

**IMPACT OF PRINT MEDIA TO TOURISM DEVELOPMENT IN TANZANIA.
A CASE STUDY OF ZANZIBAR LEO, NEWSPAPER.**

BY

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DECLARATION


I hereby declare that this is my original work and has not been submitted to this university before or to any other institution of higher learning for an academic award.

Signed..... Alansa

Date..... 22nd Nov, 2013

APPROVAL

This work has been done under my supervision as a university supervisor and submitted to the faculty with my approval.

Signed..... 

MR. NTHIGAH

Date.. 22nd, Nov, 2013

DEDICATION

I would like to dedicate this academic work to my loving family and friends most especially, my beloved Father, Abdi Hassan, my caring mother Miza Mohammed, and my lovely husband Hamid Saleh, more so my young brothers Hassan Abdi, Haji Masoud Ibrahim and my young sister Mwanaidi Abdi and Mr. Abdallah Juma, Chief Editor Zanzibar Leo Newspaper and lastly not forgetting the fraternity of the Media in Tanzania, May God reward you abundantly for your support.

ACKNOWLEDGEMENTS

First of all, glory back to God for having helped and guided me to accomplish this work in the Scheduled time. I owe gratitude to my wonderful Parent for their constant Support and effort for motivating me to higher achievements.

With great pleasure, I cordially thank my Boss, Mr.Abdallah Juma for the encouragement he bestowed in me, I thank him for understanding my abilities and helping me unlock my potential.

I thank all the participant who gave their feedback on the questionnaires, shared their thoughts and encouraged me to write this book. Their positive feedback has supported me in developing this simple presentation of such a complex subject.

My heartfelt gratitude and appreciation goes to Mr. Nthigah Nicholus, whose help, brilliant creativity, guidance and enthusiasm have guided this book from its conception to its completion.

I thank my classmates for always being there and for their continued friendship. I could not ask for a better sounding board and friends.

ABSTRACT

The background of the study explains the history of mass media back beyond the dawns of Tourism to the people that figured out that they could reach audience through communicating through a written word. Research objectives was. 1. To examine the public perception on article and feature news for print media existing in Zanzibar in relation to tourism development.2. To assess the efficiency and effectiveness of the print media in communicating with the internal and external public in the country.3. To examine factors that hinders the effectiveness of print media in promoting tourisms development in Zanzibar. The geographical scope was Pemba and Ugunja, these are Zanzibar Islands. The researcher's area of interest was to test theoretical perspective. Agenda-setting theory, first developed by Prof. Maxwell McCombs and Prof. Donald Shaw in their Chapel Hill study (1968), mass media set the agenda for public opinion by highlighting certain issues. The study employed descriptive survey design which was used to discover casual relationships between the two variables. Sloven's formula was used to arrive at the sample size. To ensure validity of instruments, content validity index was used and reliability of the instrument was established by corn-bachs coefficient alpha variable. Data gathering procedure before and after administration of questionnaires was followed to the letter. To ensure confidentiality of data collected ethical consideration were put in place Data presentation, analysis and interpretation was tabulated. The researcher found out that The use of print media to give encouragement and show how tourism have brought about change in Zanzibar Islands.

LIST OF ACRONYMS

ZATI	Zanzibar Association of Tourism Investors.
GDP	Gross Domestic Products
MKUZA	Mpango WA Kukuza Uchumi Zanzibar
MKUKUTA	Tanzania Economic Poverty Eradication strategy
GDP	Gross Domestic Products

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Tanzania is one of the four poorest countries in the world. Although Zanzibar benefits from tourism, the majority of the population still makes their living from subsistence farming and fishing. A recent census showed that there are now over 1 million people living across Unguja and Pemba, which remain predominately Muslim. Islam marks the passing of days, the muezzin's wail, echoing across the islands from sunrise to sunset. Women veil themselves in buibuis or kangas, children learn their prayers and their manners at the madrasa, and the archipelago becomes a place of celebration at Eid, after Ramadhan, the time of fasting.

Among the major town area in Zanzibar, such as Stone Town is a sprawling metropolis and Pemba's Chake Chake is a bustling, industrious town. The area outside town is known as shamba (farm), the majority of the people live because Village life is simple. Most people live in mud houses with woven palm frond roofs, known as makuti. There is no electricity or running water in rural areas, instead, water is carried from wells or rainwater is collected in buckets during the two rainy seasons. Diet centre's around a few local staples; beans, maize, breadfruit and cassava, which families grow on their land and cook over an open wood fire or charcoal stove. At times of celebration, pilau is cooked; rice flavoured with the island's spices, cardamom, cinnamon and cloves.

1.1 Print media in Tanzania (Newspapers).

The history of Newspapers in Zanzibar dates back to 1892 when the Gazette of East Africa and later the Gazette of Zanzibar came into circulation. Zanzibar was therefore the first country in East Africa to have its own Newspapers.

The early sixties, Zanzibar had about 20 newspapers published in Kiswahili, English and Arabic. In 1964 revolutions occurred, due to unprecedented circumstances all newspapers came to a halt. There has been substantial development of freedom of the press in Zanzibar, which has also paved the way to private media. Newspapers act No 11 of 2008 and Broadcasting act of 1997 as well as 2006 Zanzibar media policy, demonstrate the Government will and ability towards freedom of the press and diversity of the media in Zanzibar. Zanzibar Leo is daily newspapers in 2001 as a predecessor of public weekly NURU newspapers. The paper is using Swahili language. Zanzibar Leo covers all aspects of life, socially, economically and politically.

The history of newspapers in Tanzania mainland existed during the short – lived German rule in 1890 to 1916 and continues during the British rule up to 1961, where there are various newspapers like kwetu, Mwafrika and Bahaya Twemaye. The government also took over the biggest newspaper. The Standard in 1970 and merged it with the party paper the Nationalist, to form the Daily News and employed a foreigner, with Marxist orientation, to run it. By end of that year, all major media were in the hands of the government.

The new dispensation brought about a tremendous need for training of indigenous practitioners. The challenge was necessitated by the fact that the expatriates at the Daily News left in the early seventies leaving a big need for qualified editors and reporters to cover the whole country.

The Kiswahili newspaper, UHURU which was depended upon for the nation's mass mobilization, needed expansion to be able to reach most areas of the country and also have enough reporters in the regions Dar es Salaam

In 1993 when the airwaves were opened to other players that were not governmental. The Newspapers, but hitherto very few had been established. Even the few private ones that dared to publish had been started in the eve of global liberalization that saw the fall of the Soviet empire and collapse of communism in 1989, though treading very cautiously. The most notable were Business Times and Family Mirror both registered 1988.

After the constitutional changes of 1992, privately owned media took it as their right to carry opinions that differed with the establishment. Famous amongst the publications, still publishing today, are Rai, An- Nuur, Dar Leo, Mtanzania and Nipashe was under the IPP media company, after the establishment of multiparty system in Tanzania.

Economic of Zanzibar

Zanzibar is receiving tourists mainly from Italy, United Kingdom, Germany and France who was informed about Zanzibar via international tourism fairs held annually in various places where Tanzania participates. Others have been informed by their peers and acquaintances.

Fishing and agriculture are the main economic activities of the local people. Zanzibar was once the world's largest producer of cloves and her economy was based on large incomes thus derived. Although cloves are still a major export along with coconut products and spices, tourism has

been ear-marked as the primary foreign exchange earner, with more visitors coming to Zanzibar each year. At this stage, the numbers are still low (less than 100,000 annually) and the potential for tourism is relatively untapped. Zanzibar's tourism private sector is represented by the Zanzibar Association of Tourism Investors.

The ZTC has established a website which has not been seen to be going with the current development of the sector, especially with the tourism increase in the Isles. The use of traditional media, television Zanzibar and Voice of Tanzania Zanzibar radio are both licensed by the Zanzibar Broadcasting Commission (ZBC) but have not been so much significant in the promotion of tourism in the aisles due to the lack of higher capacity of transmitting the broadcasts across the national boundaries. The media can only be accessed in some parts of the country and therefore, cannot deliver the required tourism messages to the potential tourists abroad. Depending on them for attracting tourists would somehow mean useless.

Zanzibar's Minister of State Finance and Development Programs, reiterated that the Zanzibar government will increase its efforts in advertising tourism attractions to attract tourists so as to nourish important sectors including agriculture and industrial sectors.

Furthermore, the Minister also promised that apart from advertising tourism in abroad, the government will encourage youths to engage in modern agricultural activities in order to increase their income.

However the tourism industry has to be the backbone of its economy due to different reasons, because tourism support growth of the development of the Zanzibar, such as education, health and helps the government of United Republic of Tanzania to surpass the economic poverty eradication strategy commonly known as MKUKUTA and Zanzibar revolutionary government had adopted the same namely MKUZA, where both stand agriculture as the major sector for economic development.

While they are seven years old now, the programs is not yet fulfill its objectives due to the different reason, including poor availability of information about tourisms. The Media is not creating enough awareness to attractive site such as Stone Town, where history appears to stand

still, the House of Wonders, the Palace Museum, Dr Livingstone's House and the Arab Fort amongst others; it is a fascinating look at the essence of Zanzibar for the society in the country and outside of Tanzania.

An attractive site that media do not advertise to the society is the Jozani Natural Forest Reserve is located in the central east region of Zanzibar Island and is home to the rare Red Colobus Monkey which is endemic to Zanzibar. These monkeys are full of character, and roam freely. They can also be seen at very close quarters just outside the reserve's perimeter and are incredibly photogenic. Jozani is home to other species including Syke's monkeys, small buck and bush pigs. The elusive Zanzibar leopard (last sited several years ago) is said to feed here at night perhaps this is why the reserve is only open during the day. Jozani has an excellent nature trail and the guides are well trained and informative.

1.2 Statement Of The Problem

Zanzibar Island is surrounded by the Indian Ocean. It has beaches as the main attraction to the tourists which has made the island quite rich in attractions contrary to other tourist destinations such as Mauritius and Seychelles. However, the income has not been increasing as expected. The situation in Zanzibar have not proved quite successful in collecting bumper incomes as is the case in other countries. The number of tourists in those countries has been recorded higher with remarkable differences from one year to another.

At this era, the importance of communication has been increasing tremendously, many organizations have succeeded by enhancing communication through various channels. The digital communication greatly overlapped the traditional media in publications and advertisements. Online media have currently become a major information center for various organizations that want not only to promote tourism, but also advertise various businesses (products and services) to as many customers as possible all over the globe in Zanzibar this technology has not been fully realized.

The dressing code of various tourist is accused of eroding traditional culture of Zanzibar Island which is different from foreign countries, because tourism does not embrace Tanzania Norms and values and thus this explain why media does not support internal tourism.

Realizing that tourism can contribute to money generating activities, many efforts have been taken to improve it, mass communication is among others but the achievement is not encouraging.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Main objective

The main objective of this study is to assess the effectiveness and efficiency of the print media in promoting tourism development in Zanzibar.

1.3.2 Specific objectives

1. To examine the public perception on article and feature news for print media existing in Zanzibar in relation to tourism development.
2. To assess the efficiency and effectiveness of the print media in communicating with the internal and external public in the country.
3. To examine factors that hinders the effectiveness of print media in promoting tourisms development in Zanzibar.

1.3.3 Research Questions

1. What are the print media tourisms article and feature story which relate to tourism development in Zanzibar?
2. Are the print media uses for communication with its publics effective and efficient towards tourisms development in the Isles?
3. What are alternative means that print media can use to promote Zanzibar tourism?

1.3.4 Hypothesis

The proposal also assumes that newspaper news rarely story from urban and rural Zanzibar due to the fact that such story do not cover the interests of the media owners, thus being denied the necessary allowances to reach such destinations.

The proposal assumes that local residents of Unguja and Pemba prefer the print media to get political, social and economic information due to their low income to be able to afford newspapers.

1.3.5 The Significance Of The Study

This study becomes important for a long time, because of a unique nature of tourism development in Zanzibar and the tourism processes undergoing in Tanzania, where the use of media is very important to bridge the Zanzibar public to the right path of Tanzania tourism transformation processes including union issues and regional and international cooperation.

The findings of this study will help to generate new knowledge in the print media on how can facilitate to bring development in the public. The study is also crucial to the other researcher and policy makers in the Zanzibar government.

1.4. Scope Of The Study

1.4.1 Geographical scope

The study was conducted in Zanzibar Island area of Tanzania. The main study researcher's area of interest included the following, Pemba and Unguja.

1.4.2 Theoretical scope

According to the agenda-setting theory, first developed by Prof. Maxwell McCombs and Prof. Donald Shaw in their Chapel Hill study (1968), mass media set the agenda for public opinion by highlighting certain issues. Studying the way political campaigns were covered in the media, Shaw and McCombs found that the main effect of news media was agenda-setting, i.e. telling people not what to think, but what to think about. Agenda setting is usually referred to as a function of mass media and not a theory (McCombs & Shaw, 1972).

Agenda- Setting is the media's ability to transfer salience issues through their news agenda so the public agenda can form their understanding of the salience issues. Two basic assumptions underlie most research on agenda-setting: (1) the press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to

perceive those issues as more important than other issues. "Mass Communication plays an important role in our society its purpose is to inform the public about current and past events.

McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.

Bernard Cohen (1963) stated: "The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."

1.4.3 Time Scope

The researcher was scheduled to take a period of few months, the study commenced with a proposal on March, 2013 and finalized with Dissertation on Nov, 2013 this was for a purpose of the researcher to engage all members of the community to participate on her work, especially on the questionnaire part. This ample time ensured the researcher got to the root cause of the problem.

1.5 Limitations of the study

The researcher predicts to encounter several limitations especially little responses of media officials in responding to the structured questionnaires. It is likely to face some limitations because the researcher is far from where the study was conducted (Zanzibar). The researcher will use assistants who would probably be inefficient in handling this important part of the research. The research will be conducted in Unguja Island for a period of six months.

CHAPTER TWO

LITERATURE REVIEW

2.0 Tourism and National Economy

The rising share of tourism within a national economy is sometimes considered surprising. As growth sectors, manufacturing or agriculture are typically understood, but the role tourism can play as a source of growth, diversification and poverty alleviation is not always recognized, rather, tourism may be perceived as a volatile industry that creates only menial jobs, and which is dominated by foreigners whose profits stay overseas. In Tanzania, this characterization is certainly not true. Tourism has been growing steadily (with only slight deviation in 2001) for 10 years. As an industry, it creates life-long jobs, often requiring superior people skills, including specialized positions at the managerial or supervisory levels and careers open to women.

2.1 Attractive Sites

Tanzanians own many hotels in Tanzania the foreign-owned firms bring skills in marketing, finance and management with their investments. much of tourism's revenue does remain in tanzania, and the country has the potential to supply the industry more via locally produced goods. In every year since 1995, foreign exchange receipts from tourism have been the largest item in tanzania's exports of goods and services (30-45%). Within the domestic economy, the trade, hotels and restaurant sector is the second largest sector after agriculture, accounting for 16% of GDP between 1990 and 2003.

While some uncertainties remain, tourism is now gaining recognition as a valid sector for sustainable development. If managed properly, tourism can contribute jobs and wealth, address social issues and ensure conservation of natural and cultural resources.

2.2 Assets and infrastructure

Tanzania is strengthening its capacity to host tourists by improving its built environment and developing its "spirit of hospitality." Investment in hotels and lodges has accelerated; there has been a wave of privatizations and sales of assets that is now reaping benefits in terms of injection of new funds to improve the standards of hotels in all categories. private investment in hotels has grown rapidly, with the number of hotels rising from 210 in 1995 to 476 in 2004.

Interest in tourism in Tanzania continues to be high among middle eastern and south African investors. Tanzania is the only country in the world to have protected more than 25% of its landmass as conservation areas, and to have developed a far-reaching program of coastal zone management to protect marine and coastal resources. The country is endowed with world-class tourism assets (natural, cultural, historic and archeological) that are in high demand in international tourism markets.

Among the best known, including its six World Heritage sites, are: Ngorongoro Conservation Area, Serengeti National Park, Lake Manyara, Selous Game Reserve, Mt. Kilimanjaro and its National Park, Stone Town of Zanzibar, and the ruins of Kilwa Kisiwani and of Songo Mnara. Tanzania has 12 national parks, 17 game reserves, and 50 game controlled areas and marine parks.

2.3 Production And Consumption In Tourism

The two fundamental transactions for tourism production and consumption cannot be separated; production and consumption take place simultaneously and in the same place; a tourist must go to the place of production to consume tourism services. Contrast that with goods: goods are produced in one place and almost always transported to another and marketed for sale.

In tourism, there is no inventory of final “goods” waiting to be sold, or work in process. Sales are made by consuming fixed assets. It is a cliché in the industry that any room nights that are not sold are lost forever. Moreover, once produced, the supply of rooms is relatively rigid over time and there is a premium on “getting it right” the first time. To counteract this rigidity and generate revenues, hotels re-invest frequently in equipment and facilities to remain competitive and protect assets. This joint function of being an investment and producing a stream of services is unique to services. Indeed, in tourism, ownership of assets and their management is often separated into owning companies and managing/leasing the buildings. Tourism services also are not a standardized, homogenous set. Their quality varies from place to place: a four-star hotel in Tanzania may be very different from a four-star hotel in New York, or one in Beijing.

Tourism spans a range of activities instead of being a single good. Tourism is really an agglomeration of related but separate, crosscutting services: transport, lodging, food service, recreation and attractions. All these services are assembled either individually by the traveler or commercially by a network of wholesale and retail services (tour operators, global Distribution systems, and travel agents, etc. into a “tourism package.” tourism products represent “final” commodities, and efficiency through competition in tourism markets has repercussions throughout the supply chains (meats, fish, poultry, dairy and vegetables, etc.) and manufactured goods, such as furniture and equipment.

These backward linkages can enhance or reduce the economic returns to tourism and exert an influence on markets. Hotels, for example, require many inputs to the extent that these inputs are produced locally, they can enhance value added; to the extent that they are imported, they generate leakages of money flowing out of the economy. But there are also forward linkages as products and services are added outside hotels. Handicrafts and shopping are good examples.

2.4 Innovative Packages

In the modern tourism sector, the way in which these opportunities add value, or differentiate the product, has an important impact on tourism’s overall success. Where that creativity is lacking or there are no intermediaries (tour operators) to construct innovative packages, tourism is likely to be a shallow industry. An efficient and competitive tourism sector will translate into economy-wide improvement in private sector investment and growth via an improved business climate and improved market discipline. The site of discoveries of the traces of earliest man. Tanzania also offers interesting culture and crafts, notably the maasai culture and makonde wood sculptures. The growth in tourism and hospitality services in tanzania is evident at several levels.

In terms of capacity, tanzania has 31,000 rooms with 56,200 beds. A number of new hotels have been built recently, including large international chain hotels 3 and many other medium-sized hotels. The travel industry, represented by the tour operators and travel agencies, has been

improving the products and services offered in the country. Through the creative packaging of different experiences, tourists can now choose from wildlife and beach vacations, niche products.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

The methodology of the research study was a careful systematic process the researcher followed in the empirical part of the study. The component of the research included research design, method of data collection like the administered questionnaire, interview guide or observation checklist, sample framework, data processing, data analysis and ethical considerations were the key areas of considerations.

3.1 Research Design

A cross sectional research design involved getting responses from informants at once as opposed to longitudinal researches which involved contacting or checking specimens repeatedly. The researcher used cross-sectional in order to reduce time and cost involved.

3.2 Method of data collection

Research instrument was constructed following a frame work for instance, a list of questions framed in an objective way and accomplished by a list of all possible alternatives from which respondents selected the answers that best describe their situation.

The researcher used the instrument since they were easier to analyze and were in an immediate usable form. Moreover closed-ended questions were easier to administer because each item was followed by alternative answers. And they were economical as far as time and money was concerned.

Interview refers to an oral administration of a questionnaire. The researcher employed face-to-face interview in order to build maximum cooperation and friendly relationship with the respondents.

3.3 Sources of Data

Primary sources acted as a direct description, due to this reason the researcher meet and talked to the staff of the different Radio stations.

Secondary sources were data which were already in existence; they were derived from books, Newspapers or other materials which other scholars had researched.

3.4 Target population

The target population included a total of 100 people from selected places and 30 radio presenters, drawn from different radio stations.

3.4.1 Sample size

Due to the expected threats to validity, the researcher claimed and allowed 5% margin of error 0.05 level of significance. Measures were also indicated in order to maximize and to eradicate the threats to the validity of the findings of this study.

$$n = \frac{N}{1 + N(0.05)^2}$$

Where 'n' was the sample size and 'N' was the target population and '1' was constant while the margin of error completed the Solvents formulae.

Table 1: Respondent of the Study

Zanzibar Island	News Paper		Islands	
	Target population	Sample size	Target population	Sample size
A	30	27	300	171
B	26	24	250	153
C	16	15	180	124
D	14	10	80	72

3.5 Sampling technique

The researcher used a simple random sampling due to the fact that it involved giving a number to every person of the accessible population. In addition purposive sampling was also used because it allowed researcher to probe further.

3.6 Data procedure

The researcher ensured that the respondent complied with the administered questionnaires by filling the questions on the spot.

3.7 Data processing

Qualitative and quantitative method summarized the study because the intention was to solve specific, immediate and concrete problem which was my main concern. The research objectives, the questionnaires and the theoretical framework guided the study. This included presentation of charts, graphs after segmenting the work, hence a thematic order was important.

3.8 Data analysis

The objectives of the research were used since they clearly showed what and why the study was carried out which enabled harmonious plan. Statistical methods to organize and present data were utilized; the data was presented using frequencies, tables and percentages.

3.8.1 Ethical considerations

The respondent were assured confidentiality otherwise they would have been stigmatized by the community. Moreover a legal letter from the University was provided which gave the researcher the right to exercise the research study; that actually acted as a gate pass to different media organizations.

3.9 Limitation of the study

1. The time of doing tentative research was limited, hence the researcher worked under pressure to beat the deadline.

2. The researcher faced serious challenges of gathering the information due to the fact that some members were not cooperative.
3. The high levels of illiteracy lead to many spoilt questionnaires.
4. Scarce resources, was a major hurdle where researcher had to forego some of the things.

CHAPTER FOUR
PRESENTATION OF FINDINGS INTERPRETATION AND ANALYSIS

4.1 Introduction

In order to come up with clear response and analysis, the researcher opted to present the data collected from respondents at different islands simultaneously but differently. This is because the experience and understanding of the print media by the staff is different and deeper compared to that of readers.

The Media Content

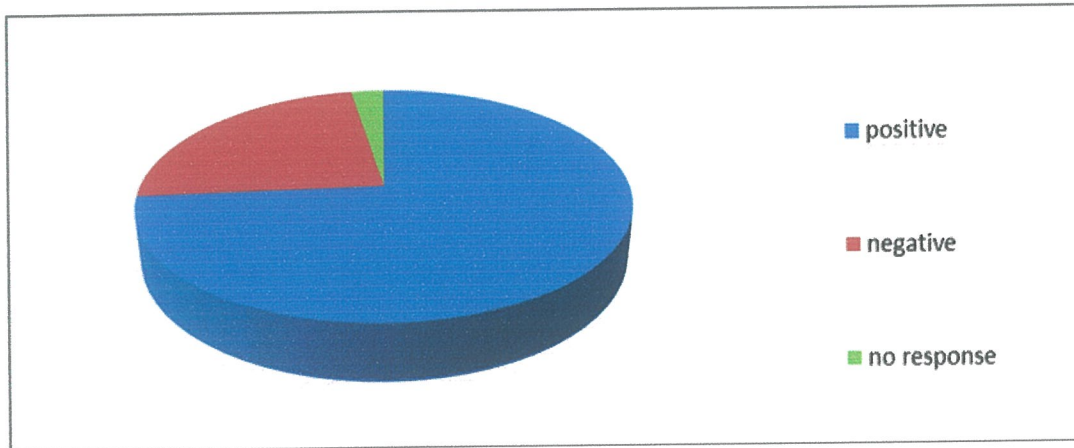
4.2.1 To examine the public perception on article and feature news for print media existing in Zanzibar in relation to tourism development.

The first objective was to find public perception on News on how the media influence the readers of Leo newspaper, “Tourism forum for development”. It was answered by question 8 and 6 on appendix A and B. The results were summarized in tables 2 (a) and 2 (b) below;

Table 2 (a): Does the media have any influence on the way society behave today?

Response	Positive	negative	No response	Total
Frequency (f)	148	47	5	200
Percentage (%)	74	23.5	2.5	100

Figure 1 The media influence on tourism development

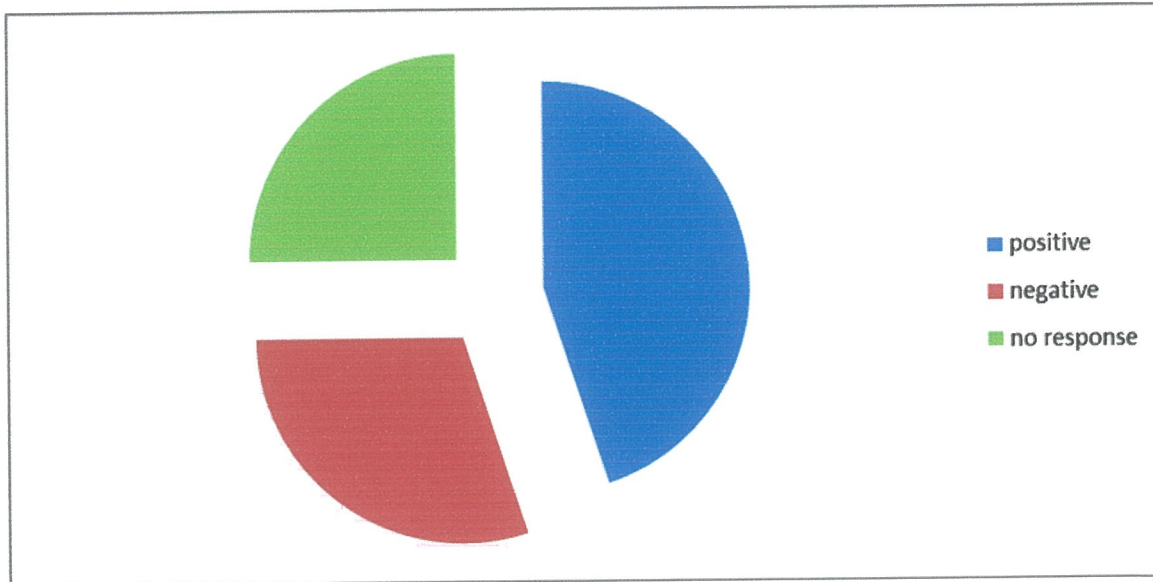


(source: field study)

Table 2 (b): Has print media influenced the readers in different ways?

Response	positive	negative	No response	Total
Frequency (f)	9	6	5	20
Percentage (%)	45	30	25	100

Figure 2 : Print media influence on society



(source: field study)

From both table 2 (a) and 2 (b) above it was observed that print media indeed do wield influence on the content produced and published. In table 2 (a), 74% of the respondents think that social media staff being the ones who pay the bills for their organizations they have a say in what is produced since they can be in a position to censor different website.

Around 23.5% of the respondents disagree with those who say that media staff do control the media content and work found in the print media. No response was as a result of failure of some respondents to submit back the questionnaires that were given to them.

When it comes to the readers themselves, represented by table 2 (b), the researcher observed that 45% of the respondents agreed that their behaviour and opinion were in a way influenced by other media platform like facebook and twitter, while 30% disagreed with the question. The 25% of the respondents refused to answer the question.

Media staff were probed to further explain why those who thought social media do influence behavior and opinion did so and to what extent. They pointed out that media owners start up radio station for various reasons among them being for political and economic influence.

Thus, they will ensure that their media outlets do produce content that reflects or helps them achieve their goals. Also media has the power to influence and if an owner strategises well, he or she will end up influencing the society through his media content. They agreed that the media owners, to a larger extent influence their work and content in general since they are the bosses.

There is a huge difference between the two groups of respondents as those who frequently read the media agree with a great margin of over 50%, that media owners do influence media programming while those who are incharge of operating different programmes have a 15% difference. Despite the varying degree in response for and against the question, there is an agreement that media owners do have influence on media programming.

4.2.2 The impact of print media on Tourism Development

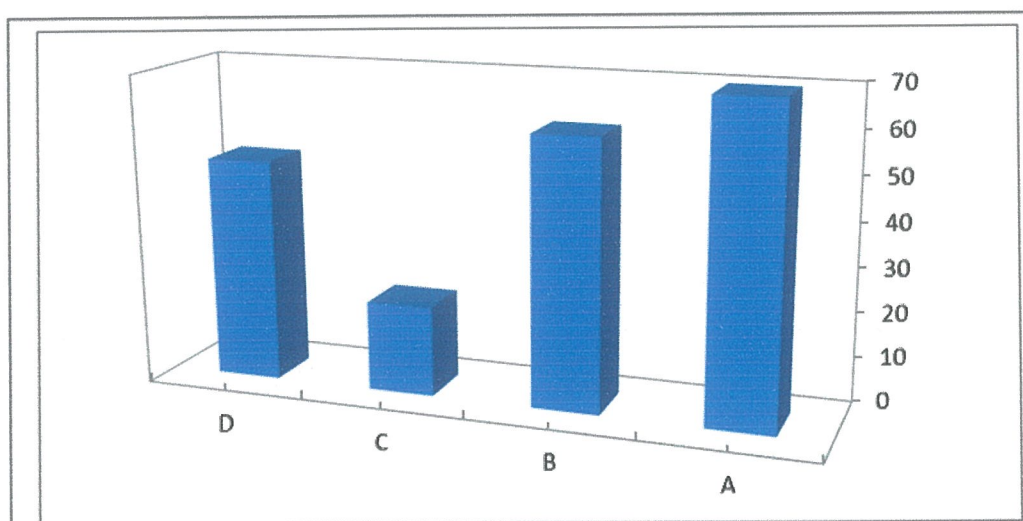
The researcher wanted to go further and establish whether the print media content affected the attitude and behavior (Leo Newspaper) of the readers. The researcher choose to make a comparison of Leo Newspaper programming with other Newspapers as listed in table 3 below.

In order to address this question, the researcher sought to know which Newspaper respondents prefers to read and why. It was aimed at giving the researcher answers as to why readers choose a particular Newspaper at the expense of the others as well how print media impacted on them. The result was summarized in table 3 and figure 3 below. Rai, An- Nuur, Dar Leo, Mtanzania and Nipashe

Table 3 Distribution of Newspapers readership

Radio station	Respondents	Percentage
Leo Newspaper (A)	70	35
Rai Newspaper (B)	60	30
Nipashe Newspaper (C)	20	10
Mtanzania Newspaper (D)	50	25
Total	200	100

Figure 3 Distribution of Newspapers readership



The researcher found out that most respondents (68%) prefer to read (A) Leo Newspaper, while Rai is read by 58%(B) of the respondents, Nipashe (C) comes last with 27% of the respondents and Mtanzania (D) comes in third with just 50%.

The respondents pointed out that they preferred to read various channels for different reason and occasions. The 68% do read Leo Newspaper said they do so because it's more believable and its news is more detailed and well balanced compared to the others while those (58%) who prefer Rai Newspaper to do so because for them it's balanced and have a clear arrangement of articles.

Nipashe, was less preferred by (27%) of its listeners since its owned and funded by the government and thus most respondents saw it as a government platform and not very objective when it comes to matters touching the government in the wrong way.

Mtanzania, (50%) was preferred because of its nature and its way of presenting articles since it is interesting to them and has a lot of infotainment column.

On the question whether print media impact on the print media content (Leo Newspaper), the respondents, response is summarized in table 4 below.

Table 4 Print media influence on behavioral change of the readers on Tourism.

Does Print Media content Impact broadcast content?	Yes	No	No response	Total
Response	152	60	8	220
Percentage	76	30	4	100

Most respondents (76%) agreed that print media content affected the behavior of the readers while 30% disagreed with the question and the researcher did not get the response of 4% of the respondents.

The researcher went further and asked how content affected its audience behavior on tourism and to what extent. The researcher noticed that the print media influenced the readers which was higher since it was locally available. The researcher noticed readers actions were as a result of what they read on Newspaper.

The way most of audience dress, eat, their shopping decisions was as a result of broadcast media which was influenced by the media and in this case Leo Newspaper since it was the researchers ideal media.

This is because the content on Leo Newspapers articles was a replicate from the social media and with it comes the Western culture which changed readers way of life in major ways. They further pointed out that when it comes to making political decisions, the local newspapers played a major role as it guided their voting decisions by portraying some candidates to be better than others in various fronts of political capabilities.

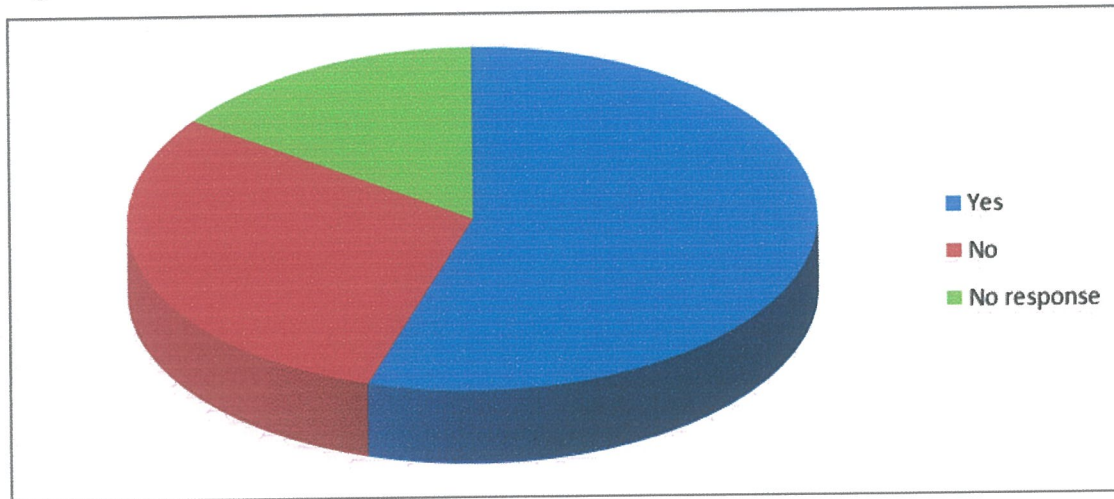
4.2.3 The ministry of information and advertisers influence articles of Leo News papers

This question was directed to media staff involved in this study and it was meant to provide data for researcher further investigation, where the researcher was interested in establishing whether forces outside the print media do influence or wield influence on content produced by the media. It is answered by question 6 and 8 of both appendices A and B. the results are summarized in Table 5 and figure 5 below.

Table 5 Impact of external forces on print content (Leo Newspaper)

Response	Yes	No	No response	Total
Frequency (f)	11	6	3	20
Percentage (%)	55	30	15	100

Figure 5 External forces' impact on Publishing and dissemination of content



(Source: field study)

Majority of the respondents (55%) agreed with the issue that forces other than the print media do impact on the published content as opposed to 30% of the respondents who disagreed. The researcher further wanted to know to what extent, those who agree with the question, do think these forces do impact broadcast content and how.

Respondents pointed out that forces like the government, advertisers and to a small extent listeners do have some impact on the broadcast content produced. The government was said to come up with laws that strictly controlled the content produced and if these harsh laws were not followed, the media house was likely to be acted upon.

The researcher established that advertisers who happen to be investors in tourism pay bills for the media houses and thus their wishes will in most cases be followed. Instances where a journalist's 'bad' stories about major advertisers are rejected by media houses are very common: it is either the story is 'killed' that is its not published out or the media house loses a major source of income and the latter won't be favored by media owners.

It was also pointed out that readers of a media house also can direct what kind of content to be published since they are the consumers of this content. If it doesn't appeal to them, they won't read these Newspaper.

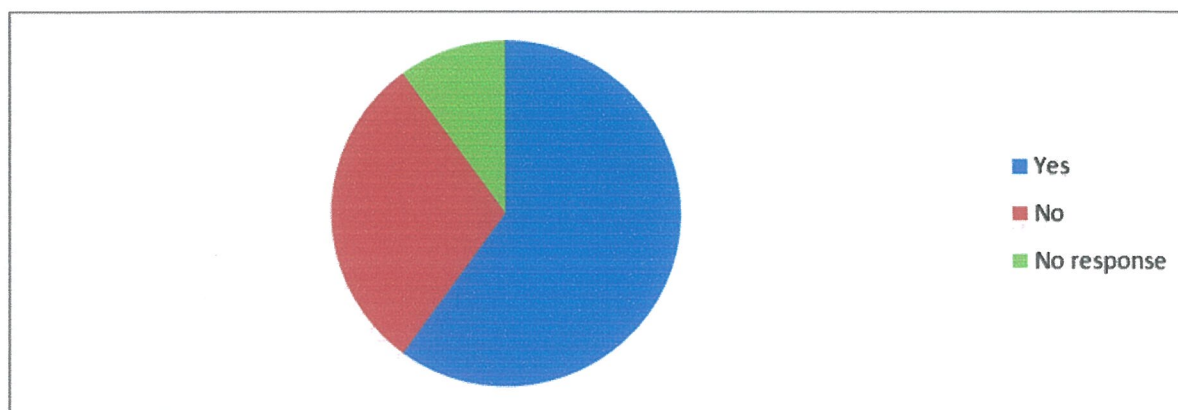
4.3 To determine how citizen journalism impact on print media credibility (Leo Newspaper)

This objective was to find out how citizen journalism impact on print media credibility and it was directed to the staff members working at the Radio Station (Leo newspaper). The response is summarized in table 6 below.

Table 6 Citizen Journalisms' impacts on print media credibility

Response	Yes	No	No response	Total
Frequency	12	6	2	20
Percentage	60	30	10	100

Figure 6. Citizen Journalism and its impact on print media credibility



From the result, the researchers found out that citizen journalism do indeed impact on print credibility. This is so because 60% of the respondents agreed with the question compared to 30%

who thought otherwise. The 10% of the respondents did not respond because they did not return the research questionnaires.

The researcher also wanted to know how does citizen journalism impact on the quality of content produced by the print media hence raising question on broadcast credibility and he posed the question to the respondents.

Majority of respondent said the impact is much witnessed in a broad media house that has a chain of media outlets where, in order to cut costs, the media owner directs that stories be re used by various media outlets under the conglomerate hence, a single story will be edited or translated to fit the medium, be it print or broadcast.

Another instance noticed by the researcher is where media owners reduce the number of journalists and those that are left are directed to do a lot of work in order for the broadcast media to make more money while having less expenses. This affects the quality of broadcast content as journalists are over worked and thus forced to take short cuts like relying on social media such as face book, twitter, you tube and blogs without verifying the credibility of these information.

The kind of employees brought into mainstream media like Leo Newspaper, was another observation the researcher made. The researcher noted from the response, that nowadays non-professionals in media, like comedians and celebrities, are being employed to work in the media industry. These personalities are brought with an aim of attracting more readers since they have a huge following hence the popularity of Leo News paper is assured (Populist Vs elitist Model).

The researcher also wanted to know which one, between the media owners, its audiences or profit maximization comes first. The response is summarized in table 7 below;

Table 7 Top priority of Leo Newspaper

Top priority	Profit maximization	In Media audiences	Total
Response	7	13	20

From the response the researcher found out that 13 respondents said that media's top priority is to the audiences while 7 of them thought media is there to make profits and that is its top priority.

However, those who said print media is there to educate the masses went further to say publishing media serves the audience as a strategy to increase profit. In other words, media gives the audiences what they want to consume and from it they get more money because they will be preferred at the expense of other News papers. Moreover, profit maximization is the end product but they get it by prioritizing the role of educating the audiences through column like "the youth Tourism for development."

4.3 Nature of Media in Tanzania

4.3.1 What is your take on media nature in Tanzania?

This question was meant to find out what respondents thought of ownership of the media in relation to tourism ministry. It was mainly aimed at summarizing all the questions administered to them by the researcher.

Their response is tabulated as follows:

Table 10 Respondents take on media nature

Respondents take	Good	Bad	No response	Total
Frequency	40	170	10	220
Percentage	18.2	77.3	4.5	100

Most respondents (77.3%) did not like the nature of publishing media in Tanzania today due to its high level of Conglomeration, 18.2% did favor it while 10 respondents did not respond. When probed further by the researcher, respondents pointed out that the aspect of few owners controlling the publishing media is not good for the development of the industry and the country at large.

The same question was asked to the media staff and most of them too did not like the aspect that media is owned by few people as it affects their work since owners, with different interests, direct journalists to write and publish content that is aimed at achieving the interests of their bosses.

They pointed this ownership has affected their profession as it makes it hard for them to follow the codes of ethics like objectivity since owners subject them to situations where they'll have to break or bend the ethics. Finally they noted that most of them can't easily advance professionally as non-professionals brought into the print media have taken up their opportunities.

CHAPTER FIVE

FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

5.1 FINDINGS

The first objective of the study was to investigate, the extent to which print media impact the way articles are published on; Tourism forum for change. The researcher found out that Tourism Sector has greatly influenced the way Leo Newspaper publish youth for change forum articles; in that they incorporate comments posted by various youths on their column to get the basis for their discussion. They also use social media to give encouragement and show how youth from European countries have brought about change in their respective countries.

The second objective was aimed at determining how citizen journalism impact on publishing credibility. The researcher found out that citizen journalism was being used as the source of information for professional journalists, due to lazy journalism whereby staff were unwilling to go to the field and gather information.

The researcher's deductions matched Privacy rights advocates who warn users about uses of the information that can be gathered through social media. Since some information is captured without the user's knowledge or consent, such as through electronic tracking and third party application on social networks. Others include law enforcement and governmental use of this information, Kaplan, Andreas M. (March–April 2012)

The third objective was aimed at establishing how running media as a business affects media credibility. The researcher deducted that media in recent times is focused on increasing profits and they'll stop at nothing to maximize them including media concentration and conglomeration.

Running media as business further affected the kind of content produced by a media house as the owners want media to disseminate content that will ensure they get more money from their investment in the media industry. Profit motives affect content in a major way like leading to

sameness of content across the media outlets owned by an individual and giving the audiences what they want even if it does not help them develop economically, politically and socially.

The researcher's findings matched with Todd Giltin's (1985) analysis of network television, programmers which followed the "logic of safety" which revolved around minimizing the risk of losing money on risky programs. These programs are those that seem unlikely to attract a mass audience or, even worse, a large advertiser. Executives of media will avoid at all cost programs that appear to be obvious ratings losers in order to maximize profits.

5.2 Conclusions

The researcher concluded that Tourism affected print media credibility as it was used as the determiner of how electronic media relayed its news, gathering it as well as how its programs were organized so as not to lose readers through competition with the social media.

5.3 Recommendations

Below are recommendations drawn from the research findings;

1. The emerging new media which has almost cribbed and threatened to replace professional journalist should be used simultaneously with traditional media platform for developing the community and especially Zanzibar Island and should not be allowed to dominate the community alone.
2. The new media providers of news are subject to training as well as social and professional in order to provide accurate and unbiased information, giving their readers a sense of what they see is credible.
3. Cross media ownership, conglomeration, concentration of media ownership and all forms of media ownership that brought about individuals or corporations owning several media outlets be discouraged or be strictly monitored.
4. The Internet's free and unregulated flow of information and information providers must create and cultivate the responsible journalism through self-censorship especially where they feel content disseminated might jeopardize the national security.

In many instances those accessing information are unaware of: (1) who authored the material, (2) when the information was last updated, and (3) whether the information is accurate. And this is true for Leo News Paper, and therefore the researcher recommends that the Editorial desk to be set to make sure there is accountability of information flow hence an effect on social media on the broadcast content would be vital and of important to all the parties concerned.

5.4 Areas of further study

The researcher recommends that future researchers can investigate;

- i. Accuracy and objectivity
- ii. Freedom of media and the Draconian Media law

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APPENDIX
QUESTIONNAIRE 1

This questionnaire is meant for Newspaper readers.

Dear respondent,

Am a student pursuing Bachelor Degree in Mass Communication. I am carrying a research on the topic “Impact of Print Media to Tourism Development in Tanzania.” The study is conducted in the fulfillment of the requirement of a Bachelor degree. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

Please tick your best answer.

1. How often do you read the newspaper?

LESS OFTEN

MORE OFTEN

OFTEN

2 a) Do you think print media has influenced the kind of Tourism we are experiencing in Zanzibar highland?

YES

NO

b) If your answer is yes in 2 (a), how?

.....

.....

.....

.....

3. Which print media (Newspaper) do you prefer reading? Why?

.....

.....

.....

4. Does your preferred Newspaper have credible information according to your view?

YES

No

5 a) what is your opinion on the content of print media in Tanzania today?

.....
.....
.....

b) Does this content need improvement? If yes, how?

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.....

6a) Is the aspect of abolishing gate keepers in print media good for society?

YES

NO

b) Explain your answer in 6 (a)

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.....
.....

7a) How can the media industry curb the increasing rate of content sameness within media platform?

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.....

b) Is there any other vice which has tainted the image of print media?

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.....
.....

8a). Does print media have any influence on the way society behave today?

YES

NO

b) if your answer in (8a) is yes, explain ?

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.....

9. Do you think that the media council in Tanzania has the control over the media industry?

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.....

10. What recommendation would you prefer to be put in place to prevent crime in the media industry?

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.....

Thank you for your cooperation.

QUESTIONNAIRE 2

This is meant for Media Professionals.

Am a student pursuing Bachelor Degree in Mass Communication. I am carrying a research on the topic “Impact of Print Media to Tourism Development in Tanzania”. The study is conducted in the fulfillment of the requirement of a Bachelor degree. I hereby request for your contribution to the study as this will enable my successful completion of the course. Your response will be treated with confidentiality and will strictly be used for academic purposes.

1. What are the challenges you face while doing your Job?

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.....

2. Which age set is frequent in calling you and participating in different programs you have?

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3. Do you think the Tourism sector brings any substantial profit to this industry?

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4. How often do the media owner dictate what has to be the end product while publishing?

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.....

5 a. Would you advice other business people to embark on dictating without giving room for opinion from their staff members?

Yes No

b) If your answer is yes why?

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.....
.....

6. Has Media industry influenced the society in any way? Either negatively or positively?
Explain your answer?

.....
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.....

7. Is Conglomeration good for the media industry?

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.....

8. What your view on the nature of media in Tanzania?

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.....

9. Do you think the information Ministry and advertisers have a say in Media industry?

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.....

10. What recommendations or improvement would you suggest the government to address?

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Thank you for your cooperation.