M.Sc. Programme
“Management of Protected Areas”

Visitor’s Experience on Tourism Services and Facilities in Serengeti National Park.

Author: Neema Philipo

Supervisor: Dr. Michael Jungmeier
A-9020 Klagenfurt
Tel.: +43 463 504144
e-mail: jungmeier@e-c-o.at

Carried out at: Department of Economics
University of Klagenfurt
Universitaetsstrasse 65-67
9020 Klagenfurt
Ph +43 (0) 463/ 27 00 4192

Klagenfurt, 1st July, 2011

PHILIPO NEEMA

DECLARATION OF HONOUR

I herewith declare that I am the sole author of the current master thesis according to art. 51 par. 2 no. 8 and art. 51 par. 2 no. 13 Universitätsgesetz 2002 (Austrian University Law) and that I have conducted all works connected with the master thesis on my own. Furthermore, I declare that I only used those resources that are referenced in the work. All formulations and concepts taken from printed, verbal or online sources – be they word-for-word quotations or corresponding in their meaning – are quoted according to the rules of good scientific conduct and are indicated by footnotes, in the text or other forms of detailed references.

Support during the work including significant supervision is indicated accordingly.

The master thesis has not been presented to any other examination authority. The work has been submitted in printed and electronic form. I herewith confirm that the electronic form is completely congruent with the printed version.

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Signature:
Visitor’s perceptions, expectations and attitudes on facilities and services around attraction sites in particular National parks are important in shaping and informing the future of tourism industries in developing countries where economies depend largely on tourism. This study attempted to assess perception, expectations and attitude of visitor’s to the services and facilities offered in Serengeti National Park (SENAPA). The study used secondary and primary data sources and it was done in the SENAPA where five specific tourist sites were selected for sampling of the interviewee. These included one public campsite, one airstrip, one picnic site, one visitor’s information centre and one balloon safaris site. The interviews targeted two groups; visitors and tour guides and the data were collected through questionnaires, a focus group meeting and direct observation in the area. Data input and analysis was performed in Microsoft excel.

The results show that, based on facilities and services more than 50% (n=210) of visitors ranked expectations to have been absolutely met, while few 1% (n=210) ranked the expectation not met. The study found also a situation of inadequate information offered to the visitors and the presence of poor quality of services especially in sanitation in particular facilities at the public campsites and some private owned campsite.

In conclusion, while visitors seem to be satisfied with the services in Serengeti National Park, the management should work on all the situations that lead to complaints such as poor sanitation, roads network that affect tourism business and ensure that proper and adequate information are available to visitors prior to visits in SENAPA for sustainable tourism in Serengeti National Park.

The study recommends proper coordination so that services providers provide quality services that cater visitor’s expectations. In addition, standards should be set making sure all the products meet them but enforcement is to be warranted. Tourism management should be flexible in their marketing strategy thereby capturing current visitor’s demands and advertise the less used products. List of recommendations was also provided based on the findings obtained in the study suggesting further improvement on the quality service and facility management.
DEDICATION

I dedicate this work to my lovely son Ebeneza, E. Aloyce and to my dear husband Engelbert, A. Qorro.
ACKNOWLEDGEMENT

I am grateful to Klagenfurt University under Economic Department of Economics of Klagenfurt University who entitled me to join the Management of Protected Area Master Programme under partial scholarship without this support I would have not manage to attend this course.

I heartily thank Tanzania National Park (TANAPA) and Frankfurt Zoological Society (FZS) for their funding support for me to manage to pursue this programme. Their funding are not waste but jointly effort to capacity build to human resource which are mostly crucial to park management and sustainable use of the resources.

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CHAPTER I - INTRODUCTION

1.1 Preface

Tanzania is recognized as one of the leading tourist destination country in East African region (Kishe, 2007). This is due the abundant and unique wildlife attractions and its beautiful landscape (Ceballos-Lascurain, 1996). Tourism sector has remain as the main source of revenue for managing national parks and financing Country’s development activities (TANAPA, 2004a). On the basis of its wealth, the country developed a comprehensive tourism master plan to guide tourism development and sustainable utilization of the Country’s natural resources. The Master Plan aims in developing an integral tourism product that is capable of attracting a low volume, but high yield to make international tourist spends more time in Tanzania (Kishe, 2007).

Tourism industry is connected to the protection of natural features and cultural areas often, a high quality natural or cultural environment is the main attraction that draws the visitors to the area (Eagle et al, 2001). Attraction have the ability to draw people to them, thus attraction brings the satisfactions that can be perceived from various experience in an environment made up in part of attraction such as good view of the landscape. The experience in an environment made up of in part of attractions such as good view of the landscape, biological species, product service and facilities provided to visitors. While a visitor can be defined as any person, who travel to a place within the country or outside his/her usual environment for a period not exceeding 12 months and, whose main purpose of visiting is other than the exercise of an activity remunerated from within the place visited (Cooper et al.1998; Eagle et al. 2001). Mill (1992) suggested that the natural attractions aim to serve recreational wishes of visitors and this provides an opportunity to tourist’s to enjoy nature at its pristine state.

The National Tourism Policy in Tanzania underpins all development of tourism to promote the economy and livelihoods of the people through the development of sustainable and quality tourism that is culturally and socially acceptable, ecologically friendly, environmental sustainable and economically viable (GMP, 2005). The tourism products improvement and diversification have been among
the focus of the tourism policy to ensure a sustainable tourism sector in Tanzania (TANAPA, 2007).

Serengeti National Park (SENAPA) is one of the famous park with unique attractions, draws a vast of international visitors. The main attractions in Serengeti include good services, recreational products and facilities which are offered with different private sectors and the park management. Recreational products that encompassed the and tourism sinks i.e. the designated areas where visitors can get out of their vehicles to undertake a specific activity, such as short guided walk on designated trail, viewing a cultural site or lunch in a picnic site or water body viewing point (GMP, 2005) are all under the umbrella of tourism products. Non sink products such as game viewing are mainly done or explored through driving within the game drive circuits or balloon safaris. For tourists, the product is a complete experience that fulfills multiple tourism needs, and provides corresponding benefits (Xu, 2009).

Tourism products defined as an ensemble of tangible and intangible components including tourism resources (natural and cultural assets) and attractions, basic facilities, infrastructure and services (accommodation, catering, transport, airports, roads, trains etc), Leisure activities (things to do and see), Image and Symbolic Values (to do with development, lifestyle, self-esteem, status, etc.), which offers benefits that may draw certain type of consumers as it appeals to their specific, travel motivations and needs (http://www.buffalocity.gov).

Tourism services and facilities such as lodges, permanent tented camps, balloon safaris, transport vehicles, special campsites facilities in Serengeti are offered by private sectors. The park takes the supervision responsibility to ensure harmony on environmental and quality services. On the other hand, park’s management also provides services such as information centers, hostels, rest houses, public campsites, special campsites, garage services, guiding, walking trails, picnic sites, viewing sites/points, game circuits route, Airstrips, entrance gates.

The government of Tanzania acknowledges the importance of Tourism industry as the second sector after agriculture to the contribution of the Gross Domestic Product (GDP) (Kweka et al, 2003). The revenue from tourists helps many development activities in the country and the park management/biodiversity...
conservation. Despite the acknowledging these importance of tourism in Tanzania there is lack of knowledge on visitor’s experience and perceptions towards quality of visitor’s services and facilities in national parks. This can lead to a poor quality of visitor’s services to visitors, resulting into less visitor’s visitation and ultimately revenues. The assessment of visitor’s experience, quality of services and facilities in Serengeti National park will play part in shaping the future of tourism industry in Tanzania and Serengeti in particular.

1.2 Rationale of the Study
The tourism sector is critical in the Country’s economic development and hence improves the citizen livelihoods as well as living standards. It accounts for more than 16% of the Country’s Gross National Product (GNP) in average. This sector needs to be taken care and a careful upgrade on the service and facilities. An assessment of visitor’s satisfaction and expectation is important to understand their experience towards the tourism products, services, and facilities that determine their perception to visit the park.

The study will convey up to-date information on the visitor experience on recreational products, facilities and tourism services offered in SENAPA. This will contribute in the improvement of tourism services, products and facilities in the park. In addition, the study will make recommendations for the improvement of visitor’s activities/services, and hence satisfaction. This will form a baseline to develop database on the visitor’s feedback regarding their experience. It will form a basis for the park management to improve on visitor’s services and park products as a marketing strategy. It will enhance better coordination between stakeholders in tourism industry and park management on improving the services. To achieve the purpose of this study, the following questions were deemed important as reflected below.

1.3 Research Objectives and Questions
Overall Objective
To assess visitor’s perception, expectations and attitude towards quality of services and facilities offered in Serengeti National Park.
Specific Objective

- To examine visitors' attitudes and satisfaction towards the available products, service and facilities
- To establish the effectiveness/ineffectiveness of these products and service facilities on meeting the needs of the visitors
- To predict the possible outcomes of negative visitor’s experience
- To examine the current knowledge of visitors to tourism products
- To establish whether the current fees are commensurate to the service offered
- To recommend areas and ways to improve visitor products in SENAPA

Research Questions

- What attitudes do visitors have to the products offered in Serengeti national park?
- What are the strengths and deficiencies of the current products on meeting the needs of visitors?
- Are visitors satisfied with the tourism products that are offered in Serengeti national park?
- What are the outcomes of the negative visitors’ experience in Serengeti national park?
- What is the knowledge of visitors on tourism products offered in the Serengeti national park?

1.4 Constraints of the Study

- Language barrier; some visitors did not know English that was the language used in the questionnaires
- Some interviewees could not complete questionnaires because their schedules could not allow them to continue. This also reduced their attention to questions and therefore leading to invalid answers
- Lack of transport for full time data collection
2 CHAPTER II-LITERATURE REVIEW

2.1 General Background of Tourism

Tourism is a service oriented industry, which requires diverse skilled workforce. The World Tourism Travel Council (WTTC) expresses tourism as the world largest and fastest growing sector of global economy. It supports 200 million jobs worldwide, which represents 8% of total employment. World Tourism Travel Council predicted that the travel and tourism would grow to account for 11.6% of global GDP and supports 250 million jobs by 2010 (9% of the total employment) in which increases vacation and travel to national parks and other types of protected area (Eagle et al, 2001). Tourism is also counted as very important industry to the Tanzanian economy. In 2007, the tourism sector directly and indirectly contributed US$1.6billion – or almost 11% of the entire Tanzanian economy. This equates to US$43 for every man, woman and child in the Country. In 2008, it was estimated that foreign tourists contributed US$1.1billion of foreign exchange – nearly 33% of all the goods and services sold by Tanzania abroad (Mitchell et al, 2009).

The National Tourism Policy seeks to market Tanzania as tourist destination by encouraging development of sustainable tourism and assist in the promotion of the economy and livelihood of people (National Tourism Policy of Tanzania, 1999). Due to the realization that Tanzania tourism concentrate much on wildlife, the National Tourism Policy recognize the need to diversify the tourist attraction in order to cope with the growing tourism industry. It also entails policy strategies for product development such as improving accessibility to tourist product and also protecting or enhancing quality control mechanism though legislations and regulations. According to author, West in 1991 stipulates that to guide tourism development in National park entails the following principles to consider:

- Tourism should value the character of important natural and cultural landscape rather than cater to business and the urban visitor;
- Should consider the main purpose of the park, recreation and conservation;
To involve local participation in development of tourism policies and plans;

Should reflect socio-economic structure and institution capability.

Tourist revenues should improve the local economy and return dollars to local people as broadly as possible;

The tourism administration and industry should make public the mutual relationship between tourism, park protection, recreation, and local community.

Tourism will demonstrate creativity and constructive paradigms that significantly benefits conservation, recreation, tourism and local people, if the above principles are in practice (West and Brechin, 1991).

2.2 Tourism in National Parks

Tourism in National Park is a vital programme as a core leisure business for income generation. The revenues generated through tourism contribute to support conservation, wildlife research, education, local communities and other development activities in the parks. Throughout the Tanzania National Parks system there has been a steady growth in nature-based tourism.

Tanzania National Parks (TANAPA) visitor statistics show that in year 2006/2007 a total of 669,438 tourists were recorded compared to 642,654 in 2005/2006, this shows an increase of 4.2%. The visitors statistic trend shows the number of resident arrivals increased from 98,509 in 2000/01 to 262,598 in 2006/2007. Similarly, international arrivals increased from 220,910 in 2000/01 to 396,233 in 2006/2007 (http://www.tanzaniaparks.com/corporate_information.html). About 80% of TANAPA visitors are international tourists (Kishe, 2007) and originate from Canada, Europe, United Kingdom and other countries (see figure 1). In all the national parks in Tanzania, Serengeti National Park is the leading park which receives many visitors in number i.e. 41% of visitors was recorded from Serengeti. (Figure 2). “TANAPA offers a number of products and services to customers that attract visitation and optimizes number of visitor days in National Parks” (TANAPA, 2007). However, the products offered are very few and some are limited to few National Parks. The currently offered products are; walking
safaris this is a new product offered to some of the parks already started in Serengeti National Park since 2007, canoeing safaris are on experimental basis operated in Arusha Nation park, balloon safaris this has been practiced in SENAPA for 16 years and currently is a new product to Tarangire National Park, game drives these is product offered to all National parks in Tanzania.

Figure 1: Showing TANAPA visitors statistics by nationality
The trend for international visitors in Serengeti National Park has been on increase except for the financial year 2008/2009. This could be due to world economic crisis which lead to cancellation of bookings safari (see figure 3 below).

TANAPA has established tourism diversification as the way to improve tourist to enhance and improve visitor experience. New products that have been added in Serengeti National Park include walking safaris, and migration crossing at viewing points. All tourism activities inside the park has to abide with the fundamental purpose of the Tanzania National Parks that is “To conserve the scenery, the habitat, the fauna and flora there in and to promote and provide for the future generation” the management policy stipulates that tourism development in the park should be developed and maintained for the benefit and
enjoyment of all visitors in manner which will not conflict with other management objectives (Serengeti GMP, 1991).

2.3 Tourism Products Offered in Serengeti National Park

The products available in the park are meant to meet visitors’ satisfaction during their visits to the area and are what contribute to visitor experience. Designation and selection of these sites are done by park management by involving some experts who are in tourism industry and technical advisors, donors who fund in one way or another to initiate capacity building. The selection of sites considers interests to diverse visitors and congestion reduction. All sites are placed at different point of interest, aiming to diversify visitors use in the park and reduce congestion of tracks along the game circuits and major roads. There are wide range of accommodation facilities and camping sites with different service provision but with limited facilities like shower, kitchen banda, shades, dinning banda or no facilities.

Table 1 below lists the tourism products which includes the tourism sinks offered in the SENAPA and the places, where can be found and figure 4 presents a map of some products and their GPS coordinates (see appendix I page 76); and table 2 shows the list of accommodation facilities and service providers offered:

<table>
<thead>
<tr>
<th>Tourism Products</th>
<th>What is about</th>
<th>Where in the park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking safari</td>
<td>-walking in the wilderness area from 2-6 hrs, 1-3 days flying safari, professional guide for walking, escort by trained ranger for walking safari, experiencing at a wilderness zone of the park</td>
<td>At the wilderness zone area. Three walking routes at the Northern east and two walking routes at the north west</td>
</tr>
</tbody>
</table>

Source: Noel, S. 2010.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game viewing</td>
<td>Main purpose is to watch game in their natural environment, execute in game circuit and official demarcated roads, professional tour guide.</td>
<td>Author field data, 2010.</td>
</tr>
<tr>
<td>Balloon safari</td>
<td>To have a taste of flying in wilderness area of Serengeti, done with professional hot air balloon pilots, experiencing view in a wide range.</td>
<td>Noel, S. 2009.</td>
</tr>
<tr>
<td>Bush meals</td>
<td>Natural selected site where can be used to deliver meals service in it exceptional ways, site with good view, shade, more less open to have a watchful eyes to all direction, accompanied with guard for safety.</td>
<td>From internet, 2010.</td>
</tr>
<tr>
<td>Sun downer</td>
<td>Selected site with good view of the sun set, some at higher hills, sun downer is service provided by lodge, Permanent tented camps and other tour company to their visitors.</td>
<td>Author field data, 2010.</td>
</tr>
</tbody>
</table>

Game drive circuits are within all area with official track unless restricted use of it by the park management. 

Service for this product – At central Serengeti, Kirawira, and recently flight start at the South part of the park.

Found to most of the Lodge, Permanent Luxury tented camps,

Every where with good sighting and some lodges with special service at good selected site.
<table>
<thead>
<tr>
<th><strong>Wildlife film watch</strong></th>
<th>- It’s a component in information center where a visitor can have opportunity to watch different films of the wildlife and park features in a special auditorium.</th>
<th>Central Serengeti at the Visitors information centre.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nature Trail</strong></td>
<td>- Can be found at the main gate i.e. Naabi hill gate, designated in some lodges mainly for short walk, guided with tour guide and escorted by park ranger.</td>
<td>Naabi hill at the main entrance gate (South East) and in some lodges and permanent luxury camp tented camps</td>
</tr>
<tr>
<td><strong>Cultural site</strong></td>
<td>- Cultural and historical sites i.e. Maasai paintings and gong rock. Guided service with tour guide, park guide for detail information.</td>
<td>South Serengeti</td>
</tr>
<tr>
<td><strong>Information Center</strong></td>
<td>- Wildlife film watch, self guided walk trail, curio-shop, rest/wash rooms, reception area or information desk, shade for picnicking, coffee shop, lecture, presentation or talk with request to different groups, immigration service.</td>
<td>Central Serengeti</td>
</tr>
</tbody>
</table>

*Source: Author field data, 2010.*
| Viewing point | - Interpretative panel, picnic shades, rest room, natural pool for wildlife i.e. mainly hippopotamus and crocodiles. | Found at West, North, South, East and at central Serengeti. |
| Picnic site | - Site selected for picnicking, site provided with sitting bench, good shades and washrooms. | Central, North, western, North West |
| Photographing (Filming) | - Opportunity to have vast picture in different angle as you can have chance to search without following the official tracks within areas permitted but not as a barrier to others who are in such area. | Can be done throughout the park with directives from park management on rules and regulation to follow. |

Table 1: Tourism products offered in Serengeti National Park
Figure 4: SENAPA map showing location of recreational products

*Source: Author field data, 2010.*

<table>
<thead>
<tr>
<th>Accommodation type</th>
<th>Total no.</th>
<th>Bed/Capacity</th>
<th>Service provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodge</td>
<td>5</td>
<td>758</td>
<td>Privately owned</td>
</tr>
<tr>
<td>Permanent Luxury tented camp</td>
<td>7</td>
<td>232</td>
<td>Tour operators</td>
</tr>
<tr>
<td>Special Campsites</td>
<td>63</td>
<td>1008</td>
<td>Park and Tour operators</td>
</tr>
<tr>
<td>Premium Campsite</td>
<td>9</td>
<td>108</td>
<td>Park and tour operator</td>
</tr>
<tr>
<td>Public Camp sites</td>
<td>8</td>
<td>230</td>
<td>Park and tour operators</td>
</tr>
<tr>
<td>Park Rest house (Kirawira and)</td>
<td>2</td>
<td>17</td>
<td>Owned by the park</td>
</tr>
</tbody>
</table>
Other facilities offered include infrastructures such as roads, airstrips, entrance gates. These are managed by the park management. For most of the recreational products and some facilities inside the park, hygiene monitoring is done by the park management under tourism department supervision. The hygiene is done around the public campsite, the dining banda, Kitchen banda, toilet facilities, air strip, petrol station and water supply. It is also done to other visitor’s recreational site such as viewing points, at the visitor’s center, picnic sites and litter collection along the game drive circuits and major roads.

### 2.4 Tourist Guiding Serengeti National Park
Visitor’s perception and experience are dependent on what they learn from the tour guides and from the other providers, who comes in contact during their stay in the area. In Serengeti, most of visitors who arrive to the park are guided by professional tour guides from various tour companies while few are self guided. Eagles (2006) noted that visitors were highly satisfied with the service of their guides by rating the knowledge and friendliness of their guide high, although there was a service quality gap of their knowledge.

A study by Tear (1997) in SENAPA on visitor survey during the low season of tourist visitation revealed that visitor’s opinions on their expectation and satisfaction differed from season to season between low and high with an average at 3.45 and 3.58 respectively. This explain why the matching expectation and experience, expectation were met, during the low season meanwhile the overall quality of experience rated average during the high season (Tear, 1997).
2.5 Tourist Service Provision and Collaboration

Tourism services in many protected area involve two major groups with distinct operations, the private operators and park managers. In the Serengeti national park private operators include hotelier, tour companies, balloon safaris and the rest are offered by the park management. In most cases visitors are brought in the park by tour companies, and then they meet the park management and other private operators who facilitate their stay in the park. The participation of the two groups are driven by different goals; while the major goal for park management is to achieve conservation and sustainable tourism, the other group on the other hand is much driven by profit gains (Eagle et al, 2001).

Collaboration is important to these two groups in order to ensure services quality and conservation of environment. Moreover, the working conditions will be improved if they are equipped with work ethics. This may require some sort of funding to help all sectors dealing with tourism in the park develop collaborative mechanisms to meet standards. Quality service in tourism industry has drawn the attention on improving human capacity; being able to manage human will contributing to the greater level of professionalism in tourism service and better performance (Ritchie and Hawkins, 1992).

2.6 Visitor’s Trends in Serengeti in Relation to Facilities

Serengeti receives many visitors both international and local visitors compared to other parks in Tanzania (See Figure 2 page 14). However, the statistics might be higher than the actual number of visitors because they include domestic visitors, tour guides, cooks and camping crews for special and public campsites. The other category is those who are on transit (passing the area) that are not really visitors. Table 2 shows that the bed capacity is 2440, in which 1194 are of permanent accommodation facilities (lodge, Permanent luxury tented camps, park rest house and hostel).

The total international and domestic visitors for the year 2009/2010 were 128,234 and 142,673 respectively. This calls for the need to increase bed capacity to match the visitor number during the high and low season for example in August 2010 (high season) there was a total of 31,018 (17,148 non resident
and 13,870 resident), in the same year April (low season) there was a total of 13,217 (5,061 non resident and 8,156 resident) visitors per month (SENAPA visitors statistic report, 2010). This indicates inadequate accommodation facilities in the park. The park management needs to lobby for more concessionaires to develop more visitor facilities in the park and should improve the existing structures to meet tourist expectations.

2.7 The Importance of Tourism Product in Marketing Strategy
Tourism industry products consist of different services which are offered to tourists. Providers of these products depend on each other to offer an attractive and satisfying visitor’s experience (Mill and Morris, 1992). The marketing orientation philosophy suggests that products should be designated careful so as to match the needs and wants of the customer (Mill and Morris, 1992). This indicates that the companies should know what product will satisfy customers, however it is not possibly to satisfy all the customers”. An organization must select a target market and provide a variety of services and product to satisfy the target customer needs. The methods of message delivery and information sharing about the products to visitors play great roles in cultivating interests to visitors for selecting a destination.

According to Walker (1995), satisfied customers are believed to affect the long-term viability of an organization through repeat purchase and positive word-of-mouth (WMO) communication. Therefore, it is imperative to evaluate satisfaction in protected areas to ensure their long-term survival of in competitive business environment and also for enhancing the experience of visitors with the attraction. The assessment of visitor satisfaction may also assist in identifying the strong and weak attributes of these attractions and thus help in improving the service being provides.

2.8 Visitor’s Information
Information for visitors can be accessed in various ways such as books, media, internets, institutions, researches etc. Visitors can have a higher chance to be trusted by their friend, if after a visit they express their experience to others either face to face, or by mail, or phone to relatives, friends, about a particular
place visited. This has proved to be a very good strategy of marketing if visitors will have an enjoyable experience, it is the key to the future of the tourism industry. Visitors that have the experience of a lifetime, while on holiday in an area for example, say New Zealand are more likely to recommend the destination to other people or return for a second visit themselves. Monitoring visitors experience is important to understand areas for improvements (reviewed from http://www.tourismnewzealand.com/).

Information dissemination is important for the management of the park as it generates a positive customer response about the area. This could include promotion strategy, advertising, personal selling, sales promotion, public relation, publicity and branding. Parks managers should have chance during the development of the strategic approach in marketing plan by having a clear vision of what products can and cannot offer to visitors (Getzner and Jungmeier, 2010).

In 1994, Peter and others argued that "To encourage communication in marketing of product is very essential as most of the customers can have higher influence to other when they tell them about the experience they had in the area. Just like how the feedback information from the visitors can play part in improving tourism is the same way their say to others could be of higher chance to encourage others to visits the protected area. Consumer who has purchase and use a products are likely to be more knowledgeable about it and more influential in telling other consumers about it. This will effectively happen if the product of good quality is delivered well. Knowing the visitors behavior just as a consumers of the parks products can aid the management in marketing programme.” (Peter and Olson, 1994).
**3 CHAPTER III – METHODOLOGY**

**3.1 Study Area Description**

Serengeti National Park is the popular and oldest park in Tanzania, declared under IUCN category II since 1951. It is also recognized as a World Heritage Site and Biosphere Reserve since 1981 (Roodt, 2005), and in 2007 was proclaimed as a 7th World wide wonder. The park mark as a pride and icon of the nation due to the largest remaining migration in the world with highest number of large mammal; Serengeti ecosystem was noted with the highest concentration of large predators (GMP, I991). Serengeti brand name is created by “Serengeti Shall Never Die” a book and film by Prof. Dr. Dr. Bernhard and M, Grzimek in 1959.

*Figure 5: Case study area Serengeti National Park in Tanzania*

*Source: Serengeti GIS centre, 2011.*
3.1.1 Geographical Location, Size and Elevation
Serengeti National Park is situated on a high plateau in northern Tanzania, directly east of Lake Victoria, south-east of the Isuria Escarpment and west of Gregory Rift Valley and the Ngorongoro highland. It is located between 1° 30' to 3° 20' South and 34° 00' to 35°15' East (UNEP; WCMC, 2005). It covers an area of 14,763 sq km which is equivalent to 1,476,300ha. The park occupies part of the plateau with elevation from 920m to 1,850m above sea level.

3.1.2 Climate, Soil and Vegetation
The SENAPA experience two rainy seasons yearly, the short rain and the long rain it lies within the binomial rain pattern of East Africa. The mean annual precipitation varies from 1150mm in the northwest and 950mm in the western corridor to less than 500mm in the lee of the Ngorongoro Highlands in the east. It falls mainly between October and May with peaks in November (the short rains) and from March to April (the long rains). The temperature is relatively uniform with maximum temperature of around 28°C with the minimum temperature of 13°C in May to August (Roodt, 2005). The soil of Serengeti varies widely and are divided into five groups includes black cotton soil found in some parts of Seronera at the west and south west of Seronera, alluvial soil found along the river areas, Lateritic soils found in central and western section of the park, sandy soils found at the north west and calcareous volcanic soil found in south part were grass plain dominated.

Serengeti National Park vegetation diversity is one of Africa’s most complex and least disturbed ecosystems, alternating between dusty summer drought to green winter and spring lushness. Its centre is savanna with scattered Acacia; in the south are wide open short grass plains; in the west and north are thornwood long grasslands, along the rivers, gallery forest and in the hilly western corridor extensive woods and riverine vegetation.
3.2 Structure of the Study

The study follows the following working steps as illustrated below.

![Diagram showing study working steps]

*Figure 6: Showing Study working steps*
3.3 Data Collection Techniques

This study started by developing thesis idea and I developed a concrete research problem and formulated objectives and continued with development of the proposal. I reviewed a number of literatures to gain a good touch of tourism issues that I have been interested to work on. It was followed by developing a survey questionnaire which was reviewed by the supervisor. The data collection then followed the Smith theory that tourism data are to be collected in three basic ways; observation, record-keeping and survey. All ways are important however, it requires careful protocol i.e. observation to ensure that the information collected is not biased (Smith, 1995). Then the actual data collected included secondary and primary data as elaborated below.

3.3.1 Primary Data

3.3.1.1 Questionnaire Design
The designed questionnaire had closed question and few open questions to provide chance for respondent to detail their opinion. The first part of the questionnaire comprised demographic, gender, age, education level, and occupation of the respondent questions. Second part questions focused on visitor’s perception on tourism products offered in the park.

3.3.1.2 Selection of Samples
Samples were selected to ensure that it represent the visitors within the study area. Basing on proper representation philosophy samples were selected randomly. In this sampling every visitor had equal chance to be selected but one condition was to be met i.e. selecting a visitor who at least has spent a day in park. The second sample group was tour guides, were selected through randomly selection at a workshop.

3.3.1.3 Questionnaires Administration
The interviews were carried out with the visitors around public campsites, visitor centre, airstrip, balloon site and picnic sites and with the tour guide at the workshop. This was done on mid August 2010 during the high season of the visit.
in the park. A total of approximately 284 questionnaires were completed. These include 210 visitors and 74 tour guides. Interviews with tour guides were administered by me during the tour guide’s workshop with Serengeti management. Visitors were randomly selected and given questionnaires to fill on their own. They were also requested to give details for the open questions. A similar approach was applied to the tour guides.

3.3.1.4 Meeting With Focus Group
The meeting was held with the Serengeti National Park management team. The preliminary findings were presented for their inputs on the interpretation of the data. The meeting also intended to capture their future plans for improving tourism facilities and services in the Serengeti National Park.

3.3.1.5 Site Observation and Photo Documentation
A direct observation was done to detect visitors at sites, and management actions when monitoring visitor’s facilities and services within the sites. This was particularly done at the viewing point, picnic sites and visitor information centers. The observation was schedule to take place during visitor’s peak hours. During the observation picture for documentation were taken.

3.3.2 Secondary Data
Literature Review
Various documents including tourism reports, news letter, and tourist comment books, tourism strategic planning document, scientific articles, Tanzania national park policy and other legal materials were reviewed. The reviews materials dated from July 2001 to July 2010 and the information provided a good basic data. Also quarterly and monthly management reports were useful. The internet searches on the related topic provided useful information in the write up of the thesis.
3.4 Data Analysis

All data were analyzed by the use of Microsoft excel software. This was done to a total of 284 questionnaires, which were completed by visitors and tour guides. The data have been presented in the form of percentage, tables, graphs and pie chart. Data which were in open question were also coded to retrieve value and have been presented on the same format.
4 CHAPTER IV – RESULTS AND DISCUSSION

This chapter attempts to present the results of analyzed data and discussing the findings of the study. This study was conducted in Serengeti National park, and the data was collected from a total of 284 respondents from two targets group whereby 210 were visitors and 84 were tour guides. Focus on the objectives of the study aim to reflect the response of visitor attitudes toward quality of service, tourism product and facilities and to recommend continuous improvement of the situation.

4.1 Visitors Characteristics

The study asked visitors a number of questions about the following visitor’s characteristics such as gender, age, education level, occupancy, nationality, time of visitation and previous visits, source of information about the park and also number of days spent in the Serengeti National Park. This information is important to know as it provides the park managers with current information about the visitors who visits the park. The information can help to focus future improvement of the tourism services and facilities, helps to focus in future marketing efforts of the park and it could contribute to tourism management plans. Visitors can have different perception to the kind of services and facilities that they explore in certain area. Their expectation could differ according to their age, their level of education and the way they can reason could be different; their justification can be useful in improving tourism services in the park.

4.1.1 Visitors Age and Gender Composition

Approximately, 52% (n=210) of visitors were females and 48% (n=210) were males. Regarding the age the study found that about 34% (n=210) of the tourist, who visit Serengeti National Park are in the age between 26-35 years, 20% (n=210) were between 56-65 (n=210), 16% (n=210) between 36-45, 12% (n=210) between 46-55 years and the last two groups with 9% (n=210) each had the age between 16-25 and 66-75. The findings portray that there is low number of visitors with the age of 16-25, so schools attendance might be the reason behind (see Figure 7). In addition the older age also shows the same
percentage and probably due to their age that most may not wish to travel long distance.

![Visitors' age distribution (n=210)](image)

Figure 7: Visitors age distribution
Source: Author field data, 2010.

Most of the visitors interviewed could be potential for future tourism because of their age e.g. the age range between 26-35 were many and have potential to come back. This group has also a possibility of spreading information to other more people. If the experience gained was good, and if they experienced good quality service and products admired, then there is high chance of visitors to return back to visit the park or extend more time to stay in the park. Most of visitors between age 26-35 and 56-65 (see figure 8 below) used lodges. This indicates that the management has possibility make visitors appreciate and also plan to use other facilities if well upgrade to meet their standards as most visitors preferred to be accommodated in lodge. Improvement of other accommodation facilities such as public campsites and special campsite will motivate more visitors to use those less used facilities.
The age distribution has important implication to the future visitation as it implies the possibility of the capable and reasonable age to return back to the area and most used the lodge facilities. This indicated that the park has very potential visitors who mostly prefer high quality accommodation. This provides the direction to the management to know kind of visitors in the park and their demand. Park should provide chance to investors to add more lodges or upgrade the existing accommodation facilities to meet the required standards to attract more visitors to the area. Eagles et al (2002) express the life expectant due to advanced health care which shows significant increase in the proportional of people over the age of 60 (6.9% in 1900, 8.1% in 1950, 10.0% in 2000). Therefore the proportion of the population which is available to visit protected areas will have an increasingly elderly profile in the future. Serengeti National Park have good chance to capture the target group in future through good improvement of the service and facility to attract this target group of the retired people as are potential visitors to national parks.
4.1.2 Literacy

Literacy is an important aspect in tourism industry especial for making the providers be in a position to serve heterogeneous group of visitors with quality services, products and facilities. The results show that more that 50% of visitors have higher level of education (see figure 9). Surprisingly, tour guides level of education was very low but visitors were satisfied with their services (see table 4 page 48 and figure 10). Higher educational level leads to good services to visitors by providing required information. However, education in the wilderness contribute in its own way the knowledge which is a key to a success, it adds value to visitors experience as a convincing power for making worth the explanation which guides provide to visitors.

Knowledge provides a wide insight of the way to interacts and deliver the quality interpretation. Having education is a motive to make someone maintain quality standards for their performance. To be able to properly and successfully compete in tourism industry it also requires creative ideas and knowledge. This will serve the customers since most customers are well knowledgeable and are in a chance to influence what providers do. Tourists have several choices to the tourism markets so without advanced knowledge of how effectively to communicate with them will lead to loose customer just by failing to reach them in a more effective way (Normann, 1991).

![Visitors Education level (n=210)](image)

*Figure 9: Visitors education level*

*Source: Author field data, 2010.*
Tour guides results show that majority of them are in have medium education level as 50% (n=74) have certificates/ diploma, 46% (n=74) have primary/secondary education level and 4% (n=74) reached university level.

Tour guides are the key players in the chance of interpretation by providing visitors with information concerning the parks and its attractions. Tour guide knowledge, is an important aspects in service quality as they interact largely with visitors and they are in good position in providing knowledge based on tourism issues. Their communication to visitors and interpretation is what will be mostly grabbed by visitors because visitor spends most of the time in the park with a tour guides. This a government concern under tourism sector to develop standards for qualifying a tour guides to pursue guiding service and this could be developed in a participatory way (involvement could be a successful way to capture opinion form diverse group). Just like the license for driving is given with categories depending with the level the driver has reached, the same can be
done for a tour guides. Education can be the aspect contributing to better services. Tourists are developing interest of tourism that involves learning, which also requires information materials. Meanwhile, the formal education is increasing globally, and this can lead to need for higher quality services (Eagle, McCool, Stephen and Hynnes 2002).

4.1.3 Occupation
The results show that people with diverse professionals visited the area. This means the area is potential for all kind of professional; however the specific group of business people shows higher in percentage than other groups (see figure 11). According to this study, there is a possibility for the visitors to return again to the area, due to their status. Most of the visitors met their expectation of the park recreational products that they explored as indicated (see figure 12).

Figure 11: Visitors occupation
Source: Author field data, 2010.
Figure 12: Visitors occupation with their expectation level on recreational products explored

Source: Author field data, 2010.

Figure 13: Visitors occupation with expectation level on accommodation facilities used

Source: Author field data, 2010.
4.1.4 Source of Visitors and Time of Visitation

Understanding the origins of visitor is important to the marketing strategy. The study found that 56% (n=210) of respondents come from Europe, 31% (n=210) were from America, 7% (n=210) come from Asia, 1% (n=210) come from Africa 1% (n=210) come from Other Africa. The park has to do more publicity to those areas which has fewer visitors to the park i.e. Asia is a good target market to make more adverts to attract visits to the park. The results also show that 90% (n=210) of visitors visited the park for the first time, 6% (n=210) made a visit for several times and 4% (n=210) they had visited for the second time (see figure 14). Visitors that have the experience of a lifetime are more likely to recommend the destination to other people or return for a second visit themselves.

![Time visited SENAPA (n=210)](image)

Figure 14: Showing how many times visitors had visited the SENAPA
Source: Author field data, 2010.

4.1.5 Source of Information

The results in this study shows 112 out of 210 interviewed visitor’s obtained information from Television and films, rest obtained through friends, media, websites, Institutions and through meetings and seminars (see figure 15). The
result reveals that most of visitor from Europe obtain information about the park through Television/and film (see figure 15).

The source of information is a very important aspect in promotion of recreational products found in the park. This contributes to the visitor’s decision to choose the area to visits. For the park to be in a good position to attract recognition globally, effective strategies should be developed. This should involve struggle to disseminate information to diverse target potential visitors.

![Bar Chart: Source of information (n=210)](image)

*Figure 15: Showing source of information about the park*

*Source: Author field data, 2010.*

The result shows that most of the visitors from Europe obtain information about the park through television/and film, through friends, media and websites (see figure 16). TV/Film is leading source of Information to Europe than to other countries. The management of the park should increase effort to meet other targets market in Asia, Australia and in Africa countries. TANAPA organization in collaboration with SENAPA management should make effort to advertise the park.
Figure 16: Showing source of information in relation to country of origin
Source: Author field data, 2010.

4.2 Tourism Product and Satisfaction
The results on products used by visitors show that more than 200 visitors, explored game viewing, and 50 to 100 visitors explore balloon safaris and photographing (see figure 17). The other tourism products (nature trail, walking safaris, wildlife film watch, sun downer and bush meals) were less utilized and on average were visited by 0 to 50 visitors. Recreational products are good in supporting tourism industry and contribute development of tourism industry if they are good but if they are not good can have negative impacts to the entire tourism business. The study in Theodore Roosevelt National Park suggest that passive and active recreation activities are important ways for visitor to experience the recreational activities, facilities and service in the park (Rosendahl, et al 2002).

The reason for low use of some products could be due to time limit of visitors to stay in the park or unaware of the availability of such products. There is need for park management to develop constant plans to maintain the services at picnic sites, viewing points, public campsites to better standards.
Tour guides results show that the game drives recreational products than other products, then followed by the visitor center and others (see figure 18, page 42). It is observed that the tourism staffs do routine data collection related to vehicles and visitor numbers using Serengeti visitor centre per day. This was the only place among the mentioned recreational products in the park (see table 1, page 16) where there was a routine data collection related on the numbers of visitors using the area. This is an example of monitoring that could be replicated in other tourism recreational products and facilities in the park. The good services such as cleanliness of the area, adequate facilities, and self directed natural trails at the visitor’s center could easily explain why many tour guides opt to take their visitors to use it. Planning of what to be improved in the area depends on the visitor surveys done within the area to learn and know what is required.
Recreational products used by tour guides with their visitors (n=74)

Figure 18: Shows recreational product used by tour guides with their visitors
Source: Author field data, 2010.

Visitors responded whether the products they had chance to use in the park met their expectations (Figure 19).

Figure 19: Visitors expectation response on used recreational products
Source: Author field data, 2010.
The results show that a higher number of visitors were accommodated in lodge with more than 50%. This means most of visitors preferred to use lodges while other facilities were used with very few visitors and some not used (see figure 20).

![Accommodation used by visitors (n=210)](image)

**Figure 20: Showing accommodation used by visitors**  
*Source: Author field data, 2010.*

Most visitors liked the accommodation facilities especially the lodge 51% (n=210) of visitors’ said they were highly satisfied, 28% (n=210) said medium satisfied, 14% (n=210) said was fairly good, 5% (n=210) were satisfied and 2% (n=210) comment as not really satisfied with the accommodation. This, therefore, shows that visitors met their expectations and were satisfied. Reasons given to support their ranking includes nice facility, well organized, neat and comfortable, close to nature, good view and location, friendly staff, good personnel, charming, courtesy, good food and service (Figure 21 and table 2 page 20).
Figure 21: Picture showing Bilila lodge Serengeti National Park
Source: Shirima, F 2010.

This further demonstrates that the lodges have good potential to connect the guests and this portrays that lodges are good partners of the park and will be good examples to other accommodation providers to make their services and facilities in a way that can satisfy the visitors. There is a big change seen from visitors’ response as compared to other previous studies done in the park.

Generally, the visitors expectation response on accommodation offered in the park were met. About 55% (n=210) of visitors interviewed said that their expectations were absolutely met, 26 (n=210) expectations medium met, 14% (n=210) somehow met their expectation, 3% (n=210) said it was fairly met and 1% (n=210) said their expectations were not really met while 1% (N=210) said their expectations were not at all met.

The public campsites use show trend of improvement as the results indicates that visitors who used the public campsite their expectation were as follow. About 29% (n=30) responded that their expectations were absolutely met, while 25% (n=30) responded to be medium, 38% (n=30) responded that expectations
to be somehow met. For the rest of campsite users, 4% (n=30) responded to not real and 4% (n=30) responded to not at all met (figure 22).

![Visitors expectation response in Public campsite (n=30)](chart.png)

**Figure 22: Showing expectation response on accommodation in public campsite**

*Source: Author field data, 2010.*

In this study, the observations show the trend of improvement changes in service provisions within the park as observed e.g. the new facilities at the public campsites and signage in different areas of the park as compared to the past 5 years (see figure 23). In the past 5 years there was negative service quality gap observed in campsites and other facilities supervised by the park (Eagles, 2006). More effort for the improvement of the services in the public campsite should be done this will encourage visitors to use the area and for Serengeti National Park to offer a high-quality, high-priced tourism product, facilities should be well managed and provide in standard.
Figure 23: Picture showing the observed changes of the facilities improvement (old kitchen and dinning and new kitchen and dinning banda) at public campsite

*Source: Shirima, F. 2009.*

<table>
<thead>
<tr>
<th>No. of visitors / rank status</th>
<th>Accommodation: Reason for ranking</th>
<th>Score</th>
</tr>
</thead>
</table>
| 105/ Very much                | • Nice facility, well organized, neat and comfortable (48)  
|                               | • Close to nature, good view and location(34)  
|                               | • Friendly staff, good personnel, charming,  
|                               | 75 from lodge, 35 from PLTC, 12 from S/CS and 9 from |
Table 3: Visitors reasons for ranking accommodation as very satisfied and not satisfied

4.3 Motivation to Visit SENAPA

There are several factors which can influence visitors to plan safari to a certain destination. Things such as recreational products are of potential for the visitor to use in the park weather maintained, natural or with human intervention i.e. necessary visitor facilities in designated site have impact to visitors’ satisfaction. The result shows that game viewing recreational product was highly explored by most of the visitors than any other product in the park. The findings suggest that the visitors were highly attracted with the nature and scenery of the wildlife in their habitat. This is relatively seen also in their motive of the visitor to the area (See Figure 24).
4.4 Visitors “Service Experience”

The results show that 58% (n=210) of visitors ranked very satisfied with services, 35% (n=210) ranked satisfied, 6% (n=210) ranked less satisfied and 1% (n=210) ranked not satisfied. Visitor’s experienced positively in driving services as professional rated 77% (n=210), followed by guiding service (see table 4 below) walking safari and signpost were rated below 50% (n=210). The study observed that there is a gap in walking safari. Walking safari is a new product in Serengeti National Park and therefore might be a reason for not being rated high. Lack of adequate trained ranger for walking and poor experience of this activity by visitors might also be another reason for the service not being used by many visitors.

There was poor experience to signposts which could be due to missing of signposts in some areas while others required improvement and renovation to raise good image of the park and meet visitor experience. There is need to standardize signposts and improve the existing ones.
<table>
<thead>
<tr>
<th>Type of Service</th>
<th>Visitors response in percentage % on service experience (n=210)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Professional</td>
</tr>
<tr>
<td>Driving</td>
<td>77</td>
</tr>
<tr>
<td>Guiding</td>
<td>76</td>
</tr>
<tr>
<td>Balloon Safari</td>
<td>69</td>
</tr>
<tr>
<td>Hospitality</td>
<td>64</td>
</tr>
<tr>
<td>Customer Care</td>
<td>58</td>
</tr>
<tr>
<td>Signpost</td>
<td>30</td>
</tr>
<tr>
<td>Walking Safari</td>
<td>27</td>
</tr>
</tbody>
</table>

*Table 4: Showing visitors response in percent on service experience in the SENAPA*
*Source: Author field data, 2010.*

### Perception on Park Tracks

Visitors response rating on their observation of the tracks shows that 27% (n=210) portray that tracks were very well maintained, 38% (n=210) of visitors who participated in the study marked that the official tracks were good maintained, 34% (n=210) the tracks were average maintained, 7% (n=210) of the respondents said tracks were fairly maintained, 3% (n=210) rarely maintained and 1% (n=210) said the tracks were not at all maintained.

With the tour guides the results shows that 11% (n=74) responded that tracks as well maintained, 31% (n=74) average maintained, 45% (n=74) said fairly maintained and 13% (n=74) said bad maintained. Visitors had good perceptions on track although during this time it was a peak season for visit in Serengeti. During field observations, the tracks appeared to be fairly good, especially the game circuits tracks, and it marked high difference with the major main road.
which is also used as transit road (i.e. Naabi–Seronera-Ndabaka/Ikoma), so the road withstand the buses and lories with different car weight as well as visitors vehicles, due to this during the high season the roads network (transit road) are highly used and results in a quick tear and wear. The tracks maintenance seemed to be not in critical condition, but fairly maintained. This calls for park management to direct more effort to the track maintenance to avoid travel discomfort. Below is the picture which shows some of the game drive circuits at the central Serengeti.

Figure 25: Picture showing game viewing circuits in Serengeti National Park
Source: Author field data, 2010.

Perception on Distribution and Location of Accommodation Facilities

The findings show that 20% (n=210) portray that accommodation facilities were well distributed, 42% (n=210) said facilities are average distributed, 32% (n=210) said are medium distributed, 5% (n=210) said fairly distributed and 1% (n=210) said unbalanced distribution and non said not distributed at all. On the case of guides the study found 20% (n=74) respondent mentioned facilities as well distributed, 35% (n=74) said average distributed, 32% (n=74) said fair and 13% (n=74) said bad distributed.

Distribution of facilities within the protected area is management concern, in Serengeti visitors facilities are widely distributed and the distribution base on several factors i.e. the zoning requirement, Environmental Impact Assessment (EIA) and Pragmatic Environmental Assessment (PEA). Any new facilities
introduced in the park should conform to TANAPA’s Development Action – Lease Procedures (DALP). These procedures are done so as to meet criteria for site selection, proposal preparation and environmental impact (GMP, 2006). Distribution and location of facilities are important as the area site should be selected for facility to be placed and this contribute to visitors satisfaction as the more exclusive facility will maintain the wilderness feeling, reveals natural settings it add quality of the facility.

Perception on Location of the Facilities

On location of facilities, the finding shows that 37% (n=210) responded to be excellent, 44% (n=210) of visitors who participated in the study marked that the site selection were very good, 15% (n=210) rated good, 3% (n=210) of respondent rated average while 1% (n=210) of the respondent said site selection was bad and none said very bad.

Perception on Environment

The findings revealed that 43% of visitors who participated in this study observed that the park is ecologically excellent, 40% said they observe environment as very good, 13% of visitors respond as good, 3% respond as average, 1% respond as bad and none of visitors responded as being very bad.

Most responses indicate that the park environment is in good condition. Visitors perceive an area as very natural if it is well managed and seen as ecologically sounds. These are visitor perceptions but they are not in a chance to be evaluated critically. With expert observation the park appeared amazing in terms of the landscape, wildlife roaming around and this could be reason why it is rated as excellent by many visitors.
Areas Visited in the Park

The map on the left side shows the areas visited by visitors during their movement in the park. The red dotting star marks indicate places visited during their stay in the park. It shows that the concentration of visitors are at the central part of the park which is Seronera area, then South West at Moru area, West and North parts show partial movement of visitors. The study finds out that many visitors fail to identify the areas they visited so these marks are from only few of them.

The tour guide responses also demonstrate the same situation which shows that concentration was high at central area during their movement with visitors whereby 40% (n=74) of guides response shows they move to Seronera area , 17% (n=74) visited Lobo area (North east), 13% (n=74) Moru area (South, south west)
area, 12% (n=74) visited Kogatende area (North West), 10% (n=74) visited Kirawira area (Western side of the park), and 8% (n=74) visited Ndutu area (South part of the park). The movement to the central part of the park is due to the location of information center. The information center has been the second most used recreational products after game drive indicated by tour guides response (see figure 28).

High concentrations of visitors in a recreational site have different opinion to a visitors’ perception. Too many people at recreation sites may harm the quality of fragile resources. Visitors may cause impacts such as erosion on the trails where heavily eroded trails become more severe as use increases.

![Most preferred tourism product in Serengeti National Park (n=74)](image)

Figure 27: Showing tour guide respond on the most preferred tourism recreational products by their visitors

Source: Author field data, 2010.

Social crowding is a management concern according to Rosendahl et al (2002), and negatively affects visitors’ experience. Many visitors in site could contribute to lower the visitor satisfactions. The park management should do effort to reduce visitors flow to the central part of the park through development of new products or implement the introduced ways to diversify visitors to avoid crowding in a single site and plan time to visits other hotspot sites.
To monitor attitude of visitors towards nature protection is very useful. Knowing visitors attitude and behavior through socio-demography and other attributes is good for designing customer-oriented products, information and services which can contribute to the improvement of the existing visitor information system (Arnberger et al, 2002). The knowledge is also vital if visitor management is to be carried out successfully. Visitor management is important aspect to be considered in park management to implement control and management measures in which can comprise guidance and nature education for keeping negative impact at minimum level and sensitive area intact when pursuing tourism activities in the area.

**Ways to Regulate Visitors Flow**

Visitors are potential group in a protected area with provision of diverse benefits however they can pose risk if not well managed and at the capacity of the area. This brings concern for managers in protected area to consider aspect of ways to regulate visitor flow. There are several ways can be used to regulate visitor flow to an area. However, the procedure may differ depending on the methods employed. Soft measure and hard measure can be used to regulate visitor flow
to a visited area. The measures are within different instrument such as command and control instrument which includes Legislation, regulation and licensing; Economic instrument which involve taxes and charges, financial incentives and agreements and voluntary instrument which involves guidelines and code of conduct used to influencing visitor flows and behavior. In other situation it is necessary to control and manage visitor flows and behavior through regulation, for example where access needs to be restricted or harmful activities prevented to a particular sensitive environment. Economic instruments (e.g. pricing) may influence behavior and can also be used to raise support from visitors and some times can regulate visitor flow to an area i.e. increase price to visit particular area in a park it helps to restrict movement to such area or plan of time to use the area with restriction in number of visitor per day. The table below mentions some examples of soft and hard measure which can be used to regulate visitor flow

<table>
<thead>
<tr>
<th>Soft measure</th>
<th>Hard measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs</td>
<td>Road barrier</td>
</tr>
<tr>
<td>Remove trail from maps (no signs)</td>
<td>Remove roads / trail, no access</td>
</tr>
<tr>
<td>Size (Category of road / trail and maintenance / condition)</td>
<td>Fine fences</td>
</tr>
<tr>
<td>Restriction of facilities</td>
<td>Signs - Private property</td>
</tr>
<tr>
<td>Provide activities outside core zones (focus attention on certain areas)</td>
<td>Restriction of number of visitors(need of more staff)</td>
</tr>
<tr>
<td>Education (why not go there)</td>
<td>Period restriction</td>
</tr>
<tr>
<td></td>
<td>Time/day regulation (1hr - Friday)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefit of using soft measure</th>
<th>Benefit of using hard measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Its long lasting, awareness rising, more acceptable, could be used every part (not site specific), not obligatory.</td>
<td>Its clear straight, enforcement of law, for long unsolved problem, obligatory.</td>
</tr>
<tr>
<td>The negative side of soft measure is</td>
<td>Its negative side of it is obligatory measure and can generate conflict.</td>
</tr>
</tbody>
</table>
not obligatory and sometimes not clear.

The plan to regulate visitor flow should be well planned flexible and understood. "It may be more appropriate to use codes and guidelines rather than regulations where: regulations are difficult to disseminate and compliance cannot be controlled, the consequences of certain actions may be less serious, it is important or helpful to communicate positive actions to pursue, as well as negative actions to control, there are stakeholder groups with whom guidelines and codes can be developed and who promote compliance. Ways of strengthening the success of codes and guidelines include drawing them up in close consultation with intended users, keeping the wording simple and the meaning clear, using positive language, and suggesting alternative actions, backing up statements by simple explanation, obtaining feedback, reviewing the statements and improving them over time, linking them to marketing and information services" (UNEP and WTO, 2004).

4.5 Possible Outcome of Negative Visitor’s Experience

Tourism plays an important role in the Tanzania economy as it is rated among the fastest growing sector in the country as illustrated in the international exit report of 2008 (MNRT, 2010). The bank of Tanzania in 2005 pointed out that 88% of tourism activities are taking place in national park (TANAPA, 2010). Tourism in national parks is the main income generating activity and Serengeti National Park is among the five potential revenue generators, together with other parks it contributes significantly to the national economy and also contributes to the upkeep of other National Parks in Tanzania (TANAPA, 2010).

- The outcome of visitor’s negative experience might lead to loss of the parks visitors to parks.
- A visitor may not opt to visit again, could lead to lower visitor number.
Loosing a market to other competitors/tourist products.

Increase expenditure to return the good image of the park to visitors.

4.6 Visitors Awareness on Recreational Products Offered in SENAPA

The results in (figure 31) shows that 203 (n=210) visitors used the game drive recreational product, 81 (n=210) of visitors used balloon safari, 76 (n=210) used Photographing (filming), 43 (n=210) used nature trail, 37(n=210) have experienced bush meal, 17 (n=210) used or experience walking safaris, 17 (n=210) have experience sun downer, 14 (n=210) have used wildlife film watch.

The result shows that more than 50% of visitors in this study were not aware of several recreational products exceptional of game drive which is indicated to be well known. The used recreational products indicate that more than 50% of the visitors used game drive, this means the highly used recreational products are those products which were well known by visitors before coming to Serengeti as most of the products which indicated as not well known or not informed were found to be used by very few visitors (see figure 31 in page 59).

Tourism marketing plan documented that the walking safari is a new product and there are problems in managing this product i.e. the guidelines for walking are not well stipulated, not known to most of the tour operators, fee set are inconsistence, and lack of enough capacity to provide interpretation and ranger service adequately (TANAPA, 2007). This is one of the factors which cause this product not to be used by many visitors. Less used of such product means less revenue to the park, less visitor days of stay to appreciation, less visitor’s diversification to the area.
Figure 29: Recreational products used by visitors in SENAPA
Source: Author field data, 2010.

Also the results show 89% (n=210) of visitors responded to like game drive most than other products, 5% (n=210) liked balloon safari, 4% (n=210) liked photographing and 2% (n=210) liked Nature trail (see figure 30).

Figure 30: Recreational products most liked by visitors
Source: Author field data, 2010.
The following reason contributes to like game drive preference:

- It is a good way to understand and know the animals in their natural environment
- Provides chance to see a lot of animal
- To see animals in their natural environment
- It is exciting, amazing, superb and fantastic

Others visitors prefer photographing due to the following reasons:

- It gives good memories when taking of photography
- Passion for action photographing and see animal action

Also other visitors liked balloon safaris due to having amazing experience and they were excited with good view when flying with a balloon.

Dissemination of information is crucial to tourists in destination areas. Visitors need to be well informed about park products. This information will enable visitors to book in advance for use of the products (e.g. walking safari, balloon safari) and this allows preparation before a visitors arrive to the area. Having information prior to visits has several advantages to both sides i.e. visitors and service providers, where communication on what is really offered in the area is a component in improving attractions. This help to avoid over expectation. If this is properly done, visitors can compare company’s services with those of its competitors (Sánchez-García and Currás-Pérez, 2011).
Some of the recreational products serve as an added value to tourists, for example this has been seen on the case of Auditorium for wildlife film watch that add the value of the visitor centre in the Serengeti National Park Center. This is service is however not well advertised hence not well known to the visitor and this cause most of visitors not to use or to have a chance to watch film when they are in the park (see figure 3). The value added components are essential to visitors’ feeling as it gives the picture of what they are going to see in the area. This gives them an opportunity to plan where to visit.

4.7 Visitor’s Perception on Park Fees

The result shows 50 % (n=210) of respondent rated fees as average, 27% (n=210) of respondent rate as satisfied, 9% (n=210) rate as not expensive and 14% (n=210) rated as very expensive. The visitors perception were referred to the amount that they paid for the entrance fees cost 50$, accommodation at public campsite cost 30$ and guide fees if guided by a park guide cost 10$ (http://www.tanzaniaparks.com/regulations_and_park_fees.html ). They had positive respond to this. At the same time 48% (n=210) responded that the products offered in the park are excellent, 47% (n=210) said are very good compared to other destination, 2% (n=210) said good, 2% (n=210) said fair and 1% (n=210) said satisfied and zero respondent say not good. A 64 % (n=210)
visitors interviewed for this study had visited other parks in the following countries Kenya, South Africa/ Swaziland, Namibia, Rwanda Botswana, Zimbabwe, Uganda, Mozambique/Zaire, Zambia and Mauritius (see figure 34). In comparison with the visited destination in Africa the response ranked tourism product of Serengeti as excellent if compared to other destination which they have visited.

**Figure 32: Showing the countries where visitors had chance to visits their parks**
*Source: Author field data, 2010.*

Park fees can also shape perception of visitors towards products and services. Generally the perception on park fees was ranked as average by fifty percent of visitors. Park fees include the entry fees, guiding fees and camping fees. The ranking was done in comparison with tourism products in other destination in Africa. Therefore, the fees set by the park management are reasonable as visitor’s responded positively to it. TANAPA should work in collaboration with other tourism sectors to develop classification system to structure information regarding the quality of tourism facilities and services. ([http://www.unwto.org/sdt/fields/en/policy.php?op=2&subop=1](http://www.unwto.org/sdt/fields/en/policy.php?op=2&subop=1)). It is also noted that the visitors especially the with the age between (35-55) which are growing target in travel and tourism industry will be sensitive to price changes and economic
condition in abroad and this will increase competition and may lead to rising of standards to destination areas (Witt, Brooke and Buckley, 1991). The park management has the opportunity to increase park fees through the improvement of the service and facilities.

**Quality Service in Tourism Sectors**

In the services sector, both price and service qualities are concurrently used to indicate the value of the service to the customer, where the tradeoff is between product quality and price (Akama, and Kieti, (2002); reviewed from Chen, Gupta, & Rom, 1994). Consequently, for a tourist destination to be competitive, both tourism services and product should be perceived as better and of higher quality than those of the similar destinations. At the same time, the product/service price should be competitive and commensurate to the value of the product (Akama and Kieti, 2002); reviewed from Stevens, 1992). In the service sector, quality and value are frequently treated as separate constructs (Sweeney & Soutar, 1997). Akama & Kieti (2002) explained that in this regard, that quality may be taken as being a component of value, however, value in itself is not necessarily synonymous with quality, since not all consumers may want to buy the highest-quality item in a given service category. Serengeti National Park is famous with unique natural landscape, diverse species, huge number of large mammals, diverse service providers, all of which contribute to visitors diverse perception of the area. With these diverse and quality products available, that the park fees was counted as average with most visitors. The park management has to focus to provide quality service to meet visitors demand.

The study collected different ideas from visitors on what to be done to improve tourism in the park. 14 visitors pointed the maintenance of the tracks within the park, reduce crowd ness at the gates and traffics at game drive tracks and other aspects as shown in a mind map (see appendix IV page 86). The visitor’s feedback could be used by the park management to prioritize what to be improved in the area.
4.8 Management Plans for Further Tourism Improvement in the Park

The meeting with focus group specifically the park management raised the following issues which are in implementation and some in plan to be done for the improvement of tourism services and facilities in the park. The improvement of the information panels at tourist viewing points and park tracks. The park management has further plans to continue with installation of the animals armature signpost along the major roads and other plans are in process to be developed depending on the available budgets. The TANAPA’S quarterly newsletter reported that the organization had managed to recruit the rangers training course to equip rangers with technique of conducting walking safari. The training was conducted with experts for 3 weeks which involve 16 rangers from different parks in 2008 (http://www.tanzaniaparks.com/news_archive.html). This was a good start as the walking safari is a new product to some of the parks such as Serengeti National Park. There is a need to develop in park training plan focused on walking safaris in order to build internal capacity for the park to manage increasing number of visitors with preference for walking safaris.

The parks programmes should be adjusted to adapt and be implemented by prioritizing the activities according to their action plan. The park GMP is not a static document but a dynamic, so the programmes are implemented through logical framework approach and can work with changing circumstances and management needs and priorities. The following are future management plans (* indicates plan is on basis and (**) indicates plan is on progress according to SENAPA General Management Plan):

- Plan to do online communication of migration location in the park to client from time to time*
- Management is planning to develop documentary from visitors experience this will bring good impact to the other visitors who are planning to visit the area *. Will promote visitors experience to share with other at large
- Introduction of mobile service for supplying refreshment*
- Improving of water supply within the park (Turner to central Serengeti) *
- Walking safaris- There is plan for staff training for ranger guides to improve the service on walking safari **
Management has plan to increase more equipment for maintaining the roads; they are working to build the capacity of road unit to improve the roads.

Developing of Interpretation panels which are not in place at some recreation products sites such as picnic sites, cultural sites, developing of animal’s armature sign post to all major junctions in the park together with improving labeling reference of all game drive circuits to be able to site visitors within the area with development of map.

Opening of more tourism recreational products i.e. at migration crossing site.

Rehabilitation of park’s accommodation i.e. rest house.

Investors are attracted to invest were there are few lodges.
5 CHAPTER V – CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION
Tourism services and facilities contribute to visitor’s perception and play part to their experience in parks but if the standards and performance are poor, they negatively impact visitors experience and satisfaction. To build memorable, unforgettable experiences that can attract visitors to return to the visited destinations it requires good services. Cooperation between different tourism key players is important for tourism improvement in the park and the nation as a whole.

Although the general perceptions and attitudes towards the services and recreational products seem good and appreciated by visitors; it is important to maintain and/or improve them further to meet the desired standards. Service providers in tourism industry has to engage and invest to human capital; manage human to focus better service, raise professionalism in tourism service through training programmes to staffs especially for all who deliver important service and have direct interaction with visitors. This can improve the performance of the staff especially in areas where performance is inefficient. Quality services can be well delivered with well motivated, skilled and committed employees (Ritchie and Hawkins, 1992). Tourism providers therefore need to focus on investment of developing human knowledge to pursue tourism tasks in a professional way for better services.

Serengeti Management should continue to play a good role of maintaining the natural scenery of the park and quality service. The service and facilities should be of higher standards competitively positioned to be able to serve a wide range of target groups and markets for international and domestic visitors. One of the good strategies to diversify tourism is to include other products in the promotion apart from wildlife because there is more than wildlife to experience in the area. Marketing has focused mainly on outstanding attractions of the park forgetting other recreational products. Information of the products is not well planned and organized to meet the target group. An upgrade of the information system is necessary for management purpose to easy the implementation of the tourism program inside the park and to customers. Information concerning tourism issues should meet the target group needs, including the park staff and other
tourism service providers. Efforts should be put on promoting the tourism products that are less used but attract more visitors when improved. Provision of learning packages for visitors to increase awareness on the offered products and conservation of the park resources has been found of necessary as pointed out in report on tourism business plan in Sehlabathebe National Park (Cohen, 2008).

TANAPA has to direct more of its budget on tourism which is the core for income generation that is used for park operations. However, insufficient budget, inadequate facilities such as heavy machines for road maintenance, inadequate staff and water scarcity in the area could constraint many of the tourism improvement activities.

Serengeti National Park contributes greatly to the economy of the country and it has a high chance to contribute to the Regional Development through tourism activities; Bank of Tanzania in 2005 indicates that 88% of tourism activities are done in the national parks. The results of this study show that visitors are very positive with the fees they are charged. This also shows that there is a potential opportunity for the park to continue dominating the market in Africa if quality and standard services will be met. There is also opportunity to provide more jobs to the park and areas around the park through initiation of the activities which can attract visitors to the villages which surround the park. Connecting the tourism to contribute to the regional development requires the responsible government to plan well. This involves improving communication networks like roads and airports and ensuring higher quality and standard facilities.

The park management in collaboration with the neighboring municipalities or regional authorities could also collaborate to improve tourism. The development of Mara, Shinyanga, Mwanza and Arusha regions that surround Serengeti National Park can benefit from Serengeti tourism if they can also develop visitors attraction in their areas. The tourism sector in the region should also encourage activities that can benefit from tourism markets i.e. developing traditional and cultural tourism, cultural dance, to contribute the direct benefits of tourism to the society. For the national park to be involve and cooperation in regional development is important for the region and park as illustrated in the handbook of peoples, parks and money I cote “Protected area as such as national parks are and cannot be islands of sustainability within a region that does not function sustainably” (Getzner and Jungmeier, 2010).
Service providers such as hoteliers should be encouraged to buy goods from local community such as food from local farmers, poultry and other cultural handicraft produced by local. This will be positively received by communities and can encourage the community to engage in tourism activities and also chance for the park to promote domestic tourism within the area. This will make society to appreciating the nature, generate revenue and also create heartily recognition of the country prestige resources and so creating morale of the public to devote time in tourism for regional development. According to Eagle et al (2002), express the potential benefits of the tourism in protected area and to the society on how it enhance economic, quality of life and protecting natural and cultural heritage.

Joint effort from the regional authority, NGO’s, interested people in tourism; community will play a role in initiating added value to a region through development of tourism infrastructure in the area and other tourist services which can provide chance to link visitors from park to spend time to other tourism attraction in the region. The region with a satisfactory tourist infrastructure can be expected to benefit at large extent with tourism sector as compared to the region with low quality tourism standards (Getzner and Jungmeier, 2002). Tourism can significantly contribute to the regional development if the regional planning on social and economic development is strategically planned and compatible to attract tourist in the area.

5.2 RECOMMENDATIONS

Tourism Products
Encourage use of the products already in place and develop new products and diversify so as to increase visitors and the number of days they can stay in the park.

- Develop night game drive at North Serengeti and hiking at West Serengeti as new products.
- Do more publicity in Asia, Australia and Africa
- Upgrade information system by introducing link which can be used to disseminate detailed, consistent information of the parks recreational products and other tourism news to all tourism service providers in time.
Onsite information; Provide information to visitors who visited the area by putting educational posters with clear description of locality of the hotspot sites in the park and importance of the values of the cultural and natural heritage of the park

Install fuel station at the Northern Serengeti will help to reduce visitor flow to central Serengeti (Seronera)

**Visitors’ Feedback**

- Park management should use visitors’ feedbacks that are written in comment/suggestion books for improvement. Do daily Computerize of visitor’s feedback.
- There should be regular assessment of visitor appreciation on the service and facilities in the park for example after every 2 years.
- Extend record taking (e.g. gender and age) for visitors to other places other than the information center such as picnic sites and use them to define what to improve.

**Park Facilities, Cleanliness and Maintenance**

- Park Management should monitor cleanliness and maintenance of the visitor use facilities at all recreational sites, set standards and make close follow up.
- Infrastructure such as roads in the park should be well maintained as they contribute to visitor comfort during their movement within the park. Direct more budget to the road maintenance.
- The park management should seek permanent solution for the shortage of water supply to the parks facilities; invest to solve water problem by drilling of well water or invest on constructing water pipes from northern part of the park where there is permanent spring water.
- Enforce regulation on the wise use of the water in public campsites, set regulation to limits some activities at the campsites such as laundry; develop site specific for laundry activities.
Park should develop ways to disseminate information related to service provided. Detailing what will not be delivered and what can be delivered will reduce visitor complains or dissatisfaction. A visitor should be in a chance to expect what was said to be delivered (Put clear information on park website or to the organization websites i.e. detail on service delivered in public campsite or rest house etc).

The park should set standard that can be followed by private companies. At the moment the only standard set for developers is that any investments should abide to the Environmental Impact Assessment (EIA) with no guideline standards focusing on the quality of service and facility. The most popular standardization system is the use of “stars” for hotels, which has been implemented in different forms around the globe. However, the criteria used in classifications (e.g., the star) should consider different national or local standards and tourist needs.

**Tour Operators and Tour Guide Knowledge**

Tanzania National Park should set qualification standards for tour guides. This will help to ensure good service to visitors and it benefits the entire tourism industry in the country.

SENAPA should advice tour operators train guides and to employ guides who are well trained to be able to deliver quality information to visitors.
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9 LIST OF ACRONOMY AND ABBREVIATION

GMP – General Management Plan
SENAPA – Serengeti National Park
TANAPA – Tanzania National Park
WTTC – World Travel Tourism Council
P/CS – Public Campsite
PLTC – Permanent Luxury Tented Camp
TV - Television

10 GLOSSARY

1. Permanent Accommodation

For all permanent accommodation the following definitions apply: Only essential onsite staff housing, essential parking and storage space only, swimming pool optional, biodegradable trash buried and burnables burned by tour operator and non-burnables removed from the Park by tour operator.

A Hotel has one level, permanent, steel reinforced cement foundations with permanent hard walls, continuous structure with multiple interior bedrooms, dining room, bar, gift shop, offices, reception, and storage under one primary roof structure with interior plumbing and power.
A Wildlife Lodge has one level, permanent, steel reinforced cement foundations with permanent hard walls, continuous structure with reception, gift shop, dining room, bar, and offices under one roof with interior plumbing and power. There are a series of one level, separated, permanent, steel reinforced cement bedroom structures (bandas, cottages, etc.).

A Permanent Tented Camp has one level, cement or wood platform, tented structure with reception, dining room and bar. There are a series of one level, cement or wood platform, separated, permanent tented bedroom structures.

2. Non-permanent tented camps

Public Campsites include all temporary tented camps, numbered and designated tent sites with perimeter definition for tent locations, fire rings, and parking area. There should be permanent toilet structures and TANAPA operate regularly scheduled waste pickup collection and toilet maintenance.

Special Campsites include all temporary tented camps, with no cement platforms or permanent structures of any type and nor permanent toilet structures of any type. All waste is packed out by tour operators and camouflage camping techniques are applied.

Premium Campsites are a new category of accommodation similar to Special Campsites; except that camps will be established on an exclusive seasonal basis in ecologically sensitive and unique areas of the Park.

Wilderness Campsites are non-designated (may be designated under special circumstances) tented campsites and foot trails. Access is by foot only, with no permanent structures or roads of any type permitted. Tour operator or individual user is responsible for packing out all waste and camouflage camping techniques must be applied.


11 APPENDIXES

Appendix: I

Table: Showing GPS Coordinates of Recreational Sites

<table>
<thead>
<tr>
<th>Site No.</th>
<th>UTM: Zone 36M</th>
<th>Recreational Site</th>
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<td>Northing</td>
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<tr>
<td></td>
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<td>Name</td>
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<td>---</td>
<td>--------</td>
<td>-----------------------------------------</td>
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<td>Naabi View point</td>
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<td>722184</td>
<td>Ndutu lake view point(proposed)</td>
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<td>Ndutu lake view point</td>
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<td>697766</td>
<td>Mawe Meupe picnic site</td>
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<td>698638</td>
<td>Lake Magadi view point</td>
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<td>699452</td>
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<td>Maasai paintings(cultural site)</td>
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APPENDIX II

ASSESSMENT OF VISITOR EXPERIENCE ON RECREATIONAL PRODUCTS, TOURISM FACILITIES AND SERVICES

QUESTIONNAIRRE SURVEY: SERENGETI NATIONAL PARK, TANZANIA.

Dear visitor,

This questionnaire has been designed to collect information and views that will help Tanzania National Parks especially Serengeti National Park, make desirable improvements in the quality of the products and services offers.

Please spare few minutes, out of your precious time, to fill this questionnaire. Please tick the box.

1. Gender:   M             F


3. What is your professional background?

01 □ Conservationist  02 □ Researcher  03 □ Economist
04 □ Business        05 □ Farmer       06 □ Others please specify ......

4. What is your education level?

01 □ Primary level   02 □ Secondary level  03 □ Diploma
04 □ University      05 □ MSc           06 □ PhD

5. Where do you come from?

01 □ E.AFRICA        02 □ OTHER AFRICA  03 □ AMERICA
04 □ AUSTRALIA      05 □ EUROPE         06 □ ASIA
6. How long will you stay in Serengeti national park?

Days 1-2 2-4 4-6 6 and over
01 □ 02 □ 03 □ 04 □

7. How many times did you visit Serengeti National Park?
01 □ Many times 02 □ Often i.e. 2nd time 03 □ First time

8. Will you mark the favorite places you have visited in the park. (Please mark in a map provided or list places you visited).

9. Besides Tanzanian parks, did you visit some other parks in Africa?
01 □ Very many 02 □ Very few
03 □ some 04 □ Not at all
Please specify the park and country …..

10. What products did you make use of it among the following?
   01 □ Walking trails 02 □ Game viewing circuits
   03 □ Picnic sites 04 □ Viewing points like Hippo pool
   05 □ Cultural sites 06 □ Information Center

11. How much did you like? (Very much, medium, fairly good, not good)
Very much 01 02 03 04 Not good □ □ □ □

12. Did it meet your expectation? (Absolutely, medium, some how, fair, not really, Not at all).
Absolutely 01 02 03 04 05 06 not really □ □ □ □ □ □
13. Which accommodation did you use?

- 01 Permanent Luxury tented camp (Kirawira Serena, Grumeti, Mbalageti, Ndasiata)
- 02 Lodge (Seronera Serena, Seronera Wildlife, Lobo Wildlife)
- 03 Special campsite (Makoma, Moru, Nyaruboro, Banagi)
- 04 Public campsites (Dik dik, Nyani, Tumbili, Nguchiro, Pimbi)
- 05 Parks rest house
- 06 Hostel

14. Did you like it?

Very much 01 02 03 04 05 06 Not at all

Please give the reason for the ranking above ..............................................................

15. Did it meet your expectation? (Absolutely, medium, some how, fair, not really, Not at all)

Absolutely 01 02 03 04 05 06 not at all

16. Which among the following recreational you have been informed best?

- Nature trails
- Game viewing
- Walking safaris
- Balloon safaris
- Wildlife film watch
- Bush meals
- Sunny downer
- Photographing (Film)

17. Which recreational activities did you explore in the park?
18. Which one did you like the most?

01 Nature trails 02 Game viewing 03 Walking safaris
04 Balloon safaris 05 Wildlife film watch 06 Bush meals
07 Sunny downer 08 Photographing (filming)

09 Please give the reason...

19. How did you experience the following services?

<table>
<thead>
<tr>
<th>Professional</th>
<th>01</th>
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<th>04</th>
<th>05</th>
<th>06</th>
<th>Unprofessional</th>
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<tbody>
<tr>
<td>Guiding</td>
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<td>Walking safari</td>
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<td>Hospitality</td>
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<td>Ballooning</td>
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<td>Signposts</td>
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</tbody>
</table>

20. How satisfied were you with the services? (Very satisfied, satisfy, less satisfied, neither satisfied, nor dissatisfied, completely dissatisfied)

Very satisfied 01 02 03 04 05 06 completely dissatisfied

21. How do you compare Serengeti National Park products with other parks products? i.e. Filming (photographing), Bush meal, Walking safari, Game drive, Balloon safari, cultural sites Maasai painting & gong rock. (Excellent, Very good, Good, Fair, Satisfied, Not good).

Excellent 01 02 03 04 05 06 Not good
22. Would you like to come back to visit Serengeti National Park? (Absolutely, Probably, probably not, absolutely not).
Absolutely 01 02 03 04 absolutely not 05 06 07

23. How do you rate park fees; entry 50$, camping 30$, guiding 10$ per day as compared to the park’s product? (Very expensive, Average, Satisfied, Not expensive).
Very expensive 01 02 03 04 not expensive 05 06 07

24. How do you perceive the following?
   • Maintenance of roads/ game drive circuits in Serengeti National Park
Well maintained 01 02 03 04 05 06 not at all 07 08 09 10
   • Distribution of Tourism Facilities (i.e. accommodations)
Well distributed 01 02 03 04 05 06 Not distributed at all 07 08 09 10
   • Selected location for accommodation in terms of attractions (i.e with good view, good shade, species diversity)
Excellent 01 02 03 04 05 06 Very bad 07 08 09 10
   • Situation of the Serengeti National Park environment
Excellent 01 02 03 04 05 06 07 Very bad 08 09 10

25. How did you know Serengeti National Park?
01 Website 02 TV, Films 03 Media 04 Taught with friends 05 Institution Universities
INTERNATIONAL MEETING, WORKSHOPS, SEMINARS

OTHERS INFORMATION PLEASE SPECIFY 

What promotes you to visit Serengeti National Park?

- Its outstanding attraction
- Fulfilling your planned dream
- Parents or friend’s award
- Just a vacation trip
- Educational programme
- Other factors specify

What did you like most in Serengeti National Park? Would you recommend how to improve tourism business in the park?

THANK YOU FOR YOUR TIME

APPENDIX III

Tour Guide Questionnaire

ASSESSMENT OF VISITOR EXPERIENCE ON RECREATIONAL PRODUCTS, TOURISM FACILITIES AND SERVICES

QUESTIONNAIRE SURVEY: FOCUS SERENGETI NATIONAL PARK, TANZANIA.

Serial No........................................... Date...........................................

Dear Tour Guide,

This questionnaire has been designed to collect information and views that will help Tanzania National Parks especially Serengeti National Park, make desirable improvements in the quality of the products, facilities and services offered. Please spare few minutes, to fill this questionnaire. Please tick the box.

1. Age:  16-25  26-35  36-45  46-55  56-65  66-75

- 01
- 02
- 03
- 04
- 05
- 06
2. What is your education level?

01 Primary level, Secondary level  02 Certificates, Diploma
03 University  04 MSc, PhD

3. Based on the last trip to Serengeti how long did you stay in the park with your visitor?

Days  1-2  2-4  4-6  6 and over
01  02  03  04

4. Have you ever travelled with local visitors to Serengeti? If never why…?

Many times 01 Many times 02 Once 03 Never

5. Which area have you visited during your last trip in Serengeti?

01 Ndutu  02 Moru  03 Seronera
04 Lobo  05 Kogatende  06 Kirawira

6. Which tourism products did you explore with your visitors?

01 Walking trails  02 Game viewing circuits  03 Picnic sites
04 Viewing points  05 Cultural sites  06 Information Center
07 Walking safaris  08 Balloon safaris  09 Wildlife film watch
10 Bush meals  11 Sun downer  12 Photographing (Filming)

7. Which recreational products above did they like most?

01  02  03  04  05  06

8. Did it meet their expectation? (01-Absolutely, 02-medium, 03-fair, 04-not at all).

Absolutely 01 02 03 04 not at all

__  __  __  __
9. According to your experience with your visitors at SENAPA please rate quality of the services that your visitor used: (01-Excellent, 02-very good, 03-Fair, 04-Poor)

Excellent 01 02 03 04 Poor
- Permanent Luxury tented camp ☐ ☐ ☐ ☐
- Lodge ☐ ☐ ☐ ☐
- Special campsite ☐ ☐ ☐ ☐
- Public campsites ☐ ☐ ☐ ☐

Please give the reason for the ranking above ...........................................

10. Which among the following recreational products have you been well informed? (01- Well-informed, 02-little informed, 03-Not aware, 04-Uninformed).

Well-informed 01 02 03 04 Uninformed
- Nature trails ☐ ☐ ☐ ☐
- Game viewing ☐ ☐ ☐ ☐
- Walking safaris ☐ ☐ ☐ ☐
- Balloon safaris ☐ ☐ ☐ ☐
- Wildlife film watch ☐ ☐ ☐ ☐
- Bush meals ☐ ☐ ☐ ☐
- Sun downer ☐ ☐ ☐ ☐
- Photographing (Filming) ☐ ☐ ☐ ☐

11. How do your visitors compare the above SENAPA products with other protected area outside Tanzania? (01-Very good, 02-Good, 03-Fair, 04-Not good).

Very good 01 02 03 04 Not good ☐ ☐ ☐ ☐

12. How do you rate park fees; entry 50$, camping 30$, guiding 10$ per day as compared to the park’s product? (01-Very expensive, 02-Average, 03-Satisfied, 04-Not expensive).

Very expensive 01 02 03 04 not expensive ☐ ☐ ☐ ☐
13. How do you perceive the following?

- Maintenance of roads/ game drive circuits in Serengeti National Park (01-Well maintained, 02-Average, 03-Fairly Maintained, 04-Badly maintained)

Well maintained 01 02 03 04 badly maintained

- Distribution of Tourism Facilities (Accommodations). (01-Well distributed, 02-Average distributed, 03-Fairly distributed, 04-Not well distributed)

Well distributed 01 02 03 04 Not distributed at all

- Selected location for accommodation facilities in terms of (i.e. good view, good shade, species diversity) (01-Good, 02-Average, 03-Fair, 04-Not good)

Good 01 02 03 04 Not good

- Monitoring or attentive of visitors tourism products by SENAPA Management. (01-Well monitored, 02-Average, 03-Fairly, 04-Not monitored)

Well monitored 01 02 03 04 Not monitored

- Driver guide skills on responsibility (01-Very good, 02-Good, 03-Fair, 04-Poor)

Very good 01 02 03 04 Poor

THANK YOU FOR YOUR TIME
Visitors opinion for improving tourism in the park

**Conservation aspect**
- Keep it natural - increase effort to protect the ecosystem (score 6 points)
- Use deep treatment to cars to avoid tsetse
- Prohibit construction of new lodges

**Visitor management aspect** (score 12 points)
- Increase rangers to monitor traffic in game circuits
- Restrain number of visitors
- Introduce less number of visitors per day
- Plan the entrance time to reduce crowd
- Put regulation to distribute visitors and limit speed

**Communication/Information**
- Tour guides radio communication
- Provide better briefing of the area
- Improve visitors orientation - disseminate park map, make clear signs

**Promotion**
- Do more publicity
- Increase TV programme abroad

**Infrastructure**
- Improve roads through grading (score 14 points)
  - Add more toilets, benches, shades
  - Monitor cleanliness
  - Install modern washrooms with towels, toilet papers and soap
  - Instal electricity, hot shower
  - Do close cleanliness monitoring

**Public campsite** (score 8 points)
- Instal electricity, hot shower
- Do close cleanliness monitoring

**Lodges**
- Introduce internet communication in room
- Improve foods at Wildlife lodge and guides accommodation

**Gate**
- Put nice trashbin at Bologonja gate