Demographic Factors and Preference for Travel Activities among Tourists in Tanzania

Nasra Kara
The Open University of Tanzania,
P.O.BOX 23409, Dar es salaam,
Tanzania
E-mail: nasra.kara@out.ac.tz
Mobile number: +255-759-170014

Abstract

The challenge for today's tourism stakeholders is for them to deliver what is needed by tourists. Currently, the tourism sector in Tanzania is in stiff competition with countries such as Kenya and South Africa in attracting more tourists. In order for a country to stay ahead of the competition, it is vital for tourism stakeholders to understand tourists' travel activities. This study aimed at offering an understanding of tourists' travel activity preferences and assesses its link with demographic factors. A total of 431 tourists aged 18 and above was obtained through convenience sampling and used. The study examined whether demographic factors such as marital status, family size and occupation have any significant effect on preference for travel activities among tourists. It was found that, of all demographic factors, only occupation was proved to have significant influence on activities such as visiting beaches and islands, and purchasing of traditional clothes.

Keywords: *Travel activities; Demographic factors; Tourist preference; MANOVA.*

Background Information

In the area of tourism, demographic variables have been employed as one of the segmentation approaches. Its importance has been acknowledged by a good number of researchers. Some of

them have been using demographic factors in assessing tourist behaviours (Curtis & Perkins, 2006), predicting visitors travel demand (Collins & Tisdell, 2002), understanding visitors vacation decision (Nicholau & Mas, 2004; Yusuf & Naseri, 2005), understanding visitors' choice of destination (Tyrell *et al.,* 2001), predicting travelers' vacation type (Williams, Deslanders & Crawford, 2007) as well as understanding tourists' preference for water-park activities (Demir & Oral, 2007).

Although, the importance of these factors have been appreciated, the role of demographic factors on behavioral studies is frequently taken for granted, partly because they are seen as less effective factors in predicting tourists' behavior compared with lifestyle variables (Woodside & Pitts, 1976; Reisinger & Mavondo, 2004).

In Tanzania, tourism organizations such as Ministry of Natural Resources and Tourism (MNRT), Tanzania Tourist Board (TTB) and tourism stakeholders such as Travel Agents (TAs) and Tour Operators (TOs) have been collecting demographic information yearly aimed at profiling tourist characteristics. Despite the fact that researchers have questioned the extensive use of these factors, demographic factors can provide meaningful and relevant information (Shih, 1986). This shows that demographic factors tell more than just providing personal details. Therefore, it is wise to take into consideration the role of these factors when assessing preference of travel activities.

Demographic factors cannot be ignored because changes in economic growth and the amounts of leisure time that individual has, have effect on their preferences (La Mondia, Snell & Bhat, 2009). It is believed that individuals with different socio-economic status may prefer different activities or may choose same activities. For instance, females are reported to be highly involved in shopping compared to males (Josiam, Kinley & Kim, 2005). In sport activities, age affects sports participation, whereby younger visitors are believed to be the champions when it comes to taking part in sports activities than older travelers (Douvis, Yusof & Douvis, 1998). It was pointed out that older people are limited to take part in most of leisure activities because of health problems (Iso-Ahola *et al.*, 1994), they are obligated sometimes to participate in a limited number of activities such as social and family activities than challenging activities (Kelly, 1980). Additionally, married couples spend less time enjoying leisure activities than singles (Lee & Bhargava, 2004). This is due the fact that married couples have social and family obligations that limit their time to undertake holiday vacation (Henderson, 1990). Singles are more likely to take part in activities such as playing musical instruments, singing, acting, and dancing listening to the radio, watching TV, socializing with people, going to bars/lounges, and traveling for social activities compared to married ones (Lee & Bhargava, 2004).

Even though many studies have established the fact that demographic factors can be used in explaining travelers' activity participation, the assessment of travel activity differences in relation to demographic factors in Tanzania is limited. Therefore, this study intends to uncover

the missing gap.

Rationale for this study

First, it is believed that wildlife, beach and mountain climbing are among the activities that international tourists participate when they visit Tanzania (Tanzania Tourism Sector Survey, 2014). On the other hand, locals travelers are traveling within the country either to visit their friends or relatives, and sometimes for leisure (Alchard & Kamuzora, 2007; Anderson, 2010; Mariki *et al.,*2011). Based on the existing literature, the two travel markets differ in terms of activity participation. However, what is missing is whether the differences can be explained by the demographic factors.

Furthermore, this study is vital, especially currently when the country is expecting to attract a total of two million international tourists by 2017 (The citizen reporter and agencies, 2014). In line with this, the country is also expecting an increase in leisure spending from both international and domestic travel market to reach 6% by 2024 from 3.8% in 2014 (WTTC, 2014). Therefore, Tanzania needs to develop a mechanism to satisfy the needs and preferences of the increasing markets and to attract the new markets at the same time; failure to do so may pull the country out of the tourism business.

Additionally, it should be noted that the tourism business is very competitive and Tanzania is in competition with other African countries such as Kenya, South Africa and Uganda in attracting more tourists (Mariki *et al.,* 2011). Therefore, the best way for the country to remain competitive is for the destination managers and key tourism players to have a deeper understanding of the role of demographics in influencing tourist travel activity preferences. This will not only help them to deliver the appealing services to tourists', but also it will help them to make effective use of demographic information.

Aim of the Study

This study specifically aimed at investigating whether differences in preference for travel activities can be significantly influenced by demographic factors such as marital status, occupation and family size.

Literature Review

Demographic Factors and Travel Activity Studies

Travel activity is one of the key attributes that tourist consider when taking their vacation trips. Tourist travel activity occupies a unique place in lifestyle consumption, and it is influenced by factors such as education, income and occupation (Biernat & Lubowiecki-Vikuk, 2012), age

(Agahi & Parker, 2005), sex and marital status (Kattiyapornpong & Miller, 2008). In tourism, a good number of studies have examined the role of demographic factors. However, the aims of those studies have been to profile the personal details of tourists. For example, Park *et al.* (2002) and Chhabra (2007) examined the behaviour of gamblers using demographic factors while others such as Lehto *et al.* (2004) and Oh *et al.* (2004) assessed the behaviour of shoppers using demographic factors. Hou (2012) used demographic factors to profile individuals who visited festival events, historical sites and other historical activities.

Other studies have employed demographic factors to test differences in activity participation among travelers. For example females are reported to be highly involved in shopping compared to males (Josiam, Kinley & Kim, 2005). Shoppers are also reported to be old, retired, well-educated and have higher income (Yu & Littrell, 2005). In the same line, age and gender are regarded as important factors in explaining the behaviour of shoppers (Lehto *et al.*, 2004).

Factors such as age and income are reported to be significant in classifying casino participants (Zaranek & Chapleski, 2005).

Gender, education and age on the other hand, are reported to be key factors in profiling visitors who traveled to festival activities (Hou, 2012), while factors such as: education and income can be employed to predict visitors' participation in cultural events (Kim, Cheng & O'Leary, 2007). Furthermore, ethnicity has been employed to assess its role with travel activities. It was found that White Americans are reported to be medium involvers in shopping compared to African-Americans (Josiam, Kinley & Kim, 2005). Overall, demographic factors are key factors that can be used to classify visitors based on their activity choices. These factors are also important in explaining tourists' preference for water-park activities (Demir & Oral, 2007) and assessing the behaviour of gamblers (Park *et al.*, 2002).

Even though many studies have recognized the importance of demographic factors in explaining travelers' activity participation, other studies have come up with different finding regarding the link between demographic and activity. For example, Moscardo (2004) found that gender is not a significant factor in segmenting shoppers, and that shoppers are believed to be old, retired, well- educated and higher income earners (Yu & Littrell, 2005). This observation is somehow contrary to Josiam, Kinley and Kim (2005) who maintained that those who are highly involved in shopping activities are individuals with less education.

In the same line, Swanson and Horridge (2004) found that demographic factors are not significant in influencing the consumption of souvenir products. These factors are believed not to be imperative for predicting shoppers' satisfaction (Reisinger & Turner, 2002), or segmenting visitors who visited nature based areas (Mehmetoglu, 2005). Furthermore, Chang (2006) came up with findings contrary to Hou (2012). He profiled the characteristics of tourists who visited Rakai tribal area to be single, young, who have a desire of escape routine life by

participating in cultural activities.

Therefore, it seems that there is no conclusive remark regarding the role of demographic factors in explaining tourists' travel activities. Besides, the existing empirical work presents the evidence that demographic factors can be used to profile and explain the behaviour of travelers' who participated in shopping, casino, historical, water-park or nature based activities. Details whether differences in travel activity preferences among tourists can be explained by demographic factors such as marital status, family size and tourists' occupation is missing in the context of Tanzania. In this study few demographic factors have been chosen because the existing literature remains silent over its influence on travel activities. Table 1 presents the summary of the existing related studies.

Table 1: Demographic Factors and Travel Activity Studies

Author	Variable assessed	Findings
Collins & Tisdell (2002)	Gender	Gender is a major factor in influencing travel demand.
Nicholau & Mas (2004)	Income, household size & nationality	All the factors were significant and have a significant effect on vacation decision
Agahi & Parker (2005)	Age	Younger travelers participate more in many travelers' activities than older ones.
Peterson (2007)	Age	Senior travelers under 75 depict vacationing behavior same with those ranging from 35-55 years.
Kattiyapornpong & Miller (2008)	Age & Income	Age & income are strongly related to travel intention.
Zakić & Curcic (2009)	Gender	Women make more purchases than men when they are on vacation.
Boylu & Terzioğlu (2010)	Family size & Income	Family size and monthly income affect vacationing behavior.

Proposed Hypotheses

Relationship between Marital Status and Activity

Marital status is an important factor in the area of tourism; such information can be used to understand the vacation decision (Boylu & Terzioğlu, 2010). In some studies, married couples are reported to spend less time on vacation than those who are single (Lee & Bhargava, 2004). Similar observation was reported by Thrane (2000) who found that there is a negative relationship between those who are married and leisure time. Therefore based on this information, the following hypothesis was developed.

H1: There is a significant difference in terms of preference for travel activities between single and married tourists.

Relationship between Occupation and Activity

Early studies such as Gerstyl (1961) and Burdge (1969) reported that individual's occupation information could be used to determine differences in the choice of leisure activities. The conclusion of these studies suggests that as prestige increases the involvement in the variety of social activities also increases in a linear relationship. Therefore based on this information, the following hypothesis was developed.

H2: There is a significant difference in terms of preference for travel activities between employed and unemployed tourists.

Relationship between Family Size and Activity

The number of family size has been reported to have an impact on vacation decision (Nickerson & Jurowski 2001; Nicolau & Mas, 2004). When it comes to family vacation, husbands have a big role to play especially in the purchasing decision. Their duty is to make payments such as purchasing of tickets and accommodation. In some families, male dominance is strong in families with children than those without children (Collins & Tisdell, 2002). It was further reported that travel decision is mostly affected by changes in the family life cycle patterns. For example, an individual who is a single parent with kids is less likely to take an overseas trip compared to those without kids. However, some studies have shown that the presence of children does not affect the decision of family to enjoy their leisure time (Thrane, 2000). It seems that there are conflicting arguments regarding the role of family size on leisure participation. Taking all these into consideration, the following hypothesis was formulated:

H3: There is a significant difference in preference for travel activities between tourists who have large family size and those with a small family size.

Research Methods

In order to limit the range of the study, the focus was on local and international tourists who were 18 years old and above, travelled to Nothern Tourism circuit and islands of Zanzibar and Pemba for leisure. Descriptive statistics were employed to identify general tourist demographic characteristics. Cronbach's alpha coefficients were used to assess the internal reliability. This was followed by the analysis of MANOVA to detect whether differences in tourists' activity preferences was significantly explained by demographic factors such as tourist occupation, marital status and family size.

Survey Instrument Items

A self- administered, both closed and open ended questionnaire was used to collect information about the travel activity preferences of local and international tourists. The demographic characteristics of tourists were measured using their age, gender, marital status, education, family size, nationality, income and their occupation.

Travel activity items (e.g., such as visiting beaches, visiting city attractions…) were compiled using a list of travel activities from a study of Chow & Murphy (2008) and Hsieh, O'Leary & Morrison (1992). These studies were adopted because they contain a comprehensive list of travel activities that are also available in Tanzania. The respondents were asked kindly to rank their preference for various travel activities in a scale ranging from 1 (the least preferred activity) to 7 (the most preferred activity). Additionally, an open-ended choice of others was given, in case there was a missing activity.

Data collection

The actual data collection started around mid-January to end of May 2013. Tourists (both local and international) who were found at the Mwalim Nyerere international airport and those at the beaches of the islands of Zanzibar and Pemba were conveniently approached by the researcher and kindly asked to take part in the study. The decision to take part in the study was left entirely to tourists. Those who agree to participate in the study were given survey to fill in. Out of 500 surveys, only 431 were recognized as usable survey, representing a token usable return rate of 86.2%.

Results

Tourist Profiles Results

Tourists' general information such as their age, gender, nationality, marital status, level of education, income as well as their occupation are summarized in Table 2.

Table 2: Tourist Profiles

Variable	International frequency	Per cent (%)	Local frequency	Per cent (%)
Age:				
18-30	91	45.3	113	49.1
31-43	62	30.9	76	33.0
44-56	38	18.9	28	12.2
57+	10	04.9	13	05.7
Total	**201**	**100**	**230**	**100**

Variable	International frequency	Per cent (%)	Local frequency	Per cent (%)
Gender: Male **Female Total**	125 76 **201**	62.2 37.8 **100**	143 87 **230**	62.2 37.8 **100**
Marital status: **Single Married** **Total**	94 107 **201**	46.8 53.2 **100**	119 111 **230**	51.7 48.3 **100**
Level of education: **Primary** **High school** **Certificate** **Diploma** **University education and above** **Total**	02 21 08 27 143 **201**	0.9 10.4 03.9 13.4 71.1 **100**	25 31 20 27 127 **230**	10.9 13.5 08.7 11.7 55.2 **100**
Occupation: **Employed** **Unemployed Total**	123 78 **201**	61.2 38.8 **100**	126 104 **230**	54.8 45.2 **100**
Nature of the work: **Consultancy Academic** **Businessman/Businesswoman** **Arts related activities** **Others** **Total**	19 32 65 04 81 **201**	09.5 15.9 32.4 01.9 40.3 **100**	30 24 32 15 129 **230**	13.1 10.4 13.9 06.5 56.1 **100**
Family size (number of children) **Large (3 children and above)** **Small (0 to 2 children)** **Total**	102 99 **201**	50.7 49.3 **100**	139 91 **230**	60.4 39.6 **100**
Nationality: **American** **Asian African** **European** **Oceania** **Total**	19 39 51 67 25 **201**	09.5 19.4 25.4 33.3 12.4 **100**	0.0 0.0 230 0.0 0.0 **230**	0.0 0.0 100 0.0 0.0 **100**
Variable	**International frequency**	**Per cent (%)**	**Local frequency**	**Per cent (%)**
Monthly household income ($): **Less than USD600** **USD 601- 2999** **USD 3000- 4999** **USD 5000- 6999** **USD 7000- or more** **Total**	19 40 50 67 25 **201**	09.5 19.9 24.9 33.3 12.4 **100**	132 94 04 00 00 **230**	57.4 40.9 01.7 00.0 00.0 **100**

Source: Field Work (2013)

Reliability Results

Internal consistency reliability for the scale items was tested using Cronbach's alpha and item to total correlations. The resulting alpha values ranged from 0.784 to 0.941 which were above the acceptable threshold of 0.70 as suggested by Hair *et al.* (1998). Table 3 presents a summary of reliability results.

Table 3: Reliability Results

Scale	Variable	Scale if mean item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted	Cronbach's alpha (α)
Sightseeing activities (ST)	Visiting beaches (ST1)	10.51	.694	0.634	
	Visiting islands (ST2)	10.68	.654	0.675	0.784
	Visiting city attractions (ST3)	10.64	.532	0.801	
Entertainment activities (ET)	Casino (ET1)	2.32	.890	-	
	Nightclub (ET2)	2.19	.890	-	0.941
Outdoors activities (OD)	Mountain climbing (OD1)	6.99	.714	0.638	
	Hunting (OD2)	7.61	.681	0.678	0.796
	Camping (OD3)	6.81	.530	0.833	
Shopping activities	Traditional clothes (SP1)	7.84	.730	0.810	
	Buying	8.05	.789	0.754	0.861
Scale	**Variable**	**Scale if mean item deleted**	**Corrected item-total correlation**	**Cronbach's alpha if item deleted**	**Cronbach's alpha (α)**
(SP)	traditional jewelries (SP2) Buying of carving products (SP3)	7.89	.693	0.844	

Source: Field Work (2013)

MANOVA Results

This study examined differences in terms of preference for travel activities among tourists based on their marital status, occupation and their family size. The differences were tested based on the hypotheses generated in former chapters (see H1a-H1c under paragraph 1.4). MANOVA was adopted to test these hypotheses. Independent variables are marital status, occupation and family size and dependent variable includes eleven travel activities. A series of steps was attempted to examine these hypotheses. Before conducting MANOVA, a series of Pearson correlation were performed between all dependent variables in order to assess the strength of the correlations among dependent variables. According to Tabachnick and Fidell (2001) a correlation value of 0.60 or closer to this is regarded as a desired value for a researcher to use MANOVA. Based on the overall results, reasonable patterns of correlations were observed amongst most of the dependent variables, indicating the appropriateness of employing MANOVA.

Box's M test of equality of covariance matrices was significant (p<.000), this imply that the assumption of equality of covariance matrices was not met. Therefore, the decision was made to use the Pillai trace and the multivariate *F* test was employed.

The results indicate that there was a significant difference between tourist occupation and travel activities. A statistically significant MANOVA effect was obtained, Pillai's trace = .064, $F(11,413) = 2.58$, $p = .003$, $\eta^2 = .064$, which implies that 64% of the variance in the travel activities was accounted for by the tourist occupation status. When the effect of other demographic factors such as marital status and family size were examined, the results were not significant. The Multivariate results for the other demographic factors were as follows. For the family size, the Pillai's Trace was .037, $F(11,413) = 1.434$, $p = .155$ and for marital status the Pillai's Trace $= .042$, $F(11,413) = 1.658$, $p = .081$, $\eta^2 = .042$. Furthermore, the interaction effect between variables was examined; however none of them show significant results. Interaction between Marital status and family size; Pillai $= .027$, $F(11,413) = 1.024$, $p = .424$), Marital status and occupation Pillai $= .036$, $F(11,413) = 1.399$, $p = .170$), Family size and occupation; Pillai $= .043$, $F(11,413) = 1.668$, $p = 078$), Marital status and Family size and Occupation Pillai $= .034$, $F(11,413) = .1.324$, $p = .208$).

After conducting MANOVA, the next step followed was to test the homogeneity of variance assumption for all the eleven travel activities. Based on the overall results the homogeneity of variance assumption was attained.

The results of uni-variate ANOVA indicated that there was significant differences between tourist occupation and preference for visiting beaches $F(1, 13.143) = 5.157$, $p = .024$, Partial Eta $= .012$; visiting islands $F(1, 17.088) = 5.501$, $p = .019$, Partial Eta $= .013$; and buying traditional clothes $F(1, 28.086) = 6.682$, $p = .010$, Partial Eta $= .016$. However, the difference was not significant for activities such as visiting city attractions $F(1, .318) = 0.120$, $p = .729$; visiting casino $F(1, .016) = 0.006$, $p = .939$; visiting nightclubs $F(1, .737) = 0.227$, $p = .634$; buying traditional jewelries $F(1, 1.943) = 0.423$, $p = .516$; buying of carving products $F(1, 5.751) = 1.350$, $p = .246$; mountain climbing $F(1, 1.302) = 0.261$, $p = .609$; hunting $F(1, .003) = 0.001$, $p = .981$ and

camping $F(1, 14.068) = 2.869$, $p=.0.91$.

Further analysis was done to detect whether the differences between travel activities and tourist occupation was insignificant or significant. The estimated marginal means was performed with the intention of identifying the interaction effect between occupation*tourist on travel activities. The overall finding indicates that both employed and unemployed local tourists had high mean values for activities such as visiting beaches and buying of traditional clothes compared to employed and unemployed international tourists. In addition to that, employed local tourist had high mean value for visiting islands compared to employed international tourist. At the same time, unemployed international tourist had high mean values for the same activity compared to unemployed local tourist. For the summary of the results see Table 5.

Table 5:   Estimated Marginal Means for the Interaction Effects

Dependent variable	Occupation	Tourist type	Mean	Std. Error	95% Confidence interval	
Visiting beaches	Employed	Local	5.865	.140	5.589	6.141
		International	5.220	.142	4.940	5.499
	Un-employed	Local	5.260	.155	4.956	5.563
		International	5.141	.179	4.790	5.492
Visiting islands	Employed	Local	5.516	.157	5.207	5.825
		International	5.252	.159	4.939	5.565
	Un-employed	Local	4.933	.173	4.593	5.273
		International	5.167	.200	4.774	5.559
Buying traditional clothes	Employed	Local	4.397	.177	4.049	4.744
		International	3.252	.179	2.900	3.604
	Unemployed	Local	4.865	.195	4.483	5.248
		International	3.667	.225	3.225	4.108

The overall finding indicates that after testing hypothesis one (H1 to H3) only hypothesis H2 was accepted while the remaining hypotheses were not accepted. Table 6 presents the summary of the results.

Table 6: Summary of Hypotheses Results

Variable	Hypothesis	*F*	*Sig.*	Hypotheses status
Marital status (MS)	H₁:	1.658	.081*	No
Occupation status (OC)	H₂:	2.588	.003**	Yes
Family size (FS)	H₃:	1.434	.155*	No

*Note: ** (Supported at p>0.001), * (Not supported)*

Discussion of the Results

The overall finding indicates that amongst all the examined demographic factors, only tourist occupation was reported to have significant effect on travel activities. It was further indicate that this factor had a significant effect on travel activities such as preference for visiting beaches, islands and purchasing of traditional clothes. Additionally, both employed and unemployed local tourists had higher preference for visiting beaches than the employed and unemployed international tourists. This finding implies that the more love of local tourists to touring beaches than islands could be associated to the fact that beach tourism is more affordable than island tourism in Tanzania. This is so because there is no entrance fee in most of the beaches. Thus, a good number of local tourists have been reported to visit beach areas especially during the weekends. Relaxation and having good time with family members could be one of the key motives to prefer going to the beaches. The finding of this study is somehow consistent with Maguire, *et al.'s* (2011) findings that local tourists are the main beach users compared to international tourists. However, the preference for visiting beaches may be reduced during holidays as local tourists avoid influx of international tourists.

On the other hand, the reason for this disparity could be due to the fact that international tourists look for certain attributes before they make a decision to visit a particular attraction. Tourists generally assign great value to the issue of natural attraction because of their desire for sea waves and sunset view when they are at the beach. Other important factors that tourists consider when choosing beach as a tourist destination include safety and security, accessibility and the nature of activities available at the beach (Hassan & Mondal, 2013). The issue of security and safety could be one of the reasons why few international tourists have shown interest in visiting beaches. For instance, in Europe 'safety' is generally the most important aspect when an individual wants to choose a resort/urban beach destination (Botero *et al.,* 2013).

Furthermore, this study also found that employed local tourists had a higher mean value for visiting islands than employed international tourists. The reason for such disparity could be explained by the fact that most of the international tourists traveled to Zanzibar as their second destination after visiting the mainland for safari. Despite the fact that Zanzibar and Pemba have quite good number of resort hotels, these islands lack the most basic infrastructure such as roads, water supply, electricity and telecommunications (URT, 2003).

In addition to that, the quality of the accommodation in the islands does not match with the room price that tourist pays (Acorn consulting partnership, 2008). As it was highlighted in the tourism master plan for Zanzibar and Pemba, the current tourism trend in the islands is based on low quality accommodation. This situation could have an impact on how international tourists perceive Zanzibar as a costal destination.

Besides visiting islands, this study highlighted that both employed and unemployed local tourists had a high mean value for purchasing traditional clothes than international tourists.

Although there is limited information regarding the effect of occupation on travel activities, Alooma and Lawan (2013), commented that occupation has a significant influence on purchasing of   clothes.

A plausible explanation as to why unemployed local tourists showed higher preference on this activity could be explained by the fact that shopping is one among the hectic activity. This kind of activity suits better those who are unemployed because they have flexible time to participate in such activity than those who are employed. This finding is consistent with Yu and Litrrel's (2005) findings that shoppers are believed to be unemployed, well-educated and high income earners.

The reason why unemployed and employed international tourists showed less interest in buying traditional clothes could be explained by the fact that Tanzania is regarded as an expensive tourist destination (Tario, 2013), and that tourist products are priced differently to attract the two travel markets. While product pricing is affecting international tourists, local tourists on the other hand find it affordable to purchase traditional clothes compared to international tourists. Besides, the overall literature has highlighted that international tourists traveled to Tanzania for leisure and the past studies have indicated that leisure travellers are price sensitive compared to business travellers (Lehto *et al.,* 2004). Therefore, once they suspect that the product price is high, they will try to avoid buying the product. Apart from pricing, the issue of security, language barrier could also affect tourist purchasing decision.

Limitations of the Study and Future Research Areas
First, the data collection was done between January and May. This is the low season. Thus, the findings of this study are limited to this particular period. Therefore, the tourists who travel in different seasons, for instance high peak season might have different opinions regarding their preference for travel activities.

In addition, the population for this study covers all tourists who travelled to Northern tourist circuit and the islands of Zanzibar and Pemba for leisure. Thus, the study findings are limited to this population and to the named geographical areas only. Therefore, the results from the study may not be generalized beyond the selected population. On the other hand, tourists who visited other circuits (Southern circuit) may have different preferences regarding travel activities. Replication of similar studies in other tourist circuits should be done to see whether similar findings could be generated.

Conclusion
Although, the findings of this study are not longitudinal, it is expected that the information generated and the implications of the study may be of a vital help to tourism stakeholders. Therefore, destination managers should take into account that both employed and unemployed

local tourists prefer visiting beaches and going to the islands than employed and unemployed international tourists. Also, local tourists have shown interest in other activities such as camping; thus, special package which include activities such as beaches, islands and camping should be introduced in order to attract more local tourists.

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