Assessing the Visitors Motivation and Satisfaction in the

Ngorongoro Conservation Area

Asantael W. Melita[1*]

[1] Ngorongoro Conservation Area Authority, P. O. Box 1, Ngorongoro Crater, Arusha, Tanzania

[*] Asantael W. Melita, Email: melitaasante@gmail.com

Abstract

Tourism Industry in Sub Sahara Region has been operating on competition poses basing on the same resources which are wildlife and nature as the products in service. Many of the areas to visit by the tourists are still natural and some of them are exist under diminishing status because of the use since establishment. That needs resources engineering to motivate the tourists who wish to visit and are mostly changing the tourism tests all the time. Tanzania has about 30% of its territorial land for Natural resources where tourism is basically commenced. Tourism is a leading industry that contributes about 7.1% to the Tanzania GDP; therefore it needs some resources rehabilitation and re-designed to motivate the visitations.

Ngorongoro Conservation being one of the protected areas in Tanzania gets about half of the tourists (611,767 by 2014) who visit Tanzania (1,410,156 by 2014). The resources for tourism are in different status i.e., Developed and Over utilized, Developed and Underutilized, Undeveloped and over utilized, Undeveloped and underutilized. These are the areas that needs status evaluation and developed to motivate the visitors for more stay in the Ngorongoro area and realize more revenue gains.

With 725 questionnaires collected during survey, visitors category identified and their expectations were measured and all that revealed the fact that the Ngorongoro resources needs rehabilitation (Push factor) to motivate the visitors to select the area as a destination to visit (pull factor). Capacities for a tourist buy a vacation were measured through income of the respondents which is important factor during resources development to motivate the tourists. The response from Non residents respondents were 40% who they earned less than $50,000/year, which is more than those under 29 years old (33%) and 77% earned under $100,000/year. Only 7% claimed an income over $250,000/year which would be considered upper middle to wealthy in Western societies.

With the income status, awareness of the Ngorongoro as destinations were measured and level of package for visitation were measured. The findings revealed that most of the visitors know the Ngorongoro from Tour Operators package or programs (29.2%) of the respondents against the NCAA trade fairs and Expo attending campaign (2.2%). The marketing strategies for Ngorongoro Conservation area should look the possibilities to creating imagination impacts to the visitors before their arrivals to the NCA. It was further discovered that there is no enough efforts have been put on

resourced development and use of the available resources to motivate the tourists. More effort is required for marketing the unique resources available in Ngorongoro Conservation Area; convince more stay of the tourists, accruing more revenue and maneuver the a challenge over the tourism threats identified in the area.

Keywords

natural resources, motivation, visitation, marketing, resources, development

1. Introduction

The Protected Areas (PA' s) in Sub Sahara region are among the best visitors' destination in the world with various reasons for visitation. It has been a challenge to know the best way to encourage more visitations in the Sub Sahara Protected areas due to the fact that the resources are the same and to some extent even the procedure of the visitations are the same in most cases. These characteristics of the same resources in the region have created competition among the owners and also have created a wide range of choice of the best destinations on the customers' side.

Some of efforts are deployed in most of the Su Sahara protected areas to make the resources attractive to customers and give impression for visitation. However, natural resources have little to modify for attractions and this limits the management strategies. Nevertheless, there are the aspects that could be worked out to make the area attracts the visitations. Most of the park authorities have tries to make the best roads, easy access to sceneries, improve the accommodation facilities, provides free services within the protected area and so many other things.

There are several researches that were specifically looking on how to motivate the tourists to visit the destination. Kanagaraj et al. (2013) and Al-Haj Mohammad et al. (2010) discussed the "Push and Pull" motivations factors. Vuuren et al. (2011); Tawil et al. (2013); Mungai (2013); Pratminingsih et al. (2014); Konu et al. (2009); Vuuren (2011) and Jonsson et al. (2008) discussed deeply on the motivation to visitors that accelerates the decision to leave one site and visit another.

The Ngorongoro Conservation Area is among the protected areas in Sub Sahara Region where natural resources are relied for tourism support (Melita, 2015). There are so many other areas of the same nature in the region where nature also is the base of tourism. As the same to those competing areas and the competitive business environment, for the Ngorongoro as a destination where more than half of the tourists to Tanzania; marketers are trying to expand their market share by seeking travelers who will spend more money and time on the Ngorongoro products (Mungai, 2013). The only ways to serve the visiting tourists better is by providing the services to their satisfactions and design the best marketing strategies basing on the customers' needs. When the services are at the best, then the two factors (Push and Pull factor) can be weighed to assess the status of the decision for visiting the site.

2. Literature Review

Motivation parameter surveys can be used to assess the visitor decisions to visit some destinations. There are different motivational factors of potential tourists and that determines whether and what types of relationship exist among the motivation factors and intention to make a wellbeing holiday to the desired destination (Konu, 2009). To understand better the motivation of a tourists to decide to visit a destination and leave another, one should involve two factors of "Push and Pull" during designing of the motivation in the protected area. Andreu, Bigne and Cooper (2000) discussed that "Push" factors are intangible factors that pushes a tourist away from home, while "pull" factors are tangible characteristics pulling tourists towards the destination, referring to what makes a destination attractive for potential visitors' including historical and cultural resources, beaches, and accommodation. The Ngorongoro Conservation Area as a Mixed World heritage site has natural, historical and cultural resources which could be the pull factor to tourists to visit the site. It is unique resources in the region and it may be a different site compare to most of the Sub Saharan protected area resources. With a mixture of people and wildlife, the Ngorongoro Conservation area has a value that cannot be compared to some other areas in Africa. So far the area is having most of the visitors who reach the area as push factor acts on them. Normally push factors is derived from individual's intangible or intrinsic desires, such as desire for escape, adventure seeking, dream fulfillment, novelty seeking, rest and relaxation, health and fitness, prestige, and socialization (Konu, 2009). The available resources can be used to motivate the visitation in the Ngorongoro Conservation Area as they come intentionally and many by push factor that may need to be complemented by pull factors.

Understanding of what the tourists need is very important as that complements the desire of tourists on a particular destination visits. Adequate knowledge about the motivations influencing the travel behavior of tourists is a best tool to manage and prepare a good marketing tool for the parks. The behavior of the tourists can as well convince the best marketing strategic plan for the protected area. The Ngorongoro conservation as many other protected areas in Sub Sahara receives visitors who are passive and very few who are active visitors (Melita & Mendlinger, 2013; Kanagaraj et al., 2013) in his study suggested that, marketers and destination promoters in tourism should keep in mind that most successful products are those which respond best to a bundle of needs within a given market segment, and should give more marketing efforts to matching a destination's major attributes to the tourists' diverse psychological needs. This is very true because when the area products are not maintained well and promoted the best may tend to bend the customers need and desires.

However several studies (Chang, 2007; Correia et al., 2007; March & Woodside, 2005; Law et al., 2004, p. 361; Papatheodorou, 2006) concluded that, people are mostly caused by push factor to visit destinations but that could not be the only reason but well developed resources can complement the visitations of tourists to the destinations. Some of these studied starched further that push factor creates more passive visitors that pull factor and by simple observations, pull factor could have enough if the resources could be well maintained and infrastructure designed to attract the visitors. Nevertheless

162

marketing for the resources may differ from one country to another and from destination to another because of the simple nature of origins of the visitors and their nationalities. Designers must study the motivation for nationalities before design of the area resources. A Country like China desires may differ when compare to Europe or America and Africa. Study of the motivation should be properly surveyed to give a room for satisfactions.

Cha et al. (1995) argued that motivation knowledge will, in turn, be reflected in the development of facilities in a destination area because it allows planners to better define tourist behaviors and the value of tourism in that area. This strengthens the idea of understanding of motivation that involves identifying the markets and the needs of the visitors at a particular destination. For the areas like the Ngorongoro Conservation, several issues need to be understood before the development of the products in the area. Currently the Ngorongoro receives more than half of the all tourists who visit Tanzania. The year 2014, about 611,767 tourists visited the site and that was a little below the of tourists arrivals in 2013 which was 647,733 visitors.
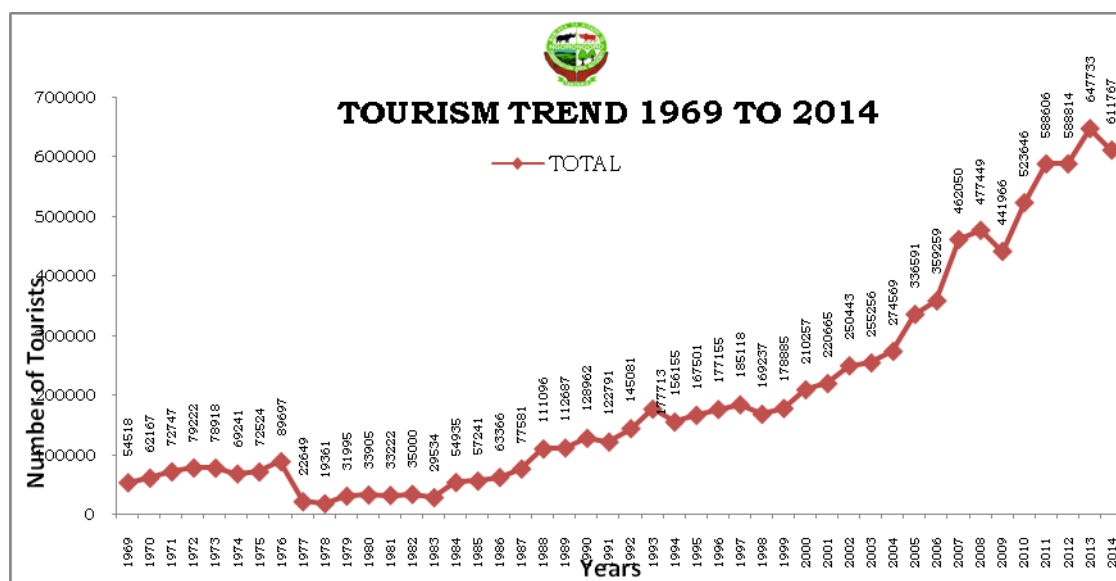

Figure 1. Total Visitors (Resident and Non Resident) Arrival in the Ngorongoro Conservation from 1969-2014

This decline in the graph in 2014 with other factors can be also associated with little understanding of the NCA products and little development of the available attractions. All the tourists who visits the Ngorongoro are mainly enter and visit the Ngorongoro Crater (250 km^2 which is only 3% of the whole area 8292 km^2). That is the only a place everyone is aware that can plan to visit and have a better game drives. The awareness for the visitation to the Crater of Ngorongoro has been advocated for decades now. Some more area resources can be developed and services to deliver be designed to motivate the visitors stay longer in the area. Some more areas can be opened for visitation and some more tourism

163

land uses can be described to maintain long stay by the tourists in the area that will increase the revenue collections. Some years ago, visitors were staying **two to three nights** in the Ngorongoro area but there is heavy decline currently as surveyed in 2014, and realize that visitors stay **only one night or non** in the area.

Table 1. Visitors Stays 10 Years to 2014

Year	1 Day Stay	2 Days Stay	Above 2 Days Stay	Day Trip	Transit to Serengeti	Total arivals
2005	60,216	194,142	56,010	16,203	20,020	**336,591**
2006	67,278	199,128	60,281	19,034	13,538	**359,259**
2007	91,341	240,110	83,199	27,101	20,299	**462,050**
2008	86,952	200,299	67,971	45,561	106,776	**507,559**
2009	105,441	162,011	51,211	57,223	66,080	**441,966**
2010	121,258	142,257	42,338	44,329	173,464	**523,646**
2011	125,134	121,432	36,723	67,234	238,083	**588,606**
2012	186,243	117,889	28,228	71,567	184,887	**588,814**
2013	186,877	134,767	26,889	83,653	215,547	**647,733**
2014	192,142	131,886	21,776	101,672	164,291	**611,767**
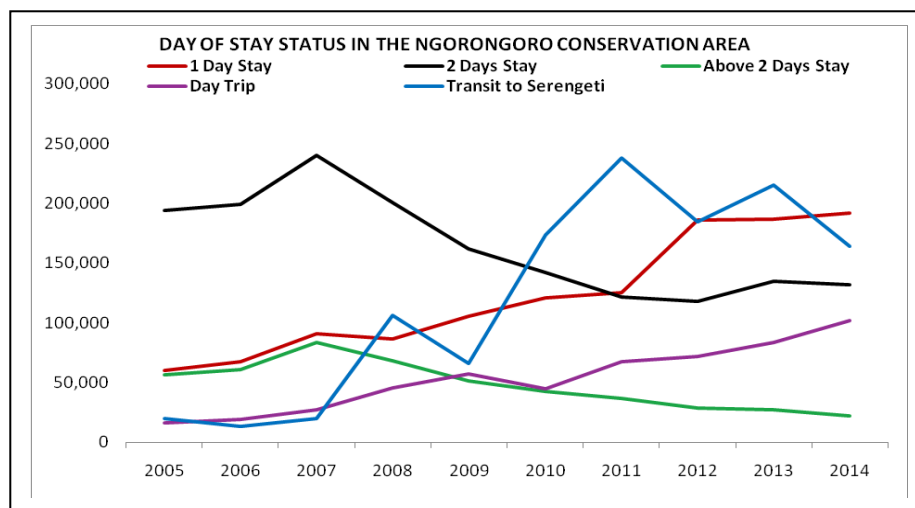
Figure 2. The Stays Status of the Tourists in the Ngorongoro Conservation Area 2005-2014

It is further discovered that the area is almost **becoming a transit destination** to Serengeti national Parks (Table 1). The transit increased from 10.8% (66,080) in 2009 to 26.8% (164,291) in 2014. This may be influenced by the schedule and package from the tour operators, Visitors decision, and time factor during visitation or may be the visiting prices. All these factors can make the destination decision

164

making process however they are sophisticated and complex in process basing on a fact that every individual consumer is different from the other. Hence, consumers employ different decision factors each time they make a decision and as a result consumers may have different preference judgments for the same destination (Mungai, 2013).

It is very important for the decision makers and tourism resources utilizations developers, to consider the creation of good images that may motivate the users' decisions for visitation to a destination. A pull factor should lead into the decisions making for the resources development reflecting the image that can motivate visitors. These bases on the fact that, a visitor may have a push factor to not use the destination, but because of the pull factor then deviates the decision and make a decision to visits. Destination product can be viewed as the uniquely complex element of the tourism industry that comprises of the service elements that a tourist consumes from the time of arrival to the time of departure (Witt & Mountinho, 1989). The Ngorongoro Conservation Ares has so much to offer with various service elements, with different status according to push factors and desire of the customers. Some resources are developed and over utilized for example the Ngorongoro Crater (250 km^2) which holds about 350 vehicles per day during the High Season and not less than 100 vehicles during the low season. The areas of Ndutu where the limits of acceptable use allows only 14 Campsites during the wildebeest migration but just because of the customers desire the area has about 20 Campsites and the users have created a lot of off roads, however stays for a very short time (only five months a year) where the tourism impact is defined minimum. Other developed and over utilized areas are Shifting Sand, Olmot Crater, Picnic Sites and Olduvai Gorge.

Other products within the Ngorongoro Conservation Area that are developed but underutilized are areas like the Empakaai Crater, Cultural Boma sites in the area, the Culture of Datoga and Hadzabe, Burial mounts/Stone Bau Boards and Mortars in the area, Camp Sites, Walking Safari Routes, Salei Plains, Nasera Rock, Gol Mountains and Olkarien Gorge.

There are some areas within the Ngorongoro Conservation Area which are undeveloped and underutilized. Those areas could motivate tourist's visitations a lot and visitor's numbers could increase and create more days of stay within the area. These are areas like Eyasi Escarpment, Cedah Trees community, Hot Springs in the area, Water Falls, Loolmalasin Mountain, Bamboo Hill (Oldean Bamboo forest), Northern Highland Forest Reserve (NHFR), Laetole Footprints and the Local Population of the residents in the area. The NCAA could include the uniqueness of these attractions as a pull factor and make them appealing for the visitors to choose the Ngorongoro as the best destination and decide to leave others of the same nature. Pull tourists usually want more cultural and nature assets than passive vacations; they want an active, learning, experiential experience and above all unique memories. They want to get out of the vehicle and touch, smell, feel and learn—not just take pictures and drive on. They want memories of the destination, of its people, of its uniqueness and they will travel to a specific destination to get these; and they will return if they are pleased (Kim et al., 2003; Beh & Bruyere, 2007; Alegre & Garau, 2010).

165

For the area products to meet the visitor's satisfaction, tourists they should be motivated properly and create enjoyment for them to value their money. Pratminingsih (2014) discussed that understanding visitor's motivations often results in ability to increase visitors' enjoyment; moreover, it makes it possible to attract and retain more visitors. That is where satisfaction can be measured and creates the need for a visitor to return and use a "word of mouth" tool for marketing a destination. Satisfaction is a customer's emotional response when evaluating the discrepancy between expectation regarding the service and the perception of actual performance (Pratminingsih, 2014).

There are some of the attractions that may serve the tourism better in Ngorongoro Conservation area if may be used as a pull factor for this growing tourism industry. It is well known that tourism industry with its dynamic characteristic is depending on people to decide what to do. In any case the designing of tourism products and development of the attractions are influenced by the visitors. In the Ngorongoro Conservation area, the tourism test has been realized changing all the time and that affects the services to be provided, operations, demand for the sites for investment, tourism facilities setups, production of food for the tourists, changing of the prices, type of staffs that wish to be used for tourism services and so many others. It is true that all the best facilities can be developed to motivate tourists to visit the destination. However, the analysis on tourist motivation is important for destinations to understand leisure tourist destination choice (Pratminingsih, 2014). It is important to understand and have adequate knowledge about the motivations influencing the travel behavior of tourists and the way it affects the destinations development, for they have a direct impact on the decisions tourists make (George, 2004).

The motivation understanding can influence the decision to develop better, and it is important to desires of your customers when designing for the development and improves the destination products. Thoughts of motivation can change the real meaning of the products and a little change can change the satisfaction on the visitors' side. However, Vuuren (2011) when studding travel behavior and motivation in South Africa argued that, the prediction of travel behavior and knowledge of travel motivation play an important role in tourism marketing, in order to create demand and assist tourists in decision-making (March & Woodside, 2006; Decrop, 2006; Mazanec et al., 2001; Holloway, 2004). It is crucial for destination managers to develop better understanding of specific segments of consumers to accommodate their distinct needs and wants and establish efficient and effective marketing and promotion strategies (Tawil & Tamimi, 2013). In the Ngorongoro Conservation Area, more effort is required to understand the needs of the tourists and create a motivation basing on a pull factor and encourage more active tourists. This effort will allow more stay by the tourists as it is now becoming a stopover for the Serengeti visitors and the stop over status will decline the tourism utilization status of the area. During this study the visitors expected to find enough as they exposed when entering the area, and during exits, they declared to have not satisfied. It is again the time to design for the better marketing strategic plans capitalizing on the customer's desire through understanding motivation to the area and visitor's desires and satisfactions.

3. Methodology

This research was designed to understand the motivation that can be deployed for the best use of the Ngorongoro Conservation Area resources and its management; to create a way to encourage more tourists stays within the area, better marketing strategies for the better revenue generation in the area.

Two type of questionnaire were designed to survey on the motives of choosing the Ngorongoro for visitation by the visitors and their expectations. About 800 questionnaires were distributed to the visitors at the gates and the lodges within the NCA, whereby a single questionnaire could be completed in 5 minutes. This could help understanding of the major areas of education, infrastructure, assets, hotels and human resources basing on a Linkert scale supplemented by the open ended questionnaire.

Some other 400 questionnaires were taken to the exits at Naabi Gate where the level of satisfaction could be measured. The level of happiness and satisfactions were measured to see if a motive explained at the gate could be met by the visitors. The questionnaires included: (a) socio-demographic data; (b) ten Likert scale motivation parameters which were considered as importance-ratings questions as we ask each person to rate the level of importance of each parameter to their visit (the ten parameters are capitalized in this paper); and (c) open ended questions on understanding what they hope to do and see in the NCA and are aimed at providing a multi-dimensional approach to understanding motivation and may require more thought to answer than Likert scale questions; i.e., a mixed method model which includes qualitative and quantitative questions was used.

The hired survey staffs were used to conduct the survey in all of the intended areas. Random sampling method were used and Up to 75 questionnaires were collected on one day with 722 tourists agreeing to participate, about 10% of those asked declined either because their English was poor or lack of time. SPSS statistical program was used to analyze the results. Answers from Likert scale questions were directly entered into the program. The answers from open ended questions were given a numerical code and were subsequently entered. The data was analyzed for descriptive statistics of the SPSS; appropriate analyses of variance, correlations among parameters and factor analyses. Two-Way Analysis of Variance (ANOVA) to test for interactions between the socio-demographic parameters was performed but almost all interactions were not significant so One-Way ANOVAs was used in this paper. The relationships through cross tabs were disaggregated from the sites the questionnaires were collected. Aggregate analyses were done to all data from all sites questionnaires and thereafter disaggregated by arrival groups of residents and non residents. From the SPSS data editor, descriptive statistics analyses were run and frequency tables were formulated from the questionnaires to generate statistical information. Chi-square test was run for the variables that required comparisons. The results were presented in 3D charts for interpretation whereby percentage labels from different response were expressed on the charts.

4. Results

A total of 800 questionnaires were distributed at the NCA gates and hotels within the area. The survey was challenging as the interviewee could not fill the copies they were given and that resulted to only 725 copies collected. Among the collected copies, 7 copies were not recorded due to some technical problems. A significant difference was realized among the two groups surveyed (Non Residents and Resident) respondents (χ^2 = 35.539, df = 1, p < 0.05) with 460 (78.7%) being Non Residents and 265 (21.3%) residents. When the respondents' ages analyzed the result was that 33% of the tourists were less than 29 years old and 58% were 39 years old. The age were related to income of the respondents and the response from Non residents were 40% they earned less than $50,000/year, which is more than those under 29 years old (33%) and 77% earned under $100,000/year. Only 7% claimed an income over $250,000/year which would be considered upper middle to wealthy in Western societies. The residents had relatively $9600 per year for low income and $22,800 per year which had a significant difference among the two groups.

The statuses of the respondents were measured in this survey and only 2% were retired while 98% were in jobs for the non residents. The residents responded that 8% of the residents were retired and 92% were working group. However, most of these were only transiting the NCA to Mwanza and Musoma. Of the 92% residents' respondents, only 52% were visitors to the NCA. The percentages of the foreigners respondents country wise was lead by USA 21.2%, Uk 16.5%, Netherland 11.1%, Germany 10.3%, France 7.6%, Spain 6.0%, Canada 5.0%, Australia 4%, Switzerland 4.6% and Italy 3.0% to mention only 10 best companies.

Table 2. The Country of Origin and the Percent from Each Country of Tourists Who Participated in the Ngorongoro Tourist Survey, January 2014 to December 2014, n = 735

Country	Percent	Country	Percent	Country	Percent
Tanzania/East Africa	30.9	East Africans	0.8	UAE	0.1
USA	21.2	Poland	0.7	Andorra	0.1
UK	16.5	Israel	0.72	Cape Verde	0.1
Netherlands	11.1	Mexico	0.7	Costa Rica	0.1
Germany	10.3	Norway	0.4	Venezuela	0.1
France	7.6	India	0.4	Lebanon	0.1
Canada	6.0	Portugal	0.4	Cameroon	0.1
Spain	5.0	Slovenia	0.4	Brazil	0.1
Australia	4.0	Russia	0.3	Oman	0.1
Switzerland	3.6	Peru	0.3	Greece	0.1
Italy	3.0	Columbia	0.3	Finland	0.1

|					
Ireland	2.4	Kenya	0.3	Latvia	0.1
Belgian	2.0	Luxemburg	0.3	Pakistan	0.1
Denmark	2.0	Czech Republic	0.3	China	0.1
South Africa	1.9	Tanzania	0.3	Saudi Arabia	0.1
Austria	1.3	Turkey	0.1	Burundi	0.1
Sweden	1.2	Kazakhstan			
New Zealand	0.9	Japan	0.1		

Gender, Age and Income were measured during the survey. The findings reveled that there were slightly more males than females (54% versus 46%) entered the NCA, however the sex differences was not that much important in respect to marketing and potential tourists visitations. When the age determined the results indicated that, many young people, who fit the profile of the more Active, Learning or Experiential Tourists, were visiting the NCA. About 33% of the tourists were less than 29 years old and 58% were aged to 39 years old and above. Compared to what is currently offered by the NCAA, the respondents wanted more than what is presently being offered at the NCA and if they get it they can become repeat customers.

The income factor reveled that most tourists were lower to middle class and not wealthy. 40% reveled that they earned less than $50,000/year, which is more than those under 29 years old (33%) and 77% earned under $100,000/year. Only 7% claimed an income over $250,000 per year which would be considered upper middle to wealthy in Western societies. While several dozen people surveyed declined to state their income, even if they were included in the over $250,000 earners it would not significantly change the findings. Among all the respondents, only 2% claimed to be retired. These results paused a question and ask where the wealthy tourists are? Are they not coming to Tanzania or are they bypassing the NCA and flying directly to the Serengeti National Park? This is an important question for the future of the NCA.

Table 3. The Gender (n = 722), Age (n = 618) and Income (n = 648) of the Respondents Participated in the Ngorongoro Tourist Survey

| GENDER	NUMBER	PERCENT	AGE	NUMBER	PERCENT	INCOME IN 000 US DOLLARS	NUMBER	PERCENT
Male	420	53.2	< 20	50	8	< 50	256	40
Female	302	46.8	20-29	155	25	50-100	238	37
			30-39	152	25	100-250	95	15
Total	789		40-49	118	19	> 250	47	7
			50-59	96	16	retired	12	2
			60+	47	8			

There was significant a significance difference in responses between Non residents visitors and Citizen/Resident visitors respondents (χ^2 = 156.069, df = 2, p < 0.005) and Citizen/residents (χ^2 = 29.432, df = 1, p < 0.005) when asked how did they knew the Ngorongoro and decide to visit the area (Figure 3). The Non Residents responded to have information from Tour Operators (29.2%), Travel Books/Guide (24%), Internet (15.7%), Friend and relatives (14.7%), previous visits (8.3%) and NCAA attending Travel fair and Expo (2.2%).
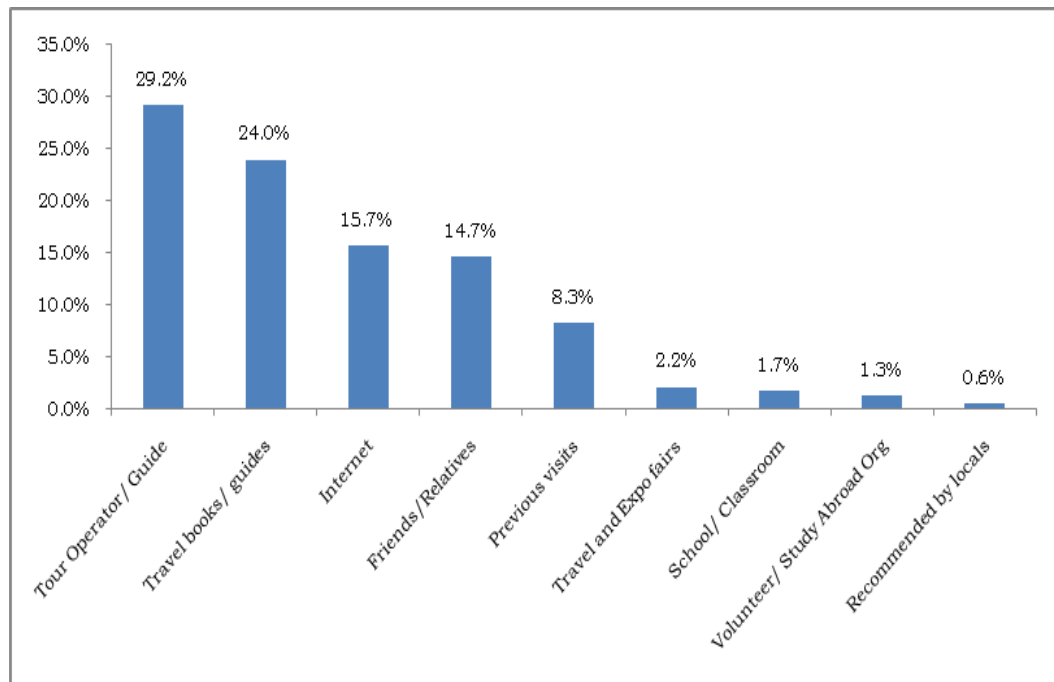
Figure 3. The Awareness and Knowledge about the Ngorongoro Conservation Area

The influences to choose for the visitors to visit the Ngorongoro Conservation Area were measured and the factors influenced in this parameter were known. There was significant difference for all factors to all responses (χ^2 = 361.586, df = 4, p < 0.005) reputation of the NCA as such Natural Beauty (39.59%), (χ^2 = 123.788, df = 4, p < 0.005) the wildlife of the area (29.48%), part of a tour operator package 17.78%, (χ^2 = 50.495, df = 4, p < 0.005) friend/guides recommendations 7.7%, (χ^2 = 72.483, df = 4, p < 0.005) learning experience 3.3%, and (χ^2 = 229.395, df = 4, p < 0.005) closeness or proximity to Arusha and Serengeti 2.37% (Figure 4).

The tourists' choices were complemented by the hope to see wildlife, natural beauty of the area especially the Crater view, Nature walk and the communities of the area. There was significant when the ratio run through Chi-Square (χ^2 = 29.432, df = 1, p < 0.005), many wildlife factors could not be given high credits as the wildlife that can be available in some other areas of the same nature like the Ngorongoro. The most important is time spent to sight the wildlife in the Crater that declared to be shorter than other parks of the Northern Tanzania.

170
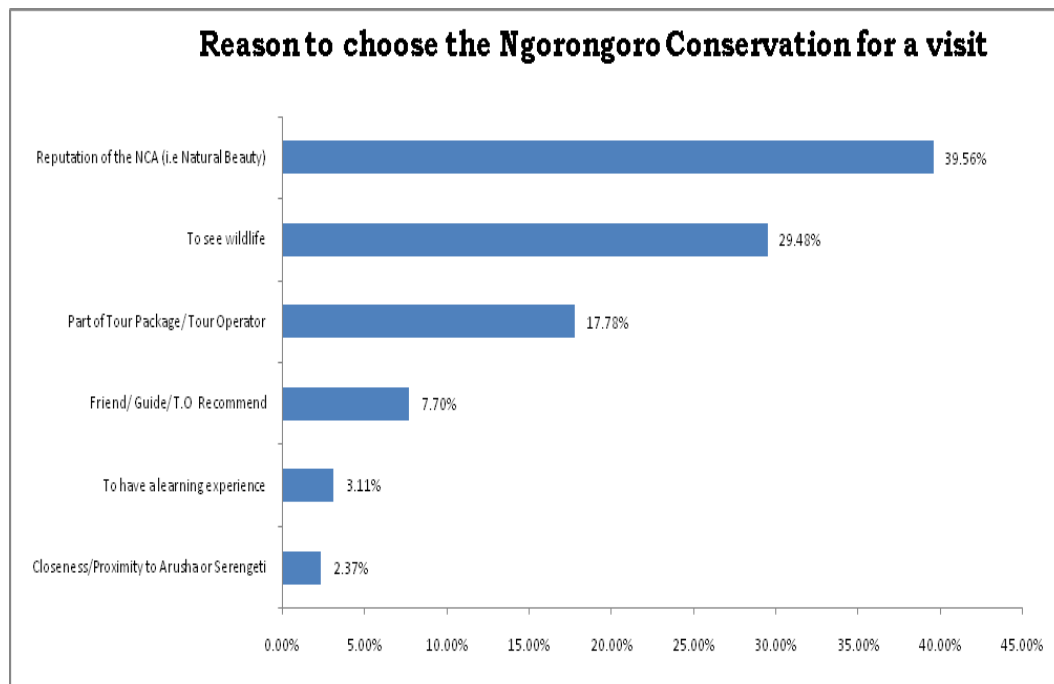
Figure 4. The Reason to Choose the Ngorongoro Conservation Area for Visits

There was significant difference ($\chi^2 = 33.138$, df = 1, $p < 0.005$) when the respondents asked what they want to enjoy or see most in the NCA. The respondents said Wildlife 603 (84%) and nature 544 (78%) were the most important motivations for tourists to visit the NCA. However, the Serengeti National Park meets these motivations than the NCA. Interestingly tourists did seem to differentiate these two motivation factors with wildlife scoring higher than nature. I found that after viewing wildlife and nature the tourists listed a desire to Learn 396 (56%) in general as third and a desire to know and experience the Local Culture and specifically the Maasai 347 (49%) as being more important than relaxation14 (13%) and taking a break 43 (40%) from their normal live. This is very important for the NCA as these three motivation parameters are difficult if not impossible to provide in a National Park like the Serengeti but easily in the NCA.

However, the motivation for learning, local culture and Maasai were significantly lower during a tourists exits than the entrance questionnaire. This indicates that these three motivation parameters, which can be more easily to be met by the NCA than the Serengeti; the tourists are not being satisfied; i.e., the tourists wanted to have more of these. It is very difficult to say whether the tourists did not learn as much as they wanted to or the products (e.g., Cultural Bomas, visitor centers, pamphlets) available to them were disappointing if not bad, or a combination of both. What can be the augment here is that this opening up an important possibilities for the NCA in "Pulling" more tourists to visit as opposed to having tourists being "Pushed" (and thus spending less time and money in the NCA) as necessary to pass through to get to the Serengeti should be minimized.

171

While the emotion and self growth motivations measured, there was a significant difference ($\chi^2 =$ 16.658, df = 1, $p < 0.005$). Emotion and self growth need to take into account when improving existing or developing future assets. It will also be interesting to see if there is a strong cultural or age component to these motivation parameters.

There was a significant difference ($\chi^2 = 7.75$, df = 1, $p < 0.05$) when the tourists asked what they hope to see in the NCA during the survey at the entrance gate. Most of the tourists said they want to see the wildlife 62%, nature and crater viewing 22%, and local culture or Maasai 16%. However, when the Liket Scale compared to responses from the questionnaires, the results revealed that many tourists are interested in the more passive activity of viewing wildlife from the comfort of a vehicle. Furthermore it should be understood that type of animals to see could not be the factor for motivation. However, when the visitors asked the type of the wildlife they want to see they revealed that they want to see the lion kill (63%), **a very rare event**, followed by daily wild animals' activities (28%) and wildlife migration (13%). Such a low number of respondents coupled with few activities listed by the tourists that indicated the possibility that many tourists have not thought very deeply about what they want to get out viewing or is only the wildlife. If this is correct then the NCAA need to emphases on wildlife in order to compete against other safari destinations that may not be a winning marketing strategy which is a huge task.

When asked what nature activities they would like to do, 46% of the tourists responded and listed 14 activities and out of those, it is only one activity, nature walks/trekking/picnics, is widely mentioned (72%). The next highly mentioned activities were learning activities about nature from the Maasai that scored (6%). These responses conclude that many tourists want to experience nature first hand by trekking/hiking rather than sitting in the vehicles.

The survey measured the important motivation parameters. The most important parameter were **Wildlife** which was mentioned to be very important (84%) by the respondents, important (14%), somewhat (2%) and little (1%). The other parameter was nature 78% very important, 19% important, 2% somewhat, 1% little and 1% none. Looking on these parameters, it there were immediately thoughts that it is very important to make sure that the Conservation of Wildlife and Nature is given priorities during the implementation of the NCA General Management Plans.

Table 4. Motivation Parameters

Parameter	Total	Very Important	Important	Somewhat	Little	None
relaxation	706	96 (14)	198 (28)	216 (31)	150 (21)	46 (7)
break	714	221 (31)	286 (40)	132 (18)	48 (7)	27 (4)
learning	708	396 (56)	250 (35)	48 (7)	13 (2)	1 (< 1)
nature	699	544 (78)	136 (19)	17 (2)	1 (< 1)	1 (< 1)

wildlife	715	603 (84)	98 (14)	12 (2)	2 (< 1)	0
local culture	710	347 (49)	273 (38)	75 (11)	11 (2)	4 (1)
Maasai	705	233 (33)	277 (39)	165 (23)	19 (3)	11 (2)
self growth	697	169 (24)	244 (35)	176 (25)	85 (12)	23 (3)
emotion	704	194 (28)	220 (31)	175 (25)	87 12)	28 (4)
conserving nature	714	411 (58)	217 (30)	70 (10)	11 (2)	5 (1)

Nevertheless, as explained above, when the tourists asked the activity they would like to sight/visit most in the areas, basing of Wildlife and nature parameters, the response ranked the witness a kill (n = 240) highly than other activities.
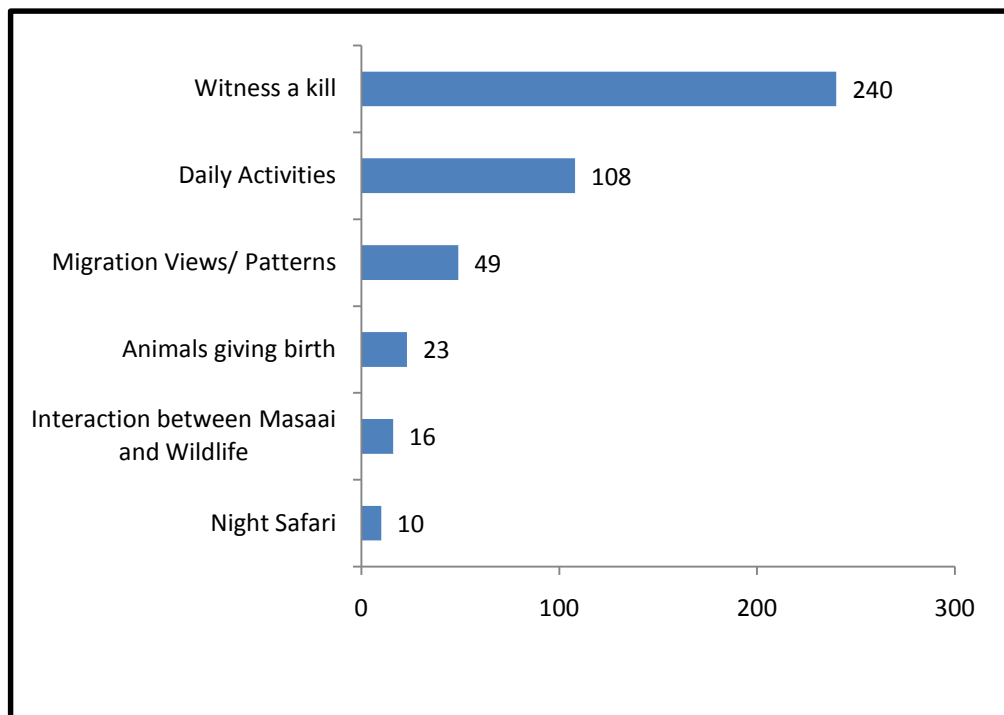

Figure 5. The Wishes Activities Measured Basing on Wildlife Parameter of the Respondents
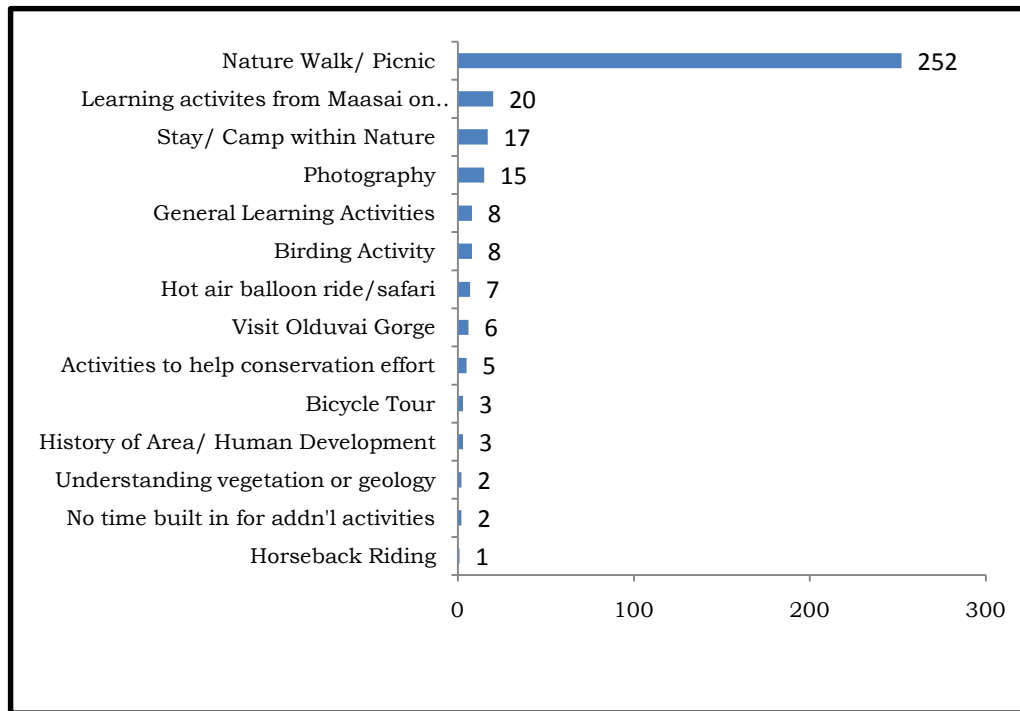
Figure 6. The Wishes Activities Measured Basing on Nature Parameter of the Respondents

There was significant difference ($\chi^2 = 51.554$, df = 2, $p < 0.005$) when measuring the culture parameter. The visitors want to see the life of the local communities within the area and how they live (Figure 7). This is the aspect that should be taken into consideration and given priorities during marketing strategic plans preparations.
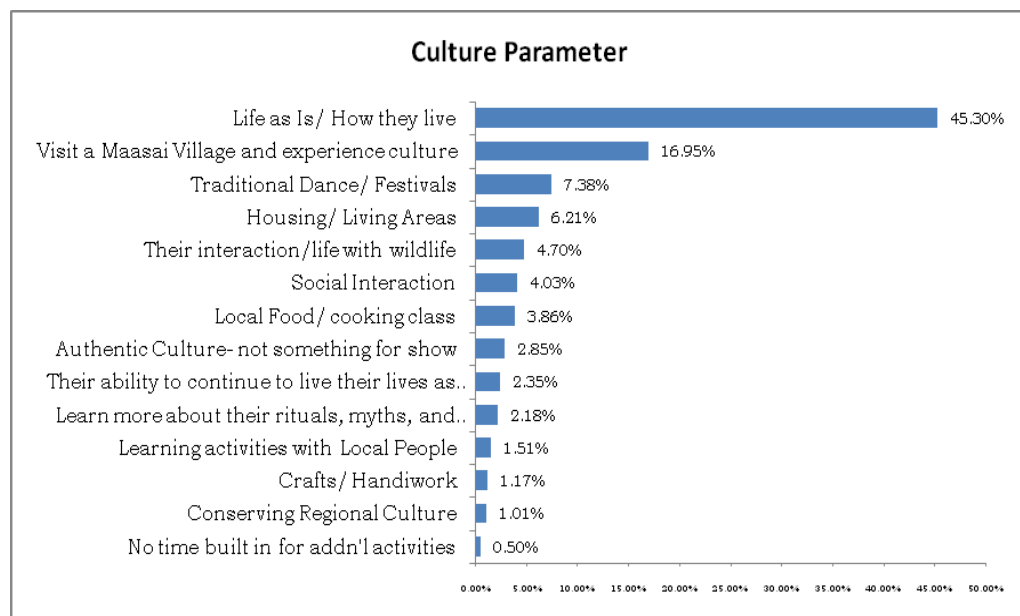
Figure 7. What Aspects of Local People's Culture Do You Most Hope to See?

174

There was a significance difference (χ^2 = 72.321, df = 1, $p < 0.005$) when measuring whether the Multiple Land Use concept that allows the communities to live within the Ngorongoro Conservation area can be better utilized for marketing the NCA as a unique destination. The respondents wanted to see the Communities life (45.30%), Visits the Maasai Village and experience culture (16.75%), see the traditional dance (7.38%), housing (6.21%) and so much other things. This convinced me that the Multiple Land Use can be used to motivate the tourists to visit the NCA and get a different test of attractions comparatively. It is not common to find the people living within the protected area performing their regular activities while the wild animals are everywhere.

The survey further measured the willingness of the communities in the area to accept the visitors when they go into their respective villages. There were no significance difference (χ^2 = 2.143, df = 1, $p > 0.05$) when the communities responded to accept tourists in their villages within the NCA. During the interview about 5 (13%) responded little or not accepted, 8 (21%) somehow accepted, 13 (34%) accepted, 9 (23%) highly accepted and 3 (8%) responded very highly accepted. These responses revealed that, although tourists are not very highly accepted but large number but 23% comparatively they accepted the visitors to visit their villages, which is a high appreciation when basing on the communities knowledge of the questions they were asked.

5. Discussion and Recommendation

The visitor's motivation is important for the good visitation satisfaction and value for the money they pay for visiting. It is important in tourism businesses that the services providers understands the motivations of their target markets and then design the products and services offerings in harmony with the motivations. In case of the Ngorongoro Conservation area, the motivation of the safari tourists were measured and by Examining the Likert scale motivation parameters of entering tourists that provides important information for understanding NCA's tourists' desires and wishes. Looking into factors identified as push attributes, the study claimed that the needs for prestige and social interactions are among important motives in Ngorongoro Conservation area which triggers the need to travel and that shall complement the Wildlife and nature factors indicated to motivated several visitors to the area. It was further observed that the NCA has a diversity of resources widely recognized and could be used to develop its tourism industry, attracts more people to visits as it is easier to site the Wildlife and it is reach of good sceneries. It was very clear that a successful matching of push and pull motives is essential for a marketing strategy of the Ngorongoro Conservation Area as a destination. Those factors will assist and examine the motives which are useful in segmenting markets, designing promotional programs, and decision-making about destination and attractions development.

The Ngorongoro Conservation area **reputations** was highly ranked (39.56%) during the survey. This survey convinced that the area can be on its self Marketing. The complementing effort is required to access the available attractions that can promote and motivate tourists to visit and stay longer within the

175

area.

The findings revealed that most of the visitors know the Ngorongoro Conservation Area from Tour Operators package or programs (29.2%) of the respondents against the NCAA trade fairs and Expo attending campaign (2.2%). The marketing strategies for Ngorongoro Conservation area should look the possibilities to creating imagination impacts to the visitors before their arrivals to the NCA. Most of the visitors choose the destination before they set a budget while in their respective countries. The website should be well designed and updated all the time to motivate the customers during browsing to access and get the Ngorongoro information's before they make decisions on choosing the destinations to visit.

It is noted that most of the visitors come to see the Wildlife and nature which is available in some other areas of the same nature like Ngorongoro. However, the wildlife habitat can be important element to improve to attract more wild animals stay in the area and that may motivate the visitors stay within the area.

The Ngorongoro Crater (250 km^2) has been over utilized by the use of tourist vehicles daily visits. This impact should be diversified to other areas within the Ngorongoro and make the users wish to go to those areas by motivating the users by good access roads, information's deliverance, price incentives and communities interactions. The area like the Northern Highland Forest reserve can be used to motivate the visitors to visit and create more stay by the tourists in the area. The nature trails can be designed to provide visits of the unique areas within the NCA to the lodge tourists and that will improve the visitations.

Cultural resources of the area needs better setups and that will motivate the tourists to visit the area. The survey revealed that most of visitors wanted to see the Communities life (45.30%), visits the Maasai Village and experience culture (16.75%), see the traditional dances (7.38%), housing (6.21%). The Cultural bomas in the area can be designed with attraction performances and improve the tourists visitations. There are several cultural bomas in areas outside the NCA especially in Mto wa Mbu area in Monduli District which provides the same service as what is available within the area of Ngorongoro. It is high time now that the cultural boma are redesigned and motivate the visitors to visit more than the one located outside the area. The survey revealed that, prices for the visits are the most important factor that pulls more tour drivers/guides to stop over a boma. This can be regulated by the different activities that the NCAA will recommend to be established and improved in the Cultural bomas of the Ngorongoro Conservation area.

From the findings I came up with some conclusions and suggestions that may help on reviewing the Ngorongoro Conservation Area Marketing and destination developments for better motivation of the visitors to the area. The following aspects were concluded to be the most Tourists desire for visitation in the Ngorongoro Conservation Area.

1) Most of the tourists want to involve in **passive activities** of travelling in vehicles to see the wildlife. Some concepts where lent during the study and concluded that:

176

a) If the NCAA bases on Wildlife (46.7%) and nature (47%) as a desire of the tourists then this parameter **will mislead** as we can not only base on wildlife to compete other destinations marketing the same resources.

b) And if wildlife is the key marketing hook, the NCA and other SSA parks run at a risk of been one dimension destination which can be by passed as tourists will see wildlife elsewhere.

c) The above two ideas indicates the possibility that while tourists ranked viewing wildlife high, they may have spent relatively little thought on what they want from viewing wildlife beyond simply seeing it.

2) Most of the tourists want to be out of the vehicles for other activities like Walking Safaris (72%) and learning the nature from the local community (6%) and that is active tourism. The visitors out of the vehicle activities should be planned and designed to motivate their stay. Some of the respondents said that, they wish to stay with Communities during the livestock heading/grazing. This can be programmed and convince the operators to include that activity in their package and itineraries. Ngorongoro is the only place where the communities' activity packaged and be performed compare to other Parks of Tanzania.

3) The results revealed that more tourists expressed a desire to visit and learn about the local culture (63%) and the Maasai (61%) than wildlife (53%) or nature (46%) in the open ended questions. Furthermore it revealed that many tourists want a learning experience and has the potential to be a major Pull factor for safari destinations as an additional dimension to wildlife viewing. It can turn a routine Safari into a more memorable experience. The findings suggest the following:

a) While some NCA tourists fit the passive vehicle orientated model, many may be classified as active, learning, experiential tourists who want an experiential, learning vacation.

b) To meet the learning motivation parameter, two things are needed. The first to be looked at is that, the assets must be developed or existing assets modified to emphasis learning and not just passive viewing wildlife.

c) The Ngorongoro Conservation Area must revamp their tourism menu including expanding the role of guides/game officers and managers from showing and protecting wildlife to include being **educators** of wildlife, nature and culture.

4) Most of the parameters including Emotional Experience, Self-Growth parameter scored lower during the survey. The Rest and a Break from everyday life scored low as well. A major concern was from Local tourists and that indicated that the NCAA needs the following:

a) The organization develops and deliberately designs the properties that will encourage local tourists to visit the Ngorongoro Conservation area as the parameter received most of the responses from local Tourists than the International tourists. The motivation strategies basing on the pull factors should be included into marketing strategic plans for the local tourists.

b) Since a demand from Domestic tourists is significantly different from the Foreign tourists, the NCAA need to design a motivation parameters that will suite this group. It is really important

177

to encourage domestic tourist's visitation as will support the tourism industry in if any incidences that affects the tourism industry internationally. It is high time for the NCA to design Medias programs to market the attractions of the area to domestic tourists, make the area easy and friendly accessible to them and encourage the local educational officers for this group particularly.

Several studies stated that, there are multiple motivations behind tourists' decisions to travel to a desired destination. The same studies explained that, tourists might have different reasons for choosing domestic or international vacations. This survey revealed that the importance of both push and pull factors in shaping and convince changing tourist motivations and their choice of vacation destinations has been emphasized by the respondent. Moreover, this study concludes that, there are multiple motivations behind tourists' decisions to travel. It is high time for the NCA to design pull factors to motivate and extending length of stay, increasing satisfaction and enhancing destination loyalty of foreign tourists.

The Ngorongoro Conservation area attractions are the best compare to some more other attractions in other Parks in the Northern Tourism circuit of Tanzania and the Southern Sahara Region. The survey concluded that there are no enough efforts have been made to utilize the available resources to motivate the tourists who wish to visit the area. More effort is required for marketing the unique resources available in Ngorongoro Conservation Area; convince more stay of the tourists, accruing more revenue and maneuver the a challenge over the tourism threats identified in the area.

References

Alegre, A., & Garau, J. (2010). Tourist Satisfaction And Dissatisfaction. *Journals Of Tourism Research-Ann Tourism Res*, *37*(1), 52-73.

Al-Haj Mohammad B. A. M., & Som, A. P. M. (2010). An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan. *International Journal of Business and Management*, *5*(12), 41-50.

Andreu, B., & Cooper. (2000). Preference and Positioning Analyses of Overseas Destinations by Mainland Chinese Outbound Pleasure Tourists. *Journal of Travel Research*.

Beh, A., & Bruyere, B. L. (2007). Segmentation by visitor motivation in three Kenyan national reserves. *Journal of Tourism Management*, *28*, 1464-1471.

Correia, S. P. C., Dickinson, A., & Clayton, N. S. (2007). Western Scrub-Jays Anticipate Future Needs Independently of Their Current motivational State. *Current Biology*. http://doi:10.1016/j.cub.2007.03.063

Decrop, A. (2006). Vacation Decision Making. *CABI Publishing GI55, AID*, *68*(8), 22.

Holloway, J. C. (2004). Marketing for Tourism Prentice. *Hall/Financial Times-Business & Economics*, 510.

Jonsson, C., & Devonish D. (2008). Doe's Nationality, Gender, and Age affect travel motivation? A

case of visitors to the Caribbean Island of Barbados. *Journal of Travel & Tourism Marketing*, 398-408.

Kanagaraj C., & Bindu T. (2013). An Analysis of Push and Pull Travel Motivations of Domestic Tourists to Kerala. *International Journal of Management & Business Studies*, *3*(2), 112-118.

Konu, H., & Laukkenen, T. (2009). Roles of Motivation Factors in Predicting Tourists. In *Intentions to Make Wellbeing Holidays*. University of Joensuu, Finland.

Law, R., Cheung, C., & Lo, A. (2004). The Relevance of Profiling, Travel activities for Improving Destination Marketing Strategies. *International Journal of Contemporary Hospitality Management*, *16*(6), 355-362.

March, & Woodside. (2005). *Tourism Behavior: Travelers Decisions and Actions*. CABI Publishing, Cambridge.

Melita, A., & Mendlinger, S. (2013). The impact of tourism revenue on the local communities livelihood: A case study of Ngorongoro Conservation area, Tanzania. *Journal of Service Science and Management*, *6*, 117-126.

Melita, A. (2015). Tourism and the Target of the Convention on Biological Diversity: Community Acceptance for Involvement—A Case Study of the Ngorongoro Conservation Area, Tanzania. *World Journal of Social Science Research*, *2*(1), 1-12.

Mungai, M. (2013). Exploring Motivations and Factors Impacting upon Destination Choice of the UK Residents: Reflecting on Kenyan Tourism. *Journal of Information and Knowledge Management*, *3*(7), 10-16.

Papatheodorou, A. (2006). *Managing Tourism Destinations Northampton*. Edward Elgar Publishers.

Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung-Indonesia. *International Journal of Innovation, Management and Technology*, *5*(1), 19-24. http://doi: 10.7763/IJIMT.2014.V5.479

Tawil, R. F., & Al Tamimi, A. M. (2013). Understanding Chinese Tourists' Travel Motivations: Investigating the Perceptions of Jordan Held by Chinese Tourists. *International Journal of Business and Social Science*, *4*(17), 164-170.

Vuuren, C. V., & Slabbert, E. (2011). Travel Motivations and Behavior of Tourists to A South African Resort, *Tourism & Management studies-Algarve 2011 book of proceedings*, *I*, 294-304.

Witt, S. F., & Mountinho, L. (1989). Tourism Marketing and Management (2nd ed.). Handbook Hardcover.