Quality of Message and Knowledge of TV programs amongst First Time and Repeat Visitors by Domestic Tourists to National Parks

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ABSTRACT
The purpose of this paper is to examine the quality of message and level of knowledge of TV programs amongst first time and repeat visitors by domestic tourists to national parks. The objective of this article is to analyze the relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks. This study was conducted in Southern National Parks of Tanzania. Written survey was used where quantitative data were collected. Semi-structured questionnaires were handed to 420 respondents and subjected to descriptive statistics and univariate analysis. The findings showed that there is a statistically significant relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks F (22.563) and (p = 0.000). The outcome of this paper implies that tourism stakeholders can improve promotion of domestic tourism through content and information about national parks.

1. INTRODUCTION
Domestic tourists to national parks are documented in various scholarly articles around the world. Recent studies in the tourism field have researched domestic tourists on issues related to television

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advertising, social media, millennials and tourist gaze (Mkwizu, 2016a, 2016b, 2017; Mkwizu & Matama, 2017a, 2017b; Stone & Nyaupane (2017). The growth of domestic tourists is revealed in tourism studies. For example, the increase of domestic tourists is noted in India, and that domestic tourists are known as the backbone of Indian tourism (Nair & Ramachandran, 2016; Dwarka, 2017). Furthermore, the article by Nair and Ramachandran (2016) argued that climate and destination management are determinants of tourists destination by domestic tourists in India. While other studies in tourism indicated growth in domestic tourists, another study in China analyzed factors of non-participation in the domestic tourism (Li, Meng & Zhang, 2016). The study concluded that non-participation of domestic tourism is influenced by discouraging factors, such as low internal motivation and attitudes, age for under 25 years old and over 55 years old, less educated, less healthy with small child or children, lower income and constraints in leisure time (Li *et al.*, 2016). Subsequently Wahid, Aliman, Hashim and Harun (2016) found that there were 38.8% first time visitors and repeat visitors (61.2%) to Langkawi Island in Malaysia, and that first time visitors stayed shorter compared to repeat visitors.

In Africa, a research conducted in Botswana revealed that the number of domestic visitors to national parks is low due to factors such as the local tourist gaze (Stone & Nyaupane, 2017). One of the destinations in Sub-Saharan Africa, that is rich in wildlife resources and has renowned national parks, is Tanzania (Mkumbo, 2017). In Kenya, Ogutu, Mugo, Kibe and Kariuki (2017) conducted a research on the contribution of internet marketing towards promotion of domestic tourism. The study was driven by a decline of traditional source markets and the need to focus on domestic tourists. Ogutu *et al* (2017) found that social media and websites are effective channels to promote domestic tourism in Kenya. It is evident that these previous studies in Africa (Mkumbo, 2017; Ogutu *et al.*, 2017; Stone & Nyaupane, 2017) did not consider the quality of message and knowledge of TV programs from the perspective of domestic tourists.

The study by Mkwizu (2017) noted that domestic tourists contributed 40.5% of total visitors to national parks in Tanzania. Similarly, there are tourism studies in Tanzania of which many have concentrated on investigating aspects of successful factors of hotel management, and social media for co-creation of tourists in safari destinations (Mbise, 2017; Mkumbo, 2017). For instance, the study by Mbise (2017) pointed out that past studies focused on value based outcomes rather than what drives the implementation of environment management. Despite various studies in tourism for Tanzania, there is scant literature on quality of message and knowledge of TV programs amongst first time and repeat visitors by domestic tourists to national parks. The main purpose of this study is to examine quality of message and knowledge of TV programs amongst first time and repeat visitors by domestic tourists to national parks. The objective of this paper is to analyze the relationship between content and information about national parks amongst first time and repeat visitors to national parks.

2. LITERATURE REVIEW
2.1 Conceptual Definitions
2.1.1. Quality of Message
The concept of quality of message consists of uniqueness and importance of message (Payne, Doran, Samuel & Pharo, 2012). On the other hand, Beriain (2013) refers to quality of message as content. In this study, quality of message is content shown on TV programs. The study by Brown (2010) looked at quality of message from the perspective of uniqueness. In addition, Brown (2010) expressed uniqueness of message using the word imaginative while importance of message is considered as valuable and not easy to forget.

2.1.2 Knowledge of TV programs
In Stockton (2011), the concept of knowledge in tourism was studied from the perspective of environment. The study by Mkwizu (2018) connected the concepts of knowledge and TV programs to investigate business intelligence in tourism. In Tanzania, there are various TV programs which

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show national parks to domestic tourists (Mkwizu, 2018). For purposes of this paper, knowledge of TV programs refers to information which is shown on TV programs related to national parks.

2.2 Theoretical framework and hypothesis development

This paper utilizes Economics of Information Theory (EIT) developed by Stigler in 1961. The assumption of EIT by Stigler (1961) was that advertising conveys information to consumers and argued that advertising is related to price dispersion. Other developers of EIT (Telser, 1964; Nelson, 1974) argued that price dispersion alone is not adequate and, therefore, conveying information to consumers was also connected to the concepts of competition and experience goods. This study adopts EIT to guide the examination of quality of message and knowledge of TV programs by connecting content and information about national parks. This paper argues that in conveying information to domestic tourists, such as information about national parks, there is a relationship between quality of message in terms of content and knowledge of TV programs in terms of information about national parks amongst first time and repeat visitors by domestic tourists to national parks.

2.3 Empirical Literature Review

Kruger, Saayman and Hermann (2014) conducted a study in South Africa to examine first time versus repeat visitors at the Kruger National Park. Kruger *et al* (2014) adopted a two-way frequency tables and chi-square test with results showing that first time visitors are long haul visitors, young and pay for fewer people compared to repeat visitors. Repeat visitors are motivated to visit Kruger National Park because of escape reasons and plan their trips well in advance (Kruger *et al*., 2014).

In China, Wahid *et al* (2016) did a study on first time and repeat visitors to Langkawi Island using descriptive statistics. The study revealed that 38.8% of the respondents were first time visitors while majority of the sampled respondents (61.2%) were repeat visitors. Further, findings indicated that there are statistically significant differences and similarities between first time and repeat visitors in terms of demographics, characteristics and trip behaviour (Wahid *et al*., 2016). This current study is interested on first time and repeat visitors by domestic tourists in terms of quality of message and knowledge of TV programs.

Yapparova (2013) explored best media for advertising local tourism among Russian tourists. The study by Yapparova (2013) was conducted in Finland to determine the prospects for using media channels to attract Russian tourists. Quantitative survey approach and descriptive statistics show that the highest media use for information such as road maps, leisure activities and transport timetables by Russian tourists to visit places is through internet (73.03%) while TV and Radio had lowest value of 4.49% (Yapparova, 2013). A similar study by Hossain and Ahmed (2012) was carried out in Bangladesh to examine viewers' perception of TV advertising. Hossain and Ahmed (2012) adopted chi-square test and results revealed that 71.74% of respondents were not satisfied with product information on TV advertising.

The research conducted in the UK at the Isle of Man was concerned with the extent and role of domestic tourism in a small island (Canavan, 2012). The application of qualitative interviews with residents provided highlights on the behaviour of tourists in the small island. Canavan (2012) noted that tourists engaged in domestic tourism through entertaining friends and family and exploring unknown destinations. Although the study by Canavan (2012) looked at tourist behavior, the focus was on island tourism while this current study is directed to first time and repeat visitors by domestic tourists to national parks.

The literature that we reviewed shows that various studies have been done on first time visitors, repeat visitors, domestic tourists, and domestic tourism from a global level to Africa Level and local level in Tanzania (Canavan, 2012; Kruger *et al*., 2014; Nair & Ramachandran, 2016; Li *et al*., 2016; Wahid *et al*., 2016; Mkwizu, 2016a, 2016b, 2017; Mkwizu & Matama, 2017a, 2017b; Dwarka, 2017; Stone & Nyaupane, 2017; Ogutu *et al*., 2017; Mkwizu, 2018). However, there is a gap in the literature related to quality of message and knowledge of TV programs amongst first time

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and repeat visitors by domestic tourists. Hence, the objective of this study is to analyze the relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists in Tanzania.

2.4 Conceptual Framework
The conceptual framework of this study emanates from the theoretical and empirical literature review. Knowledge of TV programs is the dependent variable whereas quality of message is the independent variable. We hypothesized that there is a relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks. The authors intend to test whether there is a statistically significant relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks.

3. DATA & METHODOLOGY
A written survey was used in this study to collect quantitative data from respondents in order to test hypothesis. The hypothesis stated that there is a statistically significant relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks. The unit of analysis is domestic tourists who visited Southern National Parks namely Mikumi, Udzungwa, Ruaha and Kitulo. Semi structured questionnaires were handed out to 420 respondents using convenience sampling and 400 questionnaires were usable and hence subjected to descriptive statistics and univariate analysis.

The four statements for the content variable, which is the independent variable of this study, were adopted and customized from the studies by Shavitt, Lowrey and Haefer (1998). The four statements are: TV advertising is informative, TV advertising made me decide to visit national parks, Confident in using information on TV advertising to visit national parks, and Comfortable to use address or phone number seen in a TV advertising for further information about national parks.

The five statements for information about national parks, which is the dependent variable, were adopted from the study by Mkwizu (2018). The five statements are: information on national parks, information that build interest in learning domestic tourism, information on activities in national parks, information on wildlife in national parks, and information on location and transport methods to national parks. The statements were adopted and customized from Shavitt *et al* (1998), as well as adopted from Mkwizu (2018) are used to test whether the relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists is statistically significant.

A five point Likert scale measurement was used containing five values of strongly disagree (1), disagree (2), undecided (3), agree (4) and strongly agree (5) for variables of content and information about national parks. The Cronbach's alpha for internal consistency of responses indicate content is 0.746 and information about national parks is 0.849. In the study by Field (2014), a Cronbach's alpha value of 0.70 and above is considered as acceptable for reliability test.

4. FINDINGS & DISCUSSION
The descriptive statistics finding in percentages in this study revealed that a majority of the respondents were first time visitors (63%), aged between 26 to 35 years old (32.8%), males (64%), earn monthly income of below and above TZS 300,000 (57.3%), and have a secondary education (43.3%). These results imply that domestic tourists to Southern National Parks are mostly first time visitor who are males, earn income and have a secondary education. The findings differ from the study by Wahid *et al* (2016) which had mostly repeat visitors (61.2%) while this current study shows a majority of domestic tourists to national parks were first time visitors (63%). The reasons for variations is that Southern National Parks in Tanzania have been less promoted over the years; now that promotions for domestic tourism are encouraged, more domestic tourists are beginning to explore and visit Southern National Parks.

The descriptive results for the four statements of content revealed that a majority of respondents agreed that TV advertising is informative (49%), TV advertising made them visit national parks (46.8%), confident in using information on TV advertising to visit national parks (47.3%), and comfortable to use address or phone number on TV advertising for further information about national parks (37%). The descriptive statistics findings for the five statements of information about national parks showed that most of the respondents agreed that TV advertising provide information about national parks (45.3%), TV advertising of tourists attractions build interest in learning domestic tourism (45.5%), TV advertising provide information on activities at the national parks (46.5%), TV advertising provide information on wildlife in national parks (45.8%), and TV advertising provide information on location and transport methods to national parks (38.3%). The results suggests that majority of respondents agreed that content and information about national parks to be informative.

The percentage findings of content and information about national parks in this study are not in line with the study by Hossain and Ahmed (2012). The research by Hossain and Ahmed (2012) conducted in Bangladesh showed that 71.74% of respondents found product information on TV advertising not satisfactory. The differences of results between these two studies is due to the fact that first time visitors by domestic tourists were the majority; therefore, most respondents found content to be informative and they agreed that there is information about national parks, such as activities and wildlife in national parks.

The purpose of using Univariate analysis for this study is to test whether there is a statistically significant relationship between the independent variable (content) and the dependent variable (information about national parks) amongst first time and repeat visitors by domestic tourists to national parks. The findings in Table 1 for Univariate analysis test show that the relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks is statistically significant (p = 0.000). Further findings in Table 1 show the mean variance (11.336) with F (22.563), and this suggest that the F ratio (22.563) observed between groups variance (11.336) is 22 times greater in between groups than within groups (0.502). We conclude that the relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks is statistically significant. This finding supports the Economics of Information Theory (EIT).

Table 1: Univariate analysis test for content and information about national parks. Dependent variable is information about national parks.

	Mean Square	F	Sig.
Corrected Model	11.336	22.563	0.000
Intercept	1397.206	2780.921	0.000
content	11.336	22.563	0.000
Error	0.502		
Total			
Corrected Total			

Source: Field data (2018)

The results of this study differ from Kruger *et al* (2014) because while differences were noted between first time and repeat visitors to Kruger National Park, the findings of this study showed a statistically significant relationship between content and information about national parks for first time and repeat visitors by domestic tourists to national parks. Further implications of this study is that the variables of content and information about national parks can be used in examining quality of message and knowledge of TV programs amongst first time and repeat visitors by domestic tourists.

On another note, the results of this paper are different from a study by Canavan (2012) carried out in the UK. The variation of results is due to tourists' engagement in domestic tourism

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which was mostly by entertaining family and friends from the study by Canavan (2012) while in this current study, results suggests a significant relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks.

Similarly, results of this study are not consistent with the research by Yapparova (2013) done in Finland which showed that a majority of information such as road maps and leisure activities by Russian tourists is through internet not TV and thus internet be used as a media for local tourism. The variations of results in the research by Yapparova (2013) and this study is that, not only are these studies conducted in different countries but the content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks was statistically significant in this study. Furthermore, the information about national parks includes activities and wildlife in national parks as well as location and transport methods to national parks.

5. CONCLUSION

The main purpose of this study was to examine the quality of message and knowledge of TV programs amongst first time and repeat visitors by domestic tourists to national parks. The objective was to analyze the relationship between content and information about national parks amongst first time and repeat visitors by domestic tourists to national parks. The findings revealed that the relationship between content and information about national parks for first time and repeat visitors by domestic tourists to national parks is statistically significant. This implies that information about national parks amongst first time and repeat visitors by domestic tourists to national parks is dependent on content.

The statistically significant results support the Economics of Information Theory in that knowledge of TV programs convey information about national parks amongst first time and repeat visitors by domestic tourists to national parks who are dependent on content in terms of "TV advertising is informative", "TV advertising made me decide to visit national parks", "Confident in using information on TV advertising to visit national parks", and "Comfortable to use address or phone number seen in a TV advertising for further information about national parks". In addition, the outcome of this paper implies that stakeholders and policy makers can improve promotion of domestic tourism through content and information about national parks.

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