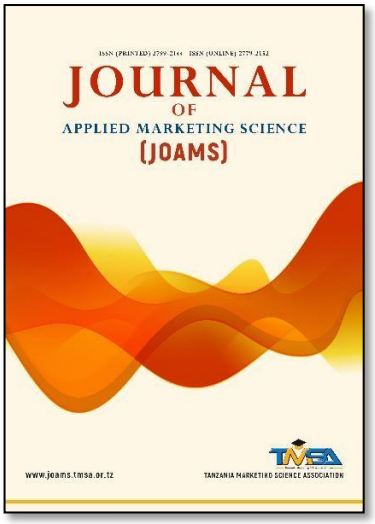


Journal of Applied Marketing Science

Publication details, including instructions for authors and subscription information:

https://www.joams.tmsa.or.tz

Towards Destination Image and Visiting Intention: Does Royal Tour Marketing Campaign Matters to Domestic Tourism among the Tanzanian Generation Z?

Alpha Mwongoso[1], Furaha Kowero[1], Anasiadorica Mashingia[1]

[1]Department of Marketing and Enterprise Management, Faculty of Business and Information Sciences, Moshi Co-operative University, P.O. Box 474, Moshi, Tanzania

Corresponding Author: alphamwongoso@gmail.com

To cite this article: *Alpha Mwongoso, Furaha Kowero & Anasiadorica Mashingia (2024): Towards Destination Image and Visiting Intention: Does Royal Tour Marketing Campaign Matters to Domestic Tourism among the Tanzanian Generation Z?, 2:2, 91 - 103*

To link to this article: https://joams.tmsa.or.tz/papers/volume-2/issue-2/towards-destination-imageand-visiting-intention-does-royal-tour-marketing-campaign-matters-to-domestic-tourism-among-thetanzanian-generation-z/

Journal of Applied Marketing Science, 2 (2) 91 - 103 , 2024
Tanzania Marketing Science Association - TMSA
ISSN 2799-2144 Printed / 2779-2152 Online

Towards Destination Image and Visiting Intention: Does Royal Tour Marketing Campaign Matters to Domestic Tourism among the Tanzanian Generation Z?

Alpha Mwongoso, Furaha Kowero, Anasiadorica Mashingia

Abstract

Following the recently aggressive launched tourism promotion campaign, the "Royal Tour"film, this study was set to inquire whether the campaign has been relevant to Tanzanian Gen Z in establishing positive destination image and intention to visit national parks. The study employed the Stimulus-Organism-Response (S-O-R) theory to formulate a hypothesized model which was validated by Structural Equation Modeling (SEM) approach, using data from 222, randomly selected Gen Z. The findings revealed that visually appealing elements, such as breath-taking landscapes and the rich natural and cultural heritage showcased in the film, positively enhanced Gen Z's perception of the destination's cognitive image. Additionally, the performance of the film's main actress, President Samia Suluhu Hassan, particularly her adventurous demeanor, engaging role as a tour guide, and skillful presentation of the country's natural and cultural treasures, contributed to a favorable affective image of the destination. Moreover, a significant positive relationship was observed to exists between cognitive destination image and Gen Z's sense of attachment to tourism destinations. However, the link between affective destination image and place attachment was not significant. Lastly, it was found that there is a significant positive relationship between place attachment and the intention to visit national parks, suggesting that Gen Z's future travel intentions are strongly influenced by their attachment to these destinations. Based on these insights, the study offers recommendations for effective tourism promotion strategies targeting Gen Z.

Keywords: Tanzania Destination Image, Royal Tour, Domestic Tourism, Generation Z

1.0 Introduction

Tanzania is blessed with abundance of diversity of tourism attractions ranging from wildlife, mountains, sandy beaches, cultural and historical sites (URT, 2019). From marketing perspective these attractions entail tourism products that serve recreation and leisure needs of tourists (McKercher, 2016). However, Tanzania is not the only country endowed with tourism products. Thus, it has been competing with other countries to access the global share of tourists visiting several tourism destinations in Africa. In the pursuit to win the competition, Tanzania has been promoting its tourism products using marketing initiatives through websites, text, image, audio, animation and local fairs including "Sauti za busara", "Kili fair", "Nane Nane" and "Saba Saba" employing the efforts of tour operators and the Tanzania Tourists Board (Melubo, 2020)

Despite the aforementioned marketing initiatives, number of tourists visiting Tanzania has been lagging behind its counterparts. For instance, tourist arrival was two million in Kenya and 16.44 million in South Africa in year 2018 while in Tanzania, it was 1.5 million (URT, 2019). Number of factors affecting international tourists' arrival include poor infrastructure to access destinations, inadequate amenities and higher travelling expenses (Philemon, 2018) while domestic tourism is reported to be hampered with residents' lack of travelling culture, inadequate disposable income for leisure and non-aggressive promotion campaign to position Tanzanian destination image in the minds of the residents (Melubo, 2020: Mato and Mosoma, 2022). Consequently, domestic tourism market is outweighed by international market. For instance, domestic tourists visited national parks accounted for 444,561 out of 1.5 million visitors in year 2018 (MNRT, 2019). However, domestic tourism has been considered reliable alternative when international tourists flow is subjected to seasonality (i.e. low season starting from February to April) and restricted movements due to international crisis and pandemic like COVID-19 (Kubuitu and Agufana, 2022). With this regard, some notable efforts to promote domestic tourism has been sought. This include launching Tanzania safari channel through Tanzania Broadcasting Corporation in 2018 and continue charging lower entrance park fees of USD $ 5 (TZS 11,000) for adult resident compared to US$ 70 (TZS 154,000) for foreign adult tourists (TANAPA, 2018). Despite these efforts, domestic tourism seemed to have made some marginal effect especially among primary and secondary students through their induced low-cost day-trip visit to national parks (Mkwizu, 2016).

Recently, domestic tourism sector in Tanzania has witnessed a new twist of its marketing campaign called the *Royal Tour*. The campaign is tourism-based film featuring national president, honorable Samia S. Hassan as celebrity actress playing a role of tour guide as she extends exposure of tourism products found in Tanzania mainland and Zanzibar island. Launched in April 2022, the film was initially shown in New York, then Los Angeles and later in the country covering Arusha, Zanzibar, Dar es Salaam and other major cities.

Promoting tourism products through tourism-based film is considered a product placement in marketing context (Chen, 2017). Product placement is referred to the planned entries of products into movies or television shows that may influence viewers' product beliefs and/or behaviors favorably (Hudson *et al*., (2011). The Tanzania *Royal Tour* film is accompanied with colorful pictures and video clips that can be shared in social media in order to stimulate awareness, inform, remind and persuade international and domestic tourists to use tourism products. Apparently, the population sub group of people born from 1990s and early 2000s, labelled as generation Z or Gen Z grown up in the era of smartphones are fond of audio-visual instruments for information sharing through film, video, video-games, with massive use of social media platforms (Jiang and Hong, 2021). Gen Z constitutes 40 percent of Tanzanian population (National Bureau of Statistics, 2022) thus,

crucial market to revitalize domestic tourism. Therefore, it is of greater interest and high time that a research is conducted to determine effectiveness of the *Royal Tour* efforts to stimulate positive destination image to use tourism products among the Tanzanian Gen Z. Noteworthy, market research and initiatives targeting potential segment of customers are likely to produce findings and specific recommendations with feasible actions to improve domestic tourism (Kubuitu and Agufana, 2022)

1.1 Statement of the problem

Contrary to international tourism, domestic tourism has the potential to smooth the inherent nature of seasonality of international tourists' arrival and a buffer during events leading to restriction of international movements like the COVID-19. However, domestic tourism in Tanzania, has not attained adequate results expected by its promoters. This claim is justified by sufficient number of studies examining socio-economic factors affecting domestic tourism (Bakari, 2021; Melubo, 2020: Mato and Mosoma, 2022). Few studies have focused on the role of media to stimulate domestic tourism in Tanzania. For instance, study by Mwidima (2021) focusing on community radio and Mkwizu (2016) focusing on television advertisement. Two deficiencies exist from these studies. Firstly, the sample constituted residents was treated as homogeneous unit of analysis instead of sub group of residents with distinctive characteristics like Gen Z. Consequently, there is inadequate remedial tourism marketing efforts suitable to specific segments. Secondly, these studies have focused on tourism promotion strategies involving media which have been used for over five years, thus, the recent promotion strategy, *Royal Tour*, remained under studied. Therefore, there is an outstanding question regarding effectiveness of *Royal Tour* in stimulating residents' positive responses through enhanced destination image. This question is crucial because the targeted destination image by the promotors may not be congruent with image formed by potential tourists especially when tourists' demographic characteristics are considered (Nieto- Ferrando *et al*., 2021; Wiliams *et al.,* 2011; Tessitore *et al*., 2014). Therefore, this study is set to inquire whether the *Royal Tour* promotion campaign has been relevant to Tanzanian Gen Z in establishing positive image and intention to visit national parks.

2.0 Theoretical and empirical literature

The theoretical base of this study is premised in the Stimulus-Organism-Response (S-O-R) framework. The S-O-R theory posits that external factors from an exposed environment (stimulus) drives internal factors like emotions (organism) and lead to behavioural action (response) (Nunthiphatprueksa, 2017). Since its inception by Meharabian and Russell (1974) the S-O-R has been extensively used in environmental psychology in 1980s and later in late 1990s was adopted to the field of marketing and further widely employed in tourism since 2010s to date (Ku *et al*., 2019). From marketing perspective, stimulus is associated with customer exposure to product information issued by companies, advertisement and word of mouth (Lee and Min, 2021). Organism entails a combination of experience, thoughts, affection and feelings (Viera, 2013) while response are subsequent actions taken by customer about which products to buy or avoid (Zhou, 2022). Alternatively, another theory namely AIDA may be used under assumption that a consumer is passing through four progressive stages: Attention, Interest, Desire and Action (AIDA). However, the AIDA theory has been criticized on the premise that not all four stages are equally important for advertising purposes (Ekberg, 2010). Thus, this study employs the S-O-R theory.

In tourism S-O-R has been applied to describe tourist's behavior to visit a destination following access to information about entertainment, natural and cultural attractions of the place, mediated by cognitive image (i.e. knowledge and beliefs) and affective image (i.e.

feelings and emotions) (Tasci *et al*., 2021; Basaran, 2016: Woosnan *et al*., 2020).

Application of S-O-R in tourism studies has been on cultural heritage (Liu *et al*, 2022), sport tourism (Jeong *et al*., 2020).), food tourism (Hsu *et al*., 2021) and theme park (Chang and Kim, 2014). However, inadequate studies have paid attention on the likelihood of domestic tourists, featuring youth (i.e. Gen Z) decision to visit destinations following cognitive destination appeal, affective arousal and bonding mechanism between youths and places (i.e. place attachment) stimulated by tourism-based film in an emerging economy like Tanzania.

Inspired by the S-O-R and observations from previous empirical studies, this study is guided with general hypotheses that Gen Z decision to visit Tanzanian tourism destinations is a function of intensity of individual attachment to the destination, derived by cognitive and affective images emanating from an exposure to tourism destination film -The Tanzania *Royal Tour*.

From review of related literature, a set of specific hypotheses are advanced in this study, featuring key concepts namely, product placement as stimulus, destination images as organism including elements such as cognitive, affective and place attachment towards intention to visit destination as response.

2.1 Product placement:

Product placement refers to deliberate positioning the product or brand name into media context of different types such as films and television shows (Chen, 2017). In the context of this study, tourism product placement is taken as marketing strategy where film is used to portray destination attraction intending to stimulate the viewers' interest. This study adapts film-based stimulus factors proposed by Macionis (2004).

The first factor is "place" which include four items, namely, location where film was taken, attributes of objects, landscape and scenery. Second factor is "personality" which include; cast, characters and celebrity. The third factor is "performance" involving plot, theme and genre. To serve the purpose of this study, the items reflecting on second and third factors were merged to factor namely ''performance'' to determine ability of the characters in the film in mastering the roles played across key scenes.

2.2 Destination image

Tourism destination studies contend that cognitive and affective components constitute the destination image (Woosnan., 2020 and Tasci *et al*., 2021). While the former refers to set of belief, ideas and knowledge about destination features, the later entails subjective feelings held by individuals (Basaran, 2016). In the context of this study, destination image refers to the set of impressions that film viewers have on destination based on subjective feelings, beliefs, ideas and expectations that the film elicited after watching.

Balasabmanium *et al*. (2006) argue that the more the product was placed with visual appealing of particular location, the more the positive product image by consumers. In regard to this study, this argument implies that tourism-film viewers are likely to be stimulated by attractive physical attributes of place where film was shot. Consequently, cognitive destination image is formed. Basing on this premise, the following hypothesis was established:

H1: Place-attributes with visual appealing, positively influence cognitive image of tourism destinations among the Tanzanian Gen Z, after watching the *Royal Tour* film.

In product placement. viewers associate their attitudes towards products with the actors/actress personal attitude to the product (Chen, 2017) and ultimate affect their emotional engagement to the product (Williams *et al*., 2011). Thus, customers can perceive products with positive image basing on perceived positive personality

of character in the film. Therefore, this study proposes the hypothesis that:

H2: Personal charismatic characters of the main actor/actress, positively influence affective image of tourism destinations among the Tanzanian Gen Z, after watching the *Royal Tour* film.

2.3 Cognitive, Affective, Place attachment towards Visit intent

Tourism destination studies by Kim *et al*. (2019) and Kislali *et al*. (2019) have found that cognitive and affective components of destination image can influence individual behavior before, during and after visiting a tourism destination. Tasci *et a*l. (2021) contends that few studies have evaluated the causal relationship linking cognitive, affective and place attachment. The place attachment refers to the bond between individuals and places (Prayag and Ryam, 2012). Normally a bond is established after individual visited a place, however, individuals may establish strong attachment to places they have not visited before (Tasci *et al*., 2021). In this study, place attachment is crucial because domestic tourists' intention to visit places they visited or never visited before will largely depend on place identity and place dependence. According to Juang *et al* (2017) place identity emanates from values, feelings and beliefs about individuals' world, resulting to affective bonds to a place. Place dependence refers to the extent to which a place provides for an individual need (Woosnam *et al*., 2018). Study by Juang *et al* (2017) in nature-based tourism destinations in Australia, found the positive relationship between cognitive and affective destination images on place attachment. Furthermore, a study conducted by Kil *et al*., 2012 at Ocala national forest in Florida, USA, found future visiting intentions was positively predicted by place attachment.

Basing on findings from aforementioned empirical studies and the notion that place attachment has rarely been used to estimate domestic tourists visiting intention, this study is guided by proposition that residents' likelihood to visit for the first time or establishing visiting behavior is influenced by visiting intention as response to residents' place attachment which is caused by positive cognitive and affective destination images. Following set of hypotheses were proposed

H3: Cognitive destination image positively affect place attachment among the Tanzanian Gen Z, after watching the *Royal Tour* film.

H4: Affective destination image positively influence place attachment among the Tanzanian Gen Z, after watching the *Royal Tour* film.

H5: Place attachment has a positive influence on visiting intention to tourism destination among the Tanzanian Gen Z, after wat ching the *Royal Tour* film.

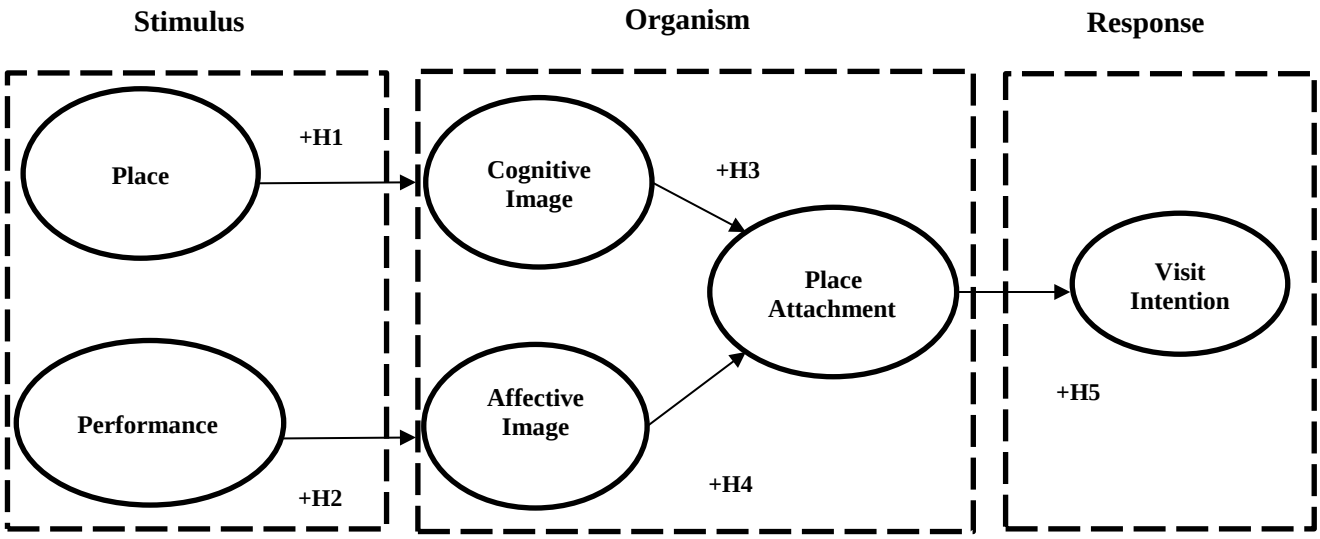


Figure 1. Hypothesized Model

3.0 Methodology 3.1

Study design

This study was framed in a positivist philosophical stance, quantitatively designed to measure effectiveness of the *Royal Tour* campaign in stimulating cognitive and affective destination image towards destination attachment and visiting intention among Gen Z. Deductive approach was employed while data were collected at a particular point in time (i.e. cross-sectional time horizon).

3.2 Instrument and Measurement

Structured questionnaire was the data collection instrument used. The questionnaire included three major sections: first the respondents demographic characteristics, second, respondents traveling information and third section covered questions reflecting respondents' interface with the *Royal tour* film. Specifically, the third section contains 26 items that were adapted from relevant literature to serve the purpose of this study. For instance, 5 items targeted stimulus on places shown on the film (SPL) and 4 items focused in stimulus on personality of the film actors/actress (SPR) were measured in a 7point Likert scale, where 1= greatly un-inspired and 7= greatly inspired, as modified from Hudson *et al*, (2011). Six (6) items measuring cognitive (COG) in a Likert scale of 1=strongly disagree, 7=strongly agree and 4 items measuring affective (AFF) destination images, using bi-polar scale (i.e. 1=unpleasant and 7=pleasant) were modified from Kim and Richardson, (2003) and Yen and Teng (2015), while 4 items measuring place attachment (PLA) using scale of 1= strongly disagree, and 7= strongly agree were adapted from Kil *et a*l.(2012) and 3 items measuring intention to travel (INT) were modified from Han *et al*. (2011) using 1=very unlikely and 7=very likely. A pre-test of questionnaire was done, involving 62 randomly selected Gen Z in Arusha region.

3.3. Sample and data collection

The population for this study was students enrolled to Moshi Co-operative University. Decision to use students came from prior knowledge about large proportion of them being a Gen Z group. The Krejcie and Morgan table was used to determine sample size of 368 given the population of over 9000 students. Therefore, on-line questionnaires were sent to randomly selected 368 students pursuing non-degree and degree programs during August to September holiday of year 2024. Returned questionnaire amounted to 244 following conditional question requiring respondents to fill in the questionnaire, if

they had full watched the *Royal Tour* film. However, 22 questionnaires were eliminated following observation on incompleteness, leading to 222 valid respondents.

3.4. Preliminary analysis

3.4.1 Non-response bias

The collected questionnaires went through the non-response bias diagnosis using wave analysis. The data set was divided into two groups: early and late responses given the span of two weeks intervals (i.e early responses group constituting those returned questionnaires within first two weeks). The independent t-test results on average measures on scores to variables of interest indicates no significant differences between the groups, thus, data were not affected by non-response bias

3.4.2. Common method variance

Since data were collected from a single survey method, it was deemed necessary that the quality of data to be checked using the common method variance. This study employed
Harman's single-factor method to statistically evaluate common-method variance (CMV) in the dataset. Following the recommendation of Hair et al. (2010), principal component analysis with varimax rotation was conducted. The results indicated that a single factor accounted for 36.33% of the covariance, which is significantly below the 50% threshold, confirming the absence of CMV concerns in the data.

4. Results

4.1 Respondents characteristics

Table 1 presents the characteristics of Gen Z respondents who have watched The *Royal Tour* film. Male respondents are over represented by 127 (57%). The dominant age group was between 18-23 years old constituting 131 (59%). Educationally, more respondents, 158 (71.2%) were observed pursuing a degree programs, however about, 37 (16.7%) were self-employed, while a significant portion, 124 (55.8%), were unemployed. Travel patterns to national parks showed that 84 (37.8%) had visited once, while 22 (10%) had never visited a national park. These statistics highlight a handful of Gen Z respondent enrolled in higher education, with over half unemployed, potentially affecting their travel affordability. The majority had at least one experience visiting national parks, suggesting an interest in nature-based tourism. The film's impact on this group could be significant in fostering greater travel enthusiasm for more frequent visits.

Table 1: Respondents characteristics (*n*=222)

		Frequency	Percentage (%)
Gender	Male	127	57.0
	Female	95	43.0
Age	18-23	131	59.0
	24-29	91	41.0
Education level	Pursuing non-degree	64	28.8
	Pursuing degree	158	71.2
Employment status	Employed	14	6.3
	Self-employed	37	16.7
	On contract	12	5.4
	Volunteering	35	15.8
	Not employed	124	55.8
Travel to national parks	Once	84	37.8
	Twice	58	26.1
	Thrice	26	11.7
	Four rimes	18	8.1
	Five times and above	14	6.3
	Never Travelled	22	10.0

4.2 Evaluation of Measurement model

The measurement model was evaluated using two validity measures: convergent and discriminant validity, with the results outlined below. However, 1 item from five items reflecting on stimulus on places shown on the film (SPL) and 1 item reflecting on factor, namely, stimulus on personality of the film actors/actress (SPR) were eliminated due to low factor loadings. Some items were removed due to multicollinearity issues as the Variance Inflation Factor was greater than 10. These include 2 items measuring cognitive (COG) factor, 1 item measuring affective (AFF) destination images and 1 item measuring place attachment (PLA) factor. Eventually, 20 valid items (Table 2) reflecting on six constructs were used for major analysis

4.2.1. Convergent validity

As shown in Table 2, internal consistency was observed through Cronbach's alpha coefficients above 0.50 while item loadings ranged from 0.710 to 0.974, exceeding the minimum threshold of 0.50. Additionally, convergent validity was confirmed through composite reliability (CR) values, which ranged from 0.791 to 0.972, surpassing the recommended benchmark of 0.70 (Fornell & Larcker, 1981; Hair et al., 2017). The Average Variance Extracted (AVE) values fell between 0.560 and 0.887, also exceeding the 0.50 threshold. These findings confirm that convergent validity was successfully established (Hair et al., 2019).

Table 2: Convergent validity and Reliability

Constructs, codes and items	Loading	AVE	Cronbach's α
Stimulus induced by Places shown in the film (SPL)	0.927 (CR)	0.761	0.927
SPL 1. Physical location where film was shot	0.903		
SPL 2. Natural and cultural attributes shown in the film	0.846		
SPL 3. The appeal of the landscape shown	0.852		
SPL 4. The scenery images shown	0.889		
Stimulus induced by Performance of actress in the film (SPR)	0.791(CR)	0.560	0.788
SPR 1. Physical appearance of the main actress	0.710		

SPR 2. The main actress ability to portray reality across scenes	0.706		
SPR 3. Main actress spirit as the celebrity	0.824		
Cognitive influence (COG)	0.912 (CR)	0.724	0.921
COG 1.Royal Tour film portray marvelous cultural heritage	0.904		
COG 2.Royal Tour film captured interesting historical events	0.883		
COG 3.Royal Tour film reveal beautiful natural attractions	0.860		
COG 4.Royal Tour film disclosed the untold story about mankind	0.749		
Affection influence (AFF)	0.835(CR)	0.628	0.898
AFF 1. Cultural atmosphere	0.771		
AFF 2. Natural environment	0.768		
AFF 3. Historical cites	0.837		
Place attachment (PLA)	0.972 (CR)	0.921	0.974
PLA 1. Royal Tour film has showed me some nice places for me to go and do activities I like most	0.953		
PLA 2. Royal Tour film has showed me many places that means a lot about my life history	0.952		
PLA 3. Royal Tour film has demonstrated places that reflects the type of person I am	0.974		
Intention to travel (INT)	0.958 (CR)	0.887	0.958
INT 1. In recent years, if I plan for a trip, I will go to a national park shown in the Royal tour film	0.943		
INT 2. If I have the chance to travel, I will consider a trip to the national parks featured in the Royal tour film	0.932		
INT 3. In short, I think the national parks shown in the Royal tour film is a place deserving visit	0.951		

validity, as the square roots of AVE exceeded the

4.2.2. Discriminant validity

corresponding inter-construct correlations in the correlation matrix, supporting its adequacy for

Discriminant validity was evaluated using the further analysis. Additionally, the HTMT criterion
Fornell-Larcker criterion (Fornell & Larcker, 1981) was applied, with results in Table 4 indicating that all and
the Heterotrait-Monotrait (HTMT) ratio

HTMT values were below the 0.85 threshold, further
(Henseler et al., 2015). As shown in Table 3, the verifying discriminant validity across all variables
Fornell-Larcker analysis confirmed discriminant

(Kline, 2016).

Table 3: Correlation between Constructs and measurement properties (*n*=222)

Measurement properties and correlations between latent constructs (Fornell-Larcker criterion)

	SPL	SPR	COG	AFF	PLA	INT	AVE
SPL	**0.872**						0.761
SPR	0.115	**0.748**					0.560
COG	0.046	0.013	**0.850**				0.724
AFF	0.061	0.003	0.705	**0.792**			0.628
PLA	0.019	0.261	0.149	0.144	**0.959**		0.921
INT	0.108	0.136	0.188	0.216	0.003	**0.941**	0.887
Mean	4.911	5.571	4.722	4.491	4.491	4.761	
SD	0.393	0.660	0.508	0.530	0.561	0.553	
CR	0.927	0.791	0.912	0.835	0.972	0.958	

Note: The square root of the AVE appears along the diagonal in bold.
Model fit (χ^2 =158.525, d/f=148, p = 0.262, RMSEA= 0.018, NFI= 0.920, CFI= 0.994).

Table 4: Heterotrait-Monotrait ratio (HTMT).

	SPL	SPR	COG	AFF	PLA	INT
SPL						
SPR	0.264					
COG	0.365	0.270				
AFF	0.191	0.353	0.282			
PLA	0.152	0.158	0.285	0.131		
INT	0.185	0.175	0.233	0.196	0.393	

4.3 Evaluation of Structural model

4.3.1 Overall fit of the hypothesized structural model

The estimation results of the hypothesized model indicated model fit indices of $\chi^2(156)$ = 178.388, with a significance level of p = 0. 106. The normalized chi-squared statistic (NC = χ^2/df) was calculated as 1.144. Additionally, other model fit indices were RMSEA = 0.025, NFI = 0.910, and CFI = 0.987. These values fall within the acceptable threshold ranges for a good model fit, as recommended by Kline (2011): 1□*NC*□ 3; 0.05□*RMSEA*□ 0.08 ; CFI□ 0.90 and NFI □ 0.90 **.**

4.3.2 Path relationship and Hypothesis testing

The result of parameter estimates and significance tests is shown in Table 5. The factor stimulus on places shown on the film (SPL), positively influence cognitive (COG) destination image significantly (□= 0**.**336**,** t= 4.110 and also, stimulus on personality of the film actors/actress (SPR) influencing affective (AFF) destination images significantly (□= 0**.**326**,** t= 3.578). Thus hypotheses 1 and 2 are supported. The hypothesis 3 is also supported because COG on destination image significantly influenced place attachment (PLA) (□= 0**.**246**,** t=3.201) while affective

(AFF) destination images was not significant influencing place attachment (PLA) (□= 0.064**,** *t*=0.855), thus, hypothesis 4 is not supported. Lastly, PLA, positively predicted travel intention (INT) significantly, (□= 0**.**387**,** *t*=4.791. Therefore, Hypothesis 5 was also supported.

Table 5: Hypothesis testing results

Hypotheses	Path	Beta	SE	T-values	P-values	Decision
H1	SPL→ COG	0.336	0.081	4.110	0.000	Supported
H2	SPR→ AFF	0.326	0.106	3.578	0.000	Supported
H3	COG→PLA	0.246	0.081	3.201	0.001	Supported
H4	AFF→PLA	0.064	0.114	0.855	0.393	Not Supported
H5	PLA→INT	0.387	0.065	4.791	0.000	Supported

4.4. Discussion

The increasing competition in the tourism sector has driven both the government and private sector to implement promotional strategies aimed at shaping a positive destination image, particularly for domestic tourism, which lags behind the international market. However, the intended image promoted by marketers may not always align with the preexisting perceptions held by local residents, especially Gen Z—a tech-savvy generation highly influenced by media. In light of the recently launched tourism promotion campaign, *The Royal Tour*, this study aimed to assess whether the campaign has effectively shaped a positive destination image and encouraged Tanzanian Gen Z to visit national parks.

The findings revealed that *The Royal Tour* film significantly influenced Gen Z's cognitive and affective perceptions of destination image, strengthening their perceived connection with the featured locations. This confirms the film's effectiveness in driving domestic Gen Z's travel intentions. The study identified how Gen Z's cognitive and emotional responses to the film's content contributed to their desire to visit the destinations portrayed.

Visually appealing elements, such as breath-taking landscapes and the rich natural and cultural heritage showcased in the film, positively enhanced Gen Z's perception of the destination's cognitive image. This aligns with Balasubramanian et al. (2006), who argue that the more visually appealing a product (in this case, cultural and natural attractions) is, the more positively it is perceived by consumers (i.e., Gen Z). Additionally, the performance of the film's main actress, President Samia Suluhu Hassan, particularly her adventurous demeanor, engaging role as a tour guide, and skillful presentation of the country's natural and cultural treasures, contributed to a favorable affective image of the destination. This supports Chen (2017), who suggests that audiences associate their attitudes toward products with the personalities of the actors promoting them, ultimately influencing their emotional engagement (Williams et al., 2011).

Tasci et al. (2021) noted that few studies have examined the causal link between cognitive and affective destination images and place attachment. This study fills that gap, demonstrating a significant positive relationship between cognitive destination image and Gen Z's sense of attachment to tourism destinations. However, the link between affective destination image and place attachment was not

significant. These findings contrast with those of Juang et al. (2017), who found a positive connection between cognitive and affective images and place attachment in nature-based tourism destinations in Australia. A possible explanation is that while Gen Z may develop positive emotions toward a destination due to the compelling performance of *The Royal Tour*'s main actress, this does not necessarily translate into strong emotional attachment to the place. Unlike cognitive image, which involves factual awareness and perceived attributes, affective image alone may not be sufficient to create a deep personal bond with a destination. Place attachment typically requires repeated visits, direct experiences, and meaningful interactions—elements that many Gen Z individuals in Tanzania lack. This is supported by the study's data (Table 1), which indicates that only 26.1% of respondents had visited the destination more than once before watching the film.

In line with Kil et al. (2012), this study also found a significant positive relationship between place attachment and the intention to visit national parks, suggesting that Gen Z's future travel intentions are strongly influenced by their attachment to these destinations.

In conclusion, this study successfully addresses the question of *The Royal Tour*'s effectiveness as a promotional campaign. The findings confirm that the campaign has been instrumental in shaping a positive destination image among Tanzanian Gen Z and in motivating them to visit national parks.

4.4.1 Contribution to the Theory

This study makes a significant contribution to the Stimulus-Organism-Response (S-O-R) theory within the context of tourism films by focusing on the "organism" component, where destination image is situated. Previous research (Basaran, 2016; Hudson et al., 2011; Jeong et al., 2020; Rajaguru, 2014) has primarily examined tourist destination images by analyzing the relationship between cognitive and affective images in shaping the overall image. In contrast, this study introduces place attachment as a replacement for the overall image, establishing a connection between cognitive and affective destination images and place attachment to provide a more comprehensive representation of destination image. This approach is driven by ''stimuli'', such as the performances of actors/actresses and the appealing features depicted in the *Royal Tour* film. The findings demonstrate that this integration effectively captures destination image and serves as a reliable predictor of tourist ''responses'', such as the intention to visit attractions like national parks.

4.4.2 Managerial Implications

Tourism destination marketers, including the Tanzania Tourist Board (TTB), should fully leverage tourism films beyond The *Royal Tour* to enhance their effectiveness in promoting tourism products. Films that showcase stunning cultural heritage, captivating historical sites, a sense of adventure, breathtaking natural scenery, and picturesque landscapes—along with compelling performances by actress/actors—can significantly shape the cognitive and affective perceptions of Gen Z domestic tourists. These elements can also indirectly influence travel intention by fostering a sense of place attachment between young travelers and tourism destinations.

Strengthening the connection between Gen Z, the largest domestic tourist segment, and destinations is crucial for building long-term destination loyalty. Currently, *Safari Television* is one of Tanzania's key platforms for shaping tourism destination image. In

real-world marketing, tourism promoters should expand collaborations with such television programs and diversify promotional efforts through social media. Since younger generations are more responsive to external stimuli and adaptable in their tourism behaviors, integrating film, social media content, and short video clips into destination marketing is an effective strategy to attract and retain Gen Z tourists.

Innovation in destination marketing is essential. *The Royal Tour* demonstrates that featuring high-profile figures, such as "film celebrity" President Samia Suluhu Hassan, resonates strongly with Gen Z. Similarly, social media is home to numerous film actors, actresses, and musicians with millions of followers. By strategically combining the influence of these public figures with social media celebrities, tourism marketers can inspire more domestic travellers to develop positive cognitive and affective perceptions of destinations, increasing the likelihood of visitation, repeat visits, and recommendations to others.

4.4.3 Limitations and Future Research

This study has several limitations. Firstly, it specifically examines the visit intention of Tanzanian Gen Z individuals to national parks after watching the *Royal Tour* film. As a result, the findings cannot be generalized to other forms of media in Tanzania or to different countries. Future research could compare visit intentions influenced by both film and non-film media across various countries. Secondly, the study primarily surveyed Gen Z students, who may perceive destination images differently from older generations. Since individuals with diverse demographic characteristics might have varying attitudes toward visit intention, future studies should enhance generalizability by including participants of different ages and professional backgrounds.

Lastly, motion pictures are inherently dynamic. Future research could investigate the impact of static visual elements, such as still images of tourist destinations, on an individual's tourism visit intention, potentially yielding new insights

References

Bakari, S. J. (2021). Challenges Facing Domestic Tourism Promotion-A case of Serengeti National Park-Tanzania. *Journal of Tourism and Hospitality S*, *3*.

Balasubramanian, S. K., Karrh, J. A., and Patwardhan, H. (2006). Audience response to product placements. An integrative framework and future research agenda. Journal of Advertising, 35(3), 115–141. http://dx.doi.org/10.2753/JOA0091-3367350308

Basaran, U. (2016). Examining the relationships of cognitive, affective, and conative destination image: A research on Safranbolu, Turkey. *International Business Research*, *9*(5), 164-179.

Chen, P. T. (2017). Analysis of Product Placement in Film-induced Tourism: Case Study of Summer Times. *The Anthropologist*, *29*(2-3), 75-85.

Ekberg, C. (2010). Building a strong brand with marketing communications at the cognitive, affective and behavioural level- Case Sodertorn University. (Master thesis). Retrieved from http://www.diva- portal.org/smash/get/diva2:332328

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50.

Hahm, J.; Wang, Y.C. Film-induced tourism as a vehicle for destination marketing: Is it worth the efforts? J. Travel Tour. Mark. 2011, 28, 165–179

Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (*7th ed.*). Englewood Cliffs, New Jersey, NJ: Prentice-Hall Inc. 321pp.

Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced issues in partial least squares structural equation modeling*. Sage Publications.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24.

Han, H., Lee, S., and Lee, C. K. (2011). Extending the Theory of Planned Behavior: Visa Exemptions and the Traveller Decision-making Process. Tourism Geographies, 13(1), 45-74. https://doi.org/10.1080/14616688.2010.529930

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modeling", Journal of the Academy of Marketing Science, Vol. 43 No.1, pp.115-135.

Hudson, S., Wang, Y., and Gil, S. M. (2011). The influence of a film on destination image and the desire to travel: a cross-cultural comparison. *International journal of tourism research*, *13*(2), 177-190.

Hsu, F. C., Agyeiwaah, E., Lynn, I., and Chen, L. (2021). Examining food festival attendees' existential authenticity and experiential value on affective factors and loyalty: An application of stimulus-organism-response paradigm. *Journal of Hospitality and Tourism Management*, *48*, 264-274.

Jeong, Y., Kim, E., and Kim, S. K. (2020). Understanding active sport tourist behaviors in small-scale sports events: stimulus-organism-response approach. *Sustainability*, *12*(19), 8192.

Jiang, Y., and Hong, F. (2021). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China. *Tourism Recreation Research*, 1-14.

Jiang, Y., H. Ramkissoon, F. T. Mavondo, and S. Feng. (2017). "Authenticity: The Link between Destination Image and Place Attachment." *Journal of Hospitality Marketing and Management* 26
(2): 105–24.

Kabuitu, L., Njoroge, J., and Agufana, P. (2022). Analysis of domestic tourists' demographic and travel characteristics in Kenya. *Cognitive Sustainability*, *1*(3).

Kil, N., Holland, S. M., Stein, T. V., and Ko, Y. J. (2012). Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions. *Journal of Sustainable Tourism*, *20*(4), 603-626.

Kim, H., and Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of tourism research*, *30*(1), 216-237.

Kim, S., D. Stylidis, and M. Oh. 2019. "Is Perception of Destination Image Stable or Does It Fluctuate? A Measurement of Three Points in Time." *International Journal of Tourism Research* 21 (4): 447–61.

Kislali, H., M. Kavaratzis, and M. Saren. 2019. "Destination Image Formation: Towards a Holistic Approach." *International Journal of Tourism Research*.

Kline, R. B. (2011). *Principles and practice of structural equation modeling (3rd ed.)*. New York: The Guilford Press. 427pp.

Kline, R. B. (2016). *Principles and Practice of structural equation modeling* (4th ed.). New York: The Guilford Press. 534pp

Ku, W. X., Lim, S. S., Look, K. S., and Tan, W. H. (2019). *Investigating tourist's behavioral intentions using stimulus-organism response theory* (Doctoral dissertation, UTAR).

LEE, S. K., and MIN, S. R. (2021). Effects of information quality of online travel agencies on trust and continuous usage intention: an application of the SOR model. *The Journal of Asian Finance, Economics and Business*, *8*(4), 971-982.

Liu, H., Park, K. S., and Wei, Y. (2022). An extended stimulus-organism-response model of Hanfu experience in cultural heritage tourism. *Journal of Vacation Marketing*, 13567667221135197.

Macionis N. 2004. Understanding the fi lm-induced tourist. In Proceedings of the International Tourism and Media Conference, Frost W, Croy WC, Beeton S (eds). Tourism Research Unit, Monash Univer- sity: Melbourne; 86–97.

McKercher, B. (2016). Towards a taxonomy of tourism products. *Tourism Management*, *54*, 196-208.

Mato, M., and Mosoma, D. (2022). Factors Influencing Domestic Tourism in Tanzania: A Case of Arusha City. *International journal of Engineering, Business and Management*, *6*(4).

Mehrabian, A., and Russell, J. A. (1974). An approach to environmental psychology. Cambridge: MIT Press.

Melubo, K. (2020). Is there room for domestic tourism in Africa? The case of Tanzania. *Journal of Ecotourism*, *19*(3), 248-265.

Ministry of Natural Resources and Tourism (MNRT). (2019). Statistical bulleting 2019. Dodoma.

Mkwizu, K. H. (2016). Intra-destination television advertising on domestic tourism in Tanzania.

Mwidima, S. B. (2021). The usefulness of Community Media in Promoting Domestic Tourism in Tanzania. Global Scientific Journal,V.9, 4.

National Bureau of Statistics (2022). The 2022 Population and Housing Census - Preliminary Report. Retrieved from https://www.nbs.go.tz

Nieto-Ferrando, J., Sánchez-Castillo, S., and Gómez-Morales, B. (2021). Audiovisual fiction and tourism promotion: The impact of film and television on the image of tourist destinations and contributions from textual analysis. *Profesional de la información (EPI)*, *30*(6).

Nunthiphatprueksa, A. (2017). The application of stimulus-organism-response paradigm: the role of social media in Thailand's destination image and behavioral intentions.

Philemon, J. R. (2018). Assessment of tourist's perception and satisfaction of Tanzania destination. *ORSEA JOURNAL*.pp 185-19

Prayag, G., and C. Ryan. 2012. "Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction." *Journal of Travel Research* 51 (3): 342–56.

Rajaguru, R. (2014). Motion picture-induced visual, vocal and celebrity effects on tourism motivation: Stimulus organism response model. *Asia Pacific Journal of Tourism Research*, *19*(4), 375-388.

TANAPA. (2018). Hifadhi Za Taifa Tanzania Tozo za utalii kuanzia 1/7/2019 Hadi 30/6/2020. Retrieved from https://www.tanzaniaparks.go.tz/uploads/publications/en-1573472613Tozo% 20za%20utalii%202019%20hadi%202020.pdf

Tasci, A. D., Uslu, A., Stylidis, D., and Woosnam, K. M. (2022). Place-oriented or people-oriented concepts for destination loyalty: Destination image and place attachment versus perceived distances and emotional solidarity. *Journal of Travel Research*, *61*(2), 430-453.

Tessitore, T., Pandelaere, M., and Van Kerckhove, A. (2014). The Amazing Race to India: Prominence in reality television affects destination image and travel intentions. *Tourism management*, *42*, 3-12.

URT (2019) The 2018 International visitors' exit survey report: Tanzania tourism sector survey. . Dar es Salaam, Tanzania. Retrieved from https://www.thecitizen.co.tz/news/Number-of-touristsvisiting- Tanzania-rises-to-1.5million/1840340-5212812-6jkudu/index.html

Vieira, V. A. (2013). Stimuli–organism-response framework: A meta-analytic review in the store environment. Journal of Business Research, 66(9), 1420–1426. https://doi.org/10.1016/j.jbusres.2012.05.009

Williams, K., Petrosky, A., Hernandez, E., and Page Jr, R. (2011). Product placement effectiveness: revisited and renewed. *Journal of Management and Marketing research, 7*, 1.

Woosnam, Kyle M., Stylidis, Dimitrios and Ivkov, Milan (2020) *Explaining conative destination image through cognitive and affective destination image and emotional solidarity with residents.* Journal of Sustainable Tourism, (doi:10.1080/09669582.2019.1708920)

Woosnam, K. M., K. D. Aleshinloye, M. Strzelecka, and E. Erul. (2018). "The Role of Place Attachment in Developing Emotional Solidarity with Residents." *Journal of Hospitality and Tourism Research* 42 (7): 1058–66.

Yen, C. H., and Teng, H. Y. (2015). Celebrity involvement, perceived value, and behavioral intentions in popular media-induced tourism. *Journal of Hospitality & Tourism Research*, *39*(2), 225-244.

Zhou, L., Ouyang, F., Li, Y., Zhan, J., Akhtar, N., and Ittefaq, M. (2022). Examining the Factors Influencing Tourists' Destination: A Case of Nanhai Movie Theme Park in China. *Sustainability*, *14*(18), 11419