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TITLE:

**EFFECTIVE DESTINATION BRANDING STRATEGY FOR ENHANCING
EXPERIENTIAL VISITATION OF THE LOCAL MILLENNIAL; A CASE
OF TANZANIA NORTHERN TOURISM CIRCUIT**

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**A RESEARCH PROPOSAL SUBMITTED FOR THE PARTIAL FULFILMENT OF
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SCIENCE AND TECHNOLOGY, ARUSHA**

OCTOBER, 2024

DECLARATION

I hereby declare to the senate of Nelson Mandela African Institution of Science and Technology (NM-AIST) that, this research proposal is my original work and has not been presented in any other University/Institution of higher learning



28TH OCTOBER, 2024

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CERTIFICATION

This is to certify that this proposal entitled **“Effective Destination Branding Strategy for Experiential Visitation of the Local Millennial; A Case of Tanzania Northern Tourism Circuit”** has been submitted to fulfill the requirement for the partial fulfilment requirement for the PhD in Innovation and Entrepreneurship Management of the Nelson Mandela African Institution of Science and Technology, Arusha (NM-AIST).

This proposal has been submitted with the approval of the Institution’ Supervisors:

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LIST OF ABBREVIATIONS

DMO	Destination Management Organization
GDP	Gross Domestic Product
IVES	International Visitors' Exit Survey
MNRT	Ministry of Natural Resources and Tourism
TANAPA	Tanzania National Parks Authority
TTB	Tanzania Tourist Board

CHAPTER ONE

INTRODUCTION

1.1 Background information

Experience is a distinct economic offering and it is uniquely different from service and goods whereas it results from co-creation between the firm and the customer (Pine and Gilmore 1999). Experience is perceived to be a current economic offering as from time to time every economy has been defined by its predominant economic output and different economies have elapsed from commodities, to goods, then to services and currently in the experience economy whereby experience is basically what a customer obtains from a seller in exchange for money (Pine and Gilmore, 1999). The economic offerings namely commodities, goods, services and experience changed respectively with the nature of offering from fungible, tangible, intangible and memorable (Pine and Gilmore).

Larsen et al (2008) defined experience as a noun that is the observation and spatial participation in an event while experience as a verb is going through an emotional sensation before (anticipations), during (living through the event) and after (memories and the recollections after event completion). Godovykh and Tasci, (2020 pg 05) developed a comprehensive definition that “Experience is the totality of cognitive, effective, sensory and conative responses, on a spectrum of negative to positive, evoked by all stimuli encountered in pre, during and post purchase phases of consumption affected by situational and brand related factors filtered through personal differences of consumers, eventually resulting in differential outcomes related to consumer and brands.

The creation of experience has been argued by Prahalad and Ramaswamy (2004) it has to be a co-creation process whereby a customer need to participate in creation and improvement of products, services or experience by applying resources such as time, effort or ability. It is emphasized that experience co-creation has to be a combination of body and mind through the work involved in exploration, play and role play during experience activities (Mathisen, 2013).

The concept of experience is a consideration also in tourism as Cooper (2008) argued tourists’ intentions for movement to destinations are always on creating experience out of their interest in leisure, entertainment, business or learning. Uriely (2005) noted that experience is key and the

nature of the tourism business; and therefore tourist destination' services and activities can be branded to create an experience. In tourism senses are perceived to be major gateway in the experience process and not a single sensorial stimulus but all senses must be involved (Meacci and Liberatore, 2018). How and the extent an individual is involved in an event or destination determines its value (Oh et al, 2007)

Destinations need to be branded in way to attract tourists' experiential visitation. Branding a destination for experiential visitation can be challenging as Franzen & Bouwman, (2001) stated destinations are both physical space and the attraction of the site whereas these are interpreted and valued differently by the tourist either positively or negatively. Kotler, Bowen, and Makens (2006) emphasizes tourist destination is a place with perceived psychological properties, physical geographical boundaries and political boundaries or other boundaries defined by certain assumptions about the market.

Vengesayi (2003) considers a destination as a combination of two factors that is; one is the attractiveness of the destination as the ability to offer value to visitors, and the second is competitiveness as the destination's ability to provide a better experience than the existing ones. It can be perceived that each destination is unique and therefore to enhance the tourists experience there is a need for effective destination branding that will improve destination positioning and emphasize its uniqueness (Ruiz-Real et al 2020). The main concern of destination branding is to have a brand strategy that will build a positive image and strong position that surpasses that of the competitors (Cai, 2002). Destination branding needs an approach that will include issues like identification, differentiation, experience, expectations, image, consolidation and reinforcement (Blain et al, 2005).

Destination branding in Tanzania is done through the established tourism boards, authorities, agencies and ministries with the aim of branding Tanzania as among the best destination in Africa (Tourism Policy, 2008) Tanzania Tourism Board (TTB) logo uses Mount Kilimanjaro and a Girrafe to reflect the key areas of tourism destinations in Tanzanaia. What Tanzania is doing is not far from other countries that have used their flags eg (Britain and the USA), sun and nature (eg Spain, Poland) animals (Kangaroo in Australia), and flowers (Tulip in Turkey) (Browning, 2013)

Destination brand elements such as color, symbol, slogan, identity, character, personality and position have to reflect consumer-based and financial brand equity (Tasci & Gartner 2009). In Tanzania different tourism branding slogans have been used from time to time; “Tanzania; The land of Kilimanjaro”, “Tanzania; The Land of Kilimanjaro and Zanzibar”, “Tanzania; The Soul of Africa”, “Tanzania; Unsurpassed Africa”, “Tanzania: Authentic Africa”, “Tanzania: The Land of Kilimanjaro, Zanzibar and the Serengeti” and “Tanzania: Unforgettable” (TTB, 2024)

According to TANAPA (2024) the country has 21 National parks, 1 conservation area, 2 game reserves, 44 game-controlled areas, 33 wildlife management areas, and 6 nature reserves. Each National Parks in the Northern Tourism Circuit, it brands separately based on branding elements and its unique features. Serengeti National Park brands itself as an endless plain and home to the most diverse ecosystem on the planet and the fascinating wildebeest migration. Ngorongoro Conservation Area brands itself as a world wonder with the largest unbroken caldera in the world reserved where the Maasai people can live with their domestic animals together with wildlife (TANAPA, 2024).

The conservation efforts have led to The World Economic Forum Insight Report (2024) to rank Tanzania third in Travel and Tourism Development Index in Africa regarding quality of its nature-based tourism resources, enabling environment, openness and price competitiveness. Also the tourism sector is among the biggest sectors in the country and it contributes to an estimate of 17% of the country's GDP and provides a lot of employment opportunities (MNRT, 2023).

Apart from the success of the sector, still it faces challenges such as lack of awareness, attention, support and negative attitude of the local citizens and the government towards domestic tourism (Bakari, 2021). Domestic tourism is overlooked and undervalued compared to international tourism and it is not only the case of Tanzania, for in other Africa countries also the tourism planning and development favor and focuses on international tourism as opposed to domestic since it has the capacity to generate foreign exchange (Ghimire, 2013).

To boost domestic tourism; the government can improve on the infrastructures, promotion of destinations and diversification of tourists products from wildlife products to other such as eco-tourism, urban tourism, cultural tourism and marine tourism (Msuya, 2015) In order to increase

local citizens' visitations to the tourists' destination; local millennial mentality on tourism need to be challenged so that they see tourists' attractions, products and services are developed not only to suit the wishes and preferences of the foreigners but also the local (Melubo, 2019).

In order for destinations to improve tourism experience and enhancing local experiential visitation there is a need for developing strategy; and the Theory of experience by Pine and Gilmore (1999) introduced elements of experience namely entertainment, education, escapism and esthetic; of which this study will explore to see how the elements can be used as bases of influence for formulating destination branding strategy targeting the local millennials for experiential tourism visitation. This study intends to introduce emotional basis for experiential tourism as many destination strategies haven't expressed how emotions can be used to influence local visitations.

1.2 Problem statement

Tanzania is very rich in tourism attractions. The country ranks third in Africa's Travel and Tourism Development Index for quality nature-based tourism resources, environment, and competitiveness. The sector contributes to 17% of the GDP and offers employment opportunities as reported in The World Economic Forum Insight Report (2024) and MNRT (2023). This attracts a lot of strategic attention and research aimed to promote and sustain it to both local and international customers as evidenced in Mushi (2013), Chami (2018), Mgonja (2015), as well as Pasape et al (2012, 2013, 2014, 2017, 2022 and 2024).

However, research findings show domestic tourism is facing less local visitations due to lack of destination awareness and negative mentality and attitude towards tourism in general (Mariki et al, 2012). Besides, a critical gap has been reported in the branding of Tanzania tourism destination also reported that Tanzania Destination Management Organizations branding efforts are biased as they don't encourage locals' visitations (Bakari, 2021). Moreover, Bakari (2021) found apart from local citizens feeling marginalized in tourism also weak policies, strategies and plans led to poor performance of Tanzania's domestic tourism.

Destination branding targeting local millennial tourists may boost local citizens' interest in visiting destinations especially in high and shoulder seasons. According to Zemke, Raines and Filipczak

(2000) Millennial generation cohort refers to individual born between 1981 to 1996 who are perceived to share similar historical, cultural and societal experiences. In reference to that; millennials are regarded as convenient, financially capable, can be frequent visitors and hence they can influence tourism, potentially leading to global transformation due to digital skills, connectivity and unselfish behavior as reported in Alshuqiaqi and Irwana (2019) and Veiga et al (2017).

The MNRT (2024) declared the target of attracting 5 million tourists for the year 2024-2025 against the current number ranging around 2 million tourists. In attaining this the domestic tourism need to be enhanced. Attracting local millennials visitation for authentic, immersive experiences is beneficial however destination branding strategies' effectiveness in attracting locals' millennials remains underexplored. Despite Tanzania's efforts to promote local millennial visitation, the efforts are hindered by outdated branding strategies, which fail to align with local millennial usage of social media, values, and preferences, resulting in a disconnect between the offerings and the expectations of this key market segment as evidenced in Mwanza et al (2020).

Furthermore, empirical research on local millennials' preferences and interaction with destination brands is limited, emphasizing the need for more research on the importance of understanding their unique preferences as well as the way they can participate in creating their visitation experiences as it's key as revealed in Gonzales et al (2018), and Hueiju and Wenchang (2009).

This research intends to evaluate effectiveness of Northern Circuit destination branding strategies for experiential tourist visitation among Tanzanian millennials. The focus is on assessing the currently used destination branding strategy' challenges and efficiency in enhancing experiential visitation as well as how the millennial destination's visitation preferences can be incorporated to enable development of a model for tourism experience co-creation that can be useful for experiential visitation initiatives.

1.3 Justification of the study

Statistics on international tourism in 2023 shows there were 1,808,205 tourist arrival to Tanzania which is an increase by 24.3% and it was the highest record so far in comparison to 1,454,920 tourists in 2022, 922,692 in 2021 and 616,491 in 2020. In 2022 the United States of America recorded the highest number of tourist arrivals from the rest of the world, followed by France, Germany, Italy, The United Kingdom and India (MNRT, 2023).

Figure 1.1 Monthly trend on international tourist arrivals at Game Reserves ;2022-2023



Source: Ministry of Natural Resources and Tourism, 2023

Figure 1.1 shows the monthly trend of international tourist arrival at Game Reserve on years 2022 and 2023. It shows international tourism sector in Tanzania tends to face fluctuation and it has high and low seasons. The visitation is high only in June, July, and August (MNRT, 2023). This has been a challenge for years in the tourism industry of Tanzania.

Figure 1.2 Monthly trend on domestic tourist arrival at Game Reserve; 2022-2023



Source: Ministry of Natural Resources and Tourism, 2023

Figure 1.2 shows the monthly trend for domestic tourist arrival at Game Reserves in years 2022 and 2023 where there is a fluctuation on different months and there are high visitations in July and August. The number of visits is very low for domestic tourists in comparison with international tourists (MNRT, 2023). This gives room for this research study to be done to understand how changes can be made to improve domestic tourism.

Effective promotion tools and marketing practices can be used to ensure and create a stable tourist demand without overburdening the current resource availability (Mariki, 2012). Based on these seasonality challenges of high and low seasons; one of the solution can be branding the destination to attract the local citizens especially the millennials. According to The International Visitors' Exit Survey Report (2023) visitors aged between 25 and 44 are the majority comprising nearly half of all visitors in Tanzania mainland and more than half to Zanzibar. The visitor's age falls under the millennial generation cohort and this shows that it is viable to focus on the millennial age group in branding the destinations.

This study adds an E- emotional realm to the already established 4E's of the Experience Theory (1999). The additional E-Emotional realm in this study establishes the idea of appealing directly to the emotions of a customer to create an attachment to the product or service- "The wow factor". This will help marketers attach certain positive emotions to tourism products and services while

branding to trigger experience. Through the experience co-creation process the *emotional processes* will be identified at each stage of the decision-making process to help understand which emotion is a key influencer on each stage since Belch and Belch (2009) developed the psychological process for each decision stage.

1.4 Research objectives

1.4.1 General objective

Assessment of effective destination branding strategy for experiential visitation of the local millennials; A Case of Tanzania Northern Tourism Circuit”

1.4.2 Specific objectives

- i. To analyze the destination’ preference of the local millennials towards experiential visitation in the Tourism Northern Circuit.
- ii. To assess the effectiveness of the destination branding elements currently used by destinations in attracting local millennial visitation in the Tourism Northern Circuit.
- iii. To identify branding-related factors that limits destination branding strategies in attracting local millennial visitation in the Tourism Northern Circuit
- iv. To identify the role of experience co-creation strategy in enhancing experiential visitation for effective destination branding model development.

1.5 Research questions

- i. What are the destination’ preferences of the local millennials towards experiential visitation in the Tourism Northern Circuit?
- ii. How effective are the destination branding elements currently used by destinations in the Tourism Northern Circuit?
- iii. What are the branding-related factors that limit destination branding strategy in attracting visitation of the local millennials in the Tourism Northern Circuit?
- iv. What is the role of experience co-creation strategy in enhancing experiential local visitation for effective destination branding model development?

1.6 Research Hypotheses

To thoroughly respond to specific objectives the current study will also test the following hypotheses below. The basis and assumption of hypotheses 1 to 6 (H1 to H6) was The Experience Theory by Pine and Gilmore (1999) while Hypothesis 7 to 11 (H7 to H11) recline on Consumer decision-making model by Kotler (2006). Hypothesis 12 to 15 (H12 to H15) recline on emotional influence model by Ekman (2023)

H1: Education element enhances destination branding strategy

H2: Entertainment element enhances destination branding strategy

H3: Esthetic element enhances destination branding strategy

H4: Escapist element enhances destination branding strategy

H5: Emotional element enhances destination branding strategy

H6: Destination branding strategy has a significant influence on experiential visitation

H7: Destination branding strategy that influences each stage of decision making facilitates tourist experience co-creation

H8: The emotional effect created at each decision making stage influences experiential visitation.

H9: Experiential visitation influences destination brand loyalty

H10: Experiential visitation influences brand recommendation

H11: Experiential visitation influences re-visitation

1.7 Research conceptual framework

This study conceptualizes destination branding is a long-term and future-oriented process and it needs to incorporate education, entertainment, esthetic, escapist and emotional motives to influence the decision-making process of the tourist and encourage experience co-creation.

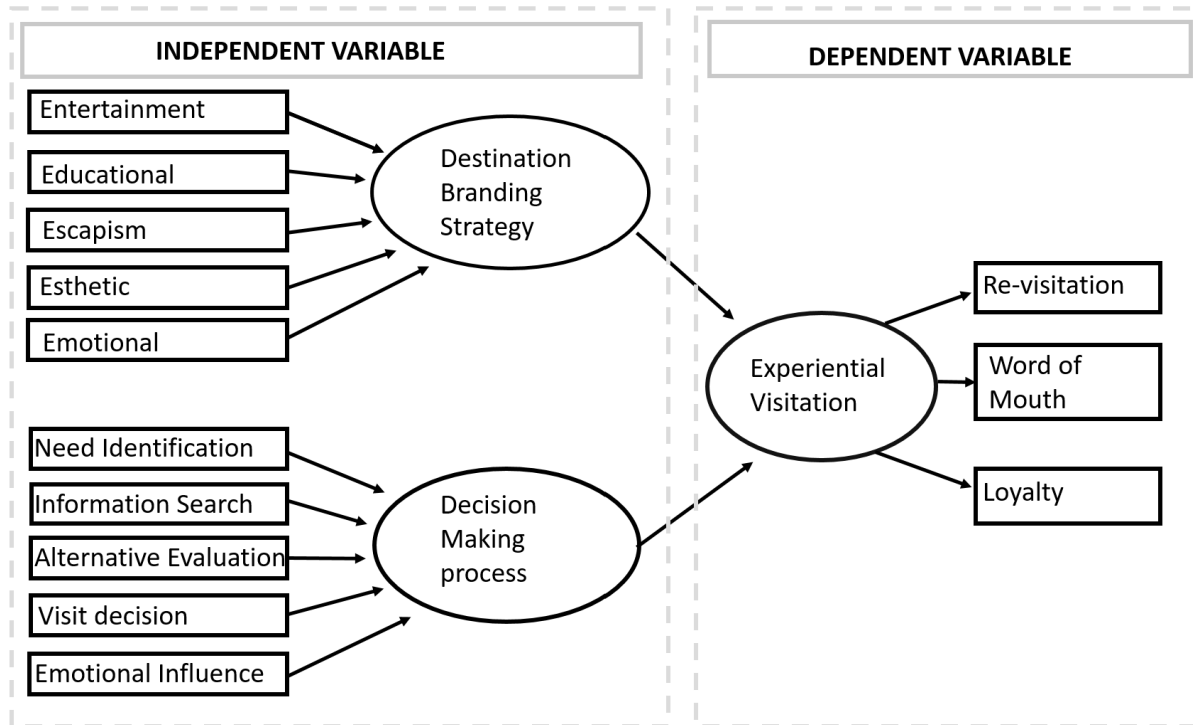
Education, entertainment, esthetic, and escapism are experience realms influenced by customer participation and connection with the environment (Pine and Gilmore,1999), and this study added

the emotional realm to be explored of its influence on experience creation. The Experience realms are decisions that a customer can make through decision-making stages of need identification, information search, alternative evaluation, purchase and post-purchase stage (Kotler, 2006). Since some decisions customers make are quick and fast therefore through effective branding that can be facilitated (Stankevich, 2017)

Experience is a co-creation process where a firm through its destination branding strategy can interact to influence the actions of a customer to create value perception (Neuhofer et al, 2013). In this study destination branding strategy is an independent variable that is interfered by the tourist emotions and decision-making stages which reflects the co-creation process. Emotional influence will be studied as one of the intervening variables so as to understand how destination branding can be done to trigger certain types of positive emotions at each stage of decision-making process to propel a tourist in making a positive decision.

Experiential visitation is considered to be a dependent variable and the general outcome of experience co-creation process which involves the branding elements and their influence of the tourist decision-making process. Various hypotheses have been developed to conceptualize the operationalization of the study as presented in section 1.6.

FIGURE 1.3 Conceptual framework



Source: Modified from Pine and Gilmore (1999) and Kotler (2006)

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents the definition of key terms of this study, theoretical and empirical literature. In this section the literature review will give understanding of what is already done and enlighten on what this study will contribute to the body of knowledge.

2.1 Definition of key terms

2.1.1 Domestic tourism

Domestic tourism refers to the act and process of spending time away from home but within the same country in pursuit of recreation, relaxation and pleasure (Walton, 2024). Historically domestic tourism is the first form of tourism that was practiced and today it still accounts for most of this tourism activity (Pierret, 2011). According to Global Economic Impact Trend (2020) despite the concentration on international tourism still domestic tourism it is estimated at global level out of the 4.8 billion tourist arrival per year, 4 billion (83%) correspond to domestic tourism

2.1.2 Local millennials

Millennials refers to a generation with birth years 1981 through 1997 who are basically the first generation to reach adulthood in the new millennium suggesting that they will usher in changes that will be followed by later generations this century (Frey, 2018). Therefore, Local millennial generation in this study refers to local residents of Tanzania who are born between 1981 to 1997.

2.1.3 Destination branding

Destination branding is the method used to create a unique identity for a tourist' destination that allows potential visitors to differentiate it from another (Graves and Skinner, 2009). Destination branding is to involve a set of marketing activities not just to support the creation of a name or logo or slogan but also consistently conveying the expectation of a memorable experience that is uniquely associated with the destination (Blain et al, 2005). Destination branding have to be inclusive to involve the tourism stakeholders (the local government, tourism offices, departments, commissions, associations, chambers of commerce, public and private suppliers, media and local

community) who are by characteristics extremely fragmented, dispersed and heterogeneous (Tasci, 2011).

2.1.4 Experiential visitation

“Experience is the totality of cognitive, effective, sensory, and conative responses, on a spectrum of netagive to positve, evoked by all stimuli encountered in pre, during and post phases of consumption affected by situational and brand related factors filtered through personal differneces of consumers, eventually resulting in differential outcomes related to consumere and brands” (Godovykh and Tasci ,2020 pg 05).

This study defines experiential visitation as to the totality effect of emotions and feelings the local millennial tourist will have as a result of interaction with destination informations, environment, services, products and activities while visiting the destination.

2.1.5 Experience co-creation strategy

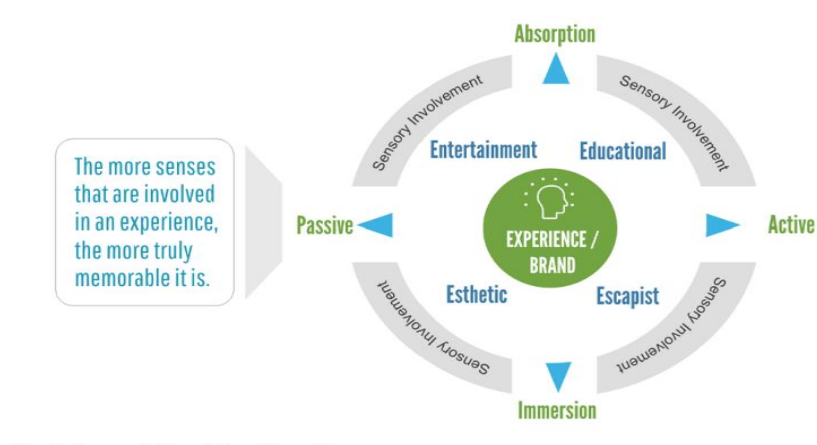
Experience co-creation referst to combination of body and mind through the work involved in exploration, play and role play during experience activities (Mathisen, 2013). Co-creation is customer participation in the creation of products or services by applying resources such as time, effort, or ability (Prahalad & Ramaswamy, 2004). In tourism industry co-creation of experience is an efficient way in which the firm and tourist can increase their engagement hence make the tourist feel part of the service and hence increases preference in that destination (Sugathan, 2018).

2.2 Theoretical literature review

This study will be guided by two theories namely; The Experience Theory by Pine and Gilmore (1999) and the Consumer Decision-making model by Philip Kotler (2006). The theories were preferred to establish a relationship between destination branding strategy and the stages the tourist as a customer go through in deciding a destination to make visitation. The study hypothesizes that; there is a positive relationship between destination branding strategy and experiential visitation.

2.2.1 The Experience Theory by Pine and Gilmore (1999)

Figure 2.1 Individual realms of an Experience



Source: Pine and Gilmore (1999)

The experience theory developed by Pine and Gilmore (1999) argues that businesses must orchestrate memorable events for their customers and that memory itself becomes the product; experience. The authors also believe in the progression of economic values that resulted from customization and differentiation that brings about different customer involvement in creating experiences.

The theory has been used in various studies to find its relevance. Study by Hueijun and Wengchang (2009) found product, service and experience are important in determining people's value perceptions, attitude and intentions to purchase. Study by Amoah (2016) on perceived experience value dimension on satisfaction and behavior intention shows that there is a strong and positive interrelation among different factors that represent the perceived experience value construct. Yu and Fang (2009) contributed to the experience theory that; the experience economy is real but the importance of product, service and experience changes based on the income levels and consumption frequency.

The study by Radder and Han (2015) provided supportive evidence of the experience theory on the boundaries between the 4E's realms are amorphous; where education and entertainment realm mostly determines satisfactory experience. Study by Maria (2018) extends the experience theory with user-centric perspectives in tourism and supported relevance of the theory in designing and

position tourist offerings to create memorable experience and businesses should engage with the reality experience as perceived by the consumers.

In light of the previous studies on the experience theory, this study will focus on creating understanding on how the 4E's plus this study additional E –Emotional can be utilized in co-creating experience in each stage of decision stage of a tourist. The 5E's elements of experience will be assessed as elements of consideration by DMO's in destination branding strategy but also as elements of preference by local millennials for destination choice.

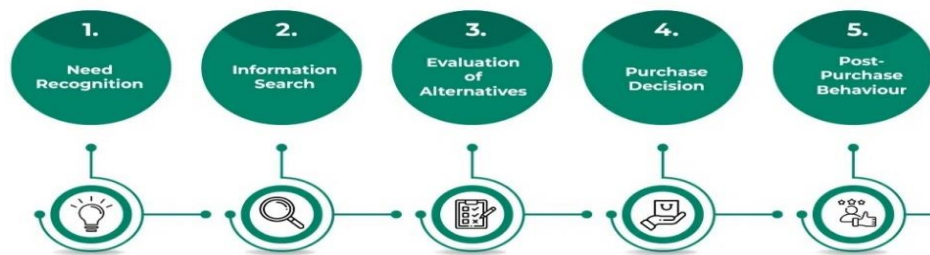
2.2.2 Consumer Decision-Making Model by Kotler (2006)

The study will also use the Consumer Decision-Making model by Kotler (2006) which argues that there are five stages a consumer goes through before making a purchase decision namely; problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase behavior. The model emphasizes that consumers do not follow a linear path, they may revisit previous stages based on their experiences and new information.

Study by Islam and Chowdhury (2018) highlighted each stage differently influences buying decision but the stages are also influenced by factors such as culture and personality. Karimi and Pirasteh (2015) study argued the purchase behavior of the tourists is different when they are at home and at destinations.

This study holds that experience in tourism can be co-created before, during and after the visitation and takes the Larsen et al (2008) perception that experience is an action. Therefore, this study will use the consumer decision-making model as a basis the DMO's can use to develop effective destination branding strategy that will influence each stage of tourist decision-making process. Also this study intends to enlighten on how emotions can be triggered by a destination branding strategy at each decision making stage, for Kahneman (2011) argued most of the consumer decisions are influenced 90% emotions and 10% logic. The proactive actions of DMO's and reactive actions of the tourists is the experience co-creation process that will be assessed to show the power of each part role-play and effectiveness.

Figure 2.2 Consumer decision-making model



Source: Kotler (2006)

2.3 Empirical literature review

This section explain on various studies that have been done in the area of Experience Theory and Consumer Decision-Making Model and their influences tourism

The study by Hueiju and Wenchang (2009) on relative impact of product quality, service quality and experience on consumers perceived value; hypothesizes that, impact of experience economy would be different over individual differences. The study found that product, service and contextual experience are important in determining peoples value perceptions, attitude and intention to purchase. It was found out that perceived value is influenced differently based on the income level; individuals at lower-income level value are influence by product quality while higher income by contextual experience and service. Also determinants of value are contextual and product quality for higher frequent customers and lower frequent customers respectively. The study concluded importance of different needs change over time and as income rises consumer value influence shifts from product quality to service and experience. These findings are relevant to this research focus as they provide understanding on value factors influencing experience

Another study was done by Amoah (2016) on perceived experience value dimensions on satisfaction and behavioral intentions. The results indicated a strong and positive interelation among different dimensions and they represent the perceived experience value construct. Three of the dimensions were emotional in nature; namely enjoyment, entertainment and escape. These findings give emotional dimensions that will be useful in the operationalization of the variable in this current study.

The study by Blain et al (2005) shed light on destination branding concept and its practice to enhance customer experience. The study major participants were the DMO's and it was found that DMOs are aware of destination branding concept especially on logo design and development. Also the study found among other themes suggested by the DMO's for destination branding is emotional response; that experience should evoke positive emotions to visitors to keep them loyal, re-visit the destination and have positive word-of-mouth. These findings contribute to the understanding of DMOs' perceptions on destination branding and this current study aims to expand more on this understanding.

Study by Maria (2018) on the Experience Theory in the context of tourism and discussed its evolution and impact on tourism. The emphasis was on the designing experience and not just services. Further it argues the four realms of experience are valid and relevant in assessing tourist experiences. This current study will explore more on the relevance of the experience realms in relation to destination branding and establish how provision of attractive value proposition for tourism is dependent on tourist experience as concluded by Maria (2018).

Study by Bernaki and Marso (2023) presents a comprehensive framework for understanding tourist experience at destinations, the shift from functional benefits to experiential and discusses the components of customer experience management in tourism. The study also discussed on the measures and methods to capture the components of the destination branding. The study's framework shed light on the current study on how the destination stakeholders can be associated in the processes of destination branding.

Larsen (2019) study on what makes tourist experience interesting and it found familiarity and novelty are key in making a tourist interested mostly and there is a need to strike balance between the two. The study also found that each tourist perceives to be individually different and interested and the cognitive factors are better predictors of tourist interestingness than personality. This knowledge will be used in this current research in considering emotional factors influence in tourists' experience creation.

The study by Veiga et al (2017) on millennial characteristics and the challenge they pose on the tourism, destinations and companies. The study revealed that millennials segment is not homogeneous and common timeframe for the millennial generation is between 1982 and 1994.

The study also noted that millennials are the first generation to have lived in close contact with ICT and hence develop strong connection with digital world and internet. Also millennials were found to look for tourist experiences that make them more physically and mentally involve and co-create their own experience. This study shed light on the age limit of the millennial and key characteristics mentioned, therefore they will be used in current study in assessing millennial character influence in destination branding.

Study by Cavagnaro (2018) focused on understanding the millennials' values and meaning they give to travel for a sustainable and experience tourism. The study found millennials are not a homogenous tourist group and to satisfy millennial tourist in the present and future times; consideration of different values and meaning is key. The study also revealed that some millennials are motivated by self-transcending values and consider travel experience as an opportunity to learn about people's culture that may assist them in interactions. The millennial value preferences will be examined in this current study to understand how these preferences can influence and lead to different experiences.

Mihai et al (2023) conducted a study on factors involved in tourists' decision-making and found that aspects relating to destination image, destination uniqueness, safety and accommodation facilities were important and income influenced the tourist decision on the length of the stay. The study also validate age is among the key socio-demographic factor that brings about variation about tourists experiences. These findings will be considered in the current study and explore more on how the factors can be incorporated to destination branding strategy to different age group particularly millennial generation.

2.4 Research gap

Various studies done on domestic tourism in Tanzania pointed out different challenges facing domestic tourism like promotion (Mariki et al,2012), government policies and regulation (Mushi, 2013) and Kishe (2005) pointed negative perception and local marginalization in tourism. There is limited literature that shows destination branding strategies that promotes domestic tourism with a target to local millennial experiential visitation. Therefore, this study aims at filling the gap in literature on branding strategies that are effective in primarily targeting the local millennial for the development of domestic tourism in Tanzania.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the general research methodologies that will be used in this study. It will cover the study geographical area, study design, philosophical view, study population, sampling techniques, data collection including methods that will be used to maintain validity and reliability of the instruments and lastly is the data analysis techniques.

3.1 Research approach and design

This study take a post-positivism philosophical view which recognizes the influence of subjectivity, context and interpretation in the research process while still valuing empirical evidence and scientific methods. The post-positivism philosophical view is used because allows flexibility of using qualitative and qualitative techniques, capturing of human behavior and social interactions and how they influence the study for more relevant findings.

The research approach for this study is a mixed approach where both qualitative and quantitative data will be collected because consumer experiences, attitudes, and behaviors can be difficult to accurately capture quantitatively

3.2. Study area

Tanzania is divided into four tourism circuits namely Northern, Southern, Western and Eastern tourism Circuit where each circuit offers unique magic, divergent scenery and appealing wildlife encounters. This study will be conducted on the Northern Tourism Circuit which encompasses some of the Africa's most iconic parks and reserves including Serengeti National Park, Ngorongoro Conservation Area, Tarangire National Park, Lake Manyara National Park, Kilimanjaro National Park, Arusha National Park and the Great Rift Valley lakes Natron and Eyasi (TANAPA, 2024).

The study will focus on four national parks (Kilimanjaro, Arusha, Manyara and Serengeti) and Ngorongoro Conservation Area Authority because the study can get substantial data and they are the most visited destinations in the Northern Circuit account for about 56% of visitors (IVES Report, 2023)

3.3 Population of the study

Population of the study refers to the entire set of units on which the survey data is used for inferential purposes in research (Lavrakas, 2008). This study population will involve the DMO's operating in the Northern Tourism Circuit (Authorities and Agencies), Tanzania Tourist Board, Ministry of Natural Resources and Tourism and local millennial tourists who will be visiting the destinations.

3.3.1 Sample frame

Sample frame for this study is 49,129 domestic tourists in the four national parks and ngorongoro conservation area which was drawn from a population of 491,297 local visitations (TANAPA, 2024)

3.4 Sampling techniques

Sampling involves the selection of units to be used in the study that will represent the whole population of the study (Creswell, 2014). In order to achieve a relevant sample size the study will use probability and non-probability sampling techniques.

3.4.1 Probability sampling

This technique will be used because it is non-bias and all the subjects in the population of the study have equal chance of being selected to be included in the sample size. Stratified random sampling will be used in this study to stratify the population based on the sample frame. The technique will be used because the population targeted is huge, heterogeneous and covers different geographical locations. The strata will be based on the national parks and the conservation involved in this study and in each involving the DMO management, employees and millennial visitors.

According to Johnnie (2012) in order to avoid disproportion fraction of the stratum, equal allocation provides equal chance of selection and therefore this study adopts the allocation of 80 respondents from each park and conservation area that will be involved.

3.4.2 Non-probability sampling

This technique is biased for it does not provide chance for each subject of the population to be selected for the sample size. Convenience sampling technique will be used in selecting millennial tourists subjects to be involve in the study based on their availability and easy accessibility (Adam and Kamuzora, 2008). This method will be used at the point of registration of the tourist while visiting the destination as they will be requested to participate in the study until the required number is achieved.

3.5 Sample size

To achieve the sample size to be used in this study Cochran formula is applied since the target population number for the study is unknown. The formula states that: -

$$n = \frac{Z^2}{e^2} pq \dots \dots \dots (1)$$

Where;

n is the sample size,

Z is the standard value at a given confidence level (in this study $\alpha=5\%$)

p is the estimated proportion of an attribute that is present in the population,

$q = (1 - p)$, and e is the desired level of precision (acceptable error).

In this study, the desired confidence interval of 95% is adopted with the Z score of 1.96. Additionally, this study assumes p to be 50% because the proportionate of targeted tourists and DMOs is unknown. Thus,

$$n = \frac{(1.96)^2}{(0.05)^2} * 0.5 * (1 - 0.5) = 384.16 \dots \dots \dots (2)$$

However, to account for the possible low response rate the study adds 04% to the sample size of 384 hence the total sample size will be 400.

3.6 Source of data

According to Kothari, (2004), there are two sources of data in research, which are the primary and secondary sources of data. The primary source of data is the type of data attained from

experimentation and the collection of individual responses directly from the field. However secondary data is the type of data attained from already existing content or information

3.7 Data collection methods

This study will collect primary and secondary data. Primary data are raw and first hand responses from the subject that will be collected through questionnaires and interview. Questionnaires will be prepared to capture understanding and perceptions from millennial visitors, employees at selected destinations and DMO's. Interview will be conducted using an interview guide prepared to collect insights and detailed informations from the top management at the selected destinations and DMOs (Ministry, Agencies, Authorities) and the selection of interviewee will consider their role and responsibilities in relation to destination branding.

Secondary data such as government tourism strategic plans, tourism budgets, tourism policy, tourism guideline, tourism statistics, and case study informations will be collected from different data sources such as journal, articles, government publications and websites to find already processed data for further justifications and support of various informations.

3.8 Operationalization of research variables

Table 3.1 Variable and their measurements

Concept	Specific Objective	Variable	Measurements	Source
1. Destination Branding	1. Destination Preferences of local millennial	<ul style="list-style-type: none"> - Travel behavior - Destination attributes 	<ul style="list-style-type: none"> -Frequency of travel -Duration of stay -Travel motives -Accessibility, safety -Reputation and uniqueness - Destination' services and activities 	<ul style="list-style-type: none"> -Pasaco-Gonzalez et al (2023) - Jiang (2022)
	2. Destination branding Strategy elements	5E's branding elements <ul style="list-style-type: none"> - Entertainment - Education 	<ul style="list-style-type: none"> - Destination' Products, 	<ul style="list-style-type: none"> - Ru-z-Real et al (2020)

		<ul style="list-style-type: none"> - Esthetics - Escapist - Emotional 	services, processes and activities	<ul style="list-style-type: none"> - Almeyda and George (2017) - Pine and Gilmore (1999)
	3. Destination Branding limiting factors	<ul style="list-style-type: none"> i. Misunderstanding the target audience ii. Cultural differences iii. Limited engagement channels iv. Economic constraints v. Political constraints 	<ul style="list-style-type: none"> -Local millennial preferences and painpoints - Norms, traditions, language - Presence and access to platforms (TV, Radio, Websites) - Financial realities (income level) - International relation 	<ul style="list-style-type: none"> - Gorbatov (2018) - Mariki et al (2012) - Veiga et al (2017)
2. Local Tourism Experience	4. Destination Experience Co-creation	Design making stages <ul style="list-style-type: none"> i. Problem recognition ii. Information search iii. Alternative evaluation 	<ul style="list-style-type: none"> - internal and external triggers - Marketing activities / branding - internal and external sources - criteria consideration, 4P's 	<ul style="list-style-type: none"> - Pine and Gilmore (1999) - Prahalad and Ramaswamy (2004) - Mathisen (2013)

		iv. Purchase	-Brand reputation	
		v. Post-purchase behavior	<ul style="list-style-type: none"> - Influencing factors, 4P's - Brand reputation - Satisfaction and dissatisfaction - Brand positioning - Marketing activities, loyal programs 	
	Experiential visitation	<ul style="list-style-type: none"> -Re-visitation -Recommendation -Brand loyalty 	<ul style="list-style-type: none"> - Number of individual' visits to a destination - Source of information for a visit 	

Source: Empirical literature

3.9 Validity and Reliability and Ethical considerations

3.9.1 Validity

Validity focuses on the extent to which designed research instruments measure what is supposed to measure (Sullivan, 2011). To ensure validity in this study a pre-test and field test will be done to ensure the data collection instruments are valid. This will be done with the great assistance and inputs from the tourism and research experts, academicians to test the content, wording, sequence and formats that will be used.

3.9.2 Reliability

According to Hair et al (2020) the consistence and stability of the findings that enables their replication is referred to reliability. In this study reliability will be ensured by having substantial sample size, conducting pilot testing of the questionnaires and ensuring consistence of the technique in data collection

3.9.3 Ethical considerations

Ethics is key in research and therefore this study will observe ethics including confidentiality of the respondents names while filling the questionnaires as well as in interviews. The freedom of their participation in the study will be observed as no one will be forced to participate in the study without personal consent. Also the study will seek permission to conduct the research from the relevant authorities in areas which the research will be conducted. Other ethical issues that will be considered are honesty, objectivity in collection and reporting of the data.

3.10 Data handling and analysis

Qualitative data from interview will be analysed through content analysis method as argued by Kleinheksel (2020) it enables quantifying data and exploration of deeper meanings and themes, providing a comprehensive understanding of the material. Quantitative data from the questionnaires will be analysed through Structural Equation Modelling since it allows for the analysis of multiple dependent relationships at once and its flexibility allows various types of data including cross-sectional, longitudinal and experimental design to be applied (Hair et al 2021). This model will be used to measure values and develop orders or ranks, and defining relationship of the variables.

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APPENDIX I : PROPOSED SCHEDULE OF RESEARCH ACTIVITIES

NO.	ACTIVITY	YEAR 2024											
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	Developing initial concept note												
2	Literature review												
3	Developing proposal first draft												
4	Refining research proposal drafts												
5	Research proposal defense												
6	Proposal improvement and re-submission												
YEAR 2025													
7	Pilot study:												
	Testing data collection tools												
	Improving data collection tools												
8	Objective 1: Assessment of Effective Destination Branding Strategy												
	Data collection												
	Data sorting												
	Data entry												
	Data analysis												
	Report writing and progress presentation												
	Manuscript submission												
YEAR 2026													
Objective 2: Branding factors limiting destinations branding targeting local millennial													
	Data collection												
	Data sorting												
	Data analysis												
	Report writing and progress presentation												
	Manuscript writing and presentation												
	Thesis preparation and defense												

APPENDIX II: RESEARCH BUDGET

Sponsor: HEET					
S/N	Item	Activity	Unit	Unit cost	Total (TZS)
1	Research proposal	Initial survey costs		Lump sum	1,000,000
2	Pilot study	Stationeries costs		Lump sum	100,000
		Transport costs		Lump sum	800,000
		Research assistants costs		Lump sum	2,500,000
3	Data collection	Stationeries		Lump sum	600,000
		Transport costs		Lump sum	1,200,000
		Per diem	60	80,000	4,800,000
		Research assistants costs	50	50,000	2,500,000
4	Data analysis	Data sorting, entry & Analysis	1	1,500,000	1,500,000
5	Dissertation and publication costs	Stationeries		Lump sum	1,000,000
		Articles publication costs	2	1,000,000	2,000,000
		Thesis editorial costs	1	1,000,000	1,000,000
		Thesis production and binding		Lump sum	600,000
	Grand Total				19,400,000

APPENDIX III: RESEARCH QUESTIONNAIRE

Section A: Introduction


My name is Joseph Humphrey Kisamo, A PhD candidate at Nelson Mandela Institution of Science and Technology (NM-AIST)- Arusha. I am currently conducting a study on “Effective Destination Branding Strategy for Enhancing Experiential Visitation of the Local Millennials: A Case of Tanzania Northern Tourism Circuit”. It is a great pleasure that you will be part of this study by being able to give out your views, understanding and perceptions on issues asked on this questionnaire. I would like to assure you high degree of anonymity and confidentiality to be observed and your responses will only be used for the purpose of this study. Thank you and your cooperation is highly appreciated.

Contacts: E-mail: kisamoj@nm-aist.ac.tz

Mobile No:+255716589990

Section B: Questionnaire

Part 1: Respondent Demographic profile

 **Instructions: Please put a tick next to your right response**

Questions

1. Age
 - a) 21-30
 - b) 31-40
 - c) 41-50
 - d) 51 and above
2. Gender
 - a) Male
 - b) Female
3. Education level
 - a) Primary school level
 - b) Secondary school level
 - c) Advance secondary level
 - d) College and university level
4. Employment status
 - a) Unemployed
 - b) Self-employed
 - c) Employed

5. National Park Visited (You may tick more than one answer)
- a) Ngorongoro Conservation Area Authority
 - b) Lake Manyara National Park
 - c) Serengeti National Park
 - d) Kilimanjaro National Park
 - e) Arusha National Park


Part 2: Study related questions by specific objectives

Specific Objective 1: Destination' preferences of local millennials towards experiential visitation

Question 1

The following statements describes your perception and preferences towards destination branding strategy based on your own understanding and experience. The response on each statement is ranked based on a five point Likert scale which is:

1 - Strongly Agree 2 - Agree 3 - Neutral 4 - Disagree 5 - Strongly Disagree

 Please on each statement tick on the number reflecting your response

		Response Rank				
S/N	Statement	1	2	3	4	5
i	I prefer to travel very often to tourism destinations					
ii	Leisure and relaxation are major preference for my tourism visitations					
iii	Business is the major preference for my visitation to tourism destinations					
iv	I prefer staying not more than three days for at destination					
v	I prefer mostly to travel with a family or friends during destination visits					
vi	I prefer destination with easy accessibility for my experiential visit					
vii	I prefer destination with cost effectiveness in services and activities					
viii	I prefer destination safety and comfortability during my experiential visit					
ix	I prefer destination with affordable packages for my visit choice					
x	Destination quality accommodations and social infrastructures presence is my preference during visit					
xi	Destination uniqueness is my quick preference in my visit choice					


xii	I prefer easy and friendly process for my choice of visitation					
xiii	I prefer visiting destinations that positively impact my emotions					
xiv	I prefer destination with strong brand name and reputation					
xv	I prefer destination with strong branding strategies that can easy my choice of visit					

Specific Objective 2: Destination branding elements effectiveness

Question 2

The following statements describes your assessment of destination branding strategy based on your own understanding and experience. The response on each statement is ranked based on a five point Likert scale which is:

1 - Strongly Agree 2 - Agree 3 - Neutral 4 - Disagree 5 - Strongly Disagree

 Please on each statement tick on the number reflecting your response

		Response Rank				
S/N	Statement	1	2	3	4	5
i	Destination makes efforts to brand their products and services					
ii	Destination name, logo and color used influence visitation experience					
iii	Destination name, logo and color used reflect experience expectations					
iv	Most destination brand messages are clear and easy to understand					
v	Unclear messages by the destination branding strategy fails to influence visitations					
vi	Destination branding strategy is effective by focusing on destination uniqueness					
vii	Destination branding strategy is effective by focusing on infrastructures and services					
viii	Destination branding strategy with emotional motive influence mostly experiential visitation					
ix	Destination branding strategy with entertainment motive influence mostly experiential visitation					
x	Destination branding strategy with educational motives influence mostly experiential visitation					
xi	Destination branding strategy with escapist motive (insisting privacy outings) motive influence mostly experiential visitation					


xii	Destination branding strategy with esthetic motive (insisting nature beauty) influence mostly experiential visitation					
xiii	Destination branding strategy with a mix motive of emotional, education, entertainment, escapist and esthetic influence mostly experiential visitation					

Specific Objective 3: Assessment of branding-related factors limiting local millennials targeting

Question 3

The following statements describe your assessment of branding factors limiting destination branding to the local millennial tourists (aged 28-45). The response on each statement is ranked based on a five point Likert scale which is:

1- Strongly Agree 2 - Agree 3 - Neutral 4 - Disagree 5 - Strongly Disagree

 Please for each statement tick on the number reflecting your response

		Response Rank				
S/N	Statement	1	2	3	4	5
i	It is better for destination branding to target the local citizens					
ii	Most destination branding strategies does not focus much on the local tourists preferences					
iii	Most destination branding strategies are tailored generally not focusing on a specific age group					
iv	Destination branding strategies does not target much the local millennial tourists (aged 28-45)					
v	Destinations' branding strategies doesn't reflect much interests of the local millennial tourists (aged 28-45)					
vi	Destinations' branding does not target much the local millennial tourists (aged 28-45) because they have no interest with tourism					
vii	Local millennial tourists (aged 28-45) don't access much TV, Radio, social networks and websites					
viii	Most of local millennial tourist (aged 28-45) are struggling financially					

ix	Most of local millennial tourists time is occupied with work and social family life					
x	Local millennial tourist (aged 28-45) don't spend enough money on destinations as foreigners					
xi	Local millennial tourist visitations does not bring about international tourism impact					
xii	Destination branding strategies should find better strategy targeting the local millennial tourists (aged 28-45) for they are huge tourism potential					

Specific objective 4: Role of experience-co creation strategy in destination branding

Question 4

The following statements describe your assessment on the role of experience co-creation in destination branding. The response on each statement is ranked based on Likert scale which is:

1 - Strongly Agree 2 - Agree 3 - Neutral 4 - Disagree 5 - Strongly Disagree


 Please on each statement tick on the number which reflects your response

		Response Rank				
S/N	Statement	1	2	3	4	5
i	Positive relationship between the destination and the local tourist is important for enhancing visitations					
ii	Friendly and good public relation is important for each destination development					
iii	Destination' friendly and easy process / systems for enhancing local tourist visitation are important					
iv	Development of destination branding strategies will enhance local tourists visitation					
v	Personally as a tourist I have visited a destination because of the influence of their branding strategy					
vi	Destination branding strategy helps local tourist in decision making process					
vii	Destination costs and location make easy recognition of the need for a visit					
viii	Destination' promotions makes it easy for the local tourist to see the need to visit					
ix	Without information provided by destination you couldn't realize the need to visit					

x	Information provided by destination helps you to make a decision to visit					
xi	Information provided by friends and family helps you make visit decision					
xii	The brand reputation of the destination influences your evaluation for a place to visit					
xiii	Destination uniqueness influences more than its reputation in the visit decision					
xiv	Destination costs and services enables evaluation for a place to visit					
xv	Destination promotion and location helped you much in evaluating viability and relevance					
xvi	You can recommend destination visit based on its brand reputation					
xvii	You can recommend destination visit based on its uniqueness					
xviii	You can re-visit destination if you had good experience during visitation					
xix	Participating in activities such as touching and feeding animals or planting trees at destinations creates better visitation experience					
xx	Participating in activities such as touching and feeding animals or planting trees at destinations triggers positive emotions during visitation					
xxi	Participating in activities such as touching and feeding animals or planting trees at destinations creates better memory than just watching and go					
xxii	You can be loyal to a destination based on experience and not reputation					
xxiii	Destinations keep contacting and do promotion of the destination after a visitation					
xxiv	It feels good destination to keep you in touch after your visitation					
xxv	Destination branding strategy makes you feel emotionally valued as a tourist					
xxvi	Destination branding strategy that triggers my emotions mostly is likely to be my choice for visit					
xxvii	Tourist' strong emotions over a destination gives a strong destination reputation and brand position					
xxviii	My emotions based on particular destination influence mostly my decision for a visit					

Question 5

In the next table describe which positive emotion influences the most at different stages of decision- making process. Please tick on the box that reflect your response for each statement

 Please on each stage tick the most influencing emotion that reflect your response

Stage	Most influential emotion					
	Urge	Enthusiasm	Trust	Happiness	Love	Others
Which emotion mostly <i>influence need</i> to visit a destination						
Which emotion mostly influence <i>information searching</i> about destinations						
Which emotion mostly influences <i>evaluation of alternative</i> destinations						
Which emotion mostly influences <i>decision-making</i> to visit destination						
Which emotion mostly influence <i>re-visit decision</i> to a destination						

_____The End_____

Thank you very much for your cooperation

APENDIX IV – INTERVIEW GUIDE

These questions are developed to guide the interview to the management at DMO' s (government ministry, authority and agency)

Questions

Objective one

1. How can you define the destination branding strategy used by this destination?
2. What is the motive behind the destination branding strategy? Entertainment, education, esthetic, escapist, emotional
3. How does the name, logo, and color used to brand this destination reflects its uniqueness and reputation?
4. What is the message passed by this destination brand?
5. How is this destination branding influence co-creation experience?
6. How does the destination branding designed to influence tourist decision-making process?
7. How is Tanzania culture limit or influence destination branding strategy?
8. Does infrastructure development influence the success of destination branding strategy?

Objective two

1. What are the challenges in branding domestic tourism in Tanzania?
2. Is the branding strategy for this destination targeting the local millennial tourists?
3. What are the challenges facing this destination in targeting local millennial tourists?

Objective three

1. Are there economic challenges for targeting the local millennial tourists?
2. What are the benefits that will be realized by this destination by targeting the local millennial tourists?

Objective four

1. Is the branding strategy used in this destination influence experience co-creation?
2. How relevant is the experience co-creation process at this destination (in product design, and tourist selection of packages)?
3. How does this destination branding strategy influence tourist experience before, during and after visitation?
4. How is this destination branding strategy influence emotions of tourist at different stages of decision making?

_____ **The End** _____
Thank you very much