

**Factors Influencing Domestic Tourism Participation in Tanzania
A Case of Arusha City and Meru District
By**

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Tanzania tourism sector contributes a significant amount to the National Income. However, domestic tourism is growing at a low rate as compared to international tourism regardless of several government efforts to enhance the sector. In light of the fact, this study aimed at assessing factors that influence domestic tourism participation in Arusha City and Meru District. A cross-sectional research design was used. Data were gathered through a survey and documentary review. Descriptive statistics and multiple regressions were applied to analyse the quantitative data. A sample of 399 respondents was drawn from sampling frames of Arusha City and Meru District using Yamane formula. The study findings indicated that income, cost, gender, marital status, education, location and climatic conditions were factors that affect domestic tourism. The study concluded that income and education positively and significantly affected domestic tourism. Those with higher incomes and education seemed to participate more in domestic tourism than those with less income and education. On the other hand, gender, marital status, location and climatic conditions negatively and significantly affected domestic tourism. The study recommends that the government should make effort on controlling cost of domestic tourism services to residents, improve infrastructure services to make tourism centres accessible, incorporate tourism education at all levels of education, encourage marketing and increase advertisement of domestic tourism.