

# Moderation of novelty on experiences and enjoyment in national parks

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## ABSTRACT

The problem of low domestic tourists' visitation to national parks still persists and this is a challenge. Therefore, the purpose of this paper was to examine the moderating effect of novelty on experiences and enjoyment of national parks. This paper specifically analyzed the moderating effect of novelty on direct experiences and enjoyment of southern national parks among domestic tourists guided by the types of tourists' theory. This study was conducted in Nyerere National Park, Tanzania. Mixed methods approach is applied by adopting quantitative and qualitative to understand enjoyment in national parks. The quantitative approach provided the generalization of the findings while the qualitative findings supplemented the quantitative results. This study uses Partial Least Square Structural Equation Modelling (PLS-SEM) to analyze data collected from a survey sample size of 360 domestic tourists. Qualitative data is analyzed using content analysis. The findings indicate that there is a significant moderation effect of novelty on the relationship between direct experiences and enjoyment of southern national parks among domestic tourists. The practical implication is for the government and tourism stakeholders to consider improving communication and road connections to the park and other tourists' facilities.

## 1. INTRODUCTION

Globally, national parks have contributed to the tourism revenue of many nations. In 2022, the United Nations World Tourism Organization (UNWTO) mentioned that tourism enjoyed a strong start of the year, for instance, +51% growth in January 2022 for Africa (UNWTO, 2022) while recovery of about 65% of the pre-pandemic visitors (UNWTO, 2023). Indeed, Africa is a continent endowed with many national parks. Tanzania is one of the African countries that is home to the largest national park in Africa. According to Tanzania National

Parks (TANAPA), Nyerere National Park is the largest national park in Tanzania and Africa (TANAPA, 2022a). As part of the tourism recovery in the post-Covid-19 pandemic, Tanzania through the National Five-Year Development Plan 2021/22-2025/26 plans to have an estimation of 5 million tourists (international and domestic tourists) by 2026 (Ministry of Finance and Planning, 2021). Conversely, the problem of low domestic tourists' visitation to national parks still exist and efforts such as increasing promotion activities are being made by the government and the private sector. However, more efforts are needed to increase the numbers of domestic tourists visiting tourist attractions including national parks.

On the other hand, scholars have documented less on novelty, experiences, enjoyment of national parks. For example, Mitas and Bastiaansen (2018) explored tourists' enjoyment in tourism by adopting Cohen's types of tourists' theory and found that experiences and emotions are mediated by novelty. There is even less studies on novelty, experiences and enjoyment of national parks in the context of Tanzania. Most studies within and outside Tanzania (Batinoluho & Basera, 2022; Choo et al., 2022; Kara & Mkwizu, 2020; Lopez-Sanz et al., 2021; Macha 2021; Martaleni et al., 2021; Matolo et al., 2021; Mishra et al., 2023; Pawaskar et al., 2020; Rasoolimanesh et al., 2019; Yoo et al., 2018; Zhang et al., 2023) investigated issues related to festivals, motivation, satisfaction, promotion, loyalty, resilience and awareness. For instance, Kidegesho et al. (2021) emphasised on a tourism recovery plan to save the wildlife sector in Tanzania.

Hence, this study contributes in expanding tourism literature on novelty, experiences and enjoyment of national parks by examining the moderation effect of novelty on experiences and enjoyment of national parks. According to TANAPA (2022b) trend arrivals of tourists to national parks from 2018 to 2019 indicated 464,933 domestic tourists compared to 731,351 international tourists. Domestic tourists have the potential to contribute to the tourism sector if the numbers of domestic tourists increase in reference to visiting national parks and thus reduce the disparity between international and domestic tourists. Due to this disparity in trend arrivals of tourists visiting national parks, this study focused on domestic tourists. Therefore,

guided by types of tourists' theory, this study's specific objective involved analyzing direct experiences and enjoyment of national parks among domestic tourists moderated by novelty in the context of Tanzania.

The outcome of this paper is significant in assisting various stakeholders and decision makers within the tourism sector to accelerate promotion efforts to improve the development of domestic tourism. The significance of this study is to guide the promotion efforts by the government and the private sector such as Tanzania the Royal Tour film to speed up the growth rate of domestic tourism in the post-Covid-19 global pandemic.

## **2. LITERATURE REVIEW**

### **Novelty**

Novelty has received various definitions from past scholars like Mather (2013), Cohen (1993) and Mak (2015). For example, Mather (2013) defined novelty as what is known and what is discovered while Barto et al. (2013) refers to novelty as a process of experiencing or encountering something different from a regular object. Similarly, Cohen (1993) and Mak (2015) have commonly defined novelty as the extent to which a stimulus is either discrepant or familiar for the individual in comparison to the information that a person possesses. From a tourism perspective, Ma (2013) has defined novelty as the extent to which experience departs from an individual's expectation. Also, Skavronskaya et al. (2020) added that the words "*new*" or "*unusual*" are the most common synonyms of novelty. Likewise, novelty is described as the essence of travelling (Blomstervik & Olsen, 2022). However, in this paper, novelty is considered as experiencing new and different activities in national parks by domestic tourists.

### **Direct Experiences**

Experiences in parks may be viewed in terms of numbers of days spent by tourists visiting the national parks to gain positive experiences (Lin et al., 2021). Further literature on experiences shows that tourists' own travels are considered as direct experiences according

to Boonpat and Suvachart (2014). Equally, everything that happens in a tourist situation is described as experiences by tourists including experiences related to pilgrimage tourism (Vergopoulos, 2016; Indrianto et al., 2022). Direct experiences are described as customers' experiences through evaluation of goods and services (Xu & Chan, 2009). For purposes of this study, the concept of direct experiences is defined as interactions of domestic tourists with activities at national parks.

## **Enjoyment**

Pleasure, fun, good feelings, and having one's desire fulfilled make up the concept of enjoyment according to Curtis and Davidson (2013). This paper has defined enjoyment from the perspective of national parks by referring to pleasure, fun, good feelings and desires associated with domestic tourists' activities in national parks such as walking safaris.

## **Theoretical Frame**

Types of Tourists' Theory (TTT) was developed by Cohen (1972). The TTT categorized tourists into four groups which are organized mass tourists, individual mass tourists, explorers and drifters (Cohen, 1972). Apart from grouping the tourists into four categories, Cohen (1972) further explained that the TTT assumed that novelty can create enjoyment by fulfilling the goal of a tourism experience which is to experience something new and different from everyday life but also the ability to experience and adapt to unfamiliar.

Cohen (1972) provided the description of the four types of tourists by stating that organized mass tourists showed highest familiarity with lowest novelty, follow a tour guide and prefer fixed itinerary in advance as per the frame in Table 1. Furthermore, the individual mass tourists exhibit higher familiarity with lower novelty, not in a group and somehow controlled by time and itinerary while tourists who are explorers tend to have lower familiarity with higher novelty and like to travel alone, seek comfortable accommodation and opt for transport which is reliable. On the other hand, the drifters are tourists with lowest familiarity and highest novelty

but highly adventurous and prefer living within the local community. Yoo et al. (2018) applied TTT and found that tourists, travel motivations, and destination settings vary with the type of psychographics. This shows that scholars have applied TTT in tourism studies.

**Table 1. Frame Category based on Types of Tourists' Theory**

<b>Types of Tourists</b>
Organized mass tourists
Individual mass tourists
Explorers
Drifters

The TTT is meant to provide a theoretical framing to understand the types of tourists but Sharpley (1999) noticed shortfalls of TTT by indicating that there was no consideration of demographic factors like age, gender and income. The highlighted shortfalls of TTT by Sharpley (1999) avails the opportunity for this study to adopt TTT by adding the demographic information of domestic tourists to specifically analyse the relationship between direct experiences and enjoyment of national parks among domestic tourists moderated by novelty in the context of Tanzania.

### **Novelty, Direct Experiences and Enjoyment of Southern National Parks**

Novelty in national parks has been documented in some of the tourism studies. One of the tourism studies by Blomstervik et al. (2020) that examined novelty in Portugal found that the majority of the sampled tourists were characterized as university educated females. In Iran, respondents' experiences were examined and findings from a study by Rasoolimanesh et al. (2021) showed that respondents expressed their intention to share their experiences in travel platforms. Likewise, tourists' enjoyment of national parks is through image as one of the fulfillments for tourists (Japutra & Keni, 2020; Singh et al., 2023).

In the USA, Halstead et al. (2022) investigated on national parks and were concerned with the role of US national parks in research. The findings indicated that protected areas serve as necessary conservation by limiting human influence as well as assisting in amphibian

research. On the other hand, Zhao (2022) noted that in China, five national parks were declared in order to protect terrestrial wildlife species. Also, Aguilar-Carrasco et al. (2022) studied national parks by concentrating on outdoor recreation in Canada and Spain and found that there is a need for management to consider equity. These studies have examined national parks but not from the perspective of novelty, experiences and enjoyment.

Additionally, national parks as protected areas are crucial in providing spaces not only for enjoyment but also fulfilment derived from visiting and connecting with natural places (National Parks Association of NSW, 2018). Further research in national parks has been confined to issues of interpretation role in management. For instance, in South Africa, Mearns and Botha (2017) found that interpretation services attributed to visitors' enjoyment in national parks. However, this study focuses on enjoyment in national parks by connecting the concept of experiences to enjoyment in national parks moderated by novelty.

However, for Tanzania, there is no sufficient evidence for a study on the moderating effect of novelty on experiences and enjoyment of national parks. Existing studies on national parks have mostly looked at issues related to wildflower tourism, media, promotion, television advertising and motivation such as Macha (2021), Matolo et al. (2021), and Mkwizu (2016, 2018). For instance, Mkwizu (2016) advocated on the promotion of wildflower tourism for Kitulo National Park. Therefore, to expand literature on enjoyment of national parks, this study specifically analyzed direct experiences and enjoyment of national parks among domestic tourists moderated by novelty.

### **3. METHODOLOGY**

This study applied a quantitative method supplemented by qualitative method. The unit of analysis is domestic tourists in Nyerere National Park located in Tanzania. The sampling approach for this study was stratified random sampling and the sample size of 380 domestic tourists were selected randomly at the gate entry of Nyerere National Park. Prior to data collection, a pilot study on 50 domestic tourists was conducted for purposes of ensuring that

the survey questionnaire items actually measure the intended objective of this study. In this study, experiences were measured using direct experiences whereas enjoyment was measured using engagement, positive affect and fulfilment. Novelty was measured using change of routine. When designing and developing the questionnaire, the statements for direct experiences as the independent variable were sourced, adopted and customized from (Babin et al., 2005; Kim, 2009; Lai et al., 2018) while statements for enjoyment of national parks as the dependent variable were adopted and customized from (Curtis & Davidson, 2013; Lin et al., 2008). Also, the statements for novelty were adopted and customized from (Mak, 2015; Kim, 2009). A 5-point Likert scale measurement was used in the questionnaire items. Table 2 displays the summary of the statements and analysis coding and the composite reliability values. The Construct reliability was considered for the tested variables and Hair et al. (2020) stated that reliability value of 0.70 and above is acceptable. This study's composite reliability was (experiences = 0.922, enjoyment = 0.914, novelty = 0.877) as displayed in Table 2.

**Table 2. Summary of Statements for Novelty, Experiences and Enjoyment**

Statements/codes	Composite Reliability
Novelty <i>Change of Routine</i> Once in a lifetime experience (NOVE1) Unique (NOVE2) Different from previous experiences (NOVE3) Experienced something new (NOVE4) Experience nothing new (NOVE5)	Novelty (0.877)
Experiences <i>Direct Experiences</i> I visited the national park which is a place where I really wanted to go (EXP1) I enjoyed activities in the national park which I really wanted to do (EXP2) I was interested in the main activities of national park for tourism experience (EXP3) I was encouraged by friends, family or relatives to visit the national parks (EXP4) Friends, family or relatives recommended the national park (EXP5) Friends, family or relatives said positive things about the national park (EXP6)	Experiences (0.922)
Enjoyment <i>Engagement</i> During the activity I was deeply engrossed (ENJ1) During the activity I concentrated fully (ENJ2) <i>Positive affect</i> During the activity I felt happy (ENJ3) During the activity I felt content (ENJ4) <i>Fulfilment</i> The activity was worthwhile (ENJ5) The activity was fulfilling (ENJ6)	Enjoyment (0.914)

**Source: Compiled by Author**

The researcher also considered protection measures including wearing face masks, social distancing and sanitization since the data collection was done during the Covid-19 variant period. Some of the collected questionnaires were not complete and therefore, not used for analysis. Only a total of 360 questionnaires from the domestic tourists were completed and subjected for analysis using descriptive statistics and inferential statistics. The descriptive statistics involved the application of Statistical Package for Social Sciences (SPSS) version 25 to avail the frequencies and percentages while the statements in the survey questionnaire items were analyzed using Partial Least Square Structural Equation Modelling (PLS-SEM) assisted by SmartPLS 3. Ringel et al. (2015) mentioned that PLS-SEM with SmartPLS can be used to analyze moderation effects in research. This study tested the hypothesis on the moderation effect of novelty on the relationship between direct experiences and enjoyment of national parks among domestic tourists.

Content analysis was deployed to analyze the qualitative data which was collected using face to face interviews with a saturation level of 21 interviewed domestic tourists who are mostly aged between 36 to 45 years (42.9%) and males (71.4%) with college education (38.1%) and university education (38.1%). The qualitative data written in a note book was summarized and coded to provide emerged themes relevant to the study objective as indicated in Table 3.

**Table 3. Themes and Sub-themes for Novelty, Direct Experiences and Enjoyment**

Themes	Sub-themes
Novelty	Enjoyed tour (Nov1) Seeing the wildlife (Nov2) Infrastructure (Nov3)
Direct experiences	Family and friends (Ex 1) Fun (Ex2) Learn (Ex3) Improvements (Ex4) First time visit (Ex5) Pleasant (Ex6) Recommend (Ex7)
Enjoyment of national parks	Unique (En1) Enjoyed (En2) Amazing (En3) Happy (En4)



#### 4. RESULTS AND DISCUSSION

The respondents' characteristics indicated that most of the domestic tourists were aged between 26 to 35 years (40.8%), from Dar es Salaam region (54.7%) earning income above 300,000 TZS (48.6%), males (60.8%), university education (38.6%), first-time visitors to Nyerere National Park (61.4%), package tour (58.9%) and engaged in the wildlife safari activity (90%). These results imply that the majority of domestic tourists are university educated males from Dar es Salaam region earning income above 300,000 TZS and were first-time visitors on package tours with wildlife safari as their preference of activity in the national park. These findings of many domestic tourists being first-time visitors support TANAPA (2022a) on the fact that Nyerere National Park is a newly established national park and therefore, these first-time domestic tourists are not familiar with the park and its activities. An interviewed domestic tourist confirmed that;

*"This is my **first time** to visit Nyerere National Park ...and I have enjoyed the park and its wildlife"* (Respondent, July 2021).

The findings further imply that guided by Cohen's category of tourists, these domestic tourists are seeking familiarity of the park since they are unfamiliar with the park and its activities because they are characterized as first-time visitors. Given that the majority of the domestic tourists visited the park through package tours then guided by Cohen's category definition of organized mass tourists, these domestic tourists can be grouped in the category of organized mass tourists that were seeking familiarity rather than novelty. These findings are not in line with Blomstervik et al. (2020) which indicated results based on majority of the respondents being university educated females whilst this study's findings is that the organized mass tourists are mainly university educated males. The varying results are attributed to contextual and methodological differences.

Novelty as a moderator of the relationship between direct experiences and enjoyment of southern national parks is tested using bootstrapping for assessing the significant values.

However, prior to bootstrapping analysis for estimation model of moderation effect, an outer loading analysis was performed. The outer loadings for direct experiences (EXP1 to EXP3), enjoyment (ENJ1 to ENJ6) and novelty (NOVE2 to NOVE4) were above 0.70 and considered acceptable and reliable for further analysis. The values of NOVE1 and NOVE5 were below 0.70 and were dropped due to low outer loadings and were not included for further analysis. The summarized outer loadings are indicated in Table 4.

**Table 4. Outer Loadings: Novelty, Direct Experiences and Enjoyment**

Variables		Outer Loadings
Direct Experiences (EXP)		
EXP1	0.888	
EXP2	0.937	
EXP3	0.853	
Enjoyment (ENJ)		
ENJ1		0.783
ENJ2		0.825
ENJ3		0.891
ENJ4		0.866
ENJ5		0.832
ENJ6		0.791
Novelty (NOVE)		
NOVE1		0.681
NOVE2		0.869
NOVE3		0.859
NOVE4		0.726
NOVE5		0.076

The discriminant validity values based on the Fornell-Larker Criterion in Table 5 show that direct experiences value is 0.893, enjoyment is 0.832 and novelty is 0.840. These values are close to 1 and the HTMT values are acceptable.

**Table 5. Discriminant Validity: Novelty, Direct Experiences and Enjoyment**

Fornell-Larker Criterion			
Variables	Direct experience	Enjoyment	Novelty
Direct experiences	0.893		
Enjoyment	0.618	0.832	
Novelty	0.536	0.662	0.840
Heterotrait-Monotrait Ratio (HTMT)			
Variables	Direct Experience	Enjoyment	Novelty
Direct experiences	-	-	
Enjoyment	0.687	-	
Novelty	0.640	0.779	-

For collinearity test in Table 6 shows that the Variance Inflation Factor (VIF) values for direct experiences (EXP1 to EXP3), enjoyment (ENJ1 to ENJ6) and novelty (NOVE2 to NOVE4) are not beyond 5 and acceptable which implies that there is no multicollinearity for the measured constructs.

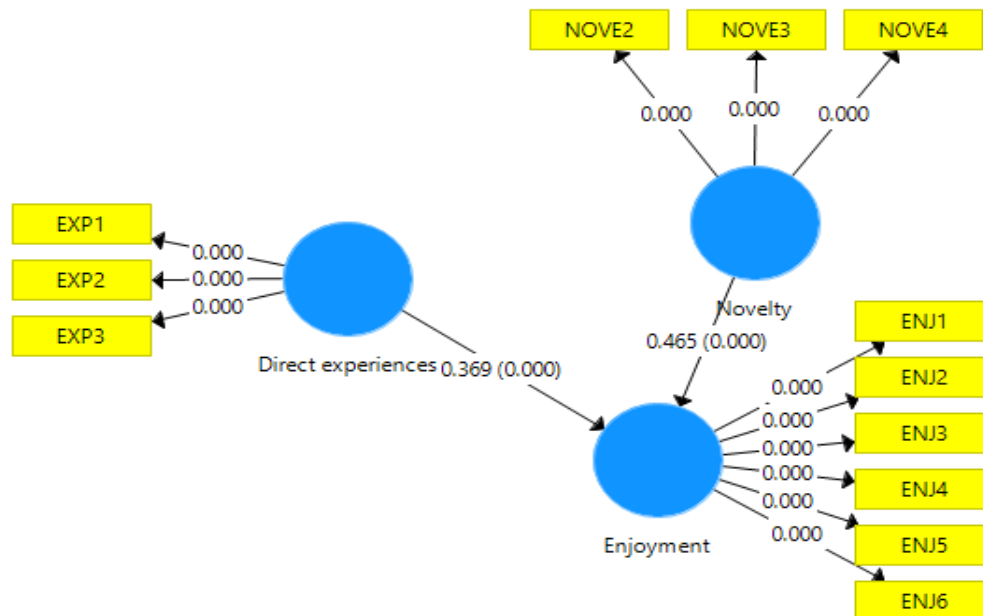
**Table 6. Collinearity Test: Novelty, Direct Experiences and Enjoyment**

Variables		VIF
Direct Experiences (EXP)		
EXP1	2.670	
EXP2	3.380	
EXP3	1.985	
Enjoyment (ENJ)		
ENJ1	2.673	
ENJ2	3.107	
ENJ3	3.380	
ENJ4	3.305	
ENJ5	3.461	
ENJ6	2.714	
Novelty (NOVE)		
NOVE2	1.921	
NOVE3	2.171	
NOVE4	1.426	

The relationship of novelty on direct experiences and enjoyment of southern national parks with significance level of 0.05 was tested as indicated in Table 7 and also the estimation model in Figure 1. The findings showed that there is a significant relationship between direct experiences and enjoyment of national parks with T value (6.350), p value (0.000) and path coefficient 0.369 while at the same time there is a significant relationship between novelty and enjoyment of southern national parks with T-value (9.213), p value (0.000) and path coefficient 0.465. These findings allow for the final stage of analyzing the moderating effect of novelty on direct experiences and enjoyment of southern national parks.

**Table 7. Novelty, Direct Experiences and Enjoyment of National Parks (H1)**

	Path Coefficient		T Statistics	P Value
	Original Sample	Sample Mean (M)		
Direct experiences -> Enjoyment	0.369	0.365	6.350	0.000
Novelty -> Enjoyment	0.465	0.467	9.123	0.000

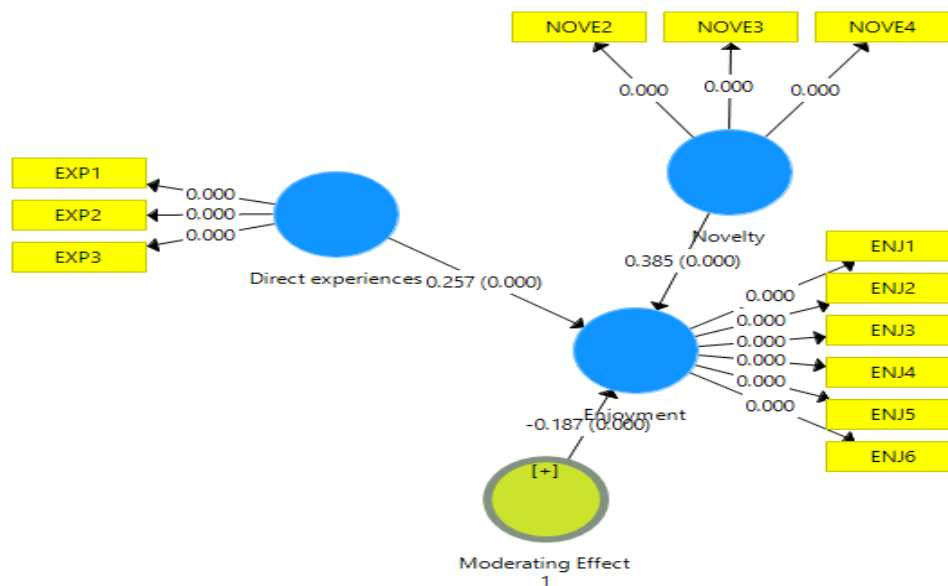


**Figure 1. Novelty, Direct Experiences and Enjoyment before Moderation**

Moderating effect of novelty on the relationship between direct experiences and enjoyment of southern national parks is shown in Table 8 and the estimation model is reflected in Figure 2. The relationship of novelty on direct experiences and enjoyment of southern national parks with significance level of 0.05 was tested. The findings showed that there is a moderating effect which is significant for novelty on the relationship between direct experiences and enjoyment of southern national parks with T value (5.589), p value (0.000) and path coefficient (-0.187) meaning that the moderation effect is significant and has a negative path coefficient which further implies that novelty weakens the relationship between direct experiences and enjoyment of southern national parks among the domestic tourists. The hypothesis H1 is accepted in this study due to significant results.

**Table 8. Moderation of Novelty on direct experiences and enjoyment (H1)**

	Path Coefficient		T Statistics	P Value
	Original Sample	Sample Mean (M)		
Direct experiences -> Enjoyment	0.257	0.259	4.610	0.000
Moderating Effect 1 -> Enjoyment	-0.187	-0.188	5.589	0.000
Novelty -> enjoyment	0.385	0.387	7.712	0.000



**Figure 2. Moderation of Novelty on Direct Experiences and Enjoyment (H1)**

These significant moderating effect results imply that novelty does moderate the relationship between direct experiences and enjoyment of southern national parks. In addition, the moderation effect of novelty weakens the relationship between direct experiences and enjoyment of southern national parks. The indicators of novelty measured using change of routine that weakens the relationship between direct experiences and enjoyment of southern national parks are unique (NOVE2), different from previous experiences (NOVE3) and experienced something new (NOVE4).

These results build on the knowledge of novelty as a moderator of direct experiences and enjoyment of national parks. These results differ from Blomstervik et al. (2020) in Portugal that examined novelty which had a significant moderation effect on physical staging and behavioral intentions in a marine wildlife park. To supplement qualitative data on the findings of quantitative results, some of the interviewed domestic tourists can assist to shed light on why the moderating effect of novelty weakens the relationship of direct experiences and enjoyment of southern national parks. The interviewed domestic tourists opined that;

*“Yes, I did enjoy my tour of the national park but at the same time I did not. For*

*the yes, it is because I love watching the lions. I missed the lions this time but*

*the hippo pool was great. I also saw crocodiles. No, because the park has no guiding stones for direction when you do self-drive tour. You may end up getting lost. Even if you have a guide as tourists there is **no direction or sign posts** and **no tour map** for tourists so that we know where we are within the park"* (Respondent, August 2021).

*"Yes and No. Yes, I enjoyed my tour because I saw the wildlife. No, because the **roads are still not well built**. The park needs to level the roads"* (Respondent, January 2022).

From the domestic tourists' responses, it shows that for novelty, the change of routine in terms of unique, different from previous experiences and experienced something new weakens the relationship between direct experiences and enjoyment of southern national parks. The reasons for the weakening of the relationship is due to no sign posts for direction while touring in the park, infrastructure is not good in terms of roads that need upgrading, and no tour map. These results support and validate the use of types of tourists' theory in the context of novelty moderating the relationship of direct experiences and enjoyment of southern national parks among domestic tourists that visited Nyerere National Park and are characterized as organized mass tourists.

## 5. CONCLUSION

From this study's findings, the conclusion is that there is a moderation effect of novelty on experiences and enjoyment of national parks. Furthermore, novelty significantly moderates the relationship between direct experiences and enjoyment of southern national parks among domestic tourists. An additional finding was that the moderation effect is significant but also with a negative path coefficient which implies that novelty is significant and at the same time weakens the relationship between direct experiences and enjoyment of southern national

parks among domestic tourists. The significant findings validate the use of types of tourists' theory in the context of Tanzania by contributing to the significant findings emanating from the type of domestic tourists being organized mass tourists who visited Nyerere National Park.

### **Implications of the Study**

Academically, this paper contributes to the existing literature on novelty, experiences and enjoyment of national parks in the context of Tanzania. Other reasons for novelty in weakening of the relationship between direct experiences and enjoyment of southern national parks among domestic tourists is attributed to some domestic tourists' views that whilst in the park, they experienced poor communication. Therefore, the practical implication is for the government and tourism stakeholders to consider improving communication in order to avoid tour guides experiencing communication problems in case of car breakdown whilst touring with tourists so that they can serve domestic tourists better. Moreover, the government to put efforts in improving road connections to the park and other tourists' facilities. On the other hand, the policy implication is to ensure and enable smooth communication within national parks particularly for Nyerere National Park which is the largest national park in Tanzania.

Theoretically, the significant findings on the moderation effect of novelty on the relationship between direct experiences and enjoyment of southern national parks support and validate the application of types of tourists' theory in the context of Tanzania. Novelty also weakens the relationship between direct experiences and enjoyment of southern national parks and this may be due to domestic tourists' opinions of poor communication and infrastructure such as roads and no sign posts for direction but also the domestic tourists being mostly package tourists imply that they are organized mass tourists which according to Cohen's typology of tourists, these are categorized as seeking familiarity as the highest while novelty is lowest.

Further on the theoretical implication is that this study has contributed to address the deficiencies of the types of tourists' theory which did not include demographic information, the

findings of this study indicated that adding demographic information as well as other types of information like first-time visitor or repeat visitor and activity preference is crucial in categorizing the type of domestic tourists in the context of Tanzania. The categorized mass domestic tourists provided their opinions for statements that were used for testing and confirming the moderation effect of novelty on the relationship between direct experiences and enjoyment of southern national parks among domestic tourists which was found to be significant.

### **Recommendations**

This study recommends that the government, tourism authorities and the private sector to:

- a. Collaborate and put efforts in improving roads, toilet facilities, sign posts, communication, skilled tour guides and also tour maps of Nyerere National Park given the fact that it is the largest national park in Tanzania and covers 30,893 sq. kms in regions of Morogoro, Lindi, Pwani, Iringa, Mtwara and Ruvuma.
- b. Improve their promotion campaigns to include other types of tourists such as individual mass tourists, explorers and drifters in order to widen the types of tourists visiting Nyerere National Park.
- c. Design tour packages that are oriented towards attracting more domestic tourists to visit southern national parks like Nyerere National Park.
- d. Encourage more women to visit national parks but also the engagement of other activities within the park like boat rides on the largest river of Tanzania namely river Rufiji.
- e. Policy and decision makers to consider regular surveys of domestic tourists to determine the patterns for the types of domestic tourists as well as promotion campaigns that advertise to the public but also include advertisements that attract more women to visit national parks. The promotion campaigns should also aim at encouraging domestic tourists to engage more on other activities within Nyerere National Park. These recommendations



can also support the aspirations of Tanzania the Royal Tour in luring tourists to attractions including national parks.

### Limitations of the Study

The research design for this study was cross-sectional and unit of analysis was domestic tourists.

### Suggestions for Further Studies

Other studies can explore longitudinal design for purposes of understanding the patterns of domestic tourists in terms of experiences and enjoyment of national parks. Consideration can also be made to expand the unit of analysis to include international tourists.

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