% of respondents are not affected by the issue of gender identification for their trip to Tanzania, and 8% of the respondents are extremely affected. This shows only a small portion of the respondents prioritize the issue of gender identification. The result of this question has answered the research question, sub-question 5, which asks how groups of people perceive a country as a safe destination

In general, participants thought that Tanzania was a safe destination, despite a few concerns they would raise when visiting any other destination. The data gathered on what advice would respondent give if they had visited the country shows what kind of a destination Tanzania is. The beauty, the language, kindness, natural resources, and others more, were the comments from respondents.

The study indicates that most participants regard Tanzania as a safe destination. This assumption is affected by different elements such as reliable safety measures to ensure security, police force to reduce criminal activities, media coverage and social media influencer programs, and availability of health care assistance. It is crucial for investors in Tanzania's tourist market consisting of scenic tour drivers and the Tanzanian Tourism Board, to improve safety and security issues properly. Providing police for tourists as Zanzibar Island started, resolving concerns connected to minor criminal activity as well as public agitation as well as boosting facilities for travelers are vital actions in advertising Tanzania as a secure coupled with appealing location.

On the contrary, the research study verifies that the image of Tanzania as a safe destination is not yet advanced depending upon numerous elements, consisting of infrastructural qualities plus individual experiences of site visitors. This can be related to the theoretical part of subchapter 2.3 Accessibility otherwise known as transportation is an essential component of the tourism system as it creates a linkage between market source and destination. Tourism is a whole exertion of transportation, airlines, travel and tour agents, the hotel industry, ferry companies, the information technology industry, and the host community of tourism destinations (UNWTO 2011). The real visitation experience plays a considerable role in forming a visitor's understanding of security coupled with general complete satisfaction with the destination. Tourists focus on security as well as safety factors to consider when making travel choices specifically when going to strange locations. Elements such as preventative procedures versus wild animal corruption as well public agitation impact perceptions as well decision-making procedures.

Finally, the research study likewise highlights the significance of dealing with concerns connected to sexual preferences and sex identification in the tourist market. Guaranteeing inclusivity and focusing on the civil liberties of marginalized teams, such as the LGBTI+ community, straighten with worldwide initiatives in the direction of lasting growth and advertising social justice. By carrying out the suggested techniques Tanzania can additionally develop itself as a preferable and protected location for tourists worldwide.

## 7.2 Validity and Reliability

Validity and reliability are significant factors in quantitative research. In their article “Reliability and Validity in a Nutshell”, Bannigan and Watson (2009) aim to explain and explore the concepts of validity and reliability applied to research. The authors state that “Validity is concerned with the meaning and interpretation of a scale.” (Bannigan and Watson 2009, p.3240) In general, therefore, validity measures whether the design of the study is appropriate for its purpose and whether the conclusions drawn from the results are indeed logical. Reliability, however, is a more specific concept that can be loosely defined as the stability and internal consistency of the study. Bannigan and Watson (2009) explain that the basic purpose of reliability is to minimize measurement error; it is a statistical measure of how reproducible the results of the study are. i.e. whether or not re-testing will produce the same results.

Validity is usually based on the existence of a sound correlation between the purpose of the study and its design, including a justified choice of criteria and variables, test measures, and other factors. Validity can be divided into three different categories: content validity, internal validity, and external validity. Content validity refers to the researcher’s ability to create questions that reflect the issue that is being researched. While internal validity measures whether the question asked can explain the outcome of research. External validity measures the extent of which the result can be generalized to the target group that the sample is representing. Survey design affects validity, and therefore it is important to create questions that measure what is wanted to be measured. (Bryman and Bell 2011, 158; Mora 2011; Saunders 2015, 726-731.)

Reliability can be defined as the extent of the data collection method giving consistent findings and gathering similar observations or conclusions to other researchers’ work. Reliability does not evaluate the design of the study, but rather the results obtained. Reliability is mostly viewed as the accuracy of measurement, which is determined by the likeliness of additional or repeated testing having the same results and outcomes (John 2015). Reliability already begins with the choice of the sample that represents a mix of opinions and backgrounds, selecting people who are not biased, who are knowledgeable about the topic, and who can give reliable information (Miles et al 2014, Rubin and Rubin 2012, 64 and 65). The information obtained should be reviewed and proven as facts (Barbour 2008, 206; Miles et al. 2014; Wang and Park 2016, 31.)

Further categorizes study findings according to whether they are reasonable, valid, reliable, true, dependable, credible, confirmable, trustworthy, credible, significant, compelling, and useful (Miles et al. 2014,310). For this study, the two variables of reliability and validity have been chosen since



they are essential for a study to be grounded sufficiently (Miles et al. 2014, Wang and Park 2016, 31.)

In creating the survey, the author prioritized reliability as it is assigned to the importance. The means for the survey process were kept the same for all participants, some adjustments were made depending on their response. Although such reactions did not alter the research's central theme, the questions remained unchanged across all respondents. For instance, an open-ended question was placed before the Likert-scale question to avoid respondents being influenced by the options and this way to give more authentic and spontaneous responses. The survey was tested before publishing by a few people to ensure that questions could be understood properly and that they were formatted simply and clearly.

To support the validity of the study, The questions were created to reflect the subject and planned to receive relevant feedback for the study. However, after analyzing the findings it was notable that some questions could have been rephrased differently for the result to be more descriptive. Nevertheless, it did not have a remarkable effect, and especially concerning the main research question the questions were supported by the theory of the literature review.

Applying these two criteria to the present study makes a few limitations apparent, which can mostly be explained by the lack of resources and the restricted time frame the author had. The survey's quantitative methodology was designed to prioritize reliability and validity, ensuring questions were crafted for maximum clarity and comprehension. For the survey, the sample size ended up being relatively small, with a total number of 39 participants, which goes against the aim of a reliable sample size of 100 participants. This reduced sample size may still be deemed adequate given the specialized focus of the thesis topic on individual perceptions. Besides that, it can be said that there was not the highest level possible in terms of consistency in the research process.

Throughout this study, it became clear that while efforts were made to uphold validity and reliability, certain limitations arose due to constraints such as limited resources and time. Despite these limitations, the study still offers valuable insights, albeit with some degree of compromise in terms of sample size and research process consistency.

### **7.3 Self-evaluation**

The thesis has given the author a wonderful academic challenge. It took a while to formulate this thesis topic, considering the author is a Tanzanian citizen there were quite many things to take into consideration before deciding to write about the image of Tanzania as a safe destination. The

author started this thesis with a lack of experience in how to design a good thesis but gained during the process of writing the thesis. The thesis process has been educative and provided lots of insight and professional skills in academic writing.

The author would like to acknowledge the great support obtained from the thesis supervisor, through the valuable support provided, and guidance through the whole process from the beginning of the thesis to this stage. The whole process had four productive meetings, and the feedback given by the supervisor was highly taken into consideration, which made the author keep track and make the necessary corrections where needed.

The author also learned that researching and discussing the safety of a destination raises ethical considerations. Essentially considered how the portrayal of Tanzania's safety may impact it is residents, tourism industry, and broader perception. During the process of writing this thesis, the author learned to navigate ethical dilemmas especially when formulating the questionnaire for the survey.

In conclusion, this thesis research has provided the author with invaluable learning experiences, enhanced credibility in the field, and marked a significant achievement in exploring the topic of "The image of Tanzania as a safe destination." The analysis and critical thinking, the author has contributed to the understanding of perceptions surrounding Tanzania's safety as a destination for travellers. This endeavor has not only deepened the author's understanding of the subject matter but has also added to the body of knowledge in the field.

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## Appendices

### Appendix 1. Attractions images



At 5,895 m, Kilimanjaro is the highest point in Africa. This volcanic massif stands in splendid isolation above the surrounding plains, with its snowy peak looming over the savannah. The mountain is encircled by mountain forest. Numerous mammals, many of them endangered species, live in the park (UNESCO 1987).



Kondoa rock-art sites. The spectacular collection of images from over 150 shelters over 2,336 km<sup>2</sup> , many with high artistic value, displays sequences that provide a unique testimony to the changing socio-economic base of the area from hunter-gatherer to agropastoralist, and the beliefs and ideas associated with the different societies (UNESCO 2006).



In the 17th century, the Omani Arabs expelled the Portuguese and established control over many settlements, including Zanzibar. The ruling sultan of Oman, Said bin Sultan Al-Said, relocated his capital from Muscat to Zanzibar. (UNESCO 2000).



The Ngorongoro Crater is part of northern Tanzania's Ngorongoro Conservation Area (8,292 km<sup>2</sup>), which represents one of the world's greatest and most important reservoirs of large mammal biodiversity. A core component of the world famous Ngorongoro-Serengeti-Mara Ecosystem, the Ngorongoro Conservation Area is a designated UNESCO World Heritage Site where human communities of over 90,000 people reside alongside magnificent wildlife populations. (UNESCO s.a)



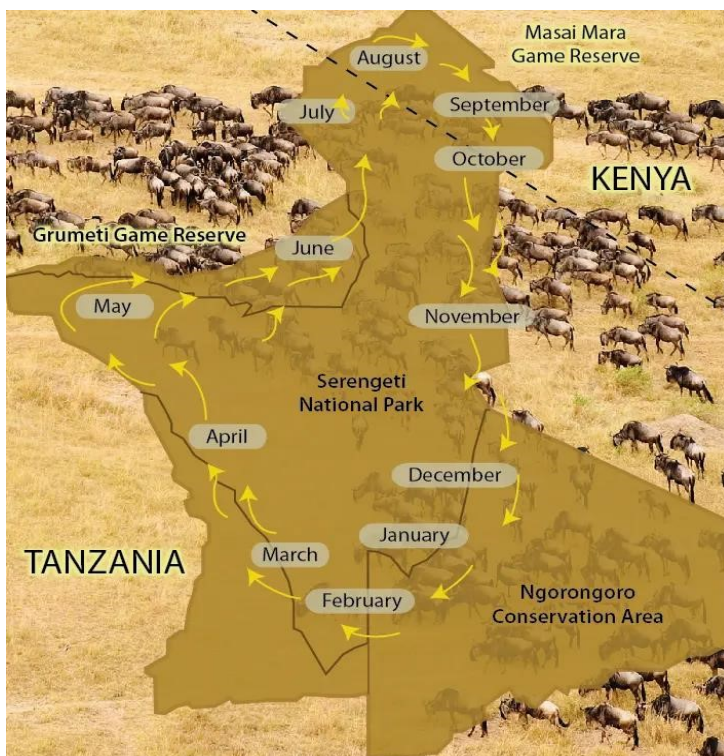
The Ngorongoro Conservation Area contains the Olduvai Gorge, one of the most important paleoanthropological sites in the world. Louis and Mary Leakey established a research program in the gorge beginning in the 1930's and are responsible for most of the excavations there

(UNESCO s.a)





Large numbers of elephants, black rhinoceroses, cheetahs, giraffes, hippopotamuses and crocodiles live in this immense sanctuary, which measures 50,000 km<sup>2</sup> and is relatively undisturbed by human impact. The park has a variety of vegetation zones, ranging from dense thickets to open wooded grasslands (UNESCO 1982)



The vast plains of the Serengeti comprise 1.5 million ha of savannah. The annual migration to permanent water holes of vast herds of herbivores (wildebeest, gazelles and zebras), followed by their predators, is one of the most impressive natural events in the world (UNESCO 1979).



The remains of two great East African ports admired by early European explorers are situated on two small islands near the coast. From the 13th to the 16th century, the merchants of Kilwa dealt in gold, silver, pearls, perfumes, Arabian crockery, Persian earthenware and Chinese porcelain; much of the trade in the Indian Ocean thus passed through their hands.

Appendix 2: Survey data

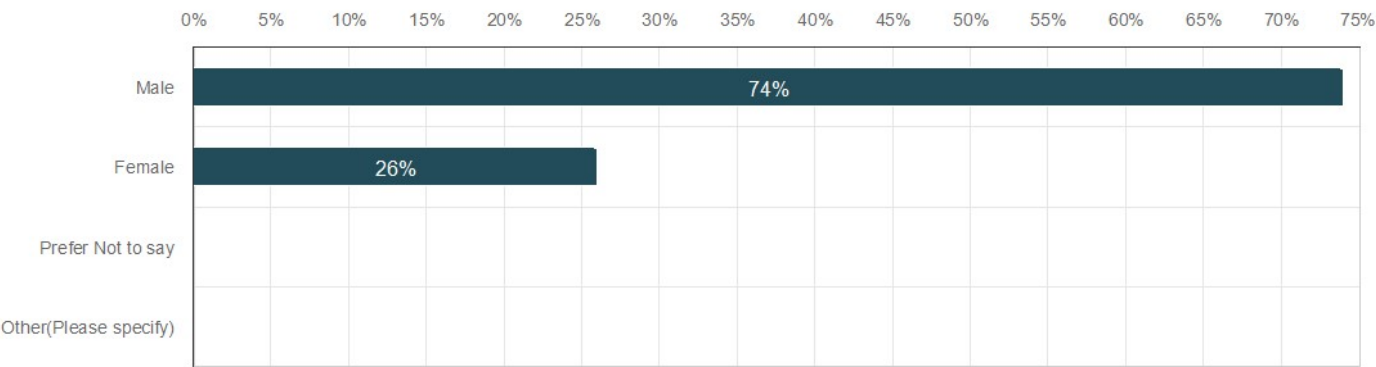
The Image of Tanzania as a Safe Destination

Total number of respondents: 40

Gender

Demographic information

Number of respondents: 39

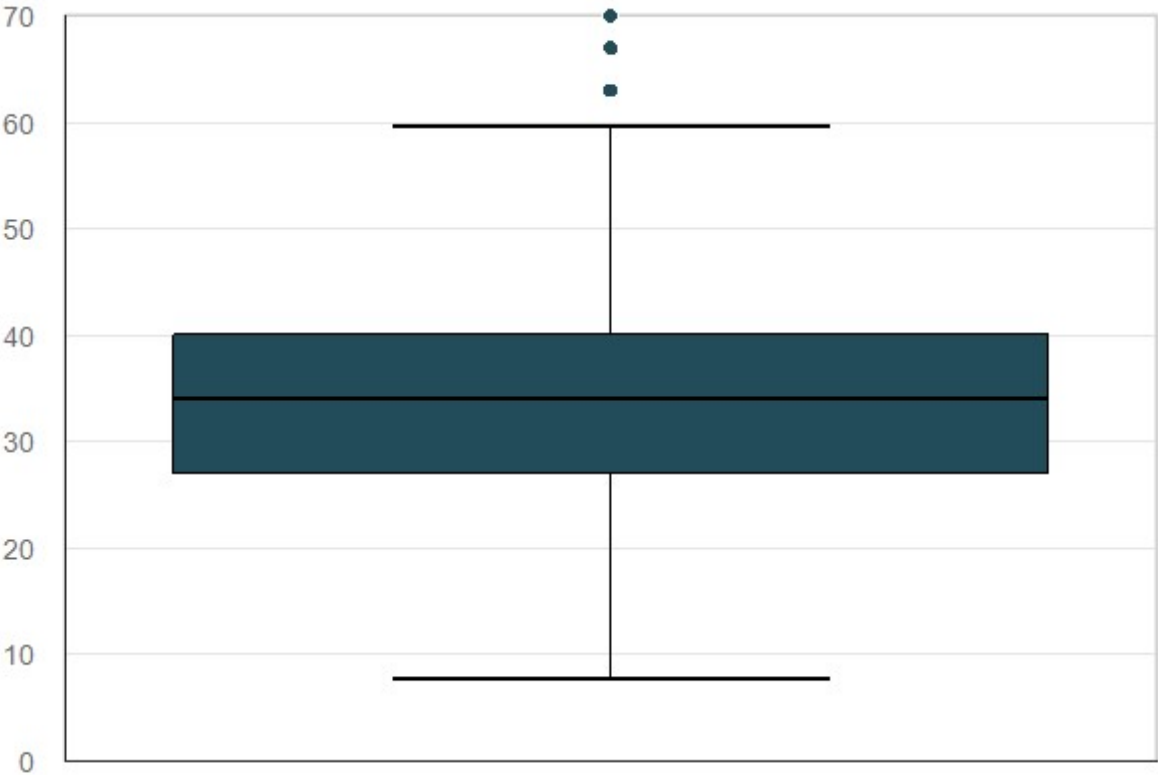


	n	Percent
Male	29	74.4%
Female	10	25.6%
Prefer Not to say	0	0.0%
Other(Please specify)	0	0.0%

Option names	Text
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What is your age?

Number of respondents: 39



Nationality:

Number of respondents: 39

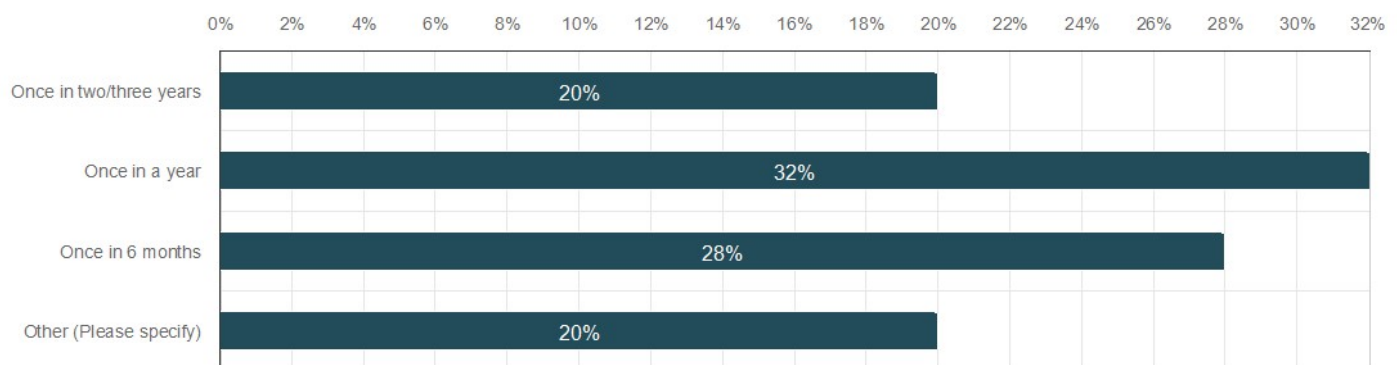
Tanzanian	Tanzanian	USA	Tanzania	Tanzania
Italy	Tanzanian	Canadian	Tanzania	Tanzanian
Tanzanian	British	Italian	Norwegian	Dutch
Morocco	Dutch	Finnish	China	Tanzanian

Morocco	Morocco	Finnish	Belgium	Tanzanian
Austria	American	TANZANIA	Belgian	Tanzanian
Tanzania	German	Finnish	Spanish	American
Tanzanian	France	Nigerian	French	

How often do you travel from your country of residence?

#### *Travel Habits*

Number of respondents: 40



	n	Percent
Once in two/three years	8	20.0%
Once in a year	13	32.5%
Once in 6 months	11	27.5%
Other (Please specify)	8	20.0%

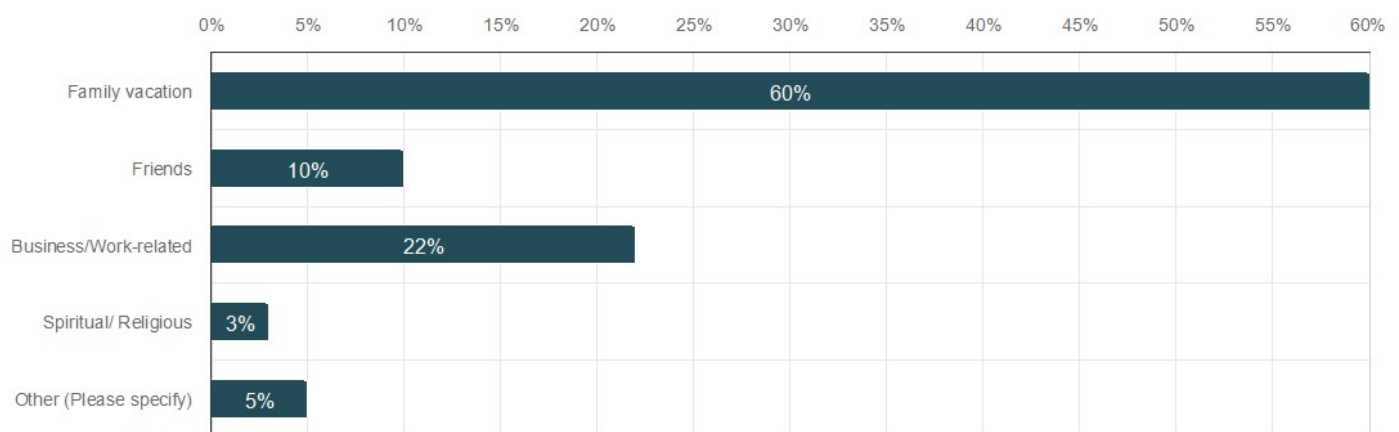
Answers given into textfield



Option names	Text
Other (Please specify)	Every week
Other (Please specify)	I live abroad
Other (Please specify)	2-3 times/ year
Other (Please specify)	Many times
Other (Please specify)	6-7 times a year
Other (Please specify)	3x/year
Other (Please specify)	Rarely

What is the most common type of purpose for your travel?

Number of respondents: 40



	n	Percent
Family vacation	24	60.0%

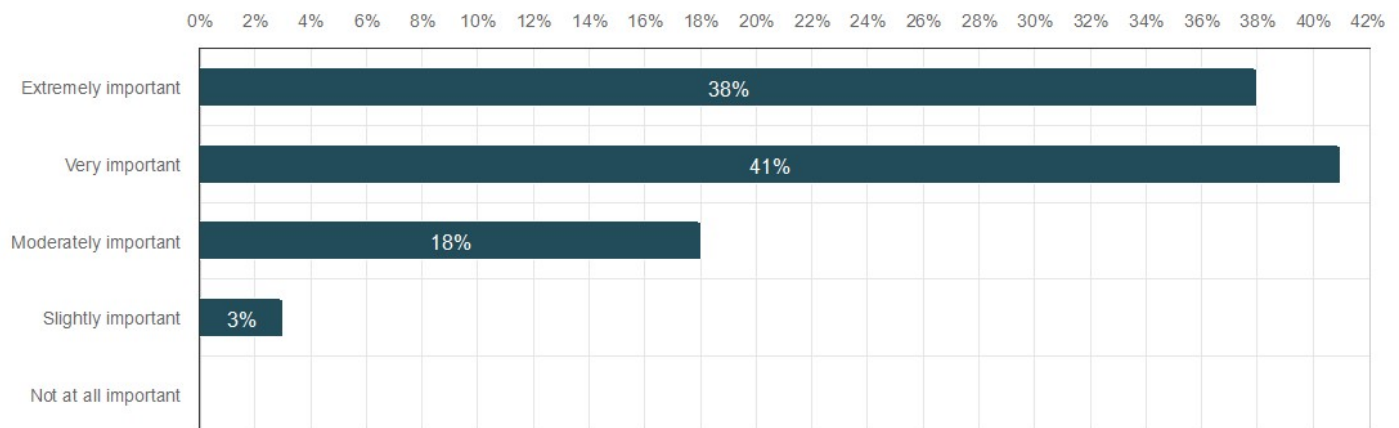
Friends	4	10.0%
Business/Work-related	9	22.5%
Spiritual/ Religious	1	2.5%
Other (Please specify)	2	5.0%

#### Answers given into textfield

Option names	Text
Other (Please specify)	Training

How important is safety when choosing a destination?

Number of respondents: 39



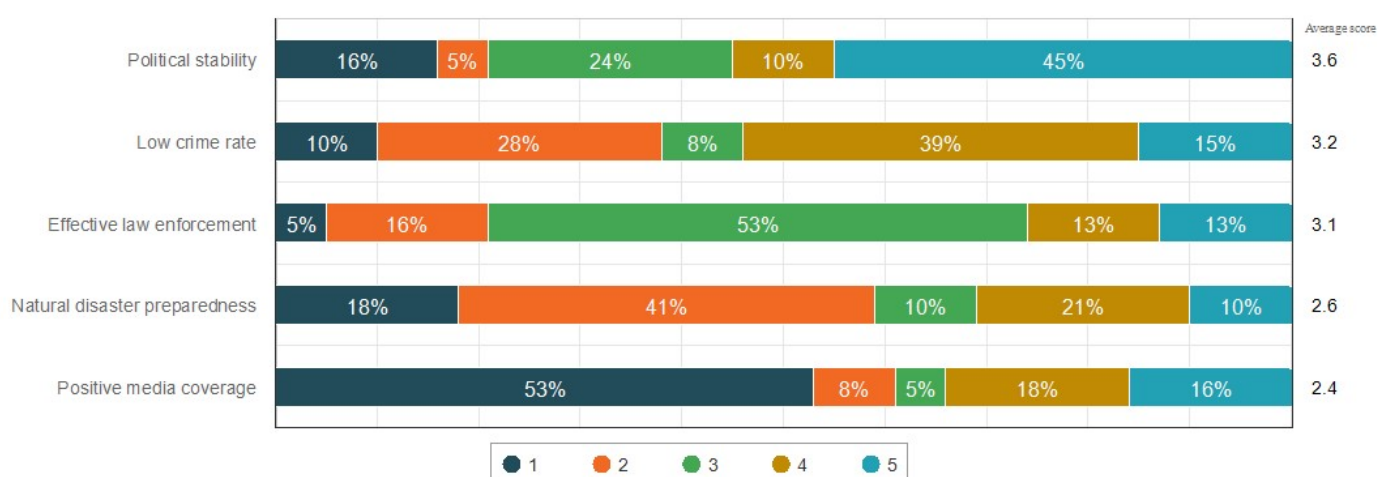
	n	Percent
Extremely important	15	38.5%
Very important	16	41.0%

Moderately important	7	17.9%
Slightly important	1	2.6%
Not at all important	0	0.0%

What factors contribute to your perception of safety in a destination? On a scale from 1 to 5 (1=Lowest factor, 5= Highest factor)

Note: A number can be selected only once.

Number of respondents: 39



	1	2	3	4	5
Political stability	15.8%	5.3%	23.7%	10.5%	44.7%
Low crime rate	10.2%	28.2%	7.7%	38.5%	15.4%
Effective law enforcement	5.3%	15.8%	52.6%	13.1%	13.2%
Natural disaster preparedness	17.9%	41.0%	10.3%	20.5%	10.3%

Positive media coverage	52.6%	7.9%	5.3%	18.4%	15.8%
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Would you please share any specific experiences or incidents that influenced your perception of safety in the country you visited? (Loss of passport/Theft/Civil unrest / Other...)

Number of respondents: 23

Responses
None as yet
Once someone stole my passport and Wallet, and sometimes is hard to travel back if you dont have any id especially if you are not in your own country. So a safe place for me is always a destination to consider first than others.

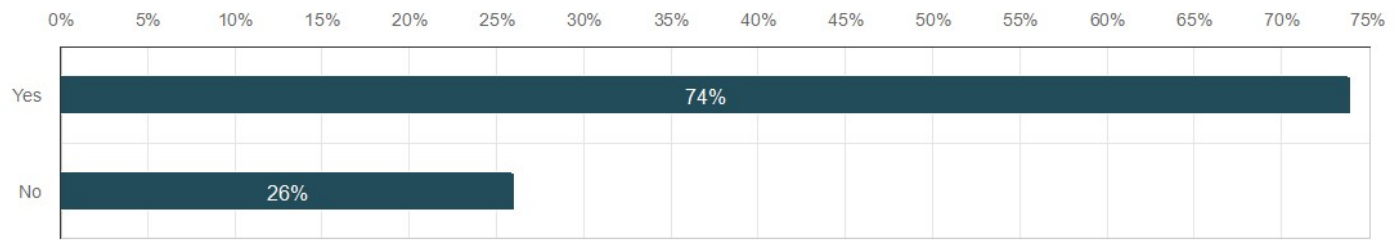
Civil unrest.
I lost my wallet, leaving me feeling vulnerable. With the help of local authorities, I made it back safely, but the experience reminded me of the importance of staying vigilant and prepared while traveling
I just had to deal with people aiming to get as much of my money (as tip) and hence they have become quite unfriendly. Luckily this has been the worst so far
Theft. I once was robbed by policemen.
Civil unrest
Camera, cash and passport stolen in November 2022
I have not really had anything like this happen. Maybe one time i was in Berlin when there a lot of protests. There was a lot of police but there wasnt really any violence.

The possibility of being pickpocketed in Paris and London. But it didn't stop me from going or enjoying the cities.
Everything went very well. People are very kind and caring.
De voir la non application des lois. Exemple : sur le continent Tanzanie, je n'ai pas vu 3 ou 4 personnes sur une moto comme sur Zanziba ; et il se dit que Zanzibar est moins sûre pour le touriste
We had no problems
Everything went well, didn't feel like I was in danger at any moment
NONE
Well,I lost my belongings in of the countries I visited,luckily I got them all after couple of days.
Take advantage of the tourist asking for more money for food/gifts/etc
Nothing noticed
Street crime
Lost of stolen suitcase
I have not had any incidents but was warned to be very careful in Nairobi.
no
none

Have you visited Tanzania?

*Tanzania specific information*

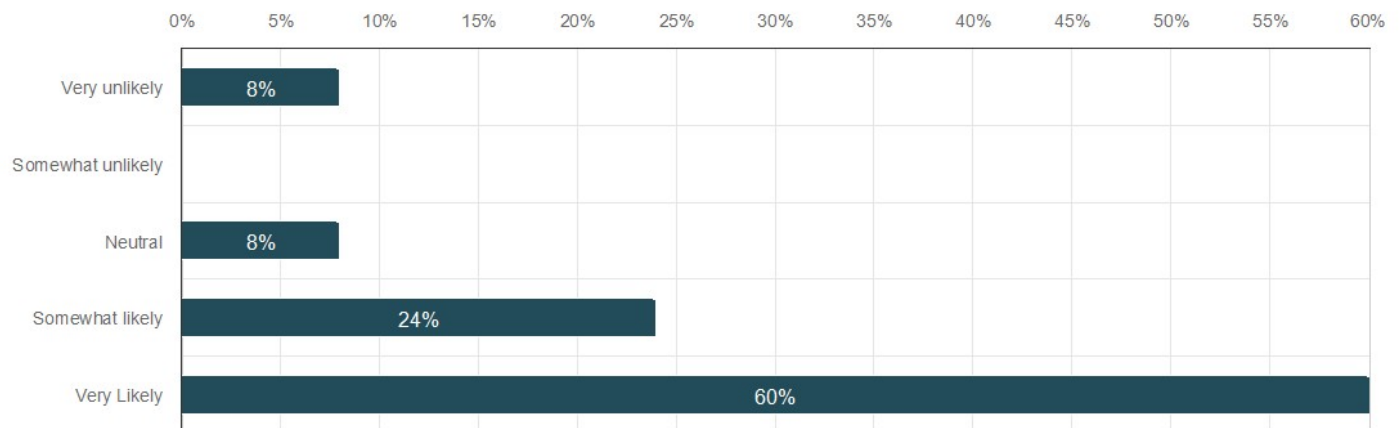
Number of respondents: 38



	n	Percent
Yes	28	73.7%
No	10	26.3%

If not, how likely are you to consider visiting Tanzania as a travel destination?

Number of respondents: 25

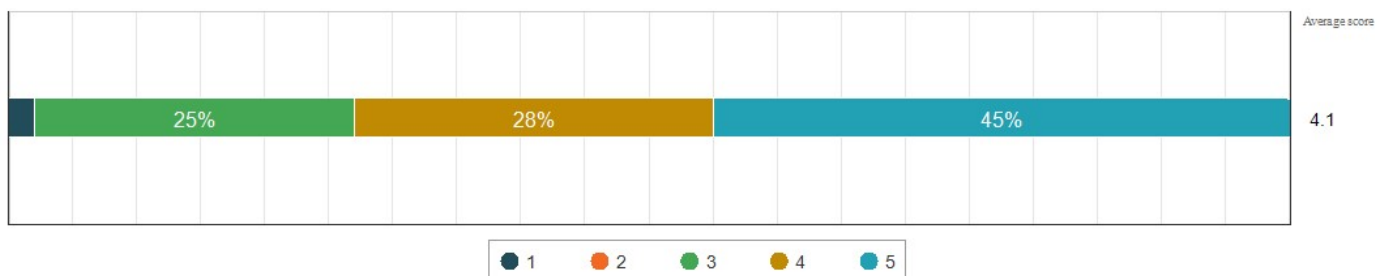


	n	Percent
Very unlikely	2	8.0%
Somewhat unlikely	0	0.0%

Neutral	2	8.0%
Somewhat likely	6	24.0%
Very Likely	15	60.0%

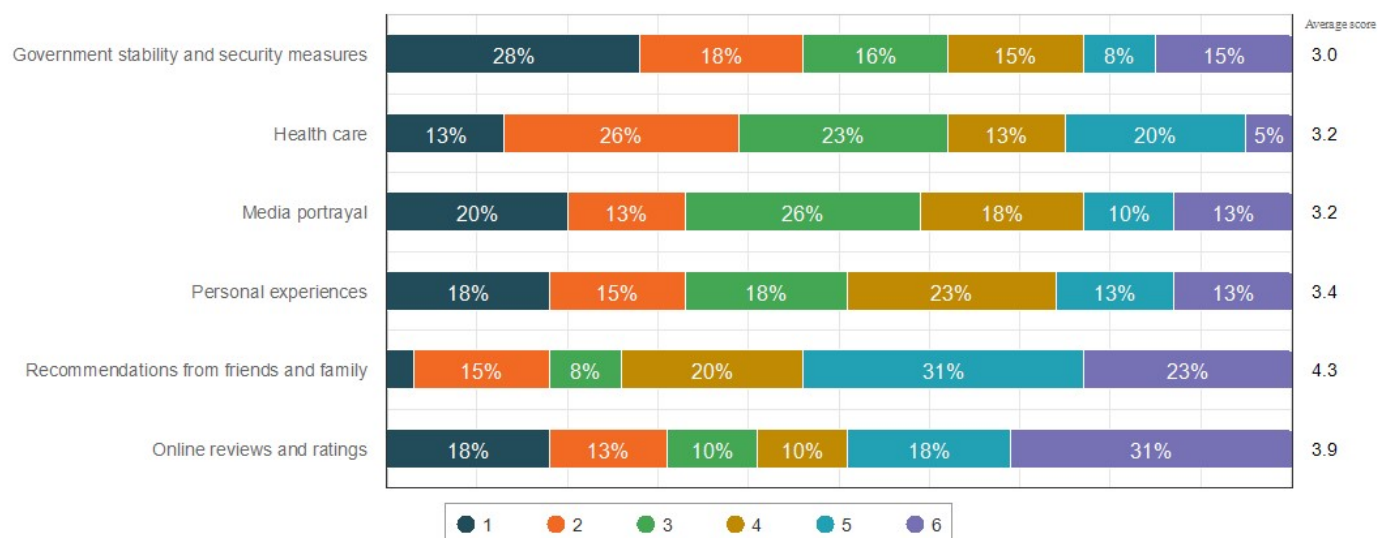
On a scale of 1 to 5, how would you rate your overall perception of Tanzania as a travel destination?  
(1=Extremely Unsafe, 5= Extremely Safe)

Number of respondents: 40



	1	2	3	4	5	Average	Median
	2.5%	0.0%	25.0%	27.5%	45.0%	4.1	4.0

Please rate the following factors based on their influence on your perception of Tanzania as a safe destination. (Where 1st=Extremely Influential , and 6th=Not influential at All ). Number of respondents: 39

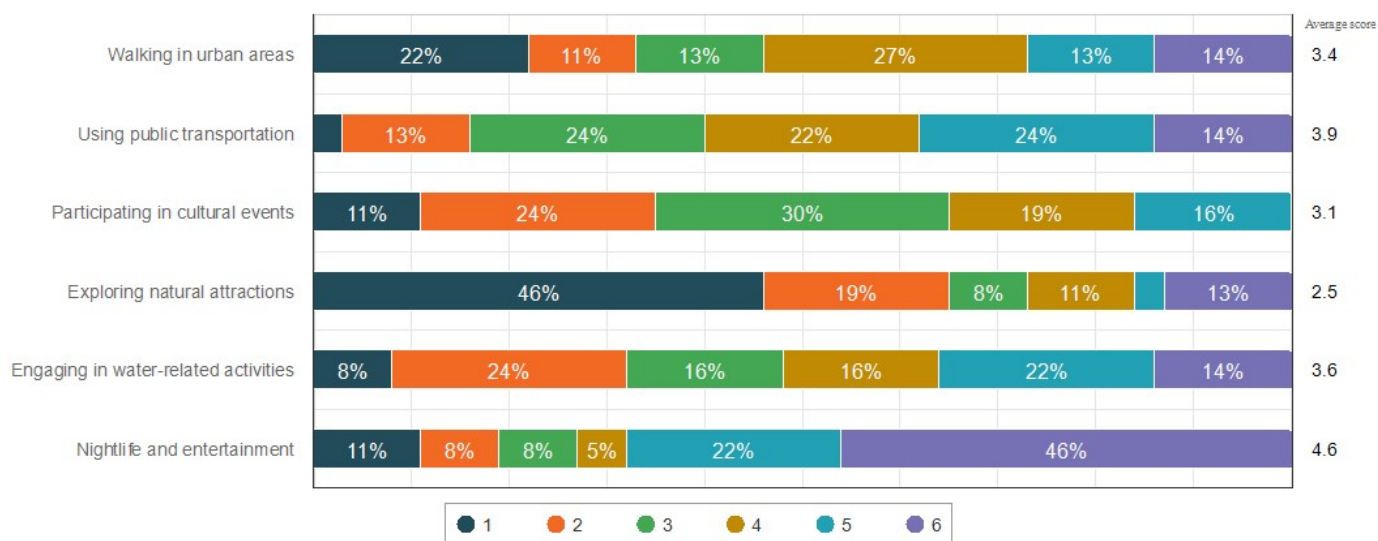


	1	2	3	4	5	6
Government stability and security measures	28.2%	17.9%	15.4%	15.4%	7.7%	15.4%
Health care	12.8%	25.7%	23.1%	12.8%	20.5%	5.1%
Media portrayal	20.5%	12.8%	25.6%	18.0%	10.3%	12.8%
Personal experiences	18.0%	15.4%	17.9%	23.1%	12.8%	12.8%
Recommendations from friends and family	2.5%	15.4%	7.7%	20.5%	30.8%	23.1%
Online reviews and ratings	17.9%	12.8%	10.3%	10.3%	17.9%	30.8%

How safe do you perceive the following activities in Tanzania? Where 1st = ranked Highly safe and 6th= ranked Less safer.

Number of respondents: 37





	1	2	3	4	5	6
Walking in urban areas	21.6%	10.8%	13.5%	27.1%	13.5%	13.5%
Using public transportation	2.7%	13.5%	24.4%	21.6%	24.3%	13.5%
Participating in cultural events	10.8%	24.3%	29.8%	18.9%	16.2%	0.0%
Exploring natural attractions	46.0%	18.9%	8.1%	10.8%	2.7%	13.5%
Engaging in water-related activities	8.1%	24.4%	16.2%	16.2%	21.6%	13.5%
Nightlife and entertainment	10.8%	8.1%	8.1%	5.4%	21.6%	46.0%

What are your safety concerns when it comes to traveling to Tanzania?

Number of respondents: 27

Responses

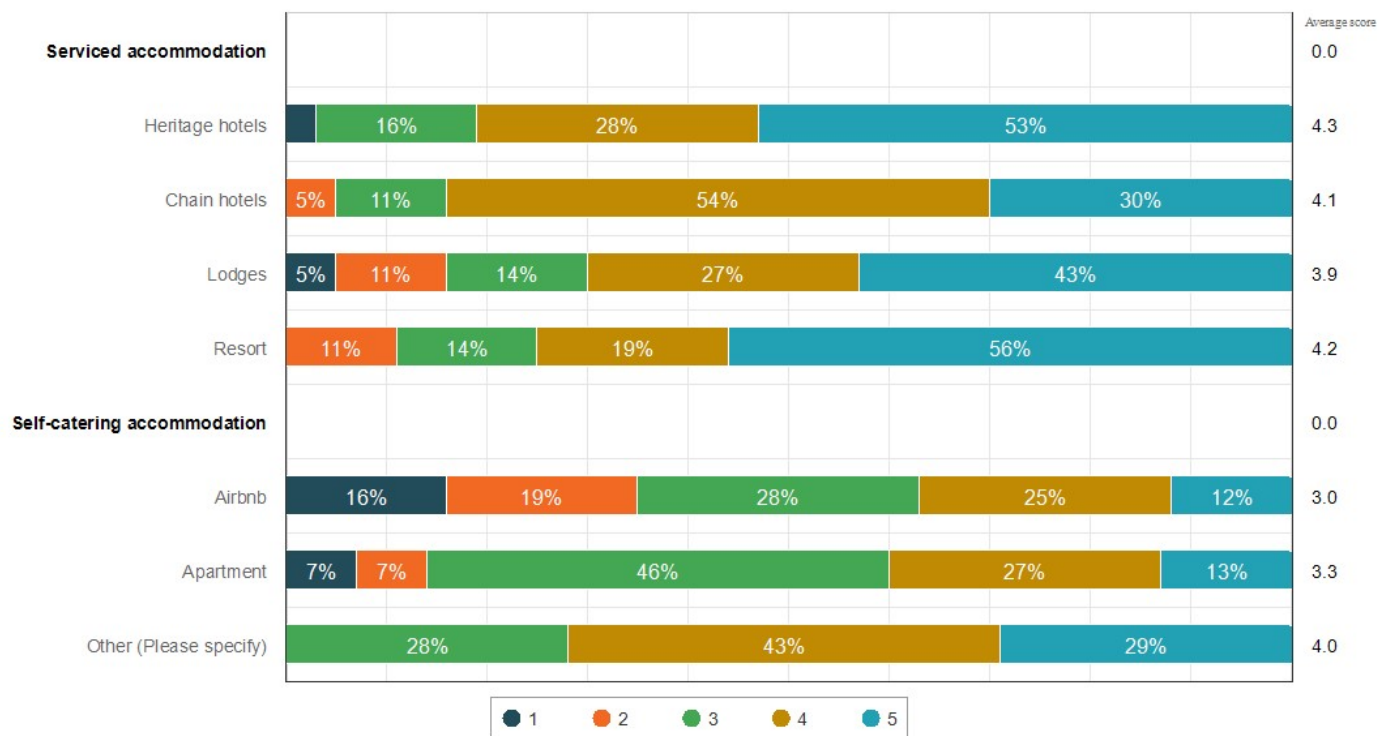
Maybe chaos in The Center can be a problem, but i really dont know, since i have never been there. I write only From what i have seen From YouTube about African countries.

Robbery and political violent especially in big cities.
Some concerns to keep in mind, road safety, and occasional political unrest. Stay informed and take necessary precautions
Health care and clean drinking water
None
Walking in urban areas
Safety on trips to explore the wonderful country. Travelling in large towns and cities use of domestic flights
Some of the wildlife could be dangerous if youre not well-prepared or don't know how to deal with it.
No concerns at all.
Unfamiliar with the area.
We had none
That I will be robbed
Corruption, violence, side effects of poorness.
TANZANIA IS SAFE COUNTRY
Government stability, medical facilities
Good
Engage into any activity without being harassed.

Crime. People who are poor and want money and food of the tourists
Pickpocket and scams
Health
Do not smoke marijuana. Not legal in the country
Driving at night
As a resident I don't really have any. Language barrier and price gouging are the main issues for visitors.
sighting
none
None
Robbery

How safe do you feel staying in selected accommodations in Tanzania? On a scale from 1 – 5 (1= Not Safe 5= Extremely Safe)

Number of respondents: 38



	1	2	3	4	5	Average	Median
<b>Serviced accommodation</b>							
Heritage hotels	2.8%	0.0%	16.6%	27.8%	52.8%	4.3	5.0
Chain hotels	0.0%	5.4%	10.8%	54.1%	29.7%	4.1	4.0
Lodges	5.4%	10.8%	13.5%	27.0%	43.3%	3.9	4.0
Resort	0.0%	11.1%	13.9%	19.4%	55.6%	4.2	5.0
<b>Self-catering accommodation</b>							
Airbnb	15.6%	18.8%	28.1%	25.0%	12.5%	3.0	3.0
Apartment	6.7%	6.7%	46.6%	26.7%	13.3%	3.3	3.0

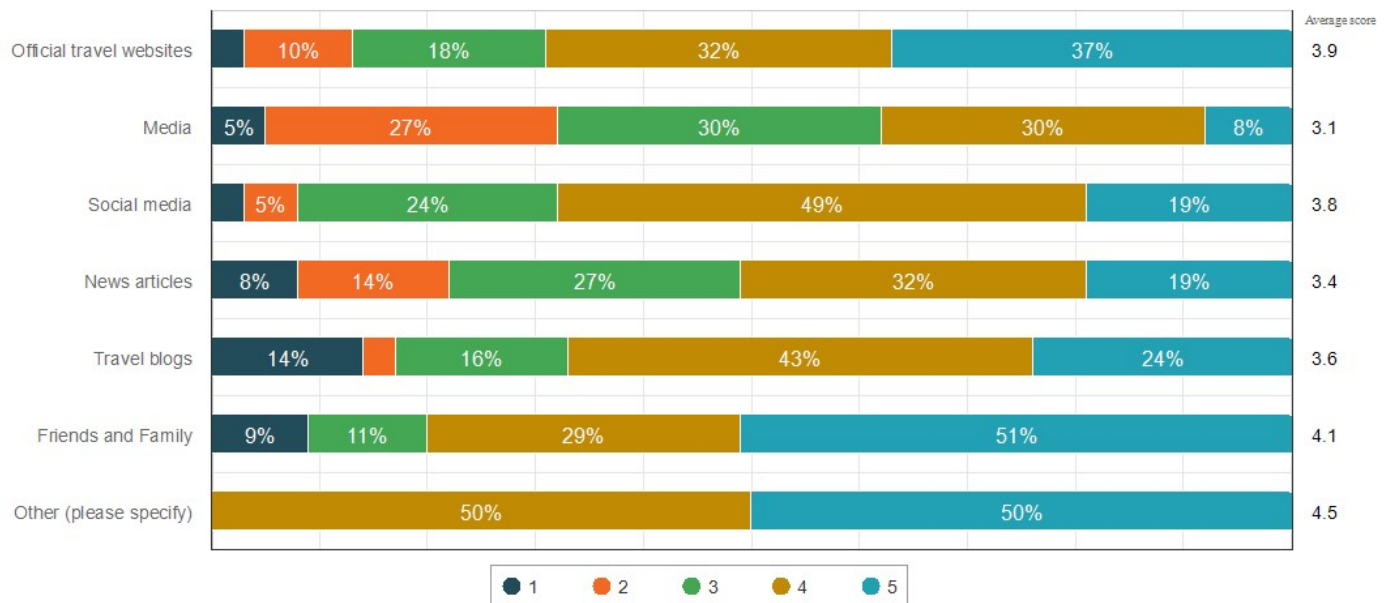
Other (Please specify)	0.0%	0.0%	28.6%	42.8%	28.6%	4.0	4.0
Total	4.4%	7.5%	22.6%	31.8%	33.7%	3.8	4.0

#### Answers given into textfield

Option names	Text
Other (Please specify)	Guest Houses

On a scale from 1-5 where do you usually seek information about the safety of travel destinations?  
(1= lowest considered and 5= Highest considered).

Number of respondents: 38



	1	2	3	4	5	Average	Median
Official travel websites	2.6%	10.5%	18.4%	31.6%	36.9%	3.9	4.0

Media	5.4%	27.0%	29.8%	29.7%	8.1%	3.1	3.0
Social media	2.7%	5.4%	24.3%	48.7%	18.9%	3.8	4.0
News articles	8.1%	13.5%	27.0%	32.5%	18.9%	3.4	4.0
Travel blogs	13.5%	2.7%	16.2%	43.3%	24.3%	3.6	4.0
Friends and Family	8.6%	0.0%	11.4%	28.6%	51.4%	4.1	5.0
Other (please specify)	0.0%	0.0%	0.0%	50.0%	50.0%	4.5	4.5
Total	5.8%	8.4%	18.2%	37.8%	29.8%	3.7	4.0

#### Answers given into textfield

Option names	Text
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What improvements or initiatives do you think Tanzania could implement to enhance its image as a safe destination?

Number of respondents: 26

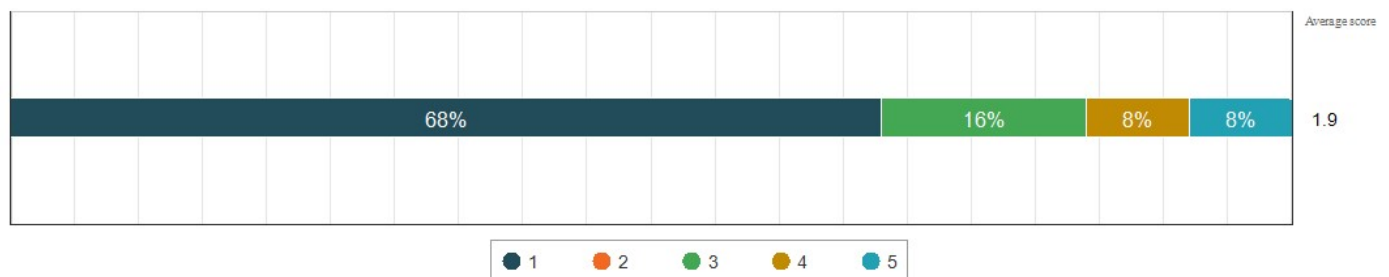
Responses
Try to distinguish From others countries and publishin via ads, travel websites, social media and megazines, more and more not only on The african territories.
Remove all bergers and other group of young aged people involves in robbery example panya roads (Road rats).Also improve on political to minimise daily movement from other political parties.
by increasing police presence in tourist areas, implementing modern security technologies, providing safety education for tourists, and improving infrastructure

Infrastructure in order to provide a better and more fluent first aid chain
Make a system that would ease access to information
Make it more safe for travelers
Improve the international image for safe travel, effective policing.
Ensure safety rules are well enforced, marketing
Have officers and police even in remote areas even that are unlikely to be visited by the majority.
Je n'ai pas d'image non sûre de la Tanzanie, excepté ce que j'ai pu entendre de zone urbaine à Zanzibar ; donc faire respecter les lois sur l'île
Media
Police needs a better reputation. Less bribing accusations
Take care of the poorest ones. Do something about the corruption.
N/A
Get some global brands to start and support their business in the country, so if people dont want to "trust" the country they cpuld still trust the business
Yes
Better regulating the street vendors.
Making it obligatory to show prices

Water
Roads
Trick the tourist person
None
Clean politics
Corruption government and police
By creating awareness in the general public on the value of tourism to Tanzania. That way visitors will be received with friendliness.
improvement of facilities and other tools
none
N/A

On a scale from 1-5 how does the issue of gender identification LGBTQTA+ affect your trip to Tanzania? (1= Not affecting 5= Extremely affecting)

Number of respondents: 37



	1	2	3	4	5	Average	Median



	67.6%	0.0%	16.2%	8.1%	8.1%	1.9	1.0
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Are there specific aspects of safety that Tanzania should focus on improving?

Number of respondents: 23

Responses
I dont want to generalize countries, so hopefully i can answer to this question for real one day, sorry bro!!
The costs of visiting Tanzania should be made clear to everyone and publish them on a government website to reduce fraud for foreigners.
public safety awareness campaigns to enhance overall safety in the country
Health care
None
Stress walking
Accessibility to local police for reporting theft etc
Not as far as I am aware!
Non that I am aware of
I am not sure
Don't think so
Using less Cash, more mobile pays and cards.
NO

Freedom of speech
Yes
Street vendors
No tricking tourist to get more money
Improve urban planning
Traffic
No rules at all . Outlaws
Police
If public transportation was improved it would be easier for tourists to tour the towns and cities as well as the parks.
transport and communication system
none
n/a

If you have been to Tanzania, what advice would you give to other visitors planning a trip to Tanzania?

Number of respondents: 23

Responses
Same as above answer
Him/Her have to be prepared to visit and witness the beautiful and natural parts.

Haven't yet, but i feel local As i speak a few Swahili phrases! So do the same
They should definitely visit Tanzania.
It's safe to visit
Go there! It's a beautiful unspoiled country with lovely people. Learn a little swahili!
Never been
Make sure and see the country
Don't be afraid, Tanzanian people are lovely and kind!
You need Cash. Extra costs on card payments.
TANZANIA IS UNFORGETTABLE. BEAUTIFUL
Tanzania is a peaceful country ,it offers a lot of natural resources, you should visit and experience the good creations of the world.
It's real good place for pleasure leisure 😊.very eunique and natural
Welcome to Tanzania
Go to Serengeti and the Ngorongoro-crater
Book with a good agency
Always check the prices
Respect advice from guides/host

Do not drive during the night.
No lights on vehicles.
Go into town without valuables
Get a trustworthy local guide and everything should be fine!
Tanzania is a very nice country for resting and sighting
that times are flexible
N/a

Any additional comments or feedback on your perceptions of Tanzania's safety as a travel destination?

Number of respondents: 15

Responses
Tanzania is the beautiful country wish anyone can visit and witness Tanzania and her people, and other traditional activities from different tribe
Tanzania, like any other destination, has its safety considerations. While it provides incredible experiences, travelers should remain vigilant and take necessary precautions to ensure their safety
Just that I hope to make it to Tanzania one day
As a third world country, Tanzania is extremely safe.
None

Based on my own personal experience although police are visible the time and bureaucracy in dealing with my theft has been very lengthy.
None the less I felt quite safe in most public areas during the day but didnt travel at night.
I felt safe when travelling in Tanzania, didn't have any bad experiences. Street vendors are my only bad memory
TANZANIA IS SAFE COUNTRY
Is a country where you can even get free shelter and food without personal attachment to any family, society are always welcoming.
Welcome to Tanzania
In general safe to travel comparing to other country's in africa
It's a great place the locals are friendly, and there is much to see.
just to improve its social services
communication is key in all aspects of travel
N/a

