LOCAL COMMUNITIES' INTENTION TO CREATE CULTURAL TOURISM DESTINATIONS IN SOUTHERN TANZANIA TOURIST CIRCUIT: EXTENDING THE FULL VERSION OF THEORY OF PLANNED BEHAVIOUR

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By
EMMANUEL SAMWEL MTANI

A Thesis submitted to the Faculty of Business and Finance, Universiti Tunku Abdul Rahman, in partial fulfilment of the requirement for a degree of Doctor of Philosophy in Management and Administration

DEDICATION

To my beloved Mother, Sapientia Ludovick Mtani, whose wisdom and prayers made me reach this far.

ABSTRACT

LOCAL COMMUNITIES' INTENTION TO CREATE CULTURAL TOURISM DESTINATIONS IN SOUTHERN TANZANIA TOURIST CIRCUIT: EXTENDING THE FULL VERSION OF THEORY OF PLANNED BEHAVIOUR

Emmanuel Samwel Mtani

The partaking of rural communities in cultural tourism activities is not appealing in the southern Tanzanian tourist circuit. Literature has indicated that some communities had developed unfavourable attitudes towards heritage tourism, had a low communal spirit, and lacked knowledge, skills, and external support. Accordingly, an expanded version of the theory of planned behaviour (TPB) was used to collect two phases of qualitative and quantitative data to confirm the study's research hypotheses and provide insightful information to policymakers. This was done with the addition of four-dimensional community awareness constructs.

Thirty key informants were chosen on purpose from two villages (Kalenga and Matamba) whose residents occasionally engage in cultural tourist activities for the qualitative data. The data were organized into themes and categories using an inductive content analysis. The descriptive findings revealed that ten control beliefs, nine behavioural beliefs, four normative injunctive views, three normative descriptive beliefs, and four normative descriptive beliefs

significantly influence or discourage local populations' decisions to engage in cultural tourist activities.

A household survey was carried out with 392 respondents chosen randomly from eight villages in the Iringa, Mbeya, Njombe, and Ruvuma regions to gather quantitative information for generalizing the association between variables. The reliability and validity of the data were validated using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), respectively. The covariance-based structural equation model (CB-SEM) was used to test the validity of the hypotheses.

The results suggest that the significant positive relationships toward the behavioural intention to create cultural tourism destination among the local communities of the southern Tanzania tourist circuit in the near future could be generated by local communities' attitudes, subjective injunctive norms, perceived behavioural control, and the added dimensional constructs of community awareness which are cultural resources identification, and cultural resources management.

The new findings on mediation effects indicate that as the local communities' awareness of cultural resources identification and cultural resources management increase, their motivation to comply with specific referrers' motivation also increases their behavioural intention to create cultural tourism destinations. Additionally, when local communities' attitudes toward perceived

behavioural control increase, their intention to create cultural tourism destinations in the near future increases.

Moreover, the results suggest that the seven behavioural beliefs, four normative injunctive beliefs, three normative descriptive beliefs, and four control beliefs underlying communities' perceptions about cultural tourism activities could positively influence their behavioural intention to create cultural tourism destinations in the future.

Policymakers should consider behavioural intervention programs, technical and financial supports to reinforce positive beliefs, resulting in sustained positive behavioural intention to create future cultural tourism destinations. Future studies should consider actual behaviour, and background factors and conduct a longitudinal study to see if there could be any change in the behaviour of local communities.

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APPROVAL SHEET

This thesis entitled "**LOCAL COMMUNITIES' INTENTION TO CREATE CULTURAL TOURISM DESTINATIONS IN SOUTHERN TANZANIA TOURIST CIRCUIT: EXTENDING THE FULL VERSION OF THEORY OF PLANNED BEHAVIOUR**" was prepared by EMMANUEL SAMWEL MTANI and submitted as partial fulfilment of the requirements for the degree of Doctor of Philosophy in Management and Administration at Universiti Tunku Abdul Rahman.

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SUBMISSION OF THESIS

It is hereby certified that Emmanuel Samwel Mtani (ID No: 20ABD01984) has completed this dissertation entitled "**LOCAL COMMUNITIES' INTENTION TO CREATE CULTURAL TOURISM DESTINATIONS IN SOUTHERN TANZANIA TOURIST CIRCUIT: EXTENDING THE FULL VERSION OF THEORY OF PLANNED BEHAVIOUR**" under the supervision of Dr. Chong Yee Lee (Supervisor) from the Department of Marketing, Faculty of Business and Finance and Dr. Khor Saw Chin (Co-Supervisor) from the Department of Marketing, Faculty of Business and Finance.

I understand that the University will upload a softcopy of my dissertation in PDF format into UTAR Institutional Repository, which may be made accessible to UTAR community and the public.

Yours truly,

(EMMANUEL SAMWEL MTANI)

DECLARATION

I, **Emmanuel Samwel Mtani,** hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.

EMMANUEL SAMWEL MTANI

Date: 16 November 2023

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LIST OF ABBREVIATIONS

Atti	Attitude
BB	Behavioural Beliefs
CB	Control Beliefs
CB-SEM	Co-variance Based Structural Equation Modelling
CuREP	Cultural Resources Economic Planning
CuRI	Cultural Resources Identification
CuRP	Cultural Resources Preservation
CuRM	Cultural Resources Management
CTD	Cultural Tourism Destination
CTP	Cultural Tourism Program
DV	Dependent Variable
IV	Independent Variable
LGBT	Lesbian, Gay men, Bisexual Transgender
MNRT	Ministry of Natural Resources and Tourism
NBS	National Bureau of Statistics
NDB	Normative Descriptive Beliefs
NIB	Normative Injunctive Beliefs
PBC	Perceived Behavioural Control
PLS-SEM	Partial Least Squire-Structural Equation Modelling
REGROW	Resilient Natural Resources Management for Tourism and Growth
SET	Social Exchange Theory
SI	Stakeholders' Inclusion
SubIN	Subjective Injunctive Norms
SubDN	Subjective Descriptive Norms
SN	Subjective Norms
UNWTO	United Nations World Tourism Organisation
URT	United Republic of Tanzania

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

The global tourism industry underwent significant changes between 1980 and 1990 (Richards, 2018). Large-scale wildlife and leisure tourism operations were no longer able to promote the eradication of detrimental socio-cultural, economic, and environmental issues in host communities' destinations (Clarke, 1997). One of the many detrimental socio-cultural, economic, and ecological effects that have been identified in several destinations is the adaptation of drinking habits and prostitution among local community members, higher prices for goods and services, and harm to natural environmental scenery (Deery et al., 2012; Li et al., 2017; Sunlu, 2003). As a result, alternative forms of tourism, such as ecotourism, heritage, cultural, and community-based tourism that were seen as helpful to overcome such negative impacts became operational (Clarke, 1997; Dangi & Jamal, 2016; Richards, 2018).

At present, alternative tourism products are hailed as one of the solutions to improving nations' socio-economic and living environment status among local communities (Richards, 2018; Mbowe et al., 2021; Moscardo, 2011; Stylidis, 2018; UNWTO, 2018). For example, in the African context, heritage tourism, cultural tourism, and community-based tourism products have been generating income for local communities dwelling in areas that are nearer to tourism attractions through the creation of extra jobs and commercial activities, such as selling cultural products to tourists (Bayno & Jani, 2016; Giampiccoli &

Mtapuri, 2020; Mbowe et al., 2021; Salazar, 2012; UNWTO, 2018; World Bank, 2005; World Wildlife Fund, 2001).

On top of that, infrastructure facilities such as roads and communication systems have been upgraded to increase tourist counts and visitation frequency (Bayno & Jani, 2016; Mbowe et al., 2021). Similarly, a portion of tourists' outflow earnings has been used in rural communities to improve the living standards such as healthcare systems, education, sanitation water projects, and agricultural irrigation schemes (Mbowe et al., 2021; UNWTO, 2018). Generally, such beneficial outcomes have been upgrading the socio-living environment of residents living adjacent to tourist attractions (Dangi & Jamal, 2016; Salazar, 2012).

Nevertheless, the development of sustainable alternative tourism products in most developing countries in Africa has been impended by several challenges. The identified hindrances are related to unequal benefit sharing and power relations among stakeholders, lack of tourism knowledge, managerial skills and proper coordination among community members, lack of government and private sector support, denial of involving local communities in tourism planning, mistrust among stakeholders and unequal participation among gender relations, and conflicts over land ownership (Bayno & Jani, 2016; Bushozi, 2014; Diminyi et al., 2022; Johansson, 2019; Mbaiwa, 2017; Mgonja et al., 2015; Moyo & Tichaawa, 2017; Salazar, 2012).

For instance, Fouéré and Hughes (2015) asserted that "heritage [which is considered as one of the cultural tourism products] is becoming a central site of present-day political, economic, and social struggles" (p.544) among stakeholders. Similarly, in some parts of southern Tanzania, Bushozi (2014) documented that the Kalenga Historical Museum, established by the Tanzania National Museum Authority to commemorate Chief Mkwawa, had been denying ownership of Hehe people [the local custodians] to restore their socio-cultural values within the museum site. Such denial has made the local community members not benefit from direct tourism returns obtained by the museum. As a result, the Kalenga local community has developed the feeling of disowning the Museum as part of their cultural heritage (Bushozi, 2014).

In Tanzania, a primary prototype of alternative tourism products is cultural tourism, which assumes a community-based tourism approach (MNRT, 2018; Salazar, 2012). In this type of tourism, local communities are directly involved in designing, organizing tours, and exhibiting their tangible and intangible cultural values to tourists (Mtani et al., 2023; MNRT, 2018). However, from its inception back in the 1990s, cultural tourism has been practiced mainly by local communities of the northern tourist circuit [the First Nation tourist hub] (Salazar, 2012; Mbowe et al., 2021; Mgonja et al., 2015).

Studies have indicated that despite the socio-cultural, economic, and environmental benefits that are brought by cultural tourism activities, particularly in the northern tourist circuit (Mbowe et al., 2021), there has been a slow pace among local communities of the southern circuit [the Second Nation

tourist hub] to venture in the creation of cultural tourism destinations (Bushozi, 2014; Johansson, 2019).

Accordingly, this study reasons that apart from the highlighted obstacles to cultural tourism development in most developing countries, as cited earlier, there is a need to conduct socio-psychological research to properly examine local communities' behavioural factors that have been impeding or influencing their participation in cultural tourism activities in the southern tourist circuit. A thorough understanding of the behavioural factors that may have hindered the facilitation of creating cultural tourism destinations can enlighten policymakers and other cultural tourism stakeholders on appropriate measures to be taken so that the creation of cultural tourism destinations in the southern tourist circuit is materialized.

1.1 Development of Cultural Tourism Destinations in Southern Tourist Circuit

Despite the decrease in the poverty rate from 34.4% to 26.4% in urban areas and a reduction of extreme poverty from 12% to 8% in rural areas from 2007-2018, rural regions of Tanzania mainland are still highly populated by people whose daily earning is less than per capita income of $ 1.90 (URT, 2019). About 81% of the rural population consists of peasants whose main activity is highly dependent on subsistence agriculture (URT, 2019).

For instance, the preliminary food crop production assessment report for 2019/2020 released by the Ministry of Agriculture indicated that the southern

agricultural zone had contributed about 37.2% and 31% of cereal and non-cereal production nationally (Ministry of Agriculture, 2019). This implies that local communities in the southern tourist circuit mainly engage in agricultural activities, contributing 68.2% of food production annually. However, they have other economic potentials, like cultural tourism activities, that could have supplemented their income if these potentials were harnessed effectively.

The southern tourist circuit has many local communities that co-exist with mainstream tourism activities like national parks and game reserves. Moreover, some of these communities have attractive geographical sceneries, such as mountain ranges, lakes, and historical sites. However, their engagement in creating cultural tourism destinations has been low (Johansson, 2019). Relatively, in the northern tourist circuit, such co-existence of local communities and mainly tourism activities have been benefiting communities of the local and adjacent areas through the engagement of cultural tourism programs (hereafter referred to as CTP) (Curry, 1990; Nelson, 2004; Salazar, 2012).

For example, 88 cultural tourism destinations that engage local and adjacent communities under the stewardship of the Tanzania Tourist Board (hereafter referred to as TTB) have been established (MNRT, 2020). These destinations adhere to National Cultural Tourism Guidelines provided by the Ministry of Natural Resources and Tourism (MNRT 2020). Of the 88 established cultural tourism destinations, the northern tourist zone hosts 52 cultural tourism programs. In contrast, the remaining 36 are unevenly distributed in the eastern

zone (13), southern zone (15), and western zone (8) (MNRT, 2018). Figure 1.1 below provides an illustration of cultural tourism distribution in Tanzania.

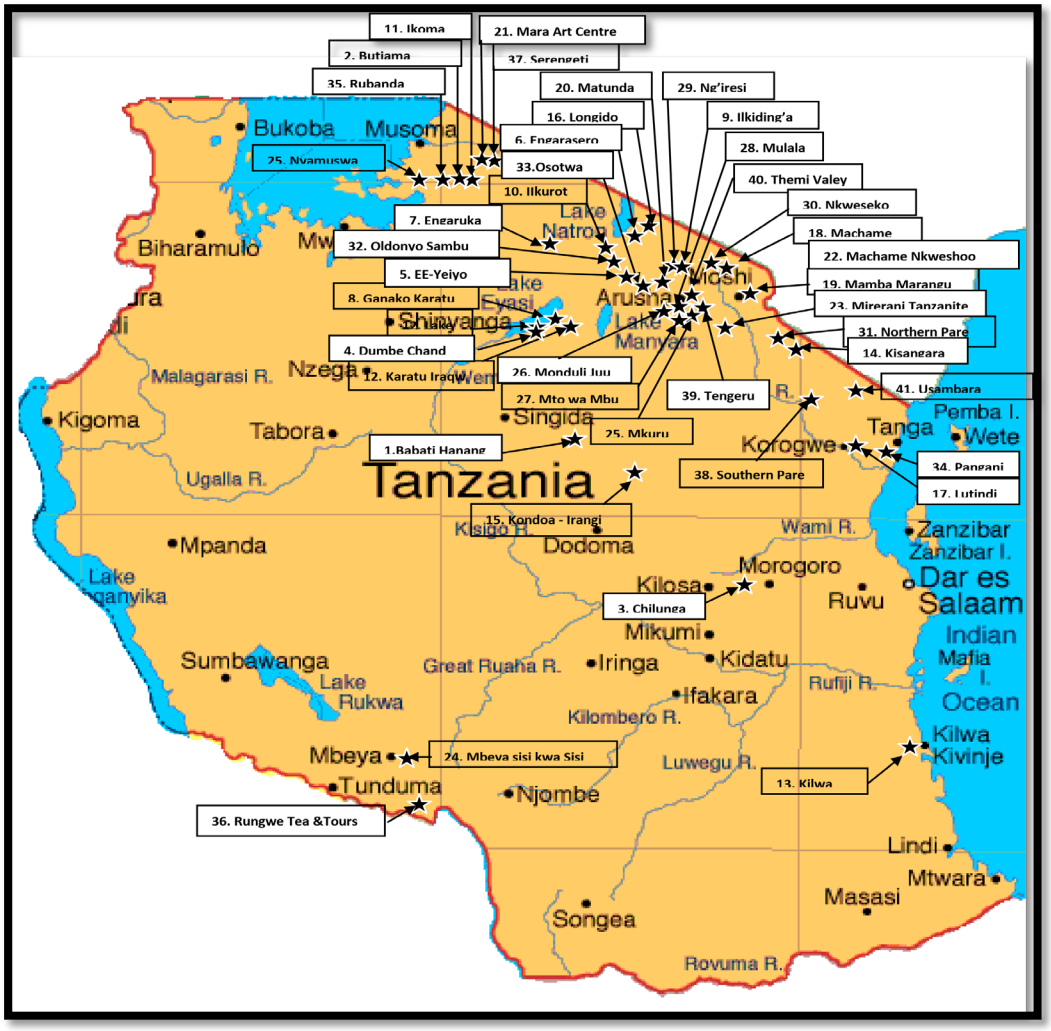

Figure 1.1: Distribution of Cultural Tourism Programs in Tanzania

Source: https://www.tanzaniatourism.go.tz/en

Figure 1.1 shows that about 60% of cultural tourism destinations in Tanzania are located in the northern tourist circuit. This implies that local communities of the northern tourist circuit had developed positive behaviour towards cultural tourism activities. As a result, the growth of cultural tourism destinations in the northern tourist circuit has been improving local communities' economic status,

social facilities such as schools and health services, availability of sanitation water, and protecting the natural environment through the plantation of trees (Mbowe et al., 2021; MNRT, 2018). The achievement of such beneficial outcomes is highly related to corporate social responsibility initiatives performed by tourist enterprises (Mbowe et al., 2021; MNRT, 2018).

The distribution of cultural tourism programs between the northern and southern circuits is ascribed to several factors. One of the reasons is the presence of a variety of wildlife in the world-known Serengeti Park and Ngorongoro conservation area, mountain climbing (the Kilimanjaro), and historical sites (the Olduvai Gorge) in the northern circuit, which attracts 90% of visitors annually (Mbowe et al., 2021). Correspondingly, the presence of Maasai (livestock keepers) and the Hadza (hunter and gatherers) in or around the parks do command tourists' attention because of their cultural 'strangeness' or 'authenticity' (Van Beek & Schmidt, 2012). As a result, such communities are perceived by tourists outside of Africa as being the embodiment of "Africanness" or "Tanzanianness," which has given rise to a 'cultural tourism icon' of Tanzania in the global marketplace and, hence, the perpetuation of a few ethnic groups that have been overshadowing the ability of other communities elsewhere to capitalize on cultural tourism.

Moreover, the circuit is comparatively developed regarding physical infrastructures to facilitate easy movements and tourist accommodation (Mbowe et al., 2021). Reasonably, the inflow of a substantial number of tourists to the circuit has made a majority of local communities in Arusha, Kilimanjaro, and

Manyara regions engage in cultural tourism initiatives such as traditional dances and songs, culinary heritage, pottery and basketry, beads-making and other artistic works of their day-to-day life (Bayno & Jani, 2016; Salazar, 2012).

On the other hand, the southern circuit hosts the Great Ruaha River, Mwalimu Nyerere National Park (Formerly known as Selous Game Reserve), one of the world's largest sanctuaries and national parks, and Kitulo National Park (locally known as 'Bustani ya Mungu'- "translated as the God's Garden") which hosts over 350 species of flowers (Johansson, 2019; Mkwizu, 2015). The circuit also hosts mountainous ranges such as Kipengere and Udzungwa, Lake Nyasa, and other historical sites such as Isimila Stone Age, Kalenga, Gangilonga, and Ligereke Rock Painting (Johansson, 2019; Temu et al., 2020). Despite these available tourist attractions, the circuit has low tourist visitation and, eventually, a marginal partaking of local communities in cultural tourism activities (Johansson, 2019). The circuit is also attributed to undeveloped infrastructures, such as all-weather accessible roads to the parks and historical sites, and lack of accommodation facilities. Moreover, low publicity and media promotion hinder tourism development in the southern circuit (Economic & Social Research Foundation, 2020; Johansson, 2019; Mkwizu, 2016).

Overall, cultural tourism activities have helped local communities live better by improving economic well-being and social services and protecting the natural environment (Mbowe et al., 2021; World Wildlife Fund, 2001). The success of CTP in the northern tourist circuit indeed has supported the following quotation, which was retrieved from the World Bank's (2005) poverty profile analysis conclusion: "households that are involved in tourism have lower poverty rates

than food crop producers, fish producers, and mining sector households" (p.48). In brief, alternative tourism products are considered appropriate for poor local communities (Diminyi et al., 2022; Nicholas et al., 2009) and tools to overcome poverty issues (World Wildlife Fund, 2001).

Accordingly, the Ministry of Natural Resources and Tourism (MNRT), through its body Tanzania Tourism Board (TTB), had planned to expand cultural tourism programs throughout the country (MNRT, 2015). Consequently, the National Tourism Policy 1999, Antiquities Act 1979, National Forest Policy 1998, and Tanzania National Wildlife Policy 1998 have been integrated into formulating Cultural Tourism Guidelines that provide clear directives of how cultural tourism enterprises should be initiated and managed by cultural tourism stakeholders in the country (MNRT, 2015).

Therefore, efforts to expand cultural tourism programs alongside safari and wildlife tourism are sought to be directed to the southern tourist circuit as a prospective tourist zone (Johansson, 2019; MNRT, 2020). Such efforts are expected to be achieved alongside the ongoing Resilient Natural Resource Management for Tourism and Growth (REGROW) Project under the World Bank (MNRT, 2020). In the REGROW Project, many efforts are directed by the government to improve both physical and communication infrastructure in the Mwalimu Nyerere National Park (formerly known as Selous Game Reserve) and Ruaha National Park (MNRT, 2020). Enhancing physical and communication infrastructure will attract investors in tourism services such as hotels, tour operators, transporters, and cultural tourism enterprises (Johansson, 2019).

Given the importance of cultural tourism to the rural economy and the ongoing initiatives by the Ministry of Natural Resources and Tourism to engage local communities in cultural tourism enterprises in the southern tourist circuit, an understanding of local communities' level of willingness or unwillingness to engage in creating cultural tourism destinations is needed. As such, it is vital to conduct intensive socio-psychological research that can help to uncover underlying behavioural factors that have caused local communities to have a low pace in creating cultural tourism destinations in the southern tourist circuit (Cooper et al., 2016; Sutton et al., 2003). The results of the present study will provide a profound understanding of local communities' beliefs and their behavioural intentions before engaging them in planning and managing their cultural tourism programs.

1.2 Statement of the Problems

1.2.1 Unfavourable Attitude towards Cultural Tourism

Past studies conducted in the southern tourist circuit have indicated that some local communities do not favour cultural tourism activities. For instance, in a case study on heritage management tourism, Bushozi (2014) pointed out that the Hehe community in the Iringa region had developed an unfavourable attitude towards heritage tourism. The reason is that the locals felt neglected in running cultural tourism activities as the heritage legislation disregarded their desire to promote their cultural values within the Memorial Museum of Kalenga (Bushozi, 2014). Similarly, Johansson (2019), in an ethnographical study in the Iringa region, highlighted that the attitude of Hehe community members towards cultural tourism was negative because the local people believed that cultural tourism could have tackled the local poverty issue better if local members were

involved and empowered to manage own cultural tourism programs (Johansson, 2019).

Communities' participation in tourism growth has been studied by researchers from an attitudinal point of view. Nevertheless, a noticeable difference among scholars on operationalizing the concept of attitude in explaining local communities' participation in tourism development is apparent (Bayno & Jani, 2016). For instance, some scholars have defined attitudes as residents' opinions (Williams & Lawson, 2001), whereas others have described it as residents' feelings about tourism (Andereck & Nyaupane, 2011; Ribeiro, do Valle & Silva, 2013). Additionally, theoretical and non-theoretical approaches have been applied to investigate residents' attitudes toward tourism development and support (Gursoy et al., 2018; Nunkoo et al., 2013). Similarly, Garcia, Vazquez and Macias (2015) pointed out that most theories do not provide a valid and operative framework to explain local communities' attitudes toward tourism. Consequently, to define residents' attitudes toward tourism development, theories originating from sociology, psychology, and anthropology have been applied as theoretical bases (Ouyang & Nunkoo, 2018).

Socio-behavioural studies that used the theory of planned behaviour (TPB) assert that individuals' attitudes-favourable or unfavourable perceptions towards a behaviour are formed by initial beliefs termed as behavioural beliefs (BB) (Ajzen, 1991; Cooper et al., 2016; de Leeuw et al., 2015; Sutton et al., 2003). Behavioural beliefs (BB) would be accessible individuals' memories derived from expected outcomes and experiences of possible benefits (desirable results)

or costs (undesirable results) if respondents were to engage in a behaviour (Ajzen, 1991; de Leeuw et al., 2015; Fishbein, 1975). Therefore, the TPB model, among other behavioural theories, has widespread support for explaining human attitudes and intentions in varied actual behaviours (Ajzen, 1991; Erul et al., 2020; Yuzhanin & Fisher, 2016).

Despite that the two studies (Bushozi, 2014; Johansson, 2019) used case study and ethnographical approach to study the implications of conservation attitudes on heritage management and the culture of the Hehe people respectively, they did not deploy the TPB theoretical framework to examine behavioural beliefs that are fundamentally affecting Hehe local community members' attitude towards cultural heritage and cultural tourism activities in general. Moreover, the two studies (Bushozi, 2014; Johansson, 2019) did not examine the behavioural intention factor, indicating how hard local community members are willing or unwilling to create cultural tourism destinations. Furthermore, the target population of the two studies was limited to the Hehe community in Iringa region. Thus, their findings do not account for the attitude of local communities in the southern tourist circuit.

Accordingly, as cultural tourism is not well developed in the entire area of the southern tourist circuit, it becomes imperative to examine the root causes or the behavioural beliefs (BB) that have been causing the local communities to develop unfavourable attitudes towards cultural tourism activities (Ajzen, 1991; Cooper et al., 2016). Only then appropriate intervention measures grounded on evidence-based findings can be suggested to solve the behavioural belief

problems of local communities, which eventually will develop favourable attitudes towards cultural tourism activities (Ajzen, 1991; Cooper, Barkatsas & Strathdee, 2016; Hardeman et al., 2000).

1.2.2 Absence of Social Encouragement towards Cultural Tourism

In a community that practices a collectivist culture, the pressure (termed as social norms) given by local members and adjacent communities plays a significant role in influencing individuals' intentions and actual behaviours (de Leeuw et al., 2015; Kallgren et al., 2000).

Mainly, societies in Tanzania are characterised by a collectivist culture in which ideologies, beliefs, or feelings are shared among community members (Hofstede, 1997; Olausson et al., 2009). Consequently, daily cultural tourism narratives commended by local members and adjacent communities (social norms) play an important role in persuading individuals' intentions and behaviours to partake in cultural tourism activities. For example, previous studies have pointed out that, in the northern tourist circuit, the cultural tourism programs have received social support among the locals and commendations from other neighbourhood communities (Mgonja et al., 2015; Salazar, 2006). The reasons behind such support and approval are that cultural tourism projects create positive economic effects for the locals and adjacent people, like creating supplementary income and job opportunities.

In the southern tourist circuit, the role played by community members to influence one another in creating cultural tourism initiatives has not become

visible. For instance, in Iringa region, Bushozi (2014) made an observation that there had been a lack of communal spirit towards heritage tourism as the distribution of income and employment opportunities among community members were not apparent; as a result, local community members could not encourage one another to venture in heritage tourism. However, this study did not indicate to what extent important community individuals played a negative or positive role in influencing one another toward heritage tourism development.

Moreover, the Ruvuma Region Tourism Strategic Plan 2021-2030 has indicated that among the challenges facing the region is lowly motivated citizens on importance of tourism (Economic & Social Research Foundation, 2020). To my knowledge, no TPB empirical studies have examined the causal-relationship between the participation of local communities in creating cultural tourism destinations and the influence of social norms [termed as subjective injunctive norms (SIN) and subjective descriptive norms (SDN)] are currently available in the context of cultural tourism in the southern tourist circuit.

Past studies have shown that individuals' behaviours are largely influenced by social norms (SIN and SDN) resulting from prevailing beliefs that are based on customs, traditions, standards, rules, values, and fashions (Bicchieri & Mercier, 2014; Chung & Rimal, 2016). Scholars have categorized these beliefs as normative injunctive beliefs (NIB), which explain the subjective injunctive norms (SIN), and normative descriptive beliefs (NDB), which describe the subjective descriptive norms (SDN) (Cialdini et al., 1990; Kallgren et al., 2000; Chung & Rimal, 2016). The two beliefs and norms differ in the following ways;

the first one, referred to as NIB and SIN, respectively reflect individuals' perceptions of what is socially approved or disapproved concerning a behaviour, whereas the second one-termed as NDB and SDN, respectively, reflect peoples' perceptions of what typical behaviour is performed by persons who are considered as behavioural role models (Rivis & Sheeran, 2003).

Therefore, in the context of this study, it is critical to examine whether local communities residing in the southern tourist circuit are being influenced by social norms given by two communities groups–(1) people who are encouraging or discouraging the participants from engaging a specific cultural tourism activity in their village [termed as normative injunctive belief (NIB)], and (2) people who will be engaging or disengaging with participants in operating a specific cultural tourism activity in their village at regular basis [termed as normative descriptive belief (NDB)] (de Leeuw et al., 2015; Smith et al., 2012). Thus, examining the two norms serves a twofold function concerning the creation of cultural tourism destinations; first is to document local communities' beliefs of the perceived pressure to conform to the behaviour, and second, is to articulate local communities' beliefs of the perceived prevalence of the focal behaviour (Chung & Rimal, 2016).

Accordingly, the use of the extended TPB theoretical framework is critical to providing a detailed analysis of the respective NIB and NDB of the studied respondents so that an appropriate intervention behavioural program can be sought by policymakers to tackle the normative social problems among local communities residing in the southern tourist circuit.

1.2.3 Absence of Perceived Internal and External Resources towards Cultural Tourism

Studies in social behaviours suggest that among the factors which influence human behaviours is one's perception of the actual control of behaviour (Ajzen, 1991; Bandura, 1982). Ajzen (1991) terms this as perceived behavioural control (PBC). To clarify this, one's perception of the availability of resources such as knowledge, skills, time and money, and perception of the available opportunities, such as the support likely to be received from public and private entities, may lead to developing one's self-confidence on acting (Ajzen, 1991). For instance, past studies had shown that, in the northern tourist circuit, when local communities received technical and financial support from public and private agencies, their level of confidence in running their cultural tourism activities increased (Mgonja et al., 2015; Salazar, 2006).

In the southern circuit, however, an ethnographic study in Iringa region showed that the respondents had low self-confidence in initiating and managing their cultural tourism enterprises (Johansson, 2019). Moreover, the lack of special incentives and support for the locals has been pointed out as a challenge towards tourism development in Ruvuma region (Economic & Social Research Foundation, 2020). According to the TPB theoretical framework, low self-confidence can be attributed to (1) lacking the required skills, time, money and knowledge in performing the behaviour and (2) lacking a supportive environment (sufficient resources from public or private sectors), which in turn can translate for individuals' inability to cope with a behaviour (Ajzen, 1991; Cooper et al., 2016; Sutton et al., 2003).

However, the available studies (Bushozi, 2014; Johansson, 2019) that had studied respondents in Iringa region generally focused on studying the Hehe local community's attitude towards heritage management tourism and descriptions of their culture, customs and habits about cultural tourism development. Specifically, the studies did not use the TPB theoretical framework to highlight perceived internal and external resources that local community members have or do not have to create cultural tourism destinations.

Ajzen (1991) and Cooper et al. (2016) and Sutton et al. (2003) assert that individuals in different contexts may exhibit varied beliefs of PBC. Therefore, examining perceived control factors of local communities residing in the entire southern tourist circuit can inform policymakers and other stakeholders on what specific internal and external resources local community members perceive to have or do not have in creating cultural tourism destinations. Such an understanding by policymakers will eventually develop proper intervention approaches for raising the confidence level of local communities to create their cultural tourism destinations.

1.2.4 Limited Community Awareness of Cultural Tourism

Past studies and government reports have pointed out that, in the northern tourist circuit, several community awareness programs were conducted between the mid-1990s and early 2000under the stewardship of TTB and the Netherlands-based development agency, Stichting Nederlandse Vrijwilligers (SNV) to impart local communities with knowledge on cultural tourism activities (Mgonja et al., 2015; MNRT, 2018; Salazar, 2006). Providing such awareness programs

alongside financial support made several local communities embark on cultural tourism activities (Mgonja et al., 2015).

There are national strategies through which television programs and tourism exhibitions are used to raise communities' awareness of general tourism and cultural tourism in particular. However, most rural communities have less purchasing power to afford television and can hardly bear the cost of attending tourism exhibitions (URT, 2019). Meanwhile, a few trainings under TTB have been conducted for entrepreneurs and local communities interested in cultural tourism enterprises (Johansson, 2019). Despite the use of these approaches to raise awareness of tourism knowledge and cultural tourism all over the country, the involvement of local communities of the southern tourist circuit in creating cultural tourism destinations is still slow (Economic & Social Research Foundation, 2020; Johansson, 2019).

Additionally, one of the challenges identified in the Ruvuma Region Tourism Strategic Plan 2021-2030 is the lack of language skills among tourism staff. Similarly, the results of a preliminary study conducted by the current researcher, as discussed in chapter two, indicate that about 76% of key informants claimed not to be fluent in English, the language used for communication with tourists from abroad. Meanwhile, the developed Cultural Tourism Guidelines that provide procedures for initiating and running cultural tourism activities are stipulated in English (MNRT, 2015). This implies that local community members hardly understand the Guidelines because no version is currently available in the local language-Kiswahili. Overall, the Guidelines, among other

things, stipulate that whoever wants to engage in cultural tourism activities must be aware of the guidelines' requirements and adhere to them (MNRT, 2015). Accordingly, the current researcher reasons that alongside other socio-behavioural problems highlighted above, it is also important to examine the causal relationship between community awareness of cultural tourism and behavioural intention to engage in cultural tourism activities.

Studies have indicated that when public awareness of tourism is increased, residents tend to increase their level of participation in tourism support and development (Timothy, 2000; Salazar, 2012). Given the context of cultural tourism activities in Tanzania, it is presumed that all stakeholders who want to initiate, develop, and run cultural tourism activities in their respective local areas must be aware of the National Cultural Tourism Guidelines (MNRT, 2015). As such, the current study adapts four fundamental dimensions of community awareness from Cárdenas et al's. (2015) tool for assessing awareness of sustainable tourism principles.

The dimensional constructs adopted in this study align with the Cultural Tourism Guidelines for operating cultural tourism activities in Tanzania. They include awareness of cultural resources identification (hereafter referred to as CuRI), awareness of cultural resources preservation (hereafter referred to as CuRP), awareness of stakeholders' inclusion (hereafter referred to as SI), and awareness of cultural resources economic planning (hereafter referred to as CuREP). These four adapted dimensional constructs form fundamental requirements that should

be understood by individuals intending to initiate a cultural tourism destination in Tanzania (MNRT, 2015).

1.3 The Rationale for Using Extended TPB in Addressing the Problems

Generally, studies that are devoted to examining and documenting the root causes that are related to socio-psychological factors and how the factors are related to local communities' behavioural intention to engage in or support cultural tourism enterprises in the southern tourist circuit using the extended TPB theoretical framework, to the best of my knowledge, are not available for public viewing.

Accordingly, in the context of the current study, it is essential to identify the salient belief descriptors that have been influencing or impeding local communities' intention to create a cultural tourism destination in the southern tourist circuit (Cooper et al., 2016; Sutton et al., 2003). In this way, evidence-based mechanisms can be put in place for the public, policymakers, and other stakeholders on effective behavioural intervention programs to motivate local communities by making use of identified positive descriptors and reduce the negative effect created by identified negative descriptors (Ajzen, 2011; Fishbein & Ajzen, 2005).

For instance, the current National Tourism Policy of 1999 and the Cultural Tourism Guidelines lack strategies for behavioural intervention plans. The Cultural Tourism Guidelines (MNRT, 2015) stipulate the need for local community members to be involved in developing cultural tourism destinations.

Section 4.1 of the Guidelines highlights the following statement: “Awareness of aspects of the Cultural Tourism enterprise and what it entails” (p.14). Even though the section seems to address ways stakeholders should perceive general cultural tourism activities in their places, no attention has been devoted to designing and implementing evidence-based intervention programs that can be used to change negative local communities’ perceptions about cultural tourism activities before getting the local communities to embark on cultural tourism enterprises.

Similarly, section 5.3 of the National Tourism Policy, 1999 outlines eight strategies to enhance cultural tourism development. However, none is directed at behavioural intervention plans (URT, 1999). As cultural tourism initiatives might sound new to many local communities in Tanzania, one would have expected to find that effective strategies to design behavioural intervention plans are given priority within the policy documents to encourage empirical research that would provide evidence-based findings of local communities’ beliefs and their behavioural intention towards cultural tourism activities. Such findings, for instance, can assist in designing cognitive behavioural therapy (CBT) to induce local communities with positive intentions and behaviour to create a cultural tourism economy (Stallard, 2021).

In the TPB literature, behavioural intervention plan incorporates strategies that are intended to change key negative beliefs that influence undesirable intention or behaviour to encourage or support desired intention or behaviour (Ajzen, 1991; Cooper et al., 2016; Hardeman et al., 2000).

For instance, the strategies may be designed within the following framework; the first part should involve identifying undesirable intentions or behaviour. In this part, key beliefs that indirectly affect intention or behaviour should be studied and made known. Thus, the elicitation of belief factors related to cultural tourism activities in the southern tourist circuit renders this study to make known key beliefs that may have been influencing or inhibiting local community members from engaging in cultural tourism activities (Cooper et al., 2016; Sutton et al., 2003).

The second part should describe why the undesirable intention or behaviour happens. In this part, a relative contribution of each key belief towards undesirable intention or behaviour is established to identify intenders and non-intenders of the behaviour or performers and non-performers of the behaviour (Cooper et al., 2016; Hardeman et al., 2000). In the context of the current study, the identified salient belief descriptors are to be studied further in the subsequent main survey so that their significant effects on their respective TPB constructs are established to confirm the role played by each salient belief towards local communities' intention to create cultural tourism destination (Ajzen, 1991; de Leeuw et al., 2015).

And lastly, the third part is in which an appropriate intervention program, such as cognitive pictures behavioural therapy, should be implemented to encourage key beliefs supporting desirable intention or behaviour (Hardeman et al., 2000). The function of an intervention program such as cognitive behavioural therapy is to change how local communities think, feel and do (Stallard, 2021)

concerning cultural tourism activities in the southern tourism circuit. Thus, in the behavioural intervention plans, the policymakers can plan tactical strategies that will strengthen the performance of advantage belief descriptors and impede the occurrence of disadvantage belief descriptors. For instance, visual aids such as video or documentary programs based on successful cultural tourism programs should be designed and used alongside educative programs.

Accordingly, in the context of this study, the effects of all elicited salient beliefs (BB, NIB, NDB and CB) under their respective TPB construct; Attitude, SubIN, SubDN and PBControl towards local communities' behavioural intention to create cultural tourism destination are established, and they highlight to policymakers evidence-based of key salient beliefs that need appropriate strategies for behavioural intervention mechanisms specific to the southern tourist circuit.

Past researchers have used two versions of the TPB as the basic theory of their studies: the full and partial versions. The full TPB version hypothesizes that actual behaviour is influenced by an individual's intention towards the behaviour and that intention is directed by attitude, subjective norm and perceived behavioural control, which are formed after evaluating the pros and contrast behavioural, normative and control belief's indicators that have been embedded in the respondent's mind (Ajzen, 1991; Sniehotta et al., 2014).

On the other hand, the partial TPB version has neglected the roles played by salient beliefs – BB, NIB, NDB, and CB, in administering a person's attitudes, subjective injunctive norms, subjective descriptive norms and perceived

behavioural controls (Fishbein & Ajzen, 2010) with regards to the behavioural intention and actual behaviour (Ajzen, 1991). Moreover, few studies have incorporated the subjective descriptive norm construct as a decomposed construct of SN in the standard TPB model (de Leeuw et al., 2015). Comparatively, the inclusion of salient beliefs results under TPB can provide additional information to the current researcher; which pros and contrast belief indicators need to be changed or facilitated so that the respondents will form favourable attitudes; be more responsive towards the opinion or pressure given by specific people and react more proactively in utilising internal and external resources (Fishbein & Ajzen, 2005).

Moreover, a few works of literature have used the full version of TPB to analyse tourists' behavioural intentions to visit destinations (Han & Kim, 2010; Han et al., 2010; Nunkoo & Ramkissoon, 2010). Other studies have used the partial version of TPB to analyse residents' attitudes and behavioural intentions towards pro-tourism development (Apipoonyanon et al., 2020; Erul et al., 2020; Lwoga, 2016). However, in the context of cultural tourism destinations, no single study has explored salient beliefs using the extended version of TPB to examine the local community's behavioural intention to create cultural tourism destinations.

This study, therefore, intends to fill the literature gaps by using the extended version of TPB to uncover the indicators of salient beliefs and how the salient belief variables have been influencing local communities' attitudes, subjective injunctive norms, subjective descriptive norms and perceived behavioural control towards behavioural intention to create cultural tourism destination.In

summary, this study intends to fill the existing knowledge gaps so that useful indications can be provided to policymakers and other cultural tourism stakeholders in reviving the beneficial outcomes that should be experienced by local communities of the southern tourist circuit as a result of the creation of cultural tourism destinations.

1.4 Research Questions

This study sets the following questions to address the identified problems.

i) Which descriptors of the respective belief variables (BB, NIB, NDB and CB) detected in the preliminary study are salient to the main study's respondents?

ii) How could each of the salient descriptors under their respective belief variables (BB, NIB, NDB and CB) affect their corresponding TPB constructs: attitude, subjective injunctive norm, subjective descriptive norm, and perceived behavioural control in predicting local communities' behavioural intention to create cultural tourism destination?

iii) How are the following TPB variables: attitude, subjective injunctive norm, subjective descriptive norm, perceived behavioural control, and behavioural intention to create cultural tourism destination related?

iv) How are the four dimensional-constructs of community awareness, cultural resources identification, cultural resources preservation, stakeholders' inclusion and cultural resources economic planning related to local communities' behavioural intention to create cultural tourism destination?

1.5 Research Objective

Based on the above research questions, the study's general objective is to examine the behavioural factors that have been impeding or influencing local communities residing in the southern tourist circuit to create a cultural tourism destination in local areas. Specifically, this study intends:

i) To identify salient belief descriptors of the respective belief variables: BB, NIB, NDB, and CB;

ii) To examine the relationship between each of the salient descriptors under belief variables (BB, NIB, NDB and CB) and their respective TPB constructs: attitude, subjective injunctive norm, subjective descriptive norm, and perceived behavioural control in predicting local communities' behavioural intention to create cultural tourism destination;

iii) To examine structural relationships between the TPB variables: attitude, subjective injunctive norm, subjective descriptive norm, perceived behavioural control, and behavioural intention to create cultural tourism destination; and

iv) To examine structural relationships between the four dimensional-constructs of community awareness; cultural resources identification, cultural resources preservation, stakeholders' inclusion and cultural resources economic planning and local communities' behavioural intention to create cultural tourism destination;

1.6 Significance of the Study

The on-going initiatives by the government of the United Republic of Tanzania through the Ministry of Tourism and Natural Resources to promote safari and

wildlife tourism in the southern tourist circuit need supports from various stakeholders. Alongside these initiatives, local communities' economy is anticipated to grow through their direct involvement in tourism activities, particularly in creating cultural tourism destinations in their areas if they respond positively.

As such, the root causes or salient beliefs causing local communities to form specific behaviours towards their attitude, subjective injunctive norms, subjective descriptive norms and perceived behavioural control responses need to be appraised. Sourcing and examining salient beliefs embedded in local communities' minds will allow policymakers to strategize appropriate intervention behavioural programs that match respondents' beliefs and persuade communities to act proactively and positively. Therefore, the current study is significant to the following group of individuals, as explained below.

1.6.1 To Academia

The study attempts to enrich the extended TPB in two ways; the first is by adding subjective descriptive norm to subjective injunctive norm, termed SN, in the standard TPB. Fishbein and Ajzen (2010) added descriptive norm as a second subjective norm component. In their study, Rivis and Sheeran (2003) have indicated that, in some behavioural contexts, the descriptive norm construct was found to have significant predictive power, contributing to an additional 5 percent to the variance over other variables in the TPB model. In de Leeuw et al's. (2015) study, the subjective descriptive norm was found to have a significant positive relationship to behavioural intention compared to the

subjective injunctive norm, which had a significant negative relationship with behavioural intention. In this current study, both injunctive and descriptive norms are considered to be conceptually different constructs (Forward, 2006; Rivis & Sheeran, 2003) as they represent two beliefs systems that are worthy of being investigated concerning local communities' behavioural intention to create cultural tourism destinations in the southern tourist circuit of Tanzania.

Second is by adding another construct, community awareness of cultural tourism with its four dimensional-constructs. Past tourism studies (Barr & Gilg, 2007; Lwoga, 2016; Tang et al., 2011) have enriched the TPB by including additional variables to increase the predictive power of studied variables. In this way, a more comprehensive conceptual framework that considers wider dimensions of behavioural intention in creating cultural tourism destinations can be designed for the current study, and the holistic results can be presented.

In brief, the results of the current study's conceptual framework can provide useful indications to academics in testing the structural relationship between the TPB constructs and the four-community awareness dimensional-constructs in other related behavioural studies.

1.6.2 To Policymakers

As for now, there are no empirical studies that have captured the behavioural aspects of local communities about creating cultural tourism destinations in the southern tourist circuit. Moreover, the southern tourist circuit is considered a promising tourist zone for developing tourism, particularly cultural tourism

destinations. Thus, this study's results are of paramount importance in providing empirical insights that policymakers and other stakeholders can plan on how to implement effective behavioural intervention programs in local communities before engaging them in creating cultural tourism destinations.

In detail, the identified indicators of salient beliefs and the established structural relationships among variables of this study shade lights on policymakers and other stakeholders on what specific behavioural intervention plans are needed in creating cultural tourism destinations in the southern tourist circuit. Further, the study's results will help policymakers understand which challenges or beliefs impede the adoption of the desired behaviour need to be dealt with or strengthen those which support or facilitate the development of new beliefs that promote the desired behaviour.

1.6.3 To Local Communities and other Stakeholders

The study is of significance to local communities in the following ways; first, it creates awareness to local communities juxtaposed to tourism potentials on their responsibility as main custodians in cultural tourism activities. Second, it documents local communities' concerns about the overall activities of cultural tourism and creates a forum for local communities to air their concerns to policymakers and other stakeholders. Third, it provides a window for local communities to understand the ongoing cultural tourism programs more in-depth and, more importantly, helps local communities make sense of some policy documents that have been set forth to facilitate the development of cultural tourism enterprises as one among the strategies for the uplifting rural economy.

1.7 Defining the Variables of the Current Study

1.7.1 Belief Descriptors

In the context of this study, behavioural belief (BB) descriptors are related to participants' perceived advantages and disadvantages that they believe would be gained or lost if they had engaged in a specific cultural tourism activity in their village (Balu et al., 2017; Hosen et al., 2021).

Based on the expectancy-value model (Fishbein, 1975), an individual will form beliefs about an object or behaviour by associating it with certain attributes-benefits (desirable) or costs (undesirable). Suppose the object is attributed with benefit beliefs an individual will gain. In that case, a favourable attitude will develop towards that object or behaviour, and if the object or behaviour is attributed to cost beliefs an individual anticipates to incur, unfavourable attitudes will develop towards that behaviour (Ajzen, 1991; Balu et al., 2017; Cooper et al., 2016; de Leeuw et al, 2015; Sutton et al., 2003). Thus, stronger positive or negative beliefs can drive the local communities to form favourable or unfavourable attitudes towards cultural tourism activities. Accordingly, if the perceived benefits override the perceived cost elements, local communities will form a favourable attitude toward cultural tourism activities, and vice versa.

Normative injunctive belief (NIB) descriptors reflect the participants' perceived beliefs about what the significant referrers would encourage or discourage/approve or disapprove of participants to engage in a specific cultural tourism activity in their villages (de Leeuw et al., 2015; Kallgren et al., 2000).

Meanwhile, the normative descriptive belief (NDB) descriptors reflect participants' perceived beliefs of people who will be willing or not willing to engage together with the participants in operating a specific cultural tourism activity in their villages regularly (de Leeuw et al., 2015; Kallgren et al., 2000). To clarify, the NDB descriptors reflect those individuals who participants regard as behavioural role models in practicing cultural tourism activities.

Control belief (CB) descriptors reflect an individual's perception about the availability of internal resources (like self-efficacy in terms of money, skills, and time) and external resources (like the support provided by other parties and cooperation among community members) that can support the respondent to engage a specific tourism activity in their villages (Ajzen & Madden, 1986; Balu et al., 2017, Han et al., 2010; Hosen et al., 2021).

Partly, CB beliefs may base on past experiences an individual may have had about the behaviour or the anticipated ability and experiences of acquaintances and friends who can perform the behaviour or from other factors that may increase or reduce the perceived ease or difficulty of performing the behaviour (Ajzen, 1991). Thus, the availability of such internal and external resources and opportunities will drive respondents to perceive their ability to control internal and external resources in performing cultural tourism activities (Ajzen, 1991; Bandura, 1997).

In brief, the BB, NIB, NDB and CB, which serve as the foundations of the respective Attitude, SubIN, SubDN and PBControl, should be elicited from

readily accessible memories of the local communities and should not be adopted or adapted from other studies' respondents (Ajzen, 1991; Sutton et al., 2013). This is because different groups of respondents are exposed to different antecedent factors; therefore, the beliefs embedded in each can differ.

In studying individuals' belief factors, qualitative data should be collected through focused group interviews (de Leeuw et al., 2015; Cooper et al., 2016), as presented in chapter two. Then, the contents of the data should be contextualised and decontextualized to form the thematic categories that best describe the data (Hosen et al., 2021). The frequently emitted semantic items under their respective theme of the BB, NIB, NDB and CB will eventually become the measuring items for each belief construct.

1.7.2 TPB Variables

Apart from the belief constructs explained above, the application of TPB in this study explains how the four independent constructs, attitude (Atti), subjective injunctive norms (SubIN), subjective descriptive norms (SubDN), and perceived behavioural control (PBControl), relate with a dependent construct-behavioural intention (BIntention) (Ajzen, 1991; de Leeuw et al., 2015).

Behavioural intention is the likelihood that an individual will execute the studied behaviour, which captures the motivational behaviour, like showing respondents' willingness to try and act so that the creation of cultural tourism destination can be performed (Ajzen, 1991). Attitude refers to favourable or unfavourable feelings towards cultural tourism embedded in respondents' minds. Subjective injunctive norm shows the respondents' perception towards the

pressure received from family/ peers/ acquaintances/ work or social network to perform or not to perform the creation of cultural tourism destination. Subjective descriptive norms show individuals' perception of those who are regarded as behavioural role models in practicing cultural tourism activities regularly, and perceived behavioural control refers to the perceived ease or difficulty of creating cultural tourism destination as it is reflected by experience as well as anticipated impediments and obstacles due to perceived shortage of the internal and external resources (Ajzen, 1991; de Leeuw et al., 2015).

According to TPB propositions, the four independent constructs: Attitude, SubIN, SubDN and PBControl, are positively related to behavioural intention (Ajzen, 1991; Nunkoo & Smith, 2013). The TPB also explains that behavioural intention and PBControl positively relate to the actual behaviour (Ajzen, 1991). In summary, the full version of TPB is a vigorous model that can comprehensively explain a person's behaviour and the relationship between the antecedent, independent, mediating, and dependent variables.

1.7.3 Dimensional-Constructs of Community Awareness

In this study, cultural resources identification (CuRI) refers to an understanding of the local communities on the available cultural resources (tangible and intangible cultural heritage) and whether the availability of these resources can influence local communities' behavioural intention to create cultural tourism destinations.

The second dimension is cultural resource preservation (CuRP). This dimension refers to an understanding of the local communities on the importance of preserving the available cultural resources (tangible and intangible cultural heritage) for the current and future generations and whether such understanding will eventually influence local communities' behavioural intention to create cultural tourism destination.

The third dimension is awareness of stakeholders' inclusion (SI). This refers to an understanding of the local communities on other actors (such as local government leaders, cultural tourism entrepreneurs, cultural tourism appraisers etc.) required in operating cultural tourism activities in their places and whether the presence of these actors would influence local communities' behavioural intention to create cultural tourism destination.

The fourth dimension is awareness of cultural resources economic planning (CuREP). This refers to an understanding of the local communities that the planning on cultural tourism returns is meant to equitably benefit local community members socio-culturally and economically and whether such understanding would influence local communities' behavioural intention to create cultural tourism destinations.

1.8 Scope of the Study

This study uses the extended version of the theory of planned behaviour (TPB) to explore salient beliefs. It establishes the significant effects on their respective TPB constructs in explaining local communities' behavioural intention to create

cultural tourism destinations in the southern tourist circuit. The study intends to provide evidence-based salient beliefs to policymakers to strategize their intervention programmes so that local communities of the southern tourist circuit can be induced with positive beliefs that will eventually amplify local communities' behavioural intention to participate in cultural tourism activities in future (Cooper et al., 2016; Hardeman et al., 2000).

The development of cultural tourism activities in the southern tourist circuit should be under the custodian of local community members. As such, the study's scope is to undertake a mixed-method approach in which data collection and analysis are deployed in two phases. In the first phase, a preliminary study that involves a small sample of respondents is conducted to collect qualitative data, which are analysed inductively to establish local communities' belief descriptors related to their attitude, social norms (subjective injunctive norms and subjective descriptive norms) and perceived behavioural control towards cultural tourism activities (Ajzen, 1991; de Leeuw et al., 2015; Sutton et al., 2003). In the second phase, a household survey that involves a large sample of local community members residing in the entire zone of the southern circuit is deployed to collect quantitative data to confirm the structural relationships among the variables in the TPB theoretical framework.

Alongside the TPB constructs, this study adapts four dimensional-constructs of community awareness to examine the causal relationship between local communities' awareness of cultural tourism and their behavioural intention to create cultural tourism destinations. The adapted dimensional constructs align

with the Cultural Tourism Guidelines for operating cultural tourism activities in Tanzania (MNRT, 2015). They include awareness of cultural resources identification (CuRI), awareness of cultural resources preservation (CuRP), awareness of stakeholders' inclusion (SI), and awareness of cultural resources economic planning (CuREP) (Cárdenas, Byrd & Duffy, 2015).

1.9 Organisation of the Thesis

In chapter one, a general introduction to the study is provided with a contextual understanding of the development of cultural tourism in the southern tourism circuit and highlights the problems at hand. Justifications for selecting the extended version of TPB as the theoretical framework for conducting this study in addressing the outlined four research questions and four research objectives are provided. This chapter also highlights the significance of conducting this study to academics, policymakers and local communities. And lastly, a definition of key variables and the scope of the study are provided.

Chapter two lays out the preliminary study design to elicit local communities' belief descriptors related to cultural tourism activities. It highlights the methodological approaches used and presents the preliminary findings that provide justifications for carrying out subsequent quantitative research that would use rigorous statistical analysis to test the effects of the salient beliefs (BB, NIB, NDB and CB) on their respective TPB constructs; Attitude, SubIN, SubDN and PBControl.

In chapter three, an appraisal of past studies on cultural tourism in Tanzania is provided. The chapter critically reviews relevant TPB past studies on tourism to gain an understanding of the same and identify the research gaps that this study seeks to bridge. Based on past studies, the chapter also discusses the hypotheses of the current study and presents the conceptual framework.

In chapter four, a review of philosophical paradigms is provided with a justification for selecting pragmatism as the philosophical approach for guiding the current. The chapter also presents the quantitative study design by discussing the target population of the current study, the sampling techniques, and the data analysis procedures used. Additionally, the chapter presents the measuring items and their respective measurement scales used in collecting the main study's data to confirm the study's hypotheses. A discussion on procedures used in the pilot study and results of Exploratory factor analysis (EFA) for the belief descriptors and four dimensional-constructs of community awareness are presented and justified. The chapter also details the procedures for structural equation modelling using the CB-SEM method and highlights the confirmatory factor analysis (CFA) for the measurement models. Lastly, the chapter highlights the research ethics considered in conducting this study.

In chapter five, the results and findings of the main study are presented. The chapter describes the procedures used in data cleaning and presents the demographic profiles of respondents who participated in the study. The results of confirmatory factor analysis (CFA) for the measurement models in which validity and reliability of all reflective indicators are discussed. Further, the

chapter presents the validity of all formative indicators in their respective MIMIC models, and the descriptive statistic results for all items measured are presented and discussed. The tested hypotheses' results are discussed, and a summary of the hypotheses tested is provided.

In chapter six, the accomplishment of the study is discussed by highlighting the attainment of each research objective. Implications of the results to the academic policymakers are provided, limitations of the study are discussed, and ways forward are provided for future research.

1.10 Summary of the Chapter

The chapter highlights that despite alternative tourism products in developing countries that have been in place to tackle the poverty issues among local communities, the local communities of the southern tourist circuit in Tanzania have unsatisfactorily ventured into cultural tourism activities. Past studies have indicated that the Hehe community had developed unfavourable attitudes towards heritage tourism, had a low communal spirit, and lacked knowledge, skills, and external support. Moreover, community awareness of cultural tourism has been pointed out as a hindrance towards achieving cultural tourism development. As such, the need to use the extended TPB to examine local communities' behavioural factors regarding the creation of cultural tourism destination in the southern tourist circuit is important to provide appropriate insights to policymakers to address the problems. The chapter highlights four research questions and four research objectives that were addressed to test the

hypotheses. Lastly, the study's implications to academia, policymakers, and local communities and the scope of the study are provided.

CHAPTER TWO

PRELIMINARY STUDY

2.0 Introduction

This chapter presents a preliminary study to elicit local communities' belief factors related to cultural tourism activities. The chapter highlights the methodological approaches used and presents preliminary findings that justify conducting subsequent quantitative research using rigorous statistical analyses to test the effects of salient beliefs on their respective TPB constructs.

2.1 Elicitation of Belief Descriptors

In prompting belief descriptors from key informants, Ajzen and Schmidt (2020) suggest that a qualitative research method is considered suitable because it offers an in-depth interaction between the investigator and informants in data collection and interpretation. Fundamentally, assuming the belief descriptors that had been acknowledged in past studies into the present study's context is not appropriate because each segment of studied informants is exposed to a different socio-economic environment (Ajzen, 1991; Sutton et al., 2003). Therefore, descriptors of the salient beliefs towards potential gain or loss, influence given by specific referrers, and ability to handle behaviour in response to the availability of internal and external resources differ among respondents' groups.

Consequently, a preliminary study had to be conducted to categorise salient beliefs, BB, NIB, NDB and CB related to creating a cultural tourism destination in the southern tourist circuit (Cooper et al., 2016). The following figure

illustrates how the extended theory of planned behaviour (TPB) elicits belief descriptors.

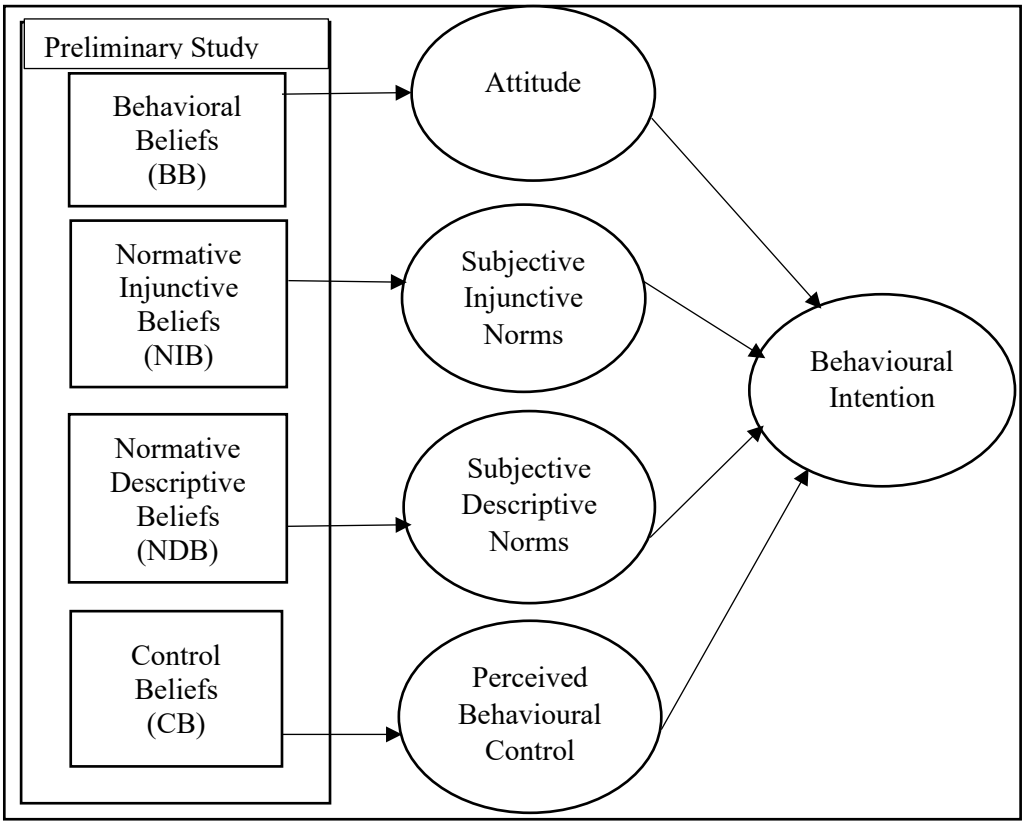

Figure 2.1: Preliminary Stage of the Extended TPB
Source: De Leeuw et al., (2015)

2.2 Study Location and Sample Size

A few key informants are considered suitable in executing the preliminary study using TPB theoretical framework (Cooper et al., 2016; Mtani et al., 2023; Sutton et al., 2003). Accordingly, a purposive sampling of thirty (30) local community members was carefully chosen from two villages (Kalenga and Matamba) in the southern tourist circuit for the interview (Alvi, 2016; Mtani, et al., 2023). The reasons for choosing the two villages are provided below.

Kalenga village is recognised for being a fortress of the famous Chief Mtwa Mkwawa of Hehe ethnicity, who resisted German colonisation and hosts the Chief Mkwawa Museum (Temu et al., 2020). The village is also situated alongside the Great Ruaha River and on the way to Ruaha National Park (Temu, et al., 2020). Whereas, Matamba village is an entry to Kitulo National Park; the Park is acknowledged to hosts over 350 species of vascular plants, including 45 species of terrestrial orchids, waterfalls, and various wild animals and birds (Mkwizu, 2016; Tanzania Tourist Board, 2022).

In sample selection, the following criteria were considered. First, key informants were to be local community members residing in the two villages cited above that would be surveyed afterward. Second, the informants were to have indirectly or directly partaken or actively participated in cultural tourism activities. Third, at the time of the interview, the informants had to meet the official minimum working age of 15 years. At this age onwards, the assumption is that civilians of that particular age must have finished their primary education and already been involved in some economic activities (URT, 2013). And fourth, an informant was to be physically accessible during the interview data collection and show their consent to be interviewed (Alvi, 2016; Sharma, 2017).

2.3 Development and Execution of Interview Protocols

A semi-structured interview was designed to elicit belief descriptors of local community members about their involvement in cultural tourism activities in their local areas (Cooper et al., 2016; Sutton et al., 2003). Based on past studies, ten open-ended questions were developed to categorise positive and negative

descriptors of each TPB construct's beliefs (Francis, et al., 2004; Mtani et al., 2023; Sutton et al., 2013).

The identification of both positive and negative descriptors of BB, NIB, NDB, and CB is important in assisting the current researcher recommends appropriate implications that can strengthen positive descriptors and reduce the effect created by negative descriptors (Ajzen, 1991; Sutton et al., 2013). Table 2.1 shows the open-ended questions used to elicit the positive and negative descriptors in the current study.

Table 2.1: Open-ended Questions to Elicit Local Key Informants' Salient Beliefs

Beliefs Descriptors	Open-ended Questions
Behavioural Beliefs (BB)	1a. What are the benefits that you believe will gain if you engaged in a specific cultural tourism activity in your village?
	1b. What are the costs or losses that you believe will incur if you have engaged in a specific cultural tourism activity in your village?
Normative Injunctive Beliefs (NIB)	2a. Who are the people that you believe will encourage you to engage in a specific cultural tourism activity in your village?
	2b. Who are the people that you believe will discourage you from engaging in a specific cultural tourism activity in your village?
Normative Descriptive Beliefs (NDB)	2c. Who are the people that you believe will engage with you in operating a specific cultural tourism activity in your village at regular basis?
	2d. Who are the people that you believe will not engage with you in operating a specific cultural tourism activity in your village at regular basis?
Control Beliefs (CB)	3a. What are the personal skills that you have and will assist you in operating a specific cultural tourism activity in your village?
	3b. What are the personal skills that you do not have and will discourage from operating a specific cultural tourism activity in in your village?
	3c. What are the supportive descriptors that you believe are available and will encourage you in operating a specific cultural tourism activity in your village??
	3d. What are the supportive descriptors that you believe are not available and will discourage you from operating a specific cultural tourism activity in your village?

The questions above were translated into Kiswahili because most local community members are unfamiliar with English. Back translation was applied to ensure that the contextual meaning is retained by engaging two qualified translators acquainted with both languages (Jones & Kay, 1992). Minor variations on the translated texts were mitigated accordingly as both the

translators and the researcher had to agree on proper equivalent lexical terms for use in the targeted language.

Ethical clearance was applied as per the studied Universiti Tunku Abdul Rahman standard of operating procedures to guarantee that data collection is properly carried out. After receiving the endorsement, the investigator sought approvals from local government authorities of Makete and Rural Iringa Districts to conform with the research protocols in Tanzania. The permissions were then channelled to Village Executive Officers, where the interviews were conducted. After receiving permission at the village level, the researcher conducted the interview in October 2020 with the assistance of one cultural tourism entrepreneur from each respective village.

Before conducting the interview, the researcher had to devote nearly fifteen days interacting with local communities to study the culture and practices they assign to cultural tourism activities (Knoblauch, 2005). This was done to acquaint the researcher with an understanding of the meanings that local community members assign to cultural tourism activities (Roper & Shapira, 2000). Thereafter, the researcher organized an interview with 30 key informants who were purposely selected. Each interview session had to start with a greeting and after that, a brief introduction of the study's main purpose to every respondent. Each participant was assured of the privacy of the data to be provided and were guaranteed that no single data would be used for non-academic purposes. Furthermore, each respondent was informed of their right to withdraw during the interview sessions or not give a response to all the interview questions.

Respondents' agreement to participate in the study was obtained after each participant had signed the consent form. A face-to-face interview was conducted individually to ensure that each respondent would provide their responses easily without being influenced by others (Bernard, 2005). In conducting an interview, each key informant was provided with a piece of paper to write down their responses according to the flow of the 10 open-ended questions. Assistance was provided upon request whenever a participant looked for clarification. The interview stopped when data collection reached a saturation point when a respondent could no longer provide more responses to the given questions (Saunders et al., 2017). On average, about 40 minutes were used in interviewing and getting the responses from each participant.

2.3.1 Validating the Interview Responses

A participant validation method was used to ensure that participants' responses were reliable for further analysis and results (Slettebø, 2020). This method required respondents to review their responses based on each specific question. Respondents were allowed to make changes if they provided answer(s) that did not replicate their intended reactions. Accordingly, all consented responses by respondents were considered valid by the researcher for further analysis.

2.4 Demographic Profile of Respondents

The characteristics of the respondents who participated in the preliminary study are as follows. Compared to males (47%), more females (53%) participated in the study. Generally, the rural population is dominated by a younger generation. As such, 50% of respondents were aged between 15-30 years, 20% were middle-

aged, and 30% were above 50. Regarding occupation, half of the respondents (50%) were entrepreneurs involved in different formal and informal business activities, including cultural tourism. The other 36% were peasants depending on farming activities. In terms of education level, most of the rural residents are not highly educated. Correspondingly, 67% of the respondents were educated only at primary or secondary school levels, and the remaining 33% had attained a college or university diploma or degree certificate (see Table 2.2 for the details).

Table 2.2: The Demographic Profiles of the Preliminary Study's Participants

Characteristics	Particulars	Frequency Count	Percentages
Gender	Male	14	47%
	Female	16	53%
	Total	**30**	**100%**
Age	15-30	15	50%
	31-40	3	10%
	41-50	3	10%
	Above 51	9	30%
	Total	**30**	**100%**
Marital Status	Single	18	60%
	Married	12	40%
	Total	**30**	**100%**
Educational Level	Primary Level	8	27%
	Secondary Level	12	40%
	College/University	10	33%
	Total	**30**	**100%**
Occupation	Peasant	11	36%
	Entrepreneur	15	50%
	Student (secondary level)	2	7%
	Public Servant	2	7%
	Total	**30**	**100%**

2.5 Data Analysis

The prompted beliefs were disjointed across respondents' written replies. An inductive content analysis was used to analyse the data (Lauri & Kyngäs 2005). The current study involved three stages (Elo et al., 2008).

In the first stage, the provided responses had to be prepared for translation from Kiswahili to English. In the translation process, the researcher had to make equivalent and communicative translations of the respondents' texts into English versions (Newmark, 1981). The equivalent translation gave the researcher a balanced meaning of lexical and grammatical elements of both languages (Kiswahili and English). The communicative translation rendered a detailed meaning of the original language-Kiswahili so that the English-translated versions become understandable to readers (Newmark, 1981) (see Appendix B).

Meanwhile, a choice of what unit of analysis is to be retained was carefully considered. This is because some responses were provided in different grammatical elements. In qualitative research, it is recommended that for an understanding of implied meanings embedded in written responses, appropriate units of analysis should be phrases or sentences and not individual words (Graneheim & Lundman 2004). The reason is that meanings mirrored by phrases or sentences are clearer, whereas meanings by single words are likely to be fragmented (Mtani et al., 2023). Reasonably, phrases and sentences were considered appropriate units of analysis for this study.

In the second stage, data were organised into specific, manageable categories that can reflect the respective theme of each salient belief; this was done to condense the volumes of written responses (Balu et al., 2017; Elo et al., 2008; Hosen et al., 2021; Mtani et al., 2023). A series of contextualization processes were carried out to understand hidden or specific meanings in phrases or sentences that could reflect respondents' salient beliefs (Bengtsson, 2016;

Erlingsson & Brysiewicz, 2017; Hosen et al., 2021). The core meanings of the data were then grouped into relevant themes, codes and categories (Ajzen, 1991; Balu et al., 2017; Elo et al., 2008). Table 2.3 shows a detailed inductive content analysis of phrases and sentences as units of analysis in the second stage.

Table 2.3: Developing Themes, Codes and Categories for each Salient Belief

Themes and meaning of the text	Frequency count	Codes	Categories
Behavioural Beliefs: BB			
Theme 1a: Advantage descriptors that would be gained if the participants have engaged in operating a specific cultural tourism activity in their village			
• I will sell baskets and pottery to tourist	8	Advantage descriptors	Selling local foods and products
• I will make beads and sell to tourists	7		
• I will be able to sell foods prepared locally	9		
• Our health centre will be renovated	11		Improvement of social services
• My village will be connected with electricity	12		
• A tarmac road will be constructed	9		Improvement of infrastructure
• A road to our village will be constructed	13		
• Our natural environment will be conserved	10		Environment conservation
• My village will get revenues from tourists	4		Reduce the resident's poverty level
• I will be employed as tour guide	10		Employment opportunity
• I will be employed as cultural narrator	12		
• I will earn more money from tourists	12		Income generation
• My income for selling goods will increase	11		

Continued on next page

Themes and meaning of the text	Frequency count	Codes	Categories
• My community will become known to others	14		Becoming a famous cultural tourism destination
• My village will gain recognition oversees	10		
• I will be happy to teach tourists and others my tradition and customs	10		Proud in sharing my cultural heritage
• I will feel good to make others know my cultural heritage	12		
• I will feel good to promote my cultural heritage	13		A way to honour my cultural heritage
• My cultural heritage will be respected by others	10		
Theme 1b: Disadvantage descriptors that would be incurred if the participants have engaged in operating a specific cultural tourism activity in their village			
• Our children will become prostitutes	1		Ethical degradation among youths
• Bad cultural practices from outsiders will corrupt my community	1		
• Theft will increase in my village	1		
• Tourists' money will not benefit me	2	Disadvantage descriptors	No direct financial benefits
• My community will be in conflicts for resources use	3		Conflicts over local resources
• Tourists will see me as under developed	5		Being looked backward

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Themes and meaning of the text	Frequency count	Codes	Categories
Normative Injunctive Beliefs: NIB			
Theme 2a: The identities of the people who would encourage the participants to engage in a specific cultural tourism activity in their village			
• My parents would encourage me to participate in cultural tourism	8	Encouraging descriptors	Parents
• Local government leaders do encourage me to practice cultural tourism	4		Local government
• My leaders are encouraging me to participate in cultural tourism activities	6		
• My children would encourage me to engage in cultural tourism	4		Children
• My family members would encourage me to participate in cultural tourism activities	4		Relatives
• Traders of cultural tourism keep encouraging me to participate in cultural dances	7		Cultural tourism's entrepreneurs
• People doing cultural tourism business keep encouraging me to participate in making cultural products	9		
• Business people in cultural tourism are encouraging me to participate in cultural tourism activities	8		
• My neighbours do encourage me to make cultural products for tourist	6		Neighbours/Friends
• My friends around me do encourage me to participate in cultural dances	5		

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Themes and meaning of the text	Frequency count	Codes	Categories
• My wife would encourage me to engage in making cultural products for tourists	2		Spouse
• My husband would encourage me to engage in making cultural products for tourists	1		
Theme 2b: The identities of the people who would discourage the participants to engage in a specific cultural tourism activity in their village			
• My children would discourage me to engage in cultural tourism	2		Children
• My wife would discourage me to engage in making cultural products for tourists	1		Spouse
• My husband would discourage me to engage in making cultural products for tourists	1	Discouraging descriptors	
• My family members would discourage me to participate in cultural tourism activities	4		Relatives

Continued on next page

Themes and meaning of the text	Frequency count	Codes	Categories
Normative Descriptive Beliefs (NDB)			
Theme 2c: The identities of the people who will be engaging with the participants in operating a specific cultural tourism activity in their village at regular basis			
• My father would participate with me in making the cultural tourism products on regular basis	6	Encouraging descriptors	Parents
• My mother would help me in making cultural products for tourists on regular basis	9		
• The people in cultural tourism business would be engaging in operating the cultural tourism on regular basis	21		Cultural tourism's entrepreneurs
• My grandmother will participate with me in operating the cultural dances on regular basis	6		Grandparents
• My grandfather will help me in making cultural products on regular basis	7		
Theme 2d: The identities of the people who will not be engaging with the participants in operating a specific cultural tourism activity in their village at regular basis			
• My children are not willing to participate with me in operating the cultural tourism activities	1	Discouraging descriptors	Children
• My family members will not help me in making cultural tourism products on regular basis	2		Relatives
• My local government leaders will not participate with me in operating cultural tourism dances at regular basis	2		Local government

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Themes and meaning of the text	Frequency count	Codes	Categories
Control Beliefs: CB (self-efficacy)			
Theme 3a: The self-efficacy skills that can assist the participants in operating a specific cultural tourism activity in their village			
I know how to make pottery	6	Helpful descriptors	Skilful in making cultural products
I can make baskets and pots	5		
I have the ability to make local crafts	6		
I know well the traditions of my society	8		Sufficient customs and traditions knowledge
I know our customs and tradition	8		
I know very well the history of my community	4		Sufficient knowledge of local history
I am aware of the local environment	6		
I have the ability to cook delicious local foods	8		Skilful in cooking traditional foods
I know how to prepare local foods	7		
I know how to run cultural tourism activities	4		Able to run cultural tourism activities
I have knowledge in cultural tourism	6		
• I can speak English	7		English proficiency

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Themes and meaning of the text	Frequency count	Codes	Categories
Theme 3b: The lacking of self-efficacy skills that would have discouraged the participants in operating a specific cultural tourism activity in their village			
• I do not know English	23	Not helpful descriptors	English deficiency
• I do know how to make local crafts	2		Poor crafting skill
• I am not very aware of my customs and traditions	2		Lack of customs and traditions knowledge
• I have no enough time for cultural tourism activities	3		Lack of time to participate in cultural tourism
Control Beliefs: CB (External Supportive Descriptors)			
Theme 3c: The availability of supportive descriptors that can encourage the participants in operating a specific cultural tourism activity in their village			
• My local government is cooperative and supportive	3	Supportive descriptors	Local government is supportive
• My leaders are supportive and helpful			
• I can receive fund from Government for training	4		
	1		
• People running cultural tourism are cooperative	8		Cultural tourism's entrepreneurs are cooperative
• Traders in cultural tourism activities are supportive	7		
• People with business skills will help other local community to run the cultural tourism activities	8		Local community is cooperative
• The traders we have can help us run cultural tourism activities	7		
• I can receive fund from NGO for training	1		NGOs are supportive

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Themes and meaning of the text	Frequency count	Codes	Categories
Theme 3d: The unavailability of supportive factors that can discourage the participants in operating a specific cultural tourism activity in their village			
• There is no government training in cultural tourism	12	Not Supportive descriptors	Local government is not supportive
• There is no support from NGOs	11		NGOs are not supportive
• No cooperation from cultural tourism entrepreneurs	3		Cultural tourism's entrepreneurs are not cooperative

In the final stage, a descriptive analysis was performed (Hosen, Chong & Lau, 2021; Mtani et al., 2023; Sutton, et al., 2003). The analysis was executed to stipulate three output values; (1) the number of respondents who had mentioned the respective descriptors of a belief, (2) the frequency count of a belief descriptor over the total number of frequency counts of all respective positive or negative theme of a belief construct and (3) the frequency count of a belief descriptor over the total number of respondents (Balu, Chong & Cheng, 2017; Hosen, et al., 2021; Mtani, et al., 2023; Sutton, et al., 2003). Table 2.4 shows the descriptors of each salient belief obtained from the inductive content analysis with their respective values, followed by a discussion of the results.

Table 2.4: Elicited Salient Beliefs' Frequencies

Codes	Categories/Descriptors of beliefs	Frequency count*	%**	%***
Behavioural Beliefs (BB)				
Theme 1a: Advantage descriptors that would be gained if the participants have engaged in operating a specific cultural tourism activity in their village				
Advantage descriptors	Selling local foods and products	24	12	80
	Improvement of social services	23	12	77
	Improvement of infrastructure	22	11	73
	Environment conservation	10	5	33
	Reduce the resident's poverty level	4	2	13
	Employment opportunity	22	11	73
	Income generation	23	12	77
	Becoming a famous cultural tourism destination	24	12	80
	Proud in sharing my cultural heritage	22	11	73
	A way to honour my cultural heritage	23	12	77
	Subtotal	**197**	**100**	
Theme 1b: Disadvantage descriptors that would be incurred the participants have engaged in operating a specific cultural tourism activity in their village				
Disadvantage descriptors	Ethical degradation among youths	3	23	10
	No direct financial benefits	2	15	7
	Conflicts over local resources	3	23	10
	Being looked under developed	5	39	17
	Subtotal	**13**	**100**	

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Codes	Categories/Descriptors of beliefs	Frequency count*	%**	%***
Normative Injunctive Beliefs (NIB)				
Theme 2a: The identities of the people that would encourage the participants to engage a specific cultural tourism activity in their village				
Encouraging descriptors	Parents	8	13	27
	Local government	10	16	33
	Children	4	6	13
	Relatives	4	6	13
	Cultural tourism's entrepreneurs	24	37	80
	Neighbours/Friends	11	17	37
	Spouse	3	5	10
	Subtotal	**64**	**100**	
Theme 2b: The identities of the people that would discourage the participants to engage a specific cultural tourism activity in their village.				
Discouraging descriptors	Children	2	25	7
	Spouse	2	25	7
	Relatives	4	50	13
	Subtotal	**8**	**100**	
Normative Descriptive Beliefs (NDB)				
Theme 2c: The identities of the people that will be engaging with the participants in operating a specific cultural tourism activity in their village at regular basis.				
Encouraging descriptors	Parents	15	31	50
	Cultural tourism's entrepreneurs	21	43	70
	Grandparents	13	26	43
	Subtotal	**49**	**100**	

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Codes	Categories/Descriptors of beliefs	Frequency count*	%**	%***
Theme 2d: The identities of the people that will not be engaging with the participants in operating a specific cultural tourism activity in their village at regular basis				
Discouraging	Children	1	20	3
	Relatives	2	40	7
	Local government	2	40	7
descriptors	**Subtotal**	**5**	**100**	
Control Beliefs (CB)				
Theme 3a: The self-efficacy skills that can assist the participants in operating a specific cultural tourism activity in their village				
Helpful	Skilful in making cultural products	17	23	57
descriptors	Sufficient customs and traditions knowledge	16	22	53
	Sufficient knowledge of local history	10	13	33
	Skilful in cooking traditional foods	15	20	50
	Able to run cultural tourism activities	10	13	33
	English proficiency	7	9	23
	Subtotal	**75**	**100**	
Theme 3b: The lacking of self-efficacy skills that would have discouraged the participants in operating a specific cultural tourism activity in their village				
Not helpful	English deficiency	23	76	76
descriptors	Poor crafting skill	2	7	7
	Lack of customs and traditions knowledge	2	7	7
	Lack of time to participate in cultural tourism	3	10	10
	Subtotal	**30**	**100**	

Continued on next page

Codes	Categories/Descriptors of beliefs	Frequency count*	%**	%***
Theme 3c: The availability of supportive descriptors that can encourage the participants in operating a specific cultural tourism activity in their village.				
Supportive descriptors	Local government is supportive	8	21	27
	Cultural tourism entrepreneurs are cooperative	15	38	50
	Local community is cooperative	15	38	50
	NGOs are supportive	1	3	3
	Subtotal	**39**	**100**	
Theme 3d: The unavailability of supportive descriptors that can discourage the participants in operating a specific cultural tourism activity in their village				
Not supportive descriptors	Local government is not supportive	12	46	40
	NGOs are not supportive	11	42	37
	Cultural tourism entrepreneurs are not cooperative	3	12	10
	Subtotal	**26**	**100**	

Keys: * reflects the number of respondents who elicited a respective indicator of the belief

** is computed by dividing the frequency count of a belief indicator over the total number of frequency counts of all respective positive or negative theme of a belief construct.

*** is calculated by dividing the frequency count of a belief indicator over the total number of respondents, which is 30.

2.6 Results and Discussion

Table 2.4 shows that a total of 10 advantage BB descriptors include; selling local foods and products, improvement of social services, improvement of infrastructure, environment conservation, reducing the resident's poverty level, employment opportunity, income generation, becoming a famous cultural tourism destination, proud in sharing my cultural heritage, and a way to honour my cultural heritage, and 4 disadvantage BB descriptors; ethical degradation among youths, no direct financial benefits, conflicts over local resources, and being looked underdeveloped were elicited.

Correspondingly, results have been documented by Chen and Raab (2009), who studied residents' reactions to community tourism development by integrating two theories; the Social Exchange Theory and the Theory of Reasoned Action. In their study, the authors noted that employment opportunities and increased household income were among the salient belief descriptors influencing residents' attitudes toward tourism development. Similarly, Yen and Kerstetter (2009) studied the relationships between expected tourism impacts, attitudes towards local tourism development, and behavioural intention to support local tourism development. The scholars found that residents' belief descriptors on socioeconomic benefits and improved social services influenced residents' attitudes toward local tourism development.

Moreover, the results of the current study suggest that although the sampled respondents perceived that they would gain benefits if a cultural tourism destination is created in their local area, the respondents perceived that they

would suffer losses too. However, the results indicate that local community members will gain more benefits than losses. This translates that local communities of the southern tourist circuit are likely to engage in cultural tourism activities if the perceived benefits can be materialised and the perceived costs or losses can be marginalized.

Under NIB, a total of 7 supportive descriptors; parents, local government leaders, children, relatives, cultural tourism entrepreneurs, neighbours/friends and spouse, compared to 3 non-supportive descriptors; children, spouse and relatives, were elicited. In studying the NIB descriptors, studies on knowledge sharing among academics in Malaysian private higher learning institutions (Hosen et al., 2021) and Malaysian engineers' intention to migrate abroad (Balu et al., 2017) have observed that respondents normally are influenced by their significant nearby referrers. For instance, Hosen, et al. (2021) recorded six referrer descriptors: parents, colleagues, spouses, friends, vice chancellor/president/director and dean/head of department. Likewise, Balu, et al. (2017) enumerated five referrer descriptors: parents, spouse/fiancé/partner, friends, work colleagues and superiors.

In the context of the current study, the results suggest that the perceived social pressure from the four significant identified referrers, such as parents, local government leaders, cultural tourism entrepreneurs, and neighbours/friends, has been inspiring the participants to engage in cultural tourism activities in their local area (Mtani et al., 2023). To elucidate, parents and neighbours/friends form a group of referrers whose daily narratives of cultural tourism activities tend to

reinforce community members' desires and actions. In contrast, cultural tourism entrepreneurs form a special group of referrers who normally influence community members by involving them in a variety of cultural tourism activities such as traditional dances and the making of cultural products such as foods, beads, pottery and basketry to tourists whenever they visit destinations (Mtani et al., 2023). The local government leaders form a type of referrers who normally tend to support and participate in various local communities' projects initiated by the government, including cultural tourism events.

In eliciting the NDB descriptors, three significant referrers – parents, cultural tourism entrepreneurs, and grandparents were perceived to participate in operating a specific tourism activity together with the participants regularly. Meanwhile, three significant referrers – children, relatives, and local government were perceived as not associates in operating cultural tourism activities with the participants. In a pro-environmental behavioural study, de Leeuw et al. (2015) elicited normative descriptive beliefs among students in Luxembourg. This study observed that parents, other family members and, to some extent, celebrities tend to set good examples for youths regarding environmental protection.

In the current study context, the local community members seem to be influenced by their behavioural role models, such as parents, cultural tourism entrepreneurs, and grandparents, in performing cultural tourism activities. The identified referrers form two important groups. First is the group of behavioural role models such as parents and grandparents believed by their communities to uphold certain skills and expertise for cultural tourism activities. Under this

group, all traditions and customs of their community hinge upon (Mtani et al., 2023). The second group is that of cultural tourism entrepreneurs who practice cultural tourism activities by involving some members of the communities directly or indirectly. This group is critical in performing cultural tourism activities regularly with the community.

Under CB beliefs elicitation, a total of 6 helpful descriptors; skilful in making cultural products, sufficient customs and traditions knowledge, sufficient knowledge of local history, skilful in cooking traditional foods, ability to run cultural tourism activities and English proficiency were elicited. Meanwhile, 4 supportive descriptors; local government is supportive, cultural tourism entrepreneurs are cooperative, the local community is cooperative, and NGOs are supportive were elicited.

In identifying control beliefs that influence international tourists' intention to revisit and recommend Greek museums to others, Mavragani and Lymperopoulos (2014) enumerated three self-efficacy descriptors: adequacy of relevant information, free time, and having time on vacation. Similarly, Malcolm et al. (2021) registered ten salient control belief descriptors that influenced the behaviour of annual wellness visit patients in implementing personalised prevention plans. Among the ten elicited descriptors, four (low income, having enough time, being in good health and knowing foods to buy when grocery shopping) were self-efficacy descriptors.

Correspondingly, the current study has documented six self-efficacy descriptors showing that the local community members believe they have the necessary skills to run cultural tourism activities if the tourism destination is created in their village. Moreover, the study has registered four supportive descriptors, which indicate that the locals believe that if are provided with a supportive environment from cultural tourism entrepreneurs, local government and NGOs, they can participate in cultural tourism activities.

However, 23 out of 30 participants (or 76%) fear that they may have problems communicating with tourists due to their low level of English proficiency. This finding is congruent with a study conducted in Malaysia to examine factors influencing students' critical reading. In this study, it was indicated that English language proficiency was among the factors impeding students' critical reading skills (Anuar et al., 2020).

Also, the results in Table 2.4 indicate that 4 not helpful descriptors; English deficiency, poor crafting skills, lack of customs and traditions knowledge and lack of time to participate in cultural tourism (relates to self-efficacy beliefs), and 3 not supportive descriptors; local government is not supportive, NGOs are not supportive, and cultural tourism entrepreneurs are not cooperative (relates to external resources and opportunities) were elicited. In particular, the current study's results show that participants are quite indecisive in appraising the local government's role: 40% versus 27% felt that the local government is not supportive. Similarly, the role of NGOs in supporting local communities to develop cultural tourism projects in their local areas is uncertain. Congruent with

a study conducted by Diminyi et al. (2022) to examine the challenges for developing cultural tourism through local festivals in Igala, Nigeria, the scholars observed that lack of government/private sector involvement was identified as the main hindrance facing the development of cultural festivals.

2.7 Selection of Salient Belief Descriptors for the Main Survey

Based on the descriptive analysis shown in Table 2.4, Ajzen and Fishbein (1980, as cited in Sutton et al., 2003) proposed three rules to decide which descriptors of the respective beliefs are salient and therefore be examined further in a subsequent main survey. The first proposed rule is to select descriptors the interviewees have repeatedly mentioned more than 10 to 12 times. The second rule is to select those descriptors that have been mentioned by a certain number of participants as compared to the total number of participants; in this rule, the ratio should surpass a particular percentage ranging from 10% to 20%. And the third rule is to choose as many beliefs as necessary to account for a certain percentage, say 80% of all beliefs elicited (Ajzen & Fishbein, 1980).

The current researcher decided to apply the second rule; or to select those descriptors that have been perceived by 20% of the total number of participants (Ajzen & Fishbein, 1980). To explain, in consideration of the sample size (30) and the context of the current study, if the lowest number of six respondents repeatedly mentioned a belief descriptor in each theme, it implies that a representative segment of local community members already holds this belief as prominent and that such belief is expected to result in a stronger behavioural

construct if it is reinforced; reasonably, it should be retained and considered significant for further analysis (Mtani et al., 2023).

Accordingly, the researcher selected 9 belief descriptors of the BB, 4 and 3 belief descriptors of NIB and NDB, respectively, to be examined further in the main study. Also, 6 self-efficacy descriptors and 6 supporting descriptors under the CB were selected for the main survey so that the current researcher can check whether the selected descriptors can represent the main study's respondents significantly. In other words, in the main survey, the researcher tested how the selected descriptors of the respective salient beliefs (BB, NIB, NDB, and CB) play the antecedent effects to their respective TPB predictors: attitude, subjective injunctive norms (SubIN), subjective descriptive norms (SubDN), and perceived behavioural control (PBControl) in explaining local communities' intention to create a cultural tourism destination.

2.8 Summary of the Chapter

This chapter presents the procedures for conducting a preliminary study to elicit cultural tourism-related belief factors of 30 local community members of the southern tourist circuit who were purposely selected to participate. The face-to-face interview was conducted using ten open-ended questions prepared based on TPB theoretical framework. An inductive content analysis was applied to provide a detailed understanding of the belief descriptors embedded in the responses of the local community members. The descriptive results show that 9 behavioural belief (BB) descriptors, 4 normative injunctive belief descriptors, 3 normative descriptive belief descriptors and 12 control belief descriptors were

repeatedly mentioned by at least 6 respondents, which counted for 20% of all respondents in the sample. As such, the belief descriptors highlighted are proposed to be examined further in the main survey with larger population counts. The analysis in the main survey will show the significant effects of each belief factor on its respective TPB constructs.

CHAPTER THREE

LITERATURE REVIEW

3.0 Introduction

This chapter defines cultural tourism and destination according to the context of the current study. It appraises past literature on cultural tourism in the Tanzanian context and justifies the need to conduct the current research. An evaluation of the applicability of TPB in this study as the chosen theoretical framework is provided by highlighting its theoretical advantages and the critiques that this study intends to address. The chapter also develops hypotheses of the current study and presents the conceptual framework to guide the study.

3.1 Defining Cultural Tourism

Given the complex relationship between tourism and culture, scholars question the meaning of 'cultural tourism' (Michalkó, 2004; Richards, 2005; Shackleford, 2001, as cited in Csapó, 2012). Various definitions have been provided based on contexts in which cultural tourism is applied. In the 1990s, the UNWTO defined cultural tourism (UNWTO, 2018). However, the definition provided was inclined much to the classic Western consumption of tangible cultural tourism products with less reflection on the varied contextual application of the term (Richards, 2018; UNWTO, 2018).

Considering the current trends in cultural tourism practices among UNWTO member states, a new definition has been recently offered (Richards, 2018).

Accordingly, the current study defines cultural tourism in the context described by UNWTO (2018).

> …a tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products are related to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (p.18).

Two reasons for adopting the definition above; first, the new definition considers the typologies of cultural tourism practices in different parts of the world, and second, it also provides room for a country to redefine and develop various themes of cultural tourism products offered in its geographical areas. For instance, most tourists visiting cultural tourism programs in Tanzania are European and American nationals. Due to increasing knowledge of varied cultural tourism products provided in their countries and elsewhere outside Africa, the tourists have become aware of specific cultural tourism products they would need for consumption. Accordingly, it is therefore imperative for cultural tourism programs to redefine their cultural themes so that broader distinctive cultural products can be identified by the target market for consumption within the Tanzanian context.

3.2 Defining Destination within the Context of Cultural Tourism

In tourism literature, the destination has been defined differently from varied perspectives. However, there is no consensus among tourism scholars as to which definition is operational. For instance, the economic-geography-oriented perspective defines a destination as a country, a town or an island consisting of

five elements: destination attractions, destination facilities, accessibility, images, and price (Davidson & Maitland, 1997).

Meanwhile, the marketing-management perspective views a destination as a commodity product consisting of separate components that make up a complete layered product produced by a service provider, and tourists go on to buy them to obtain benefits that meet their own goals (Kotler et al., 1993). Moreover, customer-oriented research defines a destination as having special features such as image, place, service staff and hospitality delivered to specific customers (the tourists) (Vargo & Lusch, 2006).

Given the nature of cultural tourism in the Tanzanian context, this study defines a destination as a collection of actors-local community members, entrepreneurs, and local government agencies located in a common physical place where cultural tourism-related activities and transactions take place according to Cultural Tourism Guidelines provided by the Ministry of Natural Resources and Tourism.

3.3 Past Studies on Cultural Tourism in Tanzania

For two decades, socio-psychological studies on cultural tourism in Tanzania have been scarce. A few available literatures, most of which are exploratory and hence atheoretical, have focused on studying socio-political, economic and environmental issues about cultural tourism, mostly in the northern part of Tanzanian (see Table 3.1 below). This could probably be linked to cultural tourism is still growing as a new field of study in the Tanzania tourism industry.

Hence, academics are still comprehending it from its grass root level to synthesise appropriate theories that can be applied to study it in Tanzania.

The long-term social anthropological fieldwork conducted by Salazar from 1995-2001 lays the foundation for scholarly works of cultural tourism in Tanzania (Salazar, 2012). In Salazar's publications (2006, 2007, 2009a, 2009b, 2010, as cited in 2012), several factors are highlighted to consider by policymakers and other stakeholders in planning for cultural tourism programs. The factors include involving local communities in planning, empowering local communities through training and technical support, training local tour guides so that they can provide a proper presentation of cultural values to tourists to avoid negative images, establishing proper cultural tourism guidelines and improving local communities' hygiene (Salazar, 2012).

A case study by Bushozi (2014) and social anthropology by Johansson (2019) asserted that local communities in Iringa region had participated ineffectively in cultural heritage tourism because of a non-supportive attitude of the communities resulting from being neglected by government authorities. Using the partial theory of planned behaviour (TPB), supplemented by affection-based attachment theory (AT), Lwoga (2016) studied local communities' intention to preserve built heritage sites in Zanzibar Stone Town, Kilwa Kivinje and Pangani-the eastern and coastal tourist zone. The study's findings indicated that local communities' attitudes, subjective norms, perceived behavioural control and affection toward heritage sites were significantly related to the intention to preserve the heritage sites.

Similarly, Bayno and Jani (2016) studied local communities' attitudes towards the impacts of cultural tourism in Arusha and Manyara regions. Their study observed that women had positive attitudes compared to men because women were mostly involved in cultural tourism activities by making and selling cultural souvenirs.

Despite a few available studies in different aspects of cultural tourism, a detailed study that has used the extended TPB framework to explore local communities' belief descriptors and how the salient beliefs, BB, NIB, NDB and CB influence local communities' attitudes, subjective injunctive norms, subjective descriptive norms and perceived behavioural control in creating cultural tourism destinations in the southern tourist circuit has not been published. This study, therefore, adds knowledge to the existing literature by using the extended TPB to uncover local communities' salient beliefs and establishes their causal effects on the TPB constructs in explaining local communities' behavioural intention towards creating a cultural tourism destination.

Table 3.1: Summary of Past Studies on Cultural Tourism in Tanzania

Author(s)/Publication year and study objective	Theoretical framework used	Methodology and Data analysis Method	Observations/Findings
Johansson, (2019) To contribute insights into how culture and heritage is represented in the Iringa region's tourism industry.	Social Anthropology	Qualitative: Ethnographical fieldwork through participatory observation and texts analysis Thematic analysis	Iringa culture and heritage are vital in developing the area as a potential tourist destination for cultural tourism.
Melubo & Carr, (2019) To detect the detailed challenges to the provision of native cultural tourism in the Ngorongoro Conservation Area, Tanzania	Atheoretical	Qualitative: Interview and site visit. Thematic analysis	There should be educative programs amongst local Maasai communities.
Kisusi & Masele, (2018) To assess public awareness means and their effectiveness in promoting cultural heritage tourism in Dar es Salaam City	Marketing and communication theoretical models	Qualitative: focused group discussion, observations and documentary review, and Quantitative: Questionnaire	Existing plans for public awareness creation were ineffective, rendering the study to suggest introducing operative strategies for promoting public awareness creation.

Continued on next page

Author(s)/Publication year and study objective	Theoretical framework used	Methodology and Data analysis Method	Observations/Findings
Bayno & Jani, (2016) To evaluate residents' attitudes towards the impact of cultural tourism to the communal wellbeing of the local rural residents involving in cultural tourism activities by factoring gender and level of education in Arusha and Manyara regions	Atheoretical	Qualitative: interview and Quantitative: questionnaire t-test data analysis	Female respondents are in an advantageous side as they benefit more from cultural tourism activities compared to men. The making and selling of souvenirs has been the source of income to female participants.
Lwoga & Asubisye, (2016) To explore the effect of drought on cultural tourism by applying the case study approach using the Maasai women's groups surrounding Tarangire National Park (TNP) in Tanzania.	Atheoretical	Qualitative: semi-structured interview and observation. Thematic analysis	Cultural ecology and livelihood frameworks can be favourable lenses to explain socio-cultural and economic patterns that emerge in societies due to climate change impacts.

Continued on next page

Author(s)/Publication year and study objective	Theoretical framework used	Methodology and Data analysis Method	Observations/Findings
Lwoga, (2016) To investigate factors influencing local residents' conservation intentions in Zanzibar Stone Town, Kilwa Kivinje and Pangani.	Theory of Planned Behaviour (TPB)	Quantitative: questionnaire SPSS-SEM	The TPB's variables: attitude towards conservation, subjective norm, and perceives control, were significantly related to the resident's conservation intention.
Anderson, (2015) To investigate the impact of cultural tourism on welfare as perceived by communities in rural Kilimanjaro in Tanzania	Atheoretical	Qualitative: Quasi-statistics, domain analysis and narratology	Cultural tourism has contributed considerably to improving the livelihoods of the poor in rural Kilimanjaro by improving community's income and access to education and health facilities.
Mgonja, et al., (2015) To analyse the planning, structure and implementation of cultural tourism programs as a form of community-based tourism in selected areas in Tanzania	Atheoretical	Qualitative: In depth-interview Thematic analysis NVIVO 10	The government must find a suitable approach to provide trainings for all CTP undertakings in local communities.
Bushozi, (2014) To examine the implications of the Hehe people's conservation attitudes for sustainable heritage management to understand the role of local communities in heritage management.	Atheoretical	Qualitative: interviews open group discussion and documentary review Thematic analysis	Low enthusiasm among local communities was observed due to the feeling of being neglected by the heritage conservation management.

Continued on next page

Author(s)/Publication year and study objective	Theoretical framework used	Methodology and Data analysis Method	Observations/Findings
Kalavar, et al., (2014) To examine the economic, social and environmental impact of heritage tourism on intergenerational relationships and community well-being among the Maasai people	Atheoretical	Qualitative: group dialogue Domain analysis	Public policy to improve the wellbeing of the Maasai community, in terms of health, social care, and care giving need to be developed.
Salazar, (2012) To critically analyse how well generally accepted community-based tourism discourses resonate with the reality on the ground to understand how local guides handle their role as ambassadors of communal cultural heritage and how community members react to their narratives and practices.	Social Anthropology	Qualitative: ethnographic fieldwork through participatory observations	Local-level participation is essential for achieving the global goal of sustainable development. And more importantly, there is a need for fundamental education and training in target communities to accompany tourism development.

3.4. An Overview of the Theory of Planned Behaviour (TPB)

The theory of planned behaviour (TPB) by Ajzen (1991) came as an extension to the shortcomings of the theory of reasoned action (TRA) (Ajzen & Fishbein, 1980; Manstead & Parker, 1995), which considered that all human behaviours result from volition control. TPB was then extended to account for behaviours not entirely under the volition control of an individual. As such, an addition of the independent construct-perceived behavioural control (PBC) was included to address issues that are not only non-volitional but also factors (such as internal and external resources) that may influence respondents to act (Ajzen, 1991).

In connection with the expectancy-value model, Ajzen enriched the TPB with a full descriptive framework to account for antecedents of each TPB independent variable; namely, behavioural beliefs (BB), normative beliefs (NB), and control beliefs (CB) which are connected to attitude, SN and PBC respectively (Ajzen, 1991). Each of the beliefs; BB, NB and CB, show the composite value $(E_i V_i)$ (in which E_i is the expectancy of certain behaviour and V_i is the value of certain behaviour) that is attached to the respective TPB construct: attitude, SN and PBC (Ajzen, 1991; Fishbein, 1967).

The TPB hypothesises that the development of specific behavioural reactions toward respondents' attitude, SN, and PBC is due to exposure to specific salient information or beliefs embedded in respondents' minds (Ajzen, 1991). Therefore, for effective use of the TPB as a theoretical framework, it is imperative to elicit the BB, NB, and CB that act as antecedent variables to the

formation of specific attitude, SN and PBC (Ajzen, 1991; Sutton et al., 2013) (see figure 3.1 for full version of TPB).

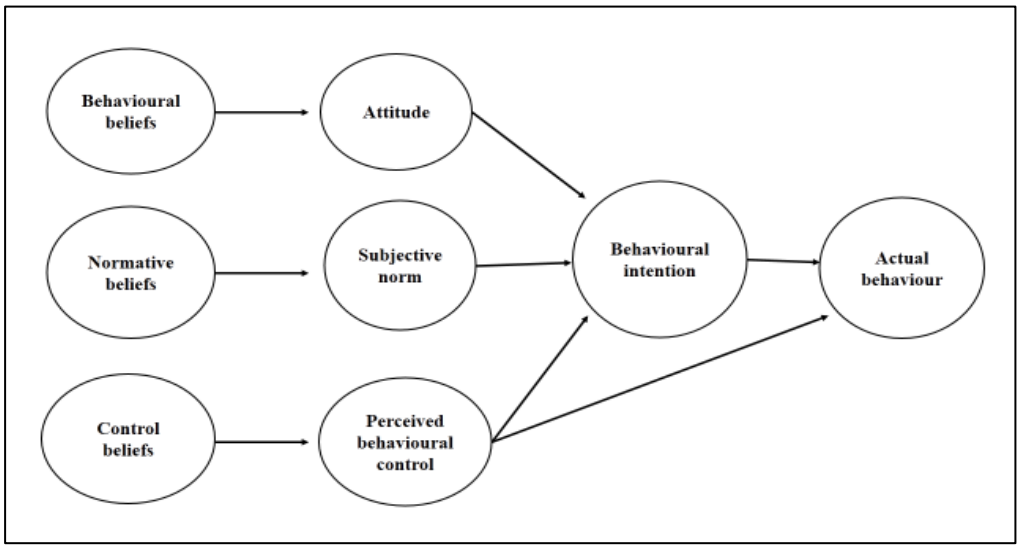

Figure 3.1: The Full Theoretical Framework of (TPB) Model

Source: Ajzen, (1991)

3.5 Evaluation of the Application of TPB in Cultural Tourism Destination

Due to its effectiveness in predicting individuals' intentions and actual behaviours, scholars have widely used TPB to study several varied behaviours in different contexts. In hospitality and tourism settings, studies have been done on leisure participation (Ajzen & Driver, 1991), international travelling (Lam & Hsu, 2004; Yuzhanin & Fisher, 2016), travel intention during Covid-19 (Sujood et al, 2021), destination choice (Lam & Hsu, 2006), and gambling behaviour (Oh & Hsu, 2001). The theory has also been applied in some pro-environmental behaviours (Han & Kim, 2010; de Leeuw et al., 2015), in education (Presley, et al., 2010), in marketing (Chen & Tung, 2014), in community health (Stout et al., 2020) and transportation (Donald et al., 2014). Accordingly, the extended TPB was considered appropriate to predict the behavioural intention of local communities to create cultural tourism destinations in this current study.

TPB is a proper theoretical framework used to study anticipated behaviour before engaging individuals in actual behaviours (Ajzen, 1991; Manstead & Parker, 1995). The theory provides an avenue for closely examining beliefs systems that lay the foundation of people's attitudes, intentions and behaviours. Thus, before engaging local communities in creating cultural tourism destinations in the southern tourist circuit, it is important to elicit indicators that can represent respective salient beliefs (BB, NB, and CB) (de Leeuw et al., 2015; Cooper et al., 2016). Applying the TPB framework's extended version, evidence-based behavioural intervention programs can be planned (Ajzen, 1991). By strengthening positive belief indicators and weakening negative indicators, the success in encouraging local communities' intention to create cultural tourism destinations will grow (Armitage, 2015).

In the standard TPB, the predictors of human behaviours are three; attitude, SN, and PBC. However, the theory can flexibly incorporate additional appropriate variables in a specific study context (Ajzen, 1991; Manstead & Parker, 1995). Therefore, one independent variable, community awareness with its four dimensional-constructs, is proposed for the present study context. This study examines how the local communities' awareness or knowledge of cultural tourism programs relates to their behavioural intention to create cultural tourism destinations (Cole, 2006a, 2006b; Timothy, 2007).

Despite its utility in various fields of study, TPB is also criticised. The TPB has been criticised for heavily relying on the expectancy-value model (Manstead & Parker, 1995). At its fundamental level, TPB suggests that individual attitudes,

SN, and PBC are formed by beliefs formed by costs and benefits evaluation (Ajzen, 1991). Such an approach does not easily embrace beliefs that are not directly related to the immediate costs and benefits of the behaviour (Manstead & Parker, 1995; Sheeran et al., 2013). For instance, beliefs associated with creating a cultural tourism destination cannot solely be accessed based on the rationality of benefits and costs evaluation. Other beliefs, such as aesthetic, moral, and affective beliefs, are also important in forming local communities' attitudes and subjective norms toward cultural tourism enterprise (Stylidis, 2018).

Another critique of TPB has been on the role played by subjective norms (SN) in determining behavioural intention and actual behaviour. Studies have indicated that among the three TPB variables, SN has been showing a weak link to intention in varied behavioural contexts (Armitage & Conner, 2001; Hausenblas et al., 1997), and solutions have been proposed, among them is an additional of subjective descriptive norms to subjective injunctive norms (Rivis & Sheeran, 2003). With an addition of subjective descriptive norms, scholars have found that TPB predictive power in explaining intention and behaviours tends to increase positively (Cialdini et al., 1990; Rivis & Sheeran, 2003).

Generally, the TPB theoretical model is flexible in incorporating other behavioural predictors only if they can contribute to a significant proportion of variance in intention and behaviour (Ajzen, 1991). Thus, applying the extended TPB model with an addition of subjective descriptive norms and the four-dimensional construct of community awareness in this current study is deemed

appropriate to answer research problems and respond accordingly to the research objectives.

3.6 Application of TPB in Past Tourism Studies

The application of TPB in studying human behavioural intentions and actual behaviours in the tourism and hospitality industries has been done noticeably (Yuzhamin & Fisher, 2016). However, empirical studies examining residents' behavioural intention to create cultural tourism destination is scarce. Some existing empirical research on residents' behavioural intention towards supporting tourism development and tourists' behavioural intention to visit destinations form the basis for reviewing and identifying research gaps.

In tourism literature, some empirical studies have used TPB to study various aspects of tourism. For example, Lwoga (2016) integrated TPB with an Attachment Theory (AT) to investigate factors influencing local residents'-built heritage conservation intentions in three historic towns of Zanzibar Stone Town, Kilwa Kivinje and Pangani in Tanzania. The results revealed that all the TPB's constructs and the added variable-heritage affection positively and significantly correlated with conservation intention among local communities.

Similarly, Lam and Hsu (2006) studied tourists' behavioural intention of choosing a destination by incorporating an additional variable-past behaviour, to test the applicability of the TPB. The results indicated that attitude, subjective norm, perceived behavioural control and past behaviour positively influenced tourists' intention to choose the studied destination.

However, a by Wu and Chen (2016) to examine residents' behavioural intentions to support tourism development revealed that attitudes, PBC, and the added construct-potential social benefits were significant predictors of intentions. In contrast, the SN had no significant relationship with the intention to support ecotourism. Although SN was a poor predictor of behavioural intentions, it significantly affected the attitude towards ecotourism. The measuring items of the SN included the influence given by people like friends, family members, and government personnel adopted from other studies.

According to explanations of the extended TPB, the identity of significant persons should be made in a preliminary study before the main study. The identified important individuals should be tested as components of NB, and thereafter generating the measuring items of the SN. As such, the significant persons identified in past studies should not be used in other studies. Moreover, if part of the person(s) compiled in the SN's items did not significantly affect the respondents, the respondents could have less intention to perform the studied behaviour. Nevertheless, in Wu and Chen's (2016) study, the persons shown in the SN items had managed to influence the respondent to form specific attitudes (favour or disfavour the study subject) and not their behavioural intention to perform the studied behaviour.

In examining the role of SN on behavioural intention, researchers have suggested the inclusion of another construct, named-subjective descriptive norm (Kallgren et al., 2000). For example, in de Leeuw et al's. (2015) study, injunctive norms

used to measure the SN variable failed to predict intentions on pro-environmental behavioural.

Injunctive norms are based on people's perception of what important referrers think they should or should not do in relation to the behaviour (Kallgren et al., 2000). To address this discrepancy, Fishbein and Ajzen (2010) asserted that descriptive norms could be used as a second component of subjective norms (de Leeuw et al., 2015) instead of examining the injunctive norms only. Descriptive norms are based on beliefs concerning the significant referrers' behaviour (Rivis & Sheeran, 2003). Thus, with an additional of descriptive norms (significant behavioural role models), SN has been found to have increased predictive power to influence behavioural intention as it has been observed in pro-environmental studies (Heath & Gifford, 2002; Nigbur et al., 2010; Onwezen et al., 2014 as cited in de Leeuw et al., 2015).

In examining the role of both normative injunctive beliefs and normative descriptive beliefs on pro-environmental behaviour among students, de Leeuw et al. (2015) asked respondents in the preliminary study to identify significant persons who would approve or disapprove of the adoption of pro-environmental behaviour. Furthermore, respondents were asked to identify significant persons performing pro-environmental behaviour regularly, and whether they considered their significant referents as behavioural role models. The identified individuals were then examined further in the main study to confirm the predictive power of each construct on behavioural intention (de Leeuw et al., 2015).

In the preliminary study of the current research presented in chapter two, the sampled participants identified entrepreneurs in cultural tourism, parents and grandparents as their significant referrers who would engage with participants in performing cultural tourism activities regularly. As such, the current study agrees that both injunctive and descriptive norms need to be examined separately as independent constructs in the TPB model (Kallgren et al., 2000). This is because injunctive norms measure what local communities commonly approve or disapprove of about the behaviour in question. In contrast, descriptive norms measure what is commonly done by members of local communities regarding the behaviour of interest (Kallgren et al., 2000). Thus, the measuring items adopted by this study were used to measure both constructs, as illustrated in Table 3.2 below.

Table 3.2: Adapting the Items for Injunctive and Descriptive Norms for the Current Study's Context

Constructs	Measuring Items	Source
Injunctive Norms	In general, people who are close to me expect me to adopt pro-environmental behaviours on a regular basis during the next year.	de Leeuw, et al., 2015
	Most people who are important to me think I should reduce my energy consumption	Smith, et al., 2012
Descriptive Norms	People who are important to me will perform pro-environmental behaviours on a regular basis during the next year.	de Leeuw et al., 2015
	Most people who are important to me will reduce their energy consumption	Smith, et al., 2012

In summary, the original TPB's SN needs to be further enriched with an additional variable so that both constructs become relevant not only in measuring the impact of significant referrers' influences on the behaviour in question but also their influences as behavioural role models in general (de Leeuw et al., 2015; Fishbein & Ajzen, 2010; Kallgren et al., 2000).

Generally, the TPB is a useful framework in tourism for explaining individuals' engagement in various behaviours. Together with the addition of other variables, TPB has been deemed appropriate in predicting behaviours in varied contexts (Ramkissoon & Nunkoo, 2015). Table 3.3 below summarises the existing literature that has used and modified the TPB to study several behavioural intentions in the tourism context.

Table 3.3: Summary of Partial and Full TPB's Past Studies

Authors' names	Modifying the TPB framework with additional construct(s)	Observations/Findings
Erul, Woosnam and McIntosh, (2020)	IV: emotional solidarity. Mediator: TPB constructs. DV: Intention to support the development of tourism in Turkey.	The relationships between emotional solidarity and the DV were mediated by all of the TPB's constructs.
Lwoga, (2016)	IV: TPB constructs and one additional variable: heritage affection. DV: intention to conserve the heritage setting in the coastal regions of Tanzania and Zanzibar.	All IVs were significantly related to the DV.
Wu and Chen, (2016)	IV: TPB constructs and three additional variables: potential economic benefits; potential social benefits; and potential environmental benefits. DV: Intention to participate in the community development of ecotourism in three Atayal communities in Yilan County, Taiwan.	Both SN and PBC were related to residents' behavioural intention. In addition, PBC and potential social benefits were significantly related. SN, potential economic and environmental benefits were not significantly related to behavioural intention.
Park, Hsieh and Lee, (2016)	IV: destination Image Mediators: TPB constructs and additional variable (Travel constraint). DV: Intention to travel to Japan among the Chinese college students.	The TPB and travel constraints constructs had mediated the relationship between destination image and the DV. Destination image had strong direct impact on attitude, SN, and PBC.

Continued on next page

Authors' names	Modifying the TPB framework with additional construct(s)	Observations/Findings
Yadav and Pathak, (2014)	IV: TPB constructs and three additional variables: moral attitude, environmental concern, and health consciousness Attitude mediated health consciousness and environmental concern DV: Intention to purchase organic food in India.	Health consciousness and environmental concern were positively significantly mediated by the attitude. Attitude, PBC, moral attitude, and health consciousness were significantly related to the DV. SN and environmental concern were not significantly related to the DV.
Chien, et al., (2010)	IV: TPB constructs and three additional variables: past behaviour, push factors, and pull factors DV: Intention to visit Beach-Based Resort	All the IVs were significantly related to tourists' behavioural intention. Among the IVs, the past behaviour variable had higher predicative power over behavioural intention.
Han, Hsu and Sheu, (2010)	Antecedent variables: BB, NB, and CB IVs: TPB constructs and one additional variable: environmentally friendly activities DV: Intention to visit a green hotel among the eco-friendly and non-eco-friendly hotel customers	The linkage between BB and attitude; NB and SN; and CB and PBC were all positive and significant. No significant differences between eco-friendly and non-eco-friendly customers in the formation of their intention to visit.

Continued on next page

Authors' names	Modifying the TPB framework with additional construct(s)	Observations/Findings
Han and Kim, (2010)	Antecedent variables: BB, NB, and CB and an additional belief i.e., service quality IV: TPB constructs and three additional variables: customer satisfaction, overall image, and frequency of past behaviour. DV: Intention to revisit green hotel	The measurement of the salient beliefs was significant and consistent with the expectancy value theory. The TPB constructs, overall image and frequency of past behaviour were positively and significantly associated with the revisit intention. Service quality had a positive influence on customer satisfaction and attitude on revisit intention
Hsu and Huang, (2010)	IV: TPB constructs and one additional variable: motivation of shopping. Mediator: intention to visit DV: intention to visit Hong Kong among the Chinese travellers.	TPB constructs and motivations of shopping were directly related to intention behaviour. Behavioural intention had positively mediated all the TPB constructs, but had marginal predictive capacity on actual behaviour.
Sparks, (2007)	IV: TPB constructs and four additional variables: food and wine involvement; core wine experience; destination experience; personal development Mediating variable for the four additional variables: emotional attitude DV: intention to take wine trip in Australia within 12 months	All the TPB constructs were significantly related to the DV directly. Emotional attitude did not mediate the relationship between all additional predictors and the DV. .

Continued on next page

Authors' names	Modifying the TPB framework with additional construct(s)	Observations/Findings
Lam and Hsu, (2006)	Antecedent variables: BB, NB, and CB IV: TPB constructs and one additional variable: past behaviour DV: Intention of choosing a travel destination among the Taiwanese travellers	BB, NB and CB had correlated directly with attitude, SN, and PBC. SN, PBC and past behaviour had direct impact on behavioural intention. Attitude was found to have non-significant effect on behavioural intention.

Note: IV: Independent variable, DV: Dependent variable

Table 3.3 shows that past studies modified the TPB model to answer their research problems. By so doing, the TPB increased its predictive power to predict behavioural intentions and actual behaviours (Manstead & Parker, 1995). Since the theory, through its main constructs, could not account for all behavioural aspects in varied contexts, the addition of other variables helped researchers to analyse wide-range of human behaviours in their specific contexts (Ajzen, 1991; Manstead & Parker, 1995; Nunkoo & Ramkissoon, 2010).

It is apparent that, of all the reviewed studies, three of them (Han & Kim, 2010; Han et al., 2010; Lam & Hsu, 2006) applied the full-TPB theory to examine the salient beliefs; BB, NB, and CB, that are functioning as antecedents of the three main constructs of TPB. The studies' results show that the items of the salient beliefs variables that had been identified prior to the main study can better generalise the main study respondents' beliefs than adopting the items from other sources. However, none of these three studies included the normative descriptive beliefs as one of the beliefs that could have indicated what was commonly done by referrers' respondents with regard to the behaviours. Given the context of this study, normative descriptive beliefs were deemed appropriate to be studied and incorporated into the conceptual framework of TPB as another variable to determine the behavioural intention of local communities on creating cultural tourism destination.

Moreover, not all reviewed past studies supported the propositions between the TPB's independent variables: attitude, SN, PBC, and behavioural intention. In the context of the current study, such discrepancies render the researcher to

conduct a further investigation by proposing that a thorough examination of salient beliefs needed to be done to study how the salient beliefs (BB, NIB, NDB and CB) are related to the constructs: attitude, SubIN, SubDN, and PBControl.

From the reviewed past studies, the following gaps have been identified. First, limited studies were devoted to studying local communities' behavioural intention to create cultural tourism destinations using the extended TPB model. Secondly, the variable-community awareness with its dimensional constructs is less commonly studied and incorporated in TPB theoretical frameworks concerning cultural tourism development. Thirdly, descriptive normative beliefs are not incorporated into the TPB frameworks. As such, the role of subjective descriptive norms in influencing respondents' behavioural intention and, eventually, actual behaviour has not been studied within the context of cultural tourism development. And fourthly, most scholars have examined the TPB constructs without explicitly indicating antecedents that provide bases for forming the constructs.

In line with the observations above, a partial TPB model was widely applied in past studies compared to the full or extended TPB model. However, the latter model is more detailed and comprehensive in understanding the formation of human intentions and behaviours. Thus, given the context of this study, the extended TPB model with an addition of subjective descriptive norms is used.

3.7 Past Studies Related to Community Awareness

As cultural tourism involves local communities as the main custodians for its operation, examining the level of knowledge and understanding of the guidelines that provide directives on how cultural tourism activities should be run is important. Accordingly, the assessment of community awareness in any proposed community development project has been hailed by scholars in community-based development literature (Byrd et al., 2008; Reid et al., 2000; Kamaruddin et al., 2016).

In behavioural psychology, community awareness has been considered as cognitive information people hold about a behaviour. Such information is among other background factors that may lead an individual to form favourable or unfavourable beliefs, eventually giving rise to one's attitude and behavioural intention (Ajzen, 1991).

In community-based development literature, the concept is treated as a precursor to sustainable community development planning as it gives communities informed decisions, capacity and power to have a stake in any proposed development project in their locality (Kariuki & Mbwisa, 2014; Reid et al., 2000). In summary, community awareness measures the level of knowledge and understanding that local community members have on any proposed project by observing the prevailing principles or guidelines provided by authorities for the proposed project (Cárdenas et al., 2015; Kamaruddin et al., 2016).

In their study to evaluate community awareness of environmental management through the Local Agenda 21 (LA21) in Kota Damansara-Malaysia, Kamaruddin et al. (2016) observed that the level of community awareness about the environmental programme under Local Agenda 21 had both positive and negative significant impacts on local communities' levels of participation in environmental programmes and attitudes towards pro-environmental behaviours. In this study, it was further observed that a minority of household members who were aware of the environmental programs under Local Agenda 21 participated in the programs. In contrast, most household members without knowledge of the Local Agenda 21 could not participate in environmental programs (Kamaruddin et al., 2016).

Reid et al. (2000), in their study on community participation in rural tourism development, discovered that lack of awareness among residents on a specific tourism development program had negative impacts on rural tourism developments. In their proposal for a community-based tourism development model, Reid et al. (2004) hailed that community awareness is among the basic variables to be examined before planning a rural tourism development.

The existing tourism literature in the Tanzanian context, Bushozi (2014), Muganda et al. (2013), and Salazar (2012) have acknowledged that local communities lack proper tourism knowledge that could have enabled them to play a decisive role in tourism, particularly cultural tourism development. The two studies that were conducted in Iringa (located in the southern tourist circuit) pointed out that although the local communities were eager to experience

cultural tourism activities in their areas, the lack of appropriate knowledge on tourism was seen as one of the hindrances towards pro-tourism projects (Bushozi, 2014; Johannsson, 2018).

3.7.1 Adaption of the Four Dimensional-constructs of Community Awareness

This study adapts Cárdenas et al's. (2015) dimensions of community awareness to evaluate communities' understanding of the Cultural Tourism Guidelines provided by the Ministry of Natural Resources and Tourism. The four dimensions are adopted because they align with the basic requirements for initiating and managing cultural tourism destinations in Tanzania. As such, the inclusion of these dimensions in the proposed structural model (see Figure 3.2) is to examine the predictive power of each dimension in influencing local communities' behavioural intention to create cultural tourism destination in their areas. The following dimensions of community awareness with their established measuring items (see Table 3.4 below) are adapted to examine local communities' awareness of the cultural tourism guidelines in this study.

Table 3.4: Adapting the Measuring Items of the Four Dimensional-Constructs of Community Awareness for Current Study's Context

Construct	Dimensions	Measuring items	Source
Community Awareness	Cultural resources Identification (CuRI)	1. The culture of the community is a tourist attraction 2. Restoration of historical sites would promote tourism 3. The natural environment is a tourism attraction	Cárdenas, et al., 2015
	Cultural resources preservation (CuRP)	1. Tourism development should include the protection of the natural environment 2. Tourism should improve the environment for future generations 3. The community should be actively involved in the conservation of the region's environment	
	Stakeholders' Inclusion (SI)	1. Tourism leaders must monitor tourist satisfaction with tourism in order for tourism to be successful 2. Community participation in tourism development is essential to the success of the tourism development 3. Community involvement increases support for tourism	
	Cultural Resources Economic Planning (CuREP)	1. I believe tourism development needs well-coordinated planning 2. Tourism diversifies the local economy 3. Economic development funds should be used to promote tourism	

According to Table 3.4, the first dimension (CuRI) examines whether an understanding of the available cultural resources (tangible and intangible cultural heritage) can influence local communities' behavioural intention to create cultural tourism destination. The second dimension (CuRP) intends to examine whether an understanding of the importance of preserving the available cultural resources (tangible and intangible cultural heritage) for current and future generations would eventually influence local communities' behavioural intention to create cultural tourism destination. The third dimension (SI) intends to examine whether an understanding of the presence of other actors (such as local government leaders, cultural tourism entrepreneurs, cultural tourism appraisers etc.) required in operating cultural tourism activities would influence local communities' behavioural intention to create cultural tourism destination. And the fourth dimension (CuREP) intends to examine whether an understanding that the planning on cultural tourism returns which is meant to benefit local community members socio-culturally and economically equitably, would influence local communities' behavioural intention to create cultural tourism destination.

3.8 Development of Current Hypotheses

After reviewing the literature on the examination of currently studied variables and the variables' relationships, this sub-topic discusses how past study's research works can assist the development of the current study's hypotheses.

3.8.1 The Antecedent Effects of Attitude, Subjective Injunctive Norms, Subjective Descriptive Norms and Perceived Behavioural Control

Past studies have indicated that when the antecedent effects of the TPB constructs are examined, the model tends to have more predictive power on behavioural intentions and actual behaviours in varied contexts (Bertazzo et al., 2020; de Leeuw et al., 2015; Taylor & Todd, 1995 as cited in Gagwal & Bansal, 2016). Moreover, authors have argued that the antecedent effects or the components of belief structure are not unidimensional; rather, they are composed of a stable set of beliefs that are specific to varied settings (Cooper et al., 2016; Taylor & Todd, 1995).

In other words, the items of each salient belief; behavioural beliefs (BB), normative injunctive beliefs NIB, normative descriptive beliefs (NDB) and control beliefs (CB) that had been identified in other studies may not apply to the current study context (Ajzen, 1991). Reasonably, a preliminary study was carried out to detect and identify several beliefs stored in respondents' minds, as presented in chapter two.

Fundamentally, BB provides the basis for the formation of favourable and unfavourable attitude towards the study subject (Ajzen, 1991; Fishbein & Ajzen, 1980). A favourable attitude is formed when respondents' beliefs about the benefits of developing cultural tourism destinations in local areas exceed the perceived risks or costs. Past studies' results detected the following items for the BB construct: (1) the degree of feelings (happiness, honoured, prestige) (Manstead & Parker, 1995; Sylidis, 2018); (2) moral values that reflect respondents' perceived moral convictions on commodifying their cultural

heritages into tourism; and (3) respondents' evaluation on anticipated benefits (Rivis et al., 2006) and costs (Scaglione & Mendola, 2017).

In the preliminary study, as discussed in chapter two, a total of nine descriptors of BB were elicited. These beliefs were frequently elicited from respondents who counted 20% or more of the sampled respondents (Fishbein & Ajzen, 1980). Advantage descriptors were selling local foods and products, improvement of social services, improvement of infrastucture, environment conservation, employment opportunity, income generation, becoming famous cultural tourism destination, pride in sharing my cultural heritage, and a way to honour my cultural heritage. The current author then develop the following hypotheses based on TPB's proposition that the descriptors of BB are the antecedent variables for the development of favourable or unfavourable attitude;

H1a: The degree of belief in the ability to sell local foods and products is positively related to the local community's attitudes on creating cultural tourism destination;

H1b: The degree of belief in the improvement of social services is positively related to the local community's attitudes on creating cultural tourism destination;

H1c: The degree of belief in the improvement of infrastructure is positively related to the local community's attitudes on creating cultural tourism destination;

H1d: The degree of belief in the conservation of the natural environment is positively related to the local community's attitude on creating cultural tourism destination;

H1e: The degree of belief in the creation of employment opportunitiesis positively related to the local community's attitudes on creating cultural tourism destination;

H1f: The degree of belief for the generation of income is positively related to the local community's attitudes on creating cultural tourism destination;

H1g: The degree of feeling for being able to make own village famous is positively related to the local community's attitudes on creating cultural tourism destination;

H1h: The degree of feeling for being proud in sharing own cultural heritage is positively related to the local community's attitudes on creating cultural tourism destination;

H1i: The degree of feeling for honouring own cultural heritage is positively related to the local community's attitudes on creating cultural tourism destination.

Essentially, the TPB explains that the descriptors of normative beliefs produce an antecedent effect on the respondent's reaction towards subjective norms effect (Ajzen, 1991; Cooper et al., 2016; Sutton, et al., 2003). Adopting the suggestions highlighted in de Leeuw et al. (2015) and Kallgren et al's. (2000) studies, this study is enriching the TPB by decomposing the normative belief descriptors into normative injunctive beliefs (NIB) and normative descriptive beliefs (NDB). The respective NIB and NDB descriptors are then projected to serve as antecedents of their related subjective norm variables: subjective injunctive norms (SubIN) and subjective descriptive norms (SubDN).

According to the original and modified TPB, specific referrers may pressure an individual's behaviour in undertaking the studied subject matter (Ajzen & Fishbein, 1980). For example, NIB descriptors explain the perceived referrers or persons (by the respondents) that will encourage or discourage the studied respondents from engaging in a specific cultural tourism activity in their village. The pressure that the specific referrers will exert must be identified in the present study, and it is not wise to adopt the referrers examined in past studies. This is because referrers that can pressurise a group of respondents could differ from another study.

The current preliminary study results show that 4 encouraging descriptors, parents, local government leaders, cultural tourism entrepreneurs and neighbours/friends are likely to approve respondents' intention to be involved in projects or activities meant to create cultural tourism destination. Therefore, the researcher is projecting the following hypotheses.

H2a: The degree of belief in the pressure that will be given by the respondent's parents is positively related to the local community's reaction to SubIN;

H2b: The degree of belief in the pressure that will be given by the respondent's local government leaders is positively related to the local community's reaction to SubIN;

H2c: The degree of belief in the pressure that will be given by the cultural tourism entrepreneurs is positively related to the local community's reaction to SubIN;

H2d: The degree of belief in the pressure that will be given by the respondent's neighbours or friends is positively related to the local community's reaction to SubIN;

Meanwhile, the NDB descriptors explain who are the perceived referrers or persons (by the respondents) that will be engaging or not engaging with the studied respondents in operating a specific cultural tourism activity in their village regularly (de Leeuw et al., 2015; Kallgren et al., 2000). The current researcher is forwarding a similar rationale that all antecedent descriptors of the salient beliefs (BB, NIB, NDB, and CB) need to be identified at the preliminary study stage or before conducting the main study because different groups of respondents are likely to behave differently.

Accordingly, the preliminary study results show that three specific referrers, parents, cultural tourism entrepreneurs, and grandparents, were identified as

significant referrers likely to engage in specific cultural tourism activity with the respondents regularly. As explained by TPB and supported by Rivis and Sheeran's (2003) study result, this study projects that the NDB descriptors are expected to have a positive relationship with the SubDN.

H3a: The degree of belief that the parents will be engaging in performing specific cultural tourism activity with the respondents is positively related to the local community's reaction to SubDN;

H3b: The degree of belief that the cultural tourism entrepreneurs will be engaging in performing specific cultural tourism activity with the respondents is positively related to the local community's reaction to SubDN;

H3c: The degree of belief that the grandparents will be engaging in performing specific cultural tourism activity with the respondents is positively related to the local community's reaction to SubDN;

The fourth antecedent of perceived behavioural control (PBC) is control beliefs (CB). This refers to perceptions of the availability or non-availability of internal and external resources that can support the respondents to perform the studied subject matter (Ajzen & Madden, 1986). Several studies have supported that strong control beliefs on the availability of internal and external resources tend to cause a stronger formation of PBC, which in turn strengthens the behavioural intention and actual behaviour (Gardezi & Arbuckle, 2019; Gagwal & Bansal, 2016; Han &Kim, 2010).

Past studies in green hotel choices (Chang et al., 2014; Han et al., 2010; Han & Kim, 2010), transportation modes choices (Bertazzo et al., 2020) and public health (Malcom et al., 2021) have indicated that control beliefs tend to influence respondents' perceived behavioural control towards intentions and actual behaviours positively or negatively.

Similarly, the preliminary study of the current research identified six self-efficacy skills descriptors that may encourage or discourage participants in operating a specific tourism activity in their village. Five of the six descriptors are positive descriptors compared to one negative descriptor. The results show that the respondents perceived that they had the self-efficacy skills to create a tourism destination in their village – possessing the crafting, cooking, and business operation skills, sufficient knowledge of local customs, traditions, and history, and can converse in English. However, most respondents also perceived that they were not well-versed in English. This is because most rural residents were probably not highly educated. Accordingly, the projected hypotheses for self-efficacy and CB are stated as follows.

H4a: The degree of belief in personal skills in making cultural products is positively related to the local community's PBControl;

H4b: The degree of belief in having sufficient knowledge about local customs and traditions is positively related to the local community's PBControl;

H4c: The degree of belief in having sufficient knowledge about local history is positively related to the local community's PBControl;

H4d: The degree of belief in being skilful in cooking traditional foods is positively related to the local community's PBControl;

H4e: The degree of belief in being able to run the tourism activities is positively related to the local community's PBControl;

H4f: The degree of belief inthe ability to converse in the English language is positively related to the local community's PBControl;

In their study to examine the underlying beliefs that determine residents' choices of school commute transport modes, Bertazzo et al. (2020) observed that the availability of external support provided by public or private agencies tends to

influence individuals' intention to use either public or private commute modes of transport.

In the context of the current study, the availability of public and private agencies' support is very important in assisting local communities to create a cultural tourism destination in their village. The respondents in the exploratory study acknowledged the local government's supporting role, but 40% felt that the local government leaders have been playing an inactive role compared to those respondents who have voiced contradicting opinions (27%). Similarly, contradictory opinions were recorded from the respondents in responding to the supporting role given by cultural tourism entrepreneurs. To derive a more conclusive result, the two descriptors: supporting actions given by local government leaders and cultural tourism entrepreneurs will be examined in the main study, and the related hypotheses are shown below.

H4g: The degree of belief in getting collaborative support from the local government leadersis positively related to the local community's PBControl;

H4h: The degree of belief in getting collaborative support from the cultural tourism entrepreneurs is positively related to the local community's PBControl;

On top of identifying the roles of external resources provided by the local government leaders and cultural tourism entrepreneurs from the preliminary study participants, the result also shows that the external resources given by non-government organisations (NGOs) are important too. Therefore, this study hypothesizes that,

H4i: The degree of belief in getting collaborative support from non-government organisations is positively related to the local community's PBControl;

The final antecedent CB descriptor is related to the local community itself. The preliminary study participants perceived that a cultural tourism destination could not be created in the local area if the local community is not cooperative. In their study on intangible cultural heritage, Xia et al. (2020) observed that public participation was important in influencing PCB and the intention to preserve intangible cultural heritage. As such, the current researcher predicts the following relationship.

H4j: The degree of belief in getting collaborative support from fellow local community members is positively related to the local community's PBControl;

3.8.2 The Direct Effects of TPB Constructs (Attitude, SubIN, SubDN and PBControl) on Behavioural Intention

Several past studies relevant to tourism supported the TPB's propositions (Erul et al., 2020; Hamid & Mohamad, 2019; Han & Kim, 2010; Han et al., 2010; Lwoga, 2016; Song et al., 2014). However, some studies' results did not support all of the theory's propositions (Kim et al., 2013; Wu & Chen, 2016). According to Ajzen (1991), congruent or inconsistent results may happen because the degree of effect generated by the TPB constructs on intentions and actual behaviours may depend on respondents' background and the studied context. For instance, in communities that are well economically developed, the effect generated by their attitude, subjective norm and perceived behavioural control on their behavioural intention to create cultural tourism destination for economic gains may be less than in communities whose economies depend largely on cultural tourism activities.

In Nunkoo and Ramkissoon (2010) and Wu and Chen's (2016) studies, the attitude variable was positively related to residents' intention to support tourism development in local areas. As the current study's areas (the southern tourist circuit) are not well economically developed, creating cultural tourism destinations could be one of the best options for local communities to earn additional income by creating additional jobs. This entails that a favourable attitude can be formed, which eventually will increase their intention to develop the tourism sector in the local area.

For instance, in Lwoga's (2016) study, local communities showed a positive attitude towards conserving built heritage sites because they attributed it to economic gains. Similar to the current study context, if the creation of a tourism destination in the local area can increase earnings and job opportunities for local people who are less affluent, a favourable attitude is expected to be developed. Therefore, the current author predicts that attitude and intention to create cultural tourism destination is positively related.

H1: Local communities' attitude toward the perceived outcomes that tourism activities may generate is positively related to their behavioural intention to create cultural tourism destination.

Some studies did not support the TPB propositions, especially, subjective norms and behavioural intention were not significantly related. For example, in de Leeuw et al. (2015) and Wu and Chen's (2016) studies, the results show that the SN construct had no significant relationship with the intention to pro-environmental behaviour and pro-tourism, respectively. In Wu and Chen's (2016) study, residents' referrer groups had no direct influence on residents' behavioural intention to partake in community-based ecotourism developments.

Still, they had an indirect influence on their attitudes towards ecotourism development.

A similar result was shown in Kim et al's. (2013, as cited in Wu & Chen, 2016) study. The SN construct was a poor predictor of behavioural intentions. This is because significant people to exert pressure on local communities to participate in community-based developments were adopted from other studies instead of the referrers around local communities who could influence their decision-making.

To increase the predictive power of SN on behavioural intention, some scholars have proposed that social influence on behaviours has to be examined through subjective injunctive norms and subjective descriptive norms (Fishbein and Ajzen, 2010; Rivis and Sheeran, 2003). Kallgren et al. (2000) state that subjective injunctive norms refer to what is normally approved or disapproved by society; this becomes evident by the perception of what important referrers think of the respondent ought to do or not to do concerning a behaviour. From the current preliminary results, the local community members are likely to be influenced by their parents, local government leaders, cultural tourism entrepreneurs and friends or neighbours in their decision-making to engage in activities or projects that aim to create cultural tourism destination. As such, a hypothesis about subjective injunctive norms is developed;

H2: Subjective injunctive norm is positively related to local communities' behavioural intention to create cultural tourism destination.

Meanwhile, subjective descriptive norms refer to what is commonly done by other people in society; this becomes evident by important referrers' actual performance of the behaviour to the respondents. In their pro-environmental behavioural study, de Leeuw et al. (2015) found that subjective injunctive norms could not predict pro-environmental behaviour significantly. Nevertheless, other studies (Bartels & Antonides, 2014; Heath & Gifford, 2002; Nigbur et al., 2010, as cited in de Leeuw et al., 2015) show that the combination of both subjective injunctive norms and subjective descriptive norms were significantly related to the intentional behaviour. In the preliminary study, the residents demonstrated that they are likely to be influenced by their perceived significant behavioural role models-parents, grandparents and cultural tourism entrepreneurs to engage in the creation of cultural tourism destinations. As such, a hypothesis about subjective descriptive norms is developed;

H3: Subjective descriptive norm is positively related to local communities' behavioural intention to create cultural tourism destination.

Ajzen (1991) asserts that PBC reflects the confidence and control an individual has when such a person performs an actual behaviour. Studies in tourism have demonstrated that PBC was positively related to intentional behaviour (Erul et al., 2020; Lwoga, 2016). However, some study results have shown that PBC and behavioural intentions were not significantly related.

For instance, in the context of health behaviours, Burkhalter et al's. (2009) study results show that the PBC did not influence smoker respondents' intention to abandon smoking significantly, especially among lesbian, gay men, bisexual and transgender (LGBT). Plausibly, low public acceptance of their living lifestyle

caused the respondents to feel depressed and stressed. Such intense negative emotional effects caused them to lose confidence and their ability to control internal and external resources that essentially aimed to help respondents quit smoking. Similarly, Wu et al. (2016) examined the sodium intake among heart failure (HF) patients. The study results indicate that attitude and PBC constructs were not significantly related to the patient's intention to minimize sodium intake.

Fishbein and Ajzen (2010) explained that the relationship between PBC, intentional behaviour and actual behaviour in different studies can be harmonious, inconsistent, or contradictory, especially when the socio-economic context of the studied respondents is different. As the respondents of this study live in rural areas where job opportunity is scarce and their earning is low income, the current author believes that local communities' confidence will grow when internal and external resources are available and will be motivated to utilise the resources in materialising the creation of cultural tourism destination in their local area. Accordingly, the hypothesis concerning PBC is developed.

H4: Local communities' perceived behavioural control is positively related to local communities' behavioural intention to create cultural tourism destination.

3.8.3 The Direct Effects of Community Awareness (CuRI, CuRP, SI and CuREP) on Behavioural Intention

Before actively and meaningfully engaging local communities to create cultural tourism destination, an assessment of communities' awareness of cultural tourism and its principles must be done (Cárdenas et al., 2015). Awareness of

tourism knowledge and cultural tourism knowledge, in particular among communities, has been identified as an important component of community empowerment (Cole, 2006a; Timothy, 2007) which in turn transforms local communities into active participants to act upon their values and interests when it comes to tourism activities in their local areas (Sadan, 2004).

Using Rocha's empowerment ladder theory, Joo et al. (2019) studied how a community's perceived awareness of tourism affected their beliefs and socio-political motivation through tourism and how these, in turn, led to their behavioural intention towards tourism. The results indicated that the community's perceived awareness was a significant antecedent to a sense of the community's intention and actual behaviour regarding tourism.

Scholars have asserted that educating local communities to develop their cultural resources is essential to ensure the sustainability of the developed tourism destination (Bushozi, 2014; Johannsson, 2019; Reid et al., 2004; Salazar, 2012). Most residents in the current study location still embrace their traditional cultural lifestyle. If the local people are aware that their traditional cultural practice can attract cultural tourists' visitation, they will become more engaged in creating a cultural tourism destination. Moreover, suppose the locals know that earning extra income and additional job opportunities without sacrificing their traditional cultural lifestyle will benefit the local people. In that case, their intention to create cultural tourism destination will be positive. As such, the following proposition is developed;

H5a: Awareness of local cultural resources identification is positively related to behavioural intention to create cultural tourism destination.

In developing a tool for assessing awareness of tourism impacts and agreement to principles of sustainable tourism, Cárdenas et al. (2015) observed that awareness of resource preservation had a positive attitude on residents, particularly women, towards the perception of tourism development. The current Cultural Tourism Guidelines emphasise, among other things, that identified cultural resources need to be preserved by local communities to ensure the sustainability of cultural tourism activities (MNRT, 2018). If local communities know that the benefits earned through cultural tourism activities can only be materialised if their traditional cultural heritage and natural environment are preserved for sustainability, their behavioural intention to venture into creating cultural tourism destination will be positive. Therefore, the current author anticipates the following hypothesis.

H5b: Awareness of local cultural resources preservation is positively related to behavioural intention to create cultural tourism destination.

On top of the need to realise the value of local cultural resources and preserve the resources for sustainability, creating local cultural tourism destinations can become visible if local communities can work supportively with other stakeholders (Cárdenas et al., 2015). To ensure that cultural tourism activities in Tanzania are operated smoothly, the Cultural Tourism Guidelines provide roles that several stakeholders should play. The inclusion of stakeholders in initiating, developing and running cultural tourism enterprises makes the sector have a

check and balance operationalisation to safeguard the interests of customers and service providers (MNRT, 2018). Thus, the current study hypothesizes that;

H5c: Awareness of stakeholders' inclusion in cultural tourism is positively related to behavioural intention to create cultural tourism destination.

Additionally, cultural tourism economic earnings are meant to benefit the local community members. Communities should be able to analyse and strategize the economic planning of created destinations to ensure that such benefits reach the locals (Cárdenas et al., 2015). Only then can their participation in supporting cultural tourism activities in local areas increase. In the current study context, the Cultural Tourism Guidelines suggest that stakeholders' involvement in planning the cultural resources economy is essential for sustainable cultural tourism enterprises (MNRT, 2018). This is to ensure that tourism earnings are fairly distributed among stakeholders. Thus, awareness of economic planning on tourism activities tends to empower local community members to have a stake in decision-making about tourism activities in their local areas and eventually increase their intention to support tourism (Bushozi, 2014; Cárdenas et al., 2015; Johannsson, 2019). Thus, the current study hypothesizes that;

H5d: Awareness of cultural resources economic planning is positively related to behavioural intention to create cultural tourism destination.

3.9 The Conceptual Framework of the Current Study

As this study intends to analyse local communities' behavioural intention to create cultural tourism destination, the construct that measures the actual behaviour is omitted. This is because most of the anticipated population does not perform the actual behaviour. It is, therefore, worth studying their behavioural

intentions as potential behavioural performers. Accordingly, the dependent construct of this study is a behavioural intention to create cultural tourism destination.

The extended TPB model is the basic theory guiding the author's development of the conceptual research model. This is because the model is more detailed and comprehensive in understanding the nature and formation of human intentions and behaviours (Ajzen, 1991; de Leeuw et al., 2015). As this theory has been validated as a social-cognitive model of human behaviour well suited to identify and analyse human behavioural factors, it can inform pro-cultural tourism behavioural change interventions (Ajzen, 1991; Manstead & Parker, 1995). Thus, the extended TPB is an ideal theoretical framework for the current study than the partial TPB.

As demonstrated in chapter two, the application of the extended TPB requires the exploration of salient beliefs. Ajzen (1991) emphasises that substantial information about salient beliefs is readily accessible from respondents' 'memory.' However, different groups of respondents in different study locations may embed different BB, NIB, NDB, and CB beliefs as the studied area and respondents' backgrounds are different. Therefore, in the context of this study, it was necessary to identify the salient beliefs (BB, NIB, NDB, and CB) that can truly explain the current study respondents' beliefs.

To simplify the explanation of the conceptual framework of this study, nine descriptors under the BB, four under the NIB, three under NDB and ten under

CB were identified. As explained earlier, each belief descriptor corresponds to its respective TPB constructs: attitude, SubIN, SubDN, and PBControl. Accordingly, it is imperative to test the causal effect of each belief descriptor to its respective construct because knowing each one's effect could recommend to policymakers on appropriate intervention procedures grounded on evidence-based findings to solve the belief problems of local communities towards cultural tourism activities (Ajzen, 1991; Cooper et al. 2016; Hardeman et al., 2000).

Each TPB construct relates to the behavioural intention variable to create cultural tourism destination. Enriching the TPB model, this study includes subjective descriptive norms and one additional variable: community awareness (with its four dimensions as perceived by the current study) which are independent variables and are directly related to the behavioural intention variable (see the figure below).

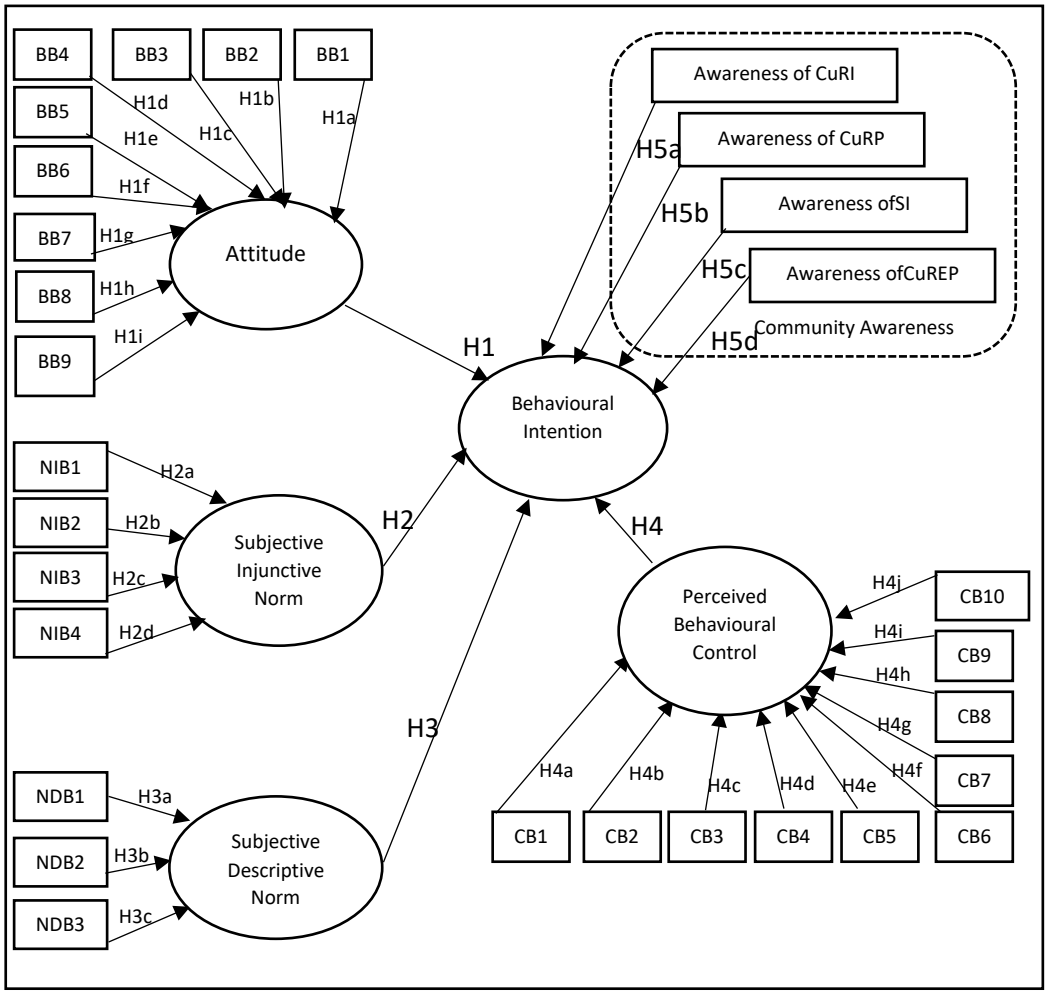

Figure 3.2: The Proposed Conceptual Framework of the Current Study

Keys: CuRI=Cultural Resource Identification; CuRP=Cultural Resources Preservation; SI=Stakeholders' Inclusion; CuREP=Cultural Resources Economic Planning

=Added Construct

=Dimension

The current study defines the constructs of the conceptual framework as follows; behavioural intention is defined as how hard local communities are willing to try and how far they are willing to go to create cultural tourism destinations in their places (Ajzen, 1991). Attitude refers to the degree of favourability on the perceived outcomes (both cognitive and affective outcomes) that the residents

will gain from their intention to create cultural tourism destinations (Cooper et al., 2016; Stylidis, 2018). Subjective injunctive norm (SubIN) is the perceived pressure that local community members will get from their important significant referrers on their intention to create cultural tourism destinations (Ajzen, 1991). Subjective descriptive norm (SubDN) is the perceived influence that local community members will get from their important performers of the behaviour on their intention to create cultural tourism destinations (Kallgren et al., 2000). And perceived behavioural control (PBControl) is defined as local communities' perceptions of ease or difficulty in creating cultural tourism destination due to the availability of both internal and external resources (Cooper et al. 2016).

Salient beliefs are the underlying perceptions and evaluations that first come to mind when a person thinks of the consequences of performing a behaviour (Ajzen & Fishbein, 2000). As such, behavioural beliefs (BB) are underlying positive or negative outcomes that the respondents are likely to experience when they engage in cultural tourism activities in their local areas. Normative injunctive beliefs (NIB) refer to initial beliefs that respondents perceive that their significant referrers within their social context will approve or disapprove of their engagement in the creation of cultural tourism destinations in their local areas (Cooper et al., 2016). Similarly, normative subjective beliefs (NDB) refer to initial beliefs that respondents perceive that their significant behavioural role models will influence their decision to act in the same ways in practising cultural tourism activities on a regular basis (Kallgren, Reno & Cialdini, 2000; Rivis & Sheeran, 2003). And Control beliefs (CB) refer to perceptions of internal and external factors that may facilitate or inhibit respondents to engage in the creation of cultural tourism destinations in their areas.

Community awareness is defined as the summation of the overall knowledge and understanding of cultural resources identification (CuRI), cultural resources preservation (CuRP), stakeholders' inclusion (SI) and cultural resources economic planning (CuREP) that local community members have within the context of cultural tourism guidelines as it is provided by the Tanzania Tourist Board (Byrd, et al., 2008; Reid et al., 2000). Knowledge and understanding of the cultural tourism guidelines are key to influencing local community members' behavioural intention to create cultural tourism destination in their areas (MNRT, 2018).

In summary, the current study examines the direct effects that are produced by the constructs; attitude, subjective injunctive norms, subjective descriptive norms, perceived behavioural control and the four dimensional-constructs of community awareness on behavioural intention, and the causal effects produced by the salient beliefs BB, NIB, NDB, and CB on attitude, SubIN, SubDN, and PBControl respectively.

3.10 Summary of the Review of Literature

Compared to the partial TPB, the extended TPB model is used in this study to address the challenges identified in past studies. It can highlight helpful recommendations to policymakers in planning evidence-based behavioural intervention programs to address the root cause problems (related to BB, NIB, NDB, and CB) that have been shaping the local people's attitude; and perceptions towards the SubIN, SubDN and PBControl, and intentional behaviours. In addition, the TPB is enriched by incorporating the four-

dimensional constructs related to community awareness of cultural tourism programs. Based on past studies, the chapter presents the hypotheses of the current study and proposes the conceptual framework.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

This chapter provides an overview of the philosophical paradigms used in tourism research and justifies the selection of pragmatism as the philosophical paradigm for guiding the current research. Based on past research, the chapter develops and presents the measurement items for the current questionnaire. Appropriate sampling design and population sample size for the current study are discussed, and justifications are given for adopting the same. The chapter also presents the results of the pre-test and pilot study. Exploratory factors analysis (EFA) for the pilot study results are also discussed. The chapter also discusses confirmatory factor analysis (CFA) procedures for the main survey. Lastly, the chapter discusses the ethical considerations abided by the current researcher in undertaking this study.

4.1 Overview of Philosophical Paradigms in Tourism Research

It is important to explicitly state the philosophical paradigm determining the theoretical and methodological approaches for guiding the present study research works (Khoo-Lattimore et al., 2017; Pansiri, 2006). In the *Sage Encyclopaedia of Qualitative Research* (2008) paradigm is defined as quoted below;

> a set of assumptions and perceptual orientations shared by members of a research community… [These] assumptions determine how members of [the] research view both the phenomena and their particular community studies and research methods that should be employed to accomplish the sought inquiry (p. 591).

In brief, selecting an appropriate paradigm for research is as important as developing interrelated beliefs and principles on ontology, epistemology, and methods in identifying the truth and making sense of the research results (Guba & Lincoln, 1994). Below, a brief overview of alternative paradigms that are used in tourism research is provided.

Tourism is a multi-disciplinary social science study that can be explained by various theoretical paradigm frameworks (Echtner & Jamal, 1997) originally developed from other disciplines. In guiding the conceptual framework of tourism research, the researchers contextualize the theoretical paradigm to fit it into the studied tourism dimensions (Downward & Mearman, 2004; Tribe, 1997).

To explain it more, tourism research philosophy is supported by various theoretical paradigms that ontologically and epistemologically are inclined in different philosophical stances to substantiate tourism knowledge (Downward & Mearman, 2004). Generally, four philosophical paradigms are employed in tourism studies: positivism, interpretivism, post-positivism, and pragmatism.

As a social science discipline, several tourism studies have been inclined toward positivism, the paradigm that has dominated the social science fields for centuries (Pansiri, 2005; Wilson et al., 2019). Ontologically, the positivism paradigm holds that any social reality, like tourism-its properties and relations, should operate according to the scientific laws (Lee, 1991; Wildemuth, 1993). That is to say, tourism information should be derived from sensory experience,

subjected to experimental controls, and interpreted through reason and logic (quantification) (Lee, 1991). Thus, any knowledge derived from sources that have not been empirically tested will not be considered trustworthy knowledge. In the positivism paradigm, a researcher's introspective and intuitive knowledge should not be allowed because such knowledge has no verified data (Wilson, 2010).

Epistemologically, a positivist believes that the truth or fact of a studied subject should be uncovered without the influence of an investigator (Crowther & Lancaster, 2008). To arrive at such a reality, controlled experiments should be adopted to collect quantitative data to justify the truth. Therefore, for any researched tourism knowledge to be accredited within the positivism paradigm, it should meet objectivity.

Any scientific assertions, methods, procedures, and results should not be influenced by particular perceptions, value judgments, community bias, or personal interests (Dorato, 2004; Haack, 2003). In brief, positivism emphasizes that the data should be reliable and valid, the findings can be generalized in representing the population's study behaviour, and similar results can be reproduced in similar studies within similar contexts (O'Leary, 2009).

However, from the 1950s onwards, critiques that questioned the prominence of positivism in social sciences have been increasing (Wilson et al., 2019). Social scientist scholars argue that it is challenging to uncover social realities using formal propositions and through the collection of highly structured quantitative

data by carrying out controlled experiments (Lee, 1991). Rather, social realities are perceived differently due to social and historical circumstances surrounding the dynamic world; therefore, the data must be collected in a natural study environment. As such, the interpretivism paradigm was suggested as an alternative philosophical paradigm in pursuing social realities in the social sciences disciplines (Myers, 2008).

In the interpretivism paradigm, social reality is dependable on social contexts; it cannot solely be inquired without considering the cultural values, language, shared meanings, and social structures (Myers, 2008). The ideology of this paradigm is rooted in idealism philosophy which incorporates approaches such as social constructivism, phenomenology, and hermeneutics. In these approaches, the inquisition of social reality becomes subjective, requiring a researcher to incorporate their introspective and intuitive knowledge (Collins, 2010).

Epistemologically, the focus on meanings, social concepts, and language that an interpretivist researcher uses to shape his perceptions of the reality that he is investigating renders him the use of qualitative techniques such as in-depth interviews, participatory observation, text analysis, and focus group (Wilson et al., 2019). With the emergence of the interpretivism paradigm, several tourism studies have used the qualitative research approach (Molina-Azorín, 2015; Wilson et al., 2019).

On the other hand, the post-positivism paradigm emerged to address the critiques raised by educational researchers against the long belief held by positivism that social reality is purely evidence-based and empirically interpreted (Panhwar et al., 2017). The post-positivism paradigm holds that reality is not only based on positivist determinants but the research should also be based on true reality in which subjectivity of reality plays an important role (Wildemuth, 1993).

Unlike positivism's claim on one objective reality, post-positivism accepts that multiple truths exist in social reality and that phenomena are true according to an individual's historical and cultural experiences (Alvesson & Sköldberg, 2009; Guba & Lincoln, 1994). Although reality can be objective, all observation, including objective reality, is fallible as human perception is flawed (Guba & Lincoln, 1994; O'Leary, 2009). This means if a reality cannot be empirically verified, it falls outside of an objective reality and moves towards subjectivity of reality (Ryan, 2006).

Accordingly, post-positivism is motivated by triangulation methods to address the possible fallacies in research. Information gathered from multiple sources will be studied to confirm the truthfulness of the results (Olsen, 2004). Generally, post-positivism does not contend with the quantitative scientific approaches advocated by positivism; rather, it emphasizes the proper and multi-dimensional perspectives of any social research inquiry by applying both quantitative and qualitative approaches (Fischer, 1998).

The endless debate between positivism and interpretivism dichotomies in social sciences research has given rise to another paradigm that supports neither extreme (Parvaiz et al., 2016). Pragmatism, being engrained in American philosophy back in 1870, is a recent contending paradigm that relies on eclectic theoretical and methodological approaches, analysis, and interpretations that are appropriate for providing solutions to solving the prevailing human problems (Goldkuhl, 2012; Pansiri, 2005; Parvaiz et al., 2016).

Pragmatism holds that the fundamental mandate of science is not solely to find truth or reality but to facilitate human problem solving by providing workable solutions to existing problems (Pansiri, 2005). As such, pragmatism refutes the beliefs held by positivism and interpretivism, whereby positivism emphasises objective, law-like properties of a brute reality independent of observation, and interpretivism emphasises the creative role of active, subjective participants (Pansiri, 2005).

Meanwhile, pragmatism proposes that a researcher should take an inter-subjectivity approach for better results in any social inquiry. Under this approach, a researcher needs to recognise the external reality (objective); he should also use evidence-based subjective explanations (interpretive) to address a research problem (Laughlin, 2004, as cited in Parvaiz, Mufti & Wahab, 2016). This is because knowledge and social reality are based on beliefs and habits socially constructed by institutionalisation, legitimation, and socialisation (Berger & Luckmann, 1967; Yefimov, 2003, as cited in Pansiri, 2005). Thus, pragmatists can choose any research methods, techniques, and procedures to

collect objective and/or subjective data to address the research problems. Table 4.1 below summarises the philosophical paradigms as per the discussion above.

Table 4:1: Summary of Alternative Philosophical Paradigms in Tourism Research

Alternative Paradigms	Ontology	Epistemology	Methodology
Positivism	Realism: truth exists and can be identified or discovered[a, c]	Objectivism: the observer should be unbiased [a, c]	Quantitative: hypothesis can be empirically collected and statistically tested [a, c]
Interpretivism	Multiple realities could explain a phenomenon [d]	Subjectivism: a researcher interprets the subject's meaning of a phenomenon [d]	Qualitative: a process of reconstructing multiple realities through informed consensus by interviewing key people [d]
Post-positivism	Critical realism: truth exists but can only be partially comprehended because facts are fluid and elusive [c]	Objectivism is ideal but can only be approximated [c]	Quantitative and qualitative: quantification, field studies with some qualitative methods [c]
Pragmatism	Dependable and multiple realities exist: But can only be explained to answer research problems [c]	Inter-subjectivism: Both objectivism and subjectivism provide desired outcomes. [c]	Quantitative and qualitative are key to understanding and solving human problems [c]

Adapted from: [a] Lee (1991); [b] Myers, (2008); [c] Pansiri, (2006); [d] Wildemuth, (1993),

4.1.1 Suggestion for Pragmatism Paradigm for the Current Study

This study deploys the full version of the TPB model to study cultural tourism: the concept with varied `meanings in different contexts. In applying the extended version of TPB, qualitative and quantitative methodologies in data collection and analysis must be used sequentially (Cooper et al., 2016; Sutton et al., 2003).

In qualitative data collection, a preliminary study with open-ended questions was conducted with a small sample of the studied population as the first data collection phase. An inductive content data analysis was performed to identify the initial descriptors influencing respondents' reactions toward cultural tourism activities. The salient descriptive beliefs were then carried forward in the main study for further analysis (Ajzen, 1991; Cooper et al., 2016; Sutton et al., 2003).

In the quantitative data collection, closed-ended questions were prepared to collect data from a big sample of the studied population so that the hypotheses that have been theoretically developed are statistically tested to confirm the structural relationship of the constructs in the conceptual framework (Ajzen, 1991; de Leeuw et al., 2015).

Pragmatists have been using mixed-methods research (Creswell et al., 2003; Tashakkori & Teddlie, 1998; Teddlie & Tashakkori, 2003; Maxcy, 2003, as cited in Pansiri, 2005) to collect qualitative and quantitative data which are analysed sequentially or concurrently in the main study. In the context of this study, pragmatism allowed the researcher to take the inter-subjectivity position (Pansiri, 2005). To clarify, in solving the current research problems using the

pragmatists approach, the researcher had to choose appropriate theoretical approaches, methods, and analysis from both interpretivism and positivism paradigms to establish relationships and provide interpretations that will best explain the current phenomenon for desired outcomes (Pansiri, 2005).

In other words, the initial salient beliefs [behavioural beliefs (BB), normative injunctive beliefs (NIB), normative descriptive beliefs (NDB), and control beliefs (CB)] descriptors were explored and identified using the interpretivism approach (Pansiri, 2005; Sutton et al., 2003). In the main study, the structural relationship between the belief descriptors on their respective TPB predictor constructs: of attitude, subjective injunctive norms (SubIN), subjective descriptive norm (SubDN), and perceived behavioural control (PBControl); the dimensional constructs of community awareness and the behavioural intention constructs were then examined using positivism approach (Crowther & Lancaster, 2008). In summary, the extended TPB theoretical framework rendered this study to use a mixed-method approach in examining local communities' behavioural intention to create cultural tourism destinations in the southern tourist circuit.

4.2 Research Design

According to the extended TPB model's paradigm, qualitative and quantitative data should be collected in each research context (Ajzen, 1991; Cooper et al., 2016; Sutton et al., 2003). The current researcher collected cross-sectional data using a sequential design (Creswell et al., 2003; Schoonenboom & Johnson, 2017).

Under the first phase of sequential design, a preliminary study was conducted to collect qualitative data that categorise the salient beliefs' descriptors (BB, NIB, NDB, and CB) (Sutton et al., 2003). The findings of the first phase generated the indirect measures of BB, NIB, NDB, and CB that can explain the participants' attitude, SubIN, SubDN, and PBControl, respectively. Moreover, hypotheses that seek to confirm the causal relationships between the belief descriptors and their respective TPB constructs and the relationship between the four dimensional-constructs of community awareness on respondents' behavioural intention to create cultural tourism destinations were then examined in the second phase of sequential design (Cooper et al., 2016; Schoonenboom & Johnson, 2017).

Table 4.2 shows cross-sectional design frameworks used in past tourism studies. In most TPB studies, cross-sectional quantitative data have been collected in the main study. However, collecting qualitative data to identify the descriptors of the salient beliefs is rarely applied. After the table, the following sub-sections explain in detail the quantitative phase of the main study.

Table 4.2: Summary of Past Studies' Methodology in Pro-Tourism Contexts

Author(s) Name	Sources of Data	Study Design	Reason (s) for Using Sources of Data
Erul, et al., (2020)	Quantitative	Cross-sectional	To examine the predictive power of the TPB and additional constructs (emotional solidarity) in influencing the residents' intentions to support tourism.
Apipoonyanon, et al., (2020)	Quantitative	Cross-sectional	To confirm the TPB's propositions in examining the local community's intention to participate in community forest management.
Miller, (2019)	Quantitative	Cross-sectional	To develop belief-based messages based on TPB constructs to form a strategic communication framework that increases the number of days hikers carrying bear spray in Yellowstone National Park
Ganguli and Ebrahim, (2017)	Qualitative	Cross-sectional	It was case study research aimed to identify the factors that positioned Singapore as a competitive medical tourism destination.
Lwoga, (2016)	Quantitative	Cross-sectional	To examine how the TPB predictors and affection heritage variable on local community's intention to conserve built heritage sites.
Wu and Chen, (2016)	Quantitative	Cross-sectional	To examine the decisive factors that had influenced the intentions of residents in three Atayal communities in Taiwan to participate in the community development of ecotourism.
Park, et al., (2016)	Quantitative	Cross-sectional	To test a structural equation model using the extended Theory of Planned Behaviour (TPB) to explain Chinese college students' intention to travel to Japan.
Alonso, et al., (2015)	Quantitative	Cross-sectional	To examine the predictive power of TPB constructs in determining behavioural intention of visitors to heritage sites in the UK
Chien, et al., (2010)	Quantitative	Cross-sectional	To examine the predictive power of TPB constructs and additional variables - past behaviour and travel motivation- in predicting the intention of choosing a beach-based resort.

Continued on next page

Author(s) Name	Sources of Data	Study Design	Reason (s) for Using Sources of Data
Han, Hsu, and Sheu, (2010)	Quantitative	Cross-sectional	To identify salient beliefs appropriate in the formation of customers' intentions to choose a green hotel and confirm the hypothesis between TPB constructs in explaining customers' intention formation to choose a green hotel.
Sparks, (2007)	Quantitative	Cross-sectional	To examine the relationship between the motivational and attitudinal factors in predicting wine tourism visitation intentions.
Lam and Hsu, (2005)	Quantitative	Cross-sectional	To test and confirm the hypothesised relationship between the TPB and past behaviour constructs and intention in choosing a travel destination

4.2.1 Quantitative Phase for the Main Study to Examine the Structural Relationships between Studied Constructs

In the main study, the process in collecting quantitative data is discussed in detail in the following sub-sections.

4.2.1.1 Defining the target population

Generally, the term 'community' involves some complex components, as one defines it within the context of tourism, particularly pro-tourism (Blackstock, 2005). In the context of this study, local community is defined as a collective unit of household members or residents living in rural areas, in the southern Tanzania tourist circuit, capable of developing a cultural tourism destination in its locality (Hetherington & Inskeep, 1993, as cited in Blackstock, 2005). A household is described as a person or group of persons who live in the same homestead or compound but not necessarily on the same dwelling unit, have the same cooking arrangement, and are answerable to the same household head (URT, 2012).

As such, the rural population of this study is characterised by local people of different occupational profiles such as peasants, artisans, entrepreneurs, students in secondary schools or colleges, private and public servants. The population under investigation was chosen for the following reasons. First, the majority of the rural population are not participating in cultural tourism activities (Bushozi, 2014; Johansson, 2019). Hence, it is important to study their behavioural intention to understand the hindrances that keep them from venturing into cultural tourism programs.

Second, the rural communities of the southern tourist circuit are the main custodians of cultural tourism activities in their local areas (UNWTO, 2018; Salazar, 2006). Therefore, appropriate evidence-based behavioural intervention programs should be designed to induce residents with proactive behaviours on cultural tourism activities so that they can participate in creating cultural tourism destinations to diversify their rural economy.

4.2.1.2 Study location

The main survey included four regions in the southern tourist circuit: Iringa, Njombe, Mbeya, and Ruvuma. These regions border areas potentially for cultural tourism development in the southern tourist circuit. The regions were chosen for the following reasons: as Tanzania is investing significantly in promoting wildlife and other forms of tourism (MNRT, 2018), the southern circuit is considered the second national tourist hub. Therefore, there is a need to study local communities' behavioural descriptors concerning cultural tourism projects in the areas (Johansson, 2019).

Secondly, the ongoing project (Resilient Natural Resource Management for Tourism and Growth (REGROW) in the southern circuit intends, among other things, to sustain the expansion of tourism in broad-spectrum and, in particular, cultural tourism programs among local communities (MNRT, 2020).

Thirdly, these regions are major cereal and non-cereal crop producers in Tanzania (Ministry of Agriculture, 2019). Despite being located in potential tourism areas, they have a small rate of cultural tourism activities compared to

the northern tourist circuit-the first nation tourist hub (Bushozi, 2014; Johansson, 2019). Thus, conducting a study like this would motivate local communities to engage in cultural tourism activities to diversify their rural economy.

4.2.1.3 Data collection approach

Quantitative data were collected from randomly sampled household members. Pilot and main surveys used a drop-off or pick-up data collection method (Steele et al., 2001). This method has been hailed as an appropriate approach for household surveys for two reasons; first, despite its logistical challenges, the drop-off or pick-up method provides an opportunity to deliver the questionnaire survey in person to a designated sampled individual in a household. Second, the drop-off or pick-up method assures a high response rate compared to the mail or online survey (Steele et al., 2001).

4.2.1.4 Sampling design

In retrieving quantitative data to confirm the hypotheses, ensuring that the selected sample represents the target population as truly as possible is wise. Only then can the present study's results characterize the population behaviour as closely as possible (Hair et al., 2010). As such, this study used probability sampling.

To ensure all the population elements (the household members residing in the study locations) have an equal chance to be chosen as the main study's respondents, the current researcher obtained a sampling frame from village executive officers (URT, 2012). Tanzania organizes a Population and Housing

Census every 10 years. The latest census data is dated 2022, with a 3.2 percent average population growth rate from 2012 to 2022 (NBS, 2022).

Despite such a growth rate, this study's proposed sample was not affected for two reasons. First, three Regions-Iringa, Ruvuma, and Njombe had a low annual average population growth rate of 2.3 percent (URT, 2020). And second, for the past ten years, the urban population growth rate in developing countries has been increasing due to rural-urban migration (World Cities Report, 2020). As such, the rural population, which is this study's targeted sample, was anticipated to have not increased to the extent of affecting the proposed sample.

With the availability of the sampling frame at different levels of the sampling unit, the probability sampling approach was adopted in this study. In selecting an appropriate probability sampling method, it is necessary to investigate whether the sample units are homogenous (Adwok, 2015). In the current study context, the sample units of the four regions in the southern tourist circuit were heterogeneous in terms of demographic profile, ethnicity, geographical locations, distribution of national wildlife parks, game reserves, historical sites, customs and traditions (URT, 2020).

As a result, multi-stage and cluster sampling methods were used in this study. Both methods can be applied at different stages when the population is heterogeneous (Alvi, 2016; Meng, 2013). As such, the sampling method involved a few processes to ensure that each cluster’s characteristics are homogenous.

Firstly, each of the four regions (Iringa, Mbeya, Njombe, and Ruvuma) represented the four sampling clusters. Each cluster had unique characteristics regarding ethnicity, geographical location, potential tourism attractions, and demographic profile (URT, 2020). Secondly, a multistage sampling was applied from each cluster to select sub-clusters of rural administrative districts, rural wards, and villages around potential tourism attractions such as national wildlife parks, game reserves, forest reserves, mountainous ranges, and historical sites. In this process, the sampled frame from each unit became more specific to reach households in villages where local community members reside. The following sub-sections clarify how the multistage and cluster sampling were conducted.

a) Stage one-selection of rural administrative districts

As this study focused on the southern tourist circuit, it was important to involve local communities around potential tourism areas. As such, the four region clusters (Iringa, Mbeya, Njombe, and Ruvuma) comprised 17 rural administrative districts (URT, 2020). The districts were heterogeneous because others had no potential tourist attractions. A judgmental sampling was used to pick out only rural districts from each cluster with potential tourism attractions to make the sampled rural administrative districts homogenous (Alvis, 2016). This was done to have population units relevant to the current research design (Showkat & Parveen 2017). Because using a random sampling technique for all 17 elements would have ended up selecting rural administrative districts with no potential tourism attractions.

After creating a sample frame of 11 rural administrative districts with potential tourism attractions from each region (Iringa, two rural administrative districts, Mbeya, three rural administrative districts, Njombe, two rural administrative districts, and Ruvuma, four rural administrative districts), a simple random selection was used to pick one rural administrative district from each cluster using a lottery method. In this method, names of rural administrative districts with potential tourism attractions from each cluster were listed and placed in four bowls; each representing one region. The papers were mixed up in each bowl, and one piece of paper was picked; to this end, four sub-clusters of rural administrative districts were selected.

b) Stage two-selection of rural wards

The four selected sub-clusters of rural administrative districts had a total of 104 rural wards. Like in selecting rural administrative districts with potential tourism attractions, two criteria were also used to scale down rural wards. The first criterion was the availability of potential tourist attractions, and the second was road accessibility. It should be noted that rural Tanzania is not well developed in terms of physical infrastructure. Hence, the criterion of road accessibility was critical for rural tourism development.

After establishing a sample frame of 8 rural wards with potential tourism attractions and accessible roads, a simple random selection was conducted to select four sub-clusters of rural wards. The four rural wards were selected randomly using a lottery method. Names of the rural wards of each administrative district were listed and placed in four bowls, each bowl for one

rural administrative district. The papers were mixed up in each bowl, and one piece of paper was picked.

c) Stage three-selection of villages, households, and respondents

In the four selected rural wards with potential tourism attractions, the villages were assumed to be homogenous. Thus, a sample frame of 12 villages was created. For a wider coverage of rural population representation to be considered in this study, simple random selection was done to select two villages from each of the four rural wards. A lottery method was also applied at this stage. Names of villages from each rural ward were listed and placed separately in four bowls, each bowl for one rural ward. In each bowl, the papers were mixed up twice; in each turn, one piece of paper was picked. In total, eight villages were included in the sample.

After selecting the eight villages randomly, a list of households from the Village Executive Officer was used to make the household sample frame for each of the eight selected villages (URT, 2012). In total 12,201 households were included in the sample; Kalenga and Ibangamoyo villages (3,002 households), Matema and Ikombe villages (3,173 households), Matamba and Magoye villages (2,174 households), and Liuli and Puulu villages (3,852 households) (URT, 2022). To conceal the names of households involved in the sample, letter-number combinations representing names were used to form a village sample frame instead of the actual names of households available at Village Executive Offices. This was done to abide by research ethics and protocols for conducting research in Tanzania (COSTECH, 2018). Therefore, a proportional number of households

was obtained from a sample frame of each village using a random number table created in Excel. A letter-number that tallied the randomly selected number in excel was picked from the sample frame to make the household sample in each village.

A simple random sampling at the household level was conducted in the following manner. At the time of the survey visit, all members who were 15 years and above and who were literate were identified in every household; members below the age of 15 years were excluded from the sample as the official minimum working age is 15 (URT, 2013).

In Tanzania, the majority of the rural population have attained a primary or/and secondary education as the adult literacy rate of the selected regions stands at 78.5% (Njombe region), 75.0% (Mbeya region), 77.1% (Iringa region) and 81.4% (Ruvuma region) (URT, 2016). As such, the literacy criterion was not a problem for every household selected in the sample.

In each sampled household, members who met the two criteria were informed about the research purpose and assured of the confidentiality of their participation. This was to seek consent from household members before conducting random sampling. A lottery method was applied to select one member from each sampled household (Acharya et al., 2013).

Pieces of papers corresponding to the number of household members who had agreed to participate in the survey were prepared by researchers. Only one piece

of paper was marked with a number, whereas others were blank. The papers were mixed up, and each selected member of a household was required to pick one piece of paper. The one who picked a numbered piece of paper was made to be in the study sample. This method was applied to every sampled household in all eight villages to obtain a total sample size of 385 respondents. Figure 4.1 illustrates the sample design.

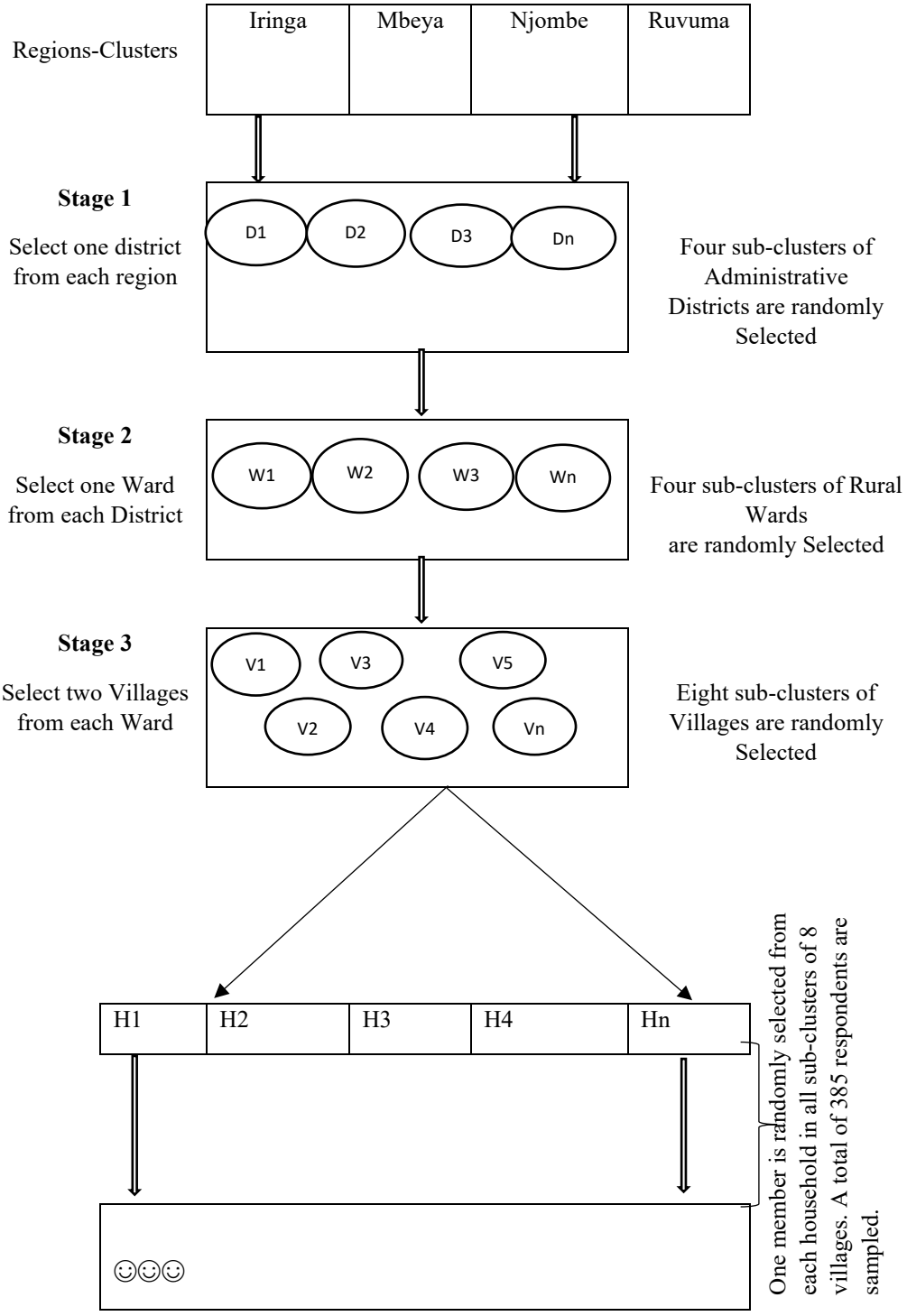

Figure 4.1 The Proposed Sample Design Visual Illustration

Keys:
Dn=District; **Wn**=Rural Ward; **Vn**=Village**; Hn**=Household; ☺=Household member

4.2.2 Determination of Sample Size

To establish an appropriate sample size for the current study, the total rural population in the selected regions of the southern tourist circuit was established. According to the National Bureau of Statistics of Tanzania, the rural population of the four regions in the southern tourist circuit in the 2012 census was 4,068,448 (URT, 2016) (see Table 4.3 below).

Table 4.3: Rural Population Size in the Selected Regions of the Southern Tourist Circuit for the year 2012

Region	Rural Population	Percentages
Iringa	684,890	17%
Njombe	536,189	13%
Ruvuma	1,038,071	26%
Mbeya	1,809,298	44%
	4,068,448	100%

Source: National Bureau of Statistics (2016)

By the time this study was conducted, the latest census of 2022 was not yet conducted. As such, the current study used the 2012 census data assuming that the annual population growth rate in rural areas is projected at 2.4 percent. This was computed based on the average population growth rate from 2012 to 2022, in the four regions (URT, 2020)

Accordingly, the following factors were considered in determining the appropriate sample size for this study. First is that, geographically, the southern tourist circuit is widely spread with a large rural population, as it is shown in Table 4.7. Secondly, the purpose of the study was to survey household members representing the entire rural population. Thirdly, the risks associated with selecting the sample, the allowable sampling errors, and the degree of variability

were considered (Israel, 2003). Therefore, the formulation of Cochran was used (Cochran, 1963 as cited in Ajay & Micah, 2014).

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

Where *n* represents the valid sample size, Z^2 stands for confidence level (which is 95% because a certain level of error would happen in any kind of research due to sampling and non-sampling errors); and *e* denotes the desired precision level, which is ±5%, *p* is the estimated proportion of an attribute that is present in the population which is .5, and q is1-p (Israel, 2003).

Based on the established rural population in the four regions of the southern tourist circuit, the computed sample of local communities for the current study is as follows;

$$n = \frac{Z^2 pq}{e^2} = 1.96^2(0.5).(0.5)/0.05^2 = 385 \quad (2)$$

In deriving credible statistical results using CB-SEM data analysis, the tested data should be collected from more than 100 respondents (Bartlett et al., 2001; Hair et al., 2010). As such, the requisition was not an issue in this study as the study's sample size is 385.

The proportional distribution of the sample size in the four regions of the southern tourist circuit is presented in Table 4.4. However, the proportional distribution was likely to change regional-wise as the rural population in specific villages varied.

Table 4.4: Proportional Sample Size for Selected Regions in the Southern Tourist Circuit

Strata	Rural Population	Percentage	Sample Size
Iringa	684,890	17%	66
Njombe	536,189	13%	50
Ruvuma	1,038,071	26%	100
Mbeya	1,809,298	44%	169
	4,068,448	100%	385

4.2.3 The Design of the Current Study's Questionnaire

The questionnaire of the current study consisted of three parts; a cover letter to inform respondents of the main purpose of the survey, details of the contact person, and confirmation of privacy and confidentiality of responses provided by each respondent. The second part was that of collecting respondents' demographic profiles. Demographic information was measured using nominal and ordinal scales. The information included; gender, age, marital status, education level, and occupation.

The third part collected information related to significant salient belief constructs; BB, NIB, NDB, and CB – with their respective TPB predictor constructs; Attitude, SubIN, SubDN, and PBControl. Information related to the constructs of behavioural intention and the four dimensional-constructs of community awareness was also collected. In collecting quantitative data, close-ended questionnaire statements were used and measured using continuous rating and Likert-scales (Vagias, 2006).

4.2.3.1 Pre-test

To strengthen the validity and reliability of the collected main data, a series of screening processes (pre-test and pilot study) were carried out in finalising the

questionnaire item statements (Zikmund, 1991). The current researcher prepared the first draft of the questionnaire by modifying the item statements used in past studies. After that, academic supervisors vetted the first drafted questionnaire, and suggestions on grammar, style layout and wording were given for improvement and incorporated accordingly.

The second drafted questionnaire was given to two industry experts and two independent academics to counter-check the questionnaire statements for clarity of wording, instructions, lengths of items, style layout, and accuracy to ensure that each item measures what was intended to measure (Devellis, 2003). The two industry experts were personnel from the Tanzania Tourist Board under the Ministry of Tourism and Natural Resources, coordinating cultural tourism programs. Moreover, they had been engaging in providing training and doing research related to cultural tourism programs throughout the country. The two independent academicians were senior lecturers of higher learning institutions vested in behavioural studies, particularly, the theory of planned behaviour. Personal communication, through emails and phone calls, were used to contact the experts and academicians.

After getting feedback from one industry expert and two independent academics, suggestions for improving grammar and wording were incorporated accordingly. However, one expert did not provide the feedback for a reason (s) that were not given to the researcher. For spacing, table 4.5 below illustrates the critical parts suggested for questionnaire improvements.

Table 4.5: Areas Suggested for Improvements by Consulted Industrial Expert and Independent Academics

Experts	Parts of Questionnaire	Suggestions for Improvements	Items Improved
Academic 1	Part A	Demographic information entries need to be rearranged in pattern form.	-
	Part B	The phases "cultural tourism destination" and "in my village" should be incorporated in items 10-18 in order to maintain similarity.	10.Getting an opportunity to sell local made foods and products by creating cultural tourism destination in my village in the near future is important to me. 11. Having improved social services by creating cultural tourism destination in my village in the near future is important to me. 12. Having improved infrastructure by creating cultural tourism destination in my village in the near future is important to me. 13. Having the natural environment conserved by creating cultural tourism destination in my village in the near future is important to me. 14. Getting employment opportunity by creating cultural tourism destination in my village in the near future is important to me. 15. Seeing my income is generated by creating cultural tourism destination in my village in the near future is important to me. 16. Making my village famous by creating cultural tourism destination in my village in the near future is important to me. 17. Being proud to share my cultural heritage by creating cultural tourism destination in my village in the near future is important to me. 18. Honouring my cultural heritage by creating cultural tourism destination in my village in the near future is important to me.
		The instructions should be stated to direct respondents to circle a number instead of putting a tick (√) in a box under a scale.	Scales of all items have been marked with number 1-7

Continued on next page

Experts	Parts of Questionnaire	Suggestions for Improvements	Items Improved
Academic 2	Part A	-	
	Part B	In order to maintain similarity, the phrases “cultural tourism destination” and “in my village” should be incorporated in the items 9-16	10-18
Industrial Exp. 1	Part A	-	
	Part B	The questions that measure the items under the scale “strongly disagree to strongly agree” should be stated in the same way.	To what extent do you AGREE with each of the following statements below?

4.2.4 The Measuring Items of Current Constructs

In response to the first and second research questions and research objectives respectively of this study, the finalised descriptors or measuring items of the salient beliefs variable (BB, NIB, NDB, and CB) were developed from the preliminary study results. As such, all belief descriptors elicited by 20% of the sample respondents were examined as variables that relate to the respective TPB predictor constructs: Attitude, SubIN, SubDN, and PBControl.

To accomplish the third and fourth research questions and research objectives, respectively, the items of the: (1) TPB predictor constructs [attitude, SubIN, SubDN, PBControl, (2) the four-dimensional constructs of community awareness [cultural resources identification (CuRI), cultural resources preservation (CuRP), stakeholders' inclusion (SI), and cultural resources economic planning (CuREP)] and (3) behavioural intention construct were adapted so that the quantitative data could be collected for statistical analysis to confirm the hypotheses. The items used in past studies were modified cautiously to ensure compatibility in measuring each construct (Eichhorn, 2014).

In measuring the latent constructs that involve different psychological attributes, the following responses in a pattern of extremely unlikely to extremely likely, very unimportant to very important, strongly disagree to strongly agree, very uncertain to very certain, and very untrue to very true, were incorporated in the scales (Vagias, 2006). Accordingly, two types of scales were used; the Likert scale and the continuous rating scale. While the former scale offered options that ranged from the agreement, neutral and disagreement levels in measuring

respective items (Vagias, 2006), the continuous rating scale offered varied options of responses (Lange & Söderlund, 2004). A seven-point level was used in both scales. Two reasons for selecting the seven-point levels: first, the scales are likely to optimize the reliability and validity of the items measured as they provide a wide range of respondents' variance (Grigg, 1980; Preston & Colman, 2000), and second, the current study respondents shouldn't have difficulty to provide answers that could best represent their attitudes and behaviour (Lange & Söderlund, 2004; Taherdoost, 2019).

The following sub-sections discuss the measuring items for each specific antecedent variable: BB, NIB, NDB, and CB; and other constructs: Attitude, SubIN, SubDN, PBControl, CuRI, CuRP, SI, CuREP, and Behavioural Intention.

4.2.4.1 Scales for evaluating the belief items

The extended TPB incorporates BB, NIB, NDB, and CB belief items. Fishbein and Ajzen (2010) suggested that the overall score of the beliefs items is based on the expectancy-value model. In other words, the score of each belief that respondents elicited as an outcome for creating a cultural tourism destination in their village is multiplied by the score of its importance in performing the behaviour.

Symbolically, the following equation is used to evaluate the beliefs items; $A \alpha \Sigma b_i e_i$, whereas A is the attitude towards creating cultural tourism destination, b_i is the strength of the belief that creating cultural tourism will lead to an outcome,

e_i is the evaluation on the importance of an outcome; (α) is a summative belief index (Fishbein & Ajzen, 2010). The equation applies to all salient beliefs elicited by respondents in this study.

Accordingly, in evaluating the respondents' BB, NIB, NDB, and CB, a bipolar scale is proposed to measure two components of a belief item b_i and e_i (Ajzen, 1991). As such, in the SPSS software, the continuous rating scale 1-7 was converted into a bipolar scale for all belief constructs to identify whether a respondent had positive or negative belief towards creating a cultural tourism destination. Table 4.6 illustrates the converted scale into a bipolar scale.

Table 4.6: Converted Scales for the Evaluations of the Belief Items

Range of Likely	Continuous rating scales	Bipolar Scale
Extremely Unlikely	1	-3
Quite Unlikely	2	-2
Slightly Unlikely	3	-1
Neutral	4	0
Slightly Likely	5	+1
Quite Likely	6	+2
Extremely Likely	7	+3

4.2.4.2 The BB's descriptors and attitude

In the preliminary study result, respondents elicited 9 behavioural beliefs (BB) outcome descriptors that would be gained if they were to create cultural tourism destination. Thus, the score of a belief outcome (b_i) is multiplied by the score of its importance (e_i). As such, the beliefs outcome- item 1-9 were measured using the continuous rating scale-ranging from extremely unlikely (1) to extremely likely (7), and items 10-18 for evaluating the importance of an outcome were measured using the same scale-ranging from very unimportant (1) to very important (7). A Likert scale ranging from strongly disagree (1) to strongly agree

(7) was used to measure attitude items. Table 4.7 provides the measuring items for BB and Attitude.

Table 4.7: The Development of Measurement Items for the Salient Belief Construct of BB and the Direct Construct, Attitude

Constructs	Operationalization of Variables	Source
Behavioural Beliefs	How LIKELY that you will achieve the outcome in each of the following statement if you engage in creating cultural tourism destination in your village in the near future? 1. The creation of cultural tourism destination in my village in the near future will offer me the opportunity to sell locally made foods and products. 2. The creation of cultural tourism destination in my village in the near future will lead to improvement of social services. 3. The creating of cultural tourism in my village in the near future will lead to improvement of infrastructure. 4. The creating of cultural tourism in my village in the near future will make me conserve my natural environment 5. The creation of cultural tourism destination in my village in the near future will offer me employment opportunity. 6. The creation of cultural tourism destination in my village in the near future will generate my income. 7. The creation of cultural tourism destination in my village in the near future will make my village famous. 8. The creation of cultural tourism destination in my village in the near future will make me proud to share my cultural heritage. 9. The creation of cultural tourism destination in my village in the near future will allow me to honour my cultural heritage. How IMPORTANT is each of the following statement motivating you to create cultural tourism destination in your village in the near future? 10. Getting an opportunity to sell local made foods and products by creating cultural tourism destination in my village in the near future is important to me. 11. Having improved social services by creating cultural tourism destination in my village in the near future is important to me. 12. Having improved infrastructure by creating cultural tourism destination in my village in the near future is important to me.	Current researcher

Continued on next page

Constructs	Operationalization of Variables	Source
	13. Having the natural environment conserved by creating cultural tourism destination in my village in the near future is important to me.	Current researcher
	14. Getting employment opportunity by creating cultural tourism destination in my village in the near future is important to me.	
	15. Seeing my income is generated by creating cultural tourism destination in my village in the near future is important to me.	
	16. Making my village famous by creating cultural tourism destination in my village in the near future is important to me.	
	17. Being proud to share my cultural heritage by creating cultural tourism destination in my village in the near future is important to me.	
	18. Honouring my cultural heritage by creating cultural tourism destination in my village in the near future is important to me.	
	To what extent do you AGREE with each of the following statements below?	
Attitude	19. It is a good idea to create a cultural tourism destination in my village in the near future.	
	20. It is a wise choice for me to create a cultural tourism destination in my village in the near future.	Wang et al., (2013)
	21. I like the idea of creating a cultural tourism destination in my village in the near future.	Park et al., (2016)
	22. It is beneficial for me to create cultural tourism destination in my village in the near future.	

4.2.4.3 The NIB's descriptors and SubIN

Similarly, 4 belief descriptors under NIB were elicited by respondents as important referrers who would motivate the respondents to create cultural tourism destinations. The salient beliefs of SubIN (NIB) are measured by the strength of the beliefs (n_i) and the degree of effort that a respondent is motivated to comply with his/her significant referrers' approval in performing the behaviour (m_i). Thus, the values of each NIB are obtained by multiplying the score of (n_i) and (m_i). Accordingly, the strength of each belief indicates the degree to each specific belief the respondent expects his/her significant referrers would support the respondent in creating a cultural tourism destination.

As such, the measurement items for NIB, 1-8 were measured using the continuous rating scale-ranging from extremely unlikely (1) to extremely likely (7). And items for SubIN, 9-11 were measured using the Likert scale ranging from strongly disagree (1) to strongly agree (7) (see Table 4.8 below).

Table 4.8: The Development of Measurement Items for the Salient Belief Construct of NIB and the Direct Construct, SubIN

Constructs	Operationalization of Variables	Source
Normative Injunctive Beliefs	How LIKELY is it that each of the following most important people would think that you should create cultural tourism destination in the near future? 1. My parents would think that I should create cultural tourism destination in my village in the near future. 2. My local government leaders would think that I should create cultural tourism destination in my village in the near future. 3. Cultural tourism' entrepreneurs would think that I should create cultural tourism destination in my village in the near future. 4. My neighbours/friends would think that I should create cultural tourism destination in my village in the near future. How likely are you to COMPLY with the following most important people's wishes of you to create cultural tourism destination in the near future? 5. I am likely to comply with my parents' wishes of me to create cultural tourism destination in my village in the near future. 6. I am likely to comply with my local government leaders' wishes of me to create cultural tourism destination in my village in the near future. 7. I am likely to comply with the entrepreneurs in cultural tourism's wishes of me to create cultural tourism destination in my village in the near future. 8. I am likely to comply with my neighbours/friends' wishes of me to create cultural tourism destination in my village in the near future.	Current researcher
	To what extent do you AGREE with each of the following statement below?	
Subjective Injunctive Norms	9. Most people important to me, think that I should create cultural tourism destination in my village. 10. Most people important to me, would want me to engage in creating cultural tourism destination in my village. 11. Most people whose opinion I value would approve that I create cultural tourism destination in my village.	Han et al., (2010) Yadav & Pathak, (2016) Lapiski & Rimal, (2005)

4.2.4.4 The NDB's descriptors and SubDN

Three belief descriptors under NDB were elicited by respondents in the preliminary study, important referrers that would influence respondents' decisions to create cultural tourism destinations in their local areas. The salient beliefs of SubDN are measured by the strength of the belief that the significant referrers will perform the behaviour (d_i) and the degree of belief that the significant referrers will set as respondents' behavioural role model (r_i). A score value of NDB is made up by multiplying the score of (d_i) and (r_i).

Thus, the measurement items for NDB, 1-3 were measured using the continuous rating scale-ranging from extremely unlikely (7) to extremely likely (1). The measurement items 4-6 were measured using the same scale-ranging from very uncertain (1) to very certain (7). And items for SubDN, 7-9 were measured using the scale ranging from very untrue (1) to very true (7).

Table 4.9: The Development of Measurement Items for the Salient Belief Construct of NDB and the Direct Construct, SubDN

Constructs	Operationalization of Variables	Source
Normative Descriptive Beliefs	How LIKELY is it that each of the following people who are important to you would be engaging in cultural tourism activities at regular basis in your village? 1. My parents would be engaging in cultural tourism activities at regular basis in my village. 2. The entrepreneurs in cultural tourism would be engaging in cultural tourism activities at regular basis in my village. 3. My grandparents would be engaging in cultural tourism at regular basis in my village.	Current researcher
	How CERTAIN is it that each of the following people who are important to you are considered to be your behavioural role models in creating cultural tourism destination in your village? 4. My parents are my role models in creating cultural tourism destination in the near future. 5. The entrepreneurs in cultural tourism are my role model in creating cultural tourism destination in the near future. 6. My grandparents are my role models in creating cultural tourism destination in the near future.	
	How TRUE is that each of the following people who are important to you will influence you to engage in creating cultural tourism destination in your village in the near future?	
Subjective Descriptive Norms	7. My parents will influence me to engage in creating cultural tourism destination in my village in the near future.	De Leeuw et al., (2015)
	8. My grandparents will influence me to engage in creating cultural tourism destination in my village in the near future.	De Leeuw et al., (2015)
	9. The entrepreneurs in cultural tourism will influence me to engage in crating cultural tourism destination in my village in the near future.	Smith et al., (2012)

4.2.4.5 The CB's descriptors and PBControl

The salient beliefs of PBControl (CB) are measured by the strength of control (c_i) multiplied by the respondents' perceived power of ease or difficulty in performing the behaviour (p_i). Ten belief descriptors were found to facilitate or hinder local communities from creating cultural tourism destinations in their places. The strength of control item 1-10 was measured using the continuous rating scale ranging from Extremely unlikely (1) to Extremely likely (7).

The perceived power of ease or difficulty to perform the behaviour item 11-20 were measured using Likert scale-ranging from strongly disagree (1) to strongly agree (7). Similarly, items for PBControl 21-29 were measured using Likert scale-ranging from strongly disagree (1) to strongly agree (7)

Table 4.10: The Development of Measurement Items for the Salient Belief Construct of CB and the Direct Construct, PBControl

Constructs	Operationalization of Variables	Source
Control Beliefs	How likely is that each of the following descriptors would FACILITATE or HINDER you to create cultural tourism destination in the near future? 1. Skills in making cultural products will facilitate me to create cultural tourism destination in my village in the near future. 2. Sufficient knowledge about local customs and traditions will facilitate me to create cultural tourism destination in my village in the near future. 3. Sufficient knowledge about local history will facilitate me to create cultural tourism destination in my village in the near future 4. Skills in cooking traditional foods will facilitate me to create cultural tourism destination in my village in the near future. 5. Ability to run cultural tourism activities will facilitate me to create cultural tourism destination in my village in the near future. 6. Ability to converse in English language will facilitate me to create cultural tourism destination in my village in the near future. 7. Getting collaborative support from local government will influence to create cultural tourism destination in my village in the near future. 8. Getting collaborative support from cultural tourism's entrepreneurs will influence me to create cultural tourism destination in my village in the near future. 9. Getting collaborative support from non-government organisations will influence me to create cultural tourism destination in my village in the near future. 10. Getting collaborative support from fellow local communities will influence me to create cultural tourism destination in my village in the near future.	Current researcher
	State the level of AGREEMENT on each of the following statement below. 11. I have skills in making cultural products that are required in creating cultural tourism destination in my village in the near future.	

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Constructs	Operationalization of Variables	Source
	12. I have sufficient knowledge about local customs and traditions that is required in creating cultural tourism destination in my village in the near future.	Current researcher
	13. I have sufficient knowledge about local history that is required in creating cultural tourism destination in my village in the near future.	
	14. I have skills in cooking traditional foods that are required in creating cultural tourism destination in my village in the near future.	
	15. I have the ability to run cultural tourism activities that is required in creating cultural tourism destination in my village in the near future.	
	16. I have complete control of English language that is required in creating cultural tourism destination in my village in the near future.	
	17. I have collaborative support from local government that is required in creating cultural tourism destination in my village in the near future.	
	18. I have collaborative support from cultural tourism's entrepreneurs that is required in creating cultural tourism destination in my village in the near future.	
	19. I have collaborative support from non-government organisations that is required in creating cultural tourism destination in my village in the near future.	
	20. I have collaborative support from my fellow local community members that is required in creating cultural tourism destination in my village in the near future.	
	To what extent do you AGREE with each of the statement below?	
Perceived Behavioural Control	21. I have the skills to create cultural tourism destination in my village in the near future.	Han et al., (2010)
	22. I have the resources to create cultural tourism destination in my village in the near future.	Wu & Chen, 2016)
	23. I have enough time to participate in creating cultural tourism destination in my village in the near future.	Wu & Chen, (2016)
	24. I have the capacity to operate cultural tourism activities as per guidelines requirements.	Yadav & Pathak,
	25. I can obtain external support from cultural tourism' entrepreneurs to create cultural tourism destination in my village in the near future.	(2016)
	26. I can obtain external support from local government to create cultural tourism destination in my village in the near future.	

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Construct	Operationalization of Variables	Source
	27. I can obtain external support from non-governmental organisations to create cultural tourism destination in my village in the near future.	
	28. I can obtain external support from my local community members to create cultural tourism destination in my village in the near future.	
	29. I am confident that if I want, I can create cultural tourism destination in my village in the near future.	

4.2.4.6 The community awareness on behavioural intention

The conceptual framework proposed that each of the dimensional constructs of community awareness directly affects local communities' intention to create cultural tourism destination. Some studies have claimed that the community's perceived awareness of tourism may affect residents' intentions and behaviour toward tourism development (Joo et al., 2019).

In measuring the direct effect of each dimensional construct, three measuring items were adapted for the first three dimensions and four for the fourth dimension. The continuous rating scale ranging from very untrue (1) to very true (7) was used to measure items 1-12 (see Table 4.11 below).

Table 4.11: The Development of the Measurement Items for the Direct Dimensional-Constructs of Community Awareness

Construct	Operationalization of Variable	Dimensions	Source
	How TRUE is that each of the following statement will make you engage in creating cultural tourism destination in your village in the near future?		
Community Awareness	1. I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage is attractive.	Awareness on cultural resources identification	Cárdenas, et al., (2015 Yadav & Pathak, (2016)
	2. I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage should be restored.		
	3. I am aware that I have attractive natural environment in my village that I can use to create cultural tourism destination in the near future.		
	4. I am aware that the protected natural environment may influence me to create cultural tourism destination in my village in the near future.	Awareness on cultural resources preservation	Cárdenas, et al., (2015 Park et al., (2016)
	5. I am aware that the practice of assessing the quality of services provided to tourists will make me comfortable to create cultural tourism destination in my village in the near future.		
	6. I am aware that I can create cultural tourism destination in my village in the near future to preserve my cultural heritage for future generations.		
	7. I am aware that my participation in cultural tourism development is important in the creation of cultural tourism destination in my village in the near future.	Awareness on stakeholders' inclusion	
	8. I am aware that my involvement in tourism planning will make me support the creation of cultural tourism destination in my village in the near future.		
	9. I can create cultural tourism destination in my village because I am aware that my community leaders will keep monitoring tourists' business satisfaction.		

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Construct	Operationalization of Variable	Dimensions	Source
	10. I am aware that the creation of cultural tourism in my village in the near future will make my community's economy diversified. 11. I am willing to create cultural tourism destination in my village because I am aware that the income generated from tourists will be used to improve community social services such as education, health services and water projects of my village. 12. I am aware that my contributions of money will influence me to create cultural tourism destination in my village in the near future. 13. I am aware that my contribution of time will influence me to create cultural tourism destination in my village in the near future.	Awareness on cultural resources economic Planning	Cárdenas, et al., (2015 Park et al., (2016)

4.2.4.7 The intention to create cultural tourism destination

In order to increase the internal validity of the construct-behavioural intention, a few items are proposed to measure the same (Ajzen, 1991). Bagozzi (1992) has pointed out that the behavioural intention construct is determined by three elements: intention, desire, and self-prediction. The intention is reasonably direct in measuring the behaviour and is usually measured by the statement 'I intend to …'. Desire measures an individual's aspiration to perform a precise behaviour.

The statement often begins with 'I want to …'. Self-prediction measures a person's expectation of performing the behaviour in the near future. This expectation is measured by a statement that begins with 'I will …'. Accordingly, three elements were adapted by the current study to measure local communities' behavioural intention to create cultural tourism destinations in the near future. The Likert scale ranging from Strongly disagree (1) to Strongly agree (7) was used to measure items 1-3 (see table 4.12 below).

Table 4.12: The Development of Measurement Items for Dependent Variable: Intention to Create Cultural Tourism Destination

Construct	Operationalization of Variable	Source
	For each of the following statements, show the level of your AGREEMENT with regard to your intention to create cultural tourism destination in in your village in the near future.	
Behavioural Intention to Create CTD	1. I intend to create cultural tourism destination in my village in the near future	Ajzen (1991)
	2. I want to create cultural tourism destination in my village in the near future.	Bagozzi et al. (2001)
	3. I will create cultural tourism destination in my village in the near future.	Bagozzi et al. (2001)

4.2.5 Questionnaire Translation

After the Scientific and Review Ethical Committee (SREC) approval of the Universiti Tunku Abdul Rahman, the questionnaire was subjected to

symmetrical and back translation. Two independent professional translators did two translated versions from English to Kiswahili to ensure that the faithfulness of meaning and colloquialismin both languages is observed so that the content validity and reliability of the questionnaire in the source language (SL) is maintained as it is in the target language (TL) (Jones & Kay, 1992).

A back translation method was also deployed by involving one independent professional translator. This was done to check whether the back-translated version corresponds with the source language (Jones & Kay, 1992). The translated English and Kiswahili versions were checked for similarities and differences. Mitigation measures were taken in case the translated versions were found to be dissimilar (Janes & Kay, 1992). To illustrate, three translators and the researcher had to resolve translated areas that differed significantly. The final translated Kiswahili version was given to selected respondents for a pilot study.

4.2.6 Pilot Study

A pilot study was conducted before the main survey. In this study, the researcher was interested in understanding actual issues (such as time constraints, characteristics of participants, participants' capacity to understand questionnaire items, and testing the reliability of the belief items) that are likely to be encountered by respondents and the researchers during the main survey (Grimm, 2010).

Given the geographical dispersion and proportional distribution of the rural population sample, as presented in Table 4.17, respondents from four regions

were considered in the pilot study. A drop-off or pick-up data collection method was used to make sure that the researcher meets household members in person (Steele, Bourke, Luloff, Pei-shan, Theodore& Krannich, 2001), as this method is likely to increase the response rate and hence minimize missing value responses (Watkins, 2018).

4.2.6.1 Sample size for pilot study

Despite the lack of consensus among scholars on what sample size should be deployed in pilot studies, Baker (1994, as cited in Hazzi & Maldaon, 2015) suggested that 10% to 20% of the main sample is an appropriate sample size for a pilot study. As this study intended to run exploratory factor analysis among other statistical measurements for reliability and construct validity of the questionnaire items, de Winter et al. (2009) observed that a minimum sample of 50 elements can produce good results in running Exploratory Factor Analysis (EFA).

Similarly, other studies have suggested that a sample size of 50 to 100 respondents is acceptable for (EFA) analysis (Sapnas & Zeller, 2002). Accordingly, the current study proposed that 15% of the main survey sample size was sufficient for the pilot study of the current research. Therefore, 60 respondents were selected (see Table 4.13 for sampling distribution).

Table 4.13: Proportional Sample Size for Pilot Study and Main Survey in the Selected Regions of the Southern Tourist Circuit

Strata	Rural Population	Districts	Wards	Villages	Percentage	Sample Size for Main Survey	Sample Size for Pilot Study
Iringa	684,890	Rural Iringa	Kalenga	Kalenga, Ibangamoyo	17%	66	10
Njombe	536,189	Makete	Matamba	Matamba, Magoye	13%	50	9
Ruvuma	1,038,071	Nyasa	Liuli	Liuli, Puulu	26%	100	15
Mbeya	1,809,298	Kyela	Matema	Matema, Ikombe	44%	169	26
Total	4,068,448	4	4	8	100%	385	60

4.2.6.2 Characteristics of respondents in the pilot study

More females (61.7%) participated than males (38.3%). Two mainly reasons could have caused this; first, the demographic profile of men and women, according to the 2012 census, stands at a proportion of 48.7% and 51.3%, respectively (URT, 2013). As such, in most research, the number of women would tend to surpass that of men. Second, women spend much of their daily time at home caring for the family, whereas men tend to be outdoors for some reason (Schlindwein et al., 2020). Thus, for a household survey such as this, it is apparent that women were more likely to be found at home than men.

As the rural population is dominated by a younger generation, 86.7% of the respondents were aged between 15 and 45 years, 11.7% were in middle adulthood, and 1.7% were above 56. Moreover, the population in rural areas is not highly educated, as 86.6% of the respondents are educated only at the primary or secondary school levels.

Despite that, some respondents engage in other small business enterprises, farming activities in rural areas remain the prime economic activity as it employs approximately half of the respondents (38.3%) (see Table 4.14 for the details).

Table 4.14: Demographical Profile of the Respondents in the Pilot Study

Characteristics	Particulars	Frequency Count	Percentages
Gender	Male	23	38.3%
	Female	37	61.7%
	Total	**60**	**100**
Age	15-35	40	66.7%
	36-45	12	20.0%
	46-55	7	11.7%
	Above 56	1	1.7%
	Total	**60**	**100**
Marital Status	Single	30	50%
	Married	30	50%
	Total	**60**	**100**
Educational Level	Primary Education	23	38.3%
	Secondary Education	29	48.3%
	College-Certificate	5	8.3%
	College-Diploma	2	3.3%
	University Degree	1	1.7%
	Total	**60**	**100**
Occupation	Student	22	36.7%
	Peasant	23	38.3%
	Entrepreneur	10	16.7%
	Public Servant	3	5.0%
	Arts and Design	1	1.7%
	Religious Leader	1	1.7%
	Total	**60**	**100**

4.2.6.3 Data analysis for pilot study

IBM-SPSS software was used to analyse the descriptive statistics of the collected data for normality, reliability, and validity of the measurement items. To ensure that the data scores are symmetrically distributed and the score distribution height is aligned with its width, skewness, and kurtosis were computed (Watkins, 2018).

The results indicated a skewness of -1.171 to .002 and kurtosis of -1.276 to .017. Scholars have recommended the ranges of skewness and kurtosis to be -2 to +2

and -7 to +7, respectively (Byrne, 2010; Hair et al., 2010). Given the sample size for the pilot study n=60, the skewness and kurtosis were within the range.

Two methods of analysis were used to assess the reliability of scale items under each construct if they fit the purpose of this study (Cho & Kim, 2014). The Cronbach's alpha ranges from 0.70 and above as the threshold value for accepting the internal reliability of scale items for latent constructs is recommended by scholars (Hair et al., 2006). As such, the reliability of the latent constructs was analysed as shown in Table 4.15 below.

Table 4.15: Reliability Test Using Internal Consistency Method

Constructs	Number of Items	Cronbach's Alpha
Attitude	4	.847
Subjective Injunctive Norm	3	.804
Subjective Descriptive Norm	3	.816
Perceived Behavioural Control	9	.805
Cultural Resources Identification	3	.790
Cultural Resources Preservation	3	.798
Stakeholders' Inclusion	3	.787
Cultural Resources Economic Planning	4	.817
Behavioural Intention	3	.788

Note: n=60

As the full TPB theory model guides the current study, scholars have suggested that testing and retesting reliability for the belief constructs at different points in time should be done (Fischbein & Ajzen, 2010; Francis, et al., 2004). This is because, under different circumstances, the same respondent may respond positively to some items and negatively to others on different occasions. As such, relying on the high or low reliability of some constructs composed of positive and negative evaluations may bring challenges because they are not internally consistent (Francis et al., 2004).

In administering the test-retest questionnaire, the time interval may differ depending on several factors ranging from the nature of the study, demographic characteristics of respondents, environmental factors and events etc. However, it has been suggested that the time interval between the two tests should be long enough that respondents cannot replicate the responses they had provided earlier. Still, the time should be shorter enough that significant differences in scores are unlikely to occur (Trevethan, 2010).

In the social psychology literature, some scholars have suggested a minimum interval of three weeks up to three months. For instance, in their study to develop and validate individual differences measures of hope, Snyder et al (1991, 1997) observed that the test-retest reliability of the original scale is acceptable at three weeks-interval (r=.85), eight weeks-interval (r=0.73), and ten weeks-interval (r=0.76; r=0.82) for adults and four weeks-interval (r=0.81) for children. Generally, the golden rule for reliability coefficient values has been proposed: values around .90 are considered 'excellent', .80 are 'very good', and values around .70 are 'adequate' (Kline, 2011. pp.70).

Accordingly, a four-week interval was used to collect test-retest data on the same respondents to assess the reliability of all belief items under the construct BB, NIB, NDB and CB. In analysis, Pearson correlation (r) was used to establish the reliability of the two questionnaire items responded to by the same selected sample. The findings indicated that the Pearson correlation (r) reliability loaded at a range of 0.715 to 0.904, which is acceptable for maintaining the beliefs in the structural model (Kline, 2011). Table 4.16 below provides the results.

Table 4.16: Reliability Test Using Test-Retest Method

Construct	Items	Pearson's Correlation coefficient (r)
Behavioural Beliefs	Selling local foods and products	.783
	Improvement of social services	.849
	Improvement of infrastructure	.825
	Environment conservation	.806
	Employment opportunity	.831
	Income generation	.721
	Becoming a famous cultural tourism destination	.745
	Proud in sharing my cultural heritage	.812
	A way to honour my cultural heritage	.825
Evaluation of Behavioural Beliefs	Selling local foods and products	.795
	Improvement of social services	.817
	Improvement of infrastructure	.842
	Environment conservation	.842
	Employment opportunity	.926
	Income generation	.856
	Becoming a famous cultural tourism destination	.798
	Proud in sharing my cultural heritage	.784
	A way to honour my cultural heritage	.807
Normative Injunctive Beliefs	Parents	.747
	Local government	.764
	Cultural tourism's entrepreneurs	.729
	Neighbours/Friends	.763
Motivation to Comply	Parents	.715
	Local government	.757
	Cultural tourism's entrepreneurs	.751
	Neighbours/Friends	.773
Normative Descriptive Beliefs	Parents	.841
	Cultural tourism's entrepreneurs	.824
	Grandparents	.895
Complying with Behavioural Role Model	Parents	.872
	Cultural tourism's entrepreneurs	.852
	Grandparents	.873

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Construct	Items	Pearson's Correlation coefficient (r)
Control Beliefs	Skilful in making cultural products	.810
	Sufficient customs and traditions knowledge	.845
	Sufficient knowledge of local history	.798
	Skilful in cooking traditional foods	.830
	Able to run cultural tourism activities	.800
	English proficiency	.819
	Local government is supportive	.840
	Cultural tourism's entrepreneurs are cooperative	.810
	NGOs are supportive	.791
	Local community is cooperative	.856
Perceived Power	Skilful in making cultural products	.904
	Sufficient customs and traditions knowledge	.880
	Sufficient knowledge of local history	.800
	Skilful in cooking traditional foods	.815
	Able to run cultural tourism activities	.880
	English proficiency	.859
	Local government is supportive	.881
	Cultural tourism's entrepreneurs are cooperative	.862
	NGOs are supportive	.862
	Local community is cooperative	.807

4.2.6.4 Factor analysis

As this study deploys the extended TPB model in which some salient beliefs were carried forward to be analysed further in the main study, an Exploratory Factor Analysis (EFA) was conducted in two stages. The first stage was to obtain the underlying dimension of behavioural beliefs (BB), normative injunctive beliefs (NIB), normative descriptive beliefs (NDB) and control beliefs (CB) (Straub, 1989). Scholars suggest that some conditions must be met when EFA is performed. First, the Kaiser-Meyer's Olkin (KMO) measure of sampling adequacy value should be greater than 0.60, and second, the p-value of Bartlett's test of Sphericity results should be significant at < 0.001(Hair et al., 2014; Yong & Pearce, 2013).

Given the context of this study, the belief items are new scales developed from the preliminary study, as presented in chapter two. As such, these items were examined using the principal component analysis to determine a minimum number of factors that can be explained by all belief items (Anuar et al., 2020). The varimax rotation was applied as an orthogonal factor rotation method to clarify the analysis of factors (Anuar et al., 2020; Hair et al., 2014).

The results in Table 4.17 indicate thatthe value of KMO for all belief constructs is 0.75, which exceeds the threshold value of 0.6. Similarly, Bartlett's test of sphericity for all belief constructs is significant at $p<0.001$ (Hair et al., 2014; Yong & Pearce, 2013). Moreover, Table 4.18 and Figure 4.1below show that four factors were explained out of 26 items by 60.06% variance. This is acceptable given that the belief items are new scales, therefore, not unidimensional (Hair et al., 2010). Thus, the EFA results imply that all belief items explained their respective constructs-BB, NIB, NDB and CB well and therefore should be retained for further rigorous statistical analysis in the main survey.

Table 4.17: Results of KMO and Bartlett's Test for the Belief Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	924.192
	df	325
	Sig.	.000

Table 4.18: The Results of Total Variance Explained for the Salient Belief Constructs-BB, NIB, NDB and CB

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.515	28.902	28.902	7.515	28.902	28.902	5.293	20.358	20.358
2	4.516	17.369	46.271	4.516	17.369	46.271	4.982	19.162	39.520
3	1.979	7.612	53.883	1.979	7.612	53.883	2.958	11.377	50.897
4	1.608	6.184	60.067	1.608	6.184	60.067	2.384	9.170	60.067
5	1.511	5.813	65.880						
6	1.116	4.291	70.172						
7	1.076	4.138	74.310						
8	.956	3.676	77.987						
9	.768	2.954	80.941						
10	.599	2.303	83.244						
11	.529	2.034	85.278						
12	.519	1.995	87.273						
13	.447	1.717	88.990						
14	.419	1.613	90.603						
15	.338	1.300	91.903						
16	.315	1.212	93.115						
17	.276	1.062	94.176						
18	.260	1.002	95.178						
19	.239	.921	96.099						

Continued on next page

20	.199	.766	96.865
21	.189	.728	97.593
22	.160	.617	98.210
23	.150	.575	98.785
24	.139	.536	99.321
25	.101	.389	99.710
26	.075	.290	100.000

Extraction Method: Principal Component Analysis.

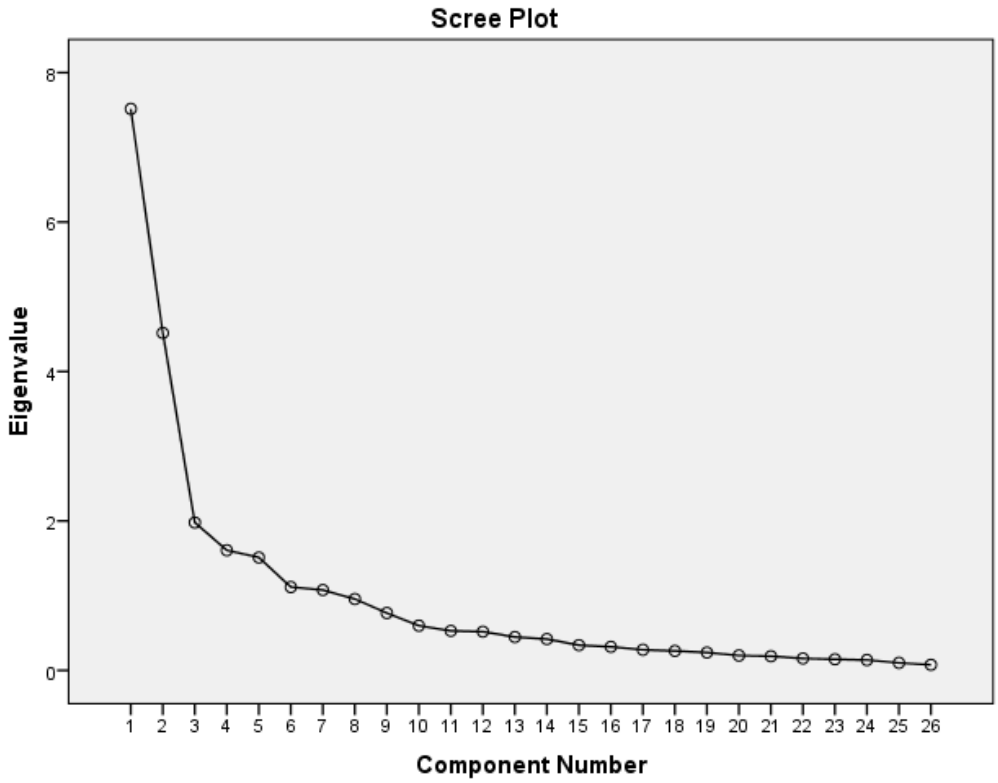

Figure 4.2a Screen Plot

Table 4.19 illustrates that each belief item loaded accordingly to its respective belief construct. BB1 to BB9 loaded in component 1, whereas CB1 to CB10 loaded in component 2. NIB1 to NIB4 loaded in component 3, whereas NDB1 to NDB3 loaded in component 4. As such, four components were explained by 26 belief items.

Table 4.19: Pattern Matrix for the Salient Beliefs-BB, NIB, NDB and CB

Items	Component			
	1	2	3	4
BB1	.735			
BB2	.760			
BB3	.684			
BB4	.647			
BB5	.734			
BB6	.782			
BB7	.679			
BB8	.744			
BB9	.687			
NIB1			.686	
NIB2			.743	
NIB3			.659	
NIB4			.640	
NDB1				.660
NDB2				.775
NDB3				.767
CB1		.601		
CB2		.576		
CB3		.588		
CB4		.776		
CB5		.676		
CB6		.790		
CB7		.733		
CB8		.830		
CB9		.576		
CB10		.565		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Generally, community awareness with its four dimensional-constructs has not been adequately examined in many studies, especially within the context of TPB. As such, Cárdenas et al. (2015) have asserted that stakeholders may have differences in understanding the items. Therefore, it was also imperative to conduct an Exploratory Factor Analysis (EFA) to analyse the interdependence among the measuring items and their four underlying dimensions (CuRI, CuRP,

SI and CuREP) of the theoretical construct, community awareness (Jung & Lee, 2011; Straub, 1989). Because the collected data was within the range of normality, the Maximum Likelihood (ML) was used to extract factors, and the Promax method was used to rotate the process (Hair et al., 2010).

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity were used to examine if the data's value was adequate and normality was met for factory analysis. Table 4.20 below indicates that the value of 0.849, above the threshold value of 0.6 for (KMO), was obtained (Yong & Pearce, 2013). This implies that the sample size of 60 respondents was adequate for factor analysis.

Table 4.20: Results of KMO and Bartlett's Test for the Four-Dimensional-Constructs of Community Awareness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Bartlett's Test of Sphericity	Approx. Chi-Square	528.649
	df	78
	Sig.	.000

Field (2013) and Li et al. (2020) have ascertained that with a small sample, the items with extraction loading below 0.5 can have low loadings in their respective constructs in the structural equation model, which may result in the risk of an item's deletion. Accordingly, the communality value for factor loading was set at a threshold of 0.5, as the sample size for the pilot study was below 100 (Field, 2013). Table 4.21 indicates that the communality values for all 13 items met the loading threshold 0.5.

Table 4.21: The Communalities' Results of the Proposed Items for Community Awareness

Items	Initial	Extraction
CRI1	.735	.880
CRI2	.612	.601
CRI3	.665	.661
CRP1	.637	.614
CRP2	.726	.738
CRP3	.591	.587
SI1	.717	.538
SI2	.689	.597
SI3	.683	.625
CREP1	.704	.699
CREP2	.742	.791
CREP3	.712	.730
CREP4	.671	.712

Extraction Method: Maximum Likelihood.

Three factors could be explained out of 13 items by 67.47% of the variance in the sample data. Scholars have suggested that a minimum of 60% of the variance explained should be considered acceptable (Hair et al., 2010). Table 4.22 below provides the illustrations. Moreover, the screen plot presented in Figure 4.2 below proposes that the items under three-dimensional-constructs can be useful in explaining the construct of community awareness.

Table 4.22: The Results of Total Variance Explained for the Three Factors under Community Awareness

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6.353	48.873	48.873	5.947	45.747	45.747	4.363
2	2.142	16.479	65.351	1.826	14.043	59.790	5.026
3	1.212	9.320	74.672	1.000	7.689	67.478	4.076
4	.793	6.104	80.775				
5	.492	3.784	84.559				
6	.426	3.273	87.832				
7	.383	2.944	90.776				
8	.295	2.269	93.045				
9	.228	1.757	94.802				
10	.202	1.555	96.357				
11	.185	1.423	97.780				
12	.160	1.230	99.010				
13	.129	.990	100.000				

Extraction Method: Maximum Likelihood.

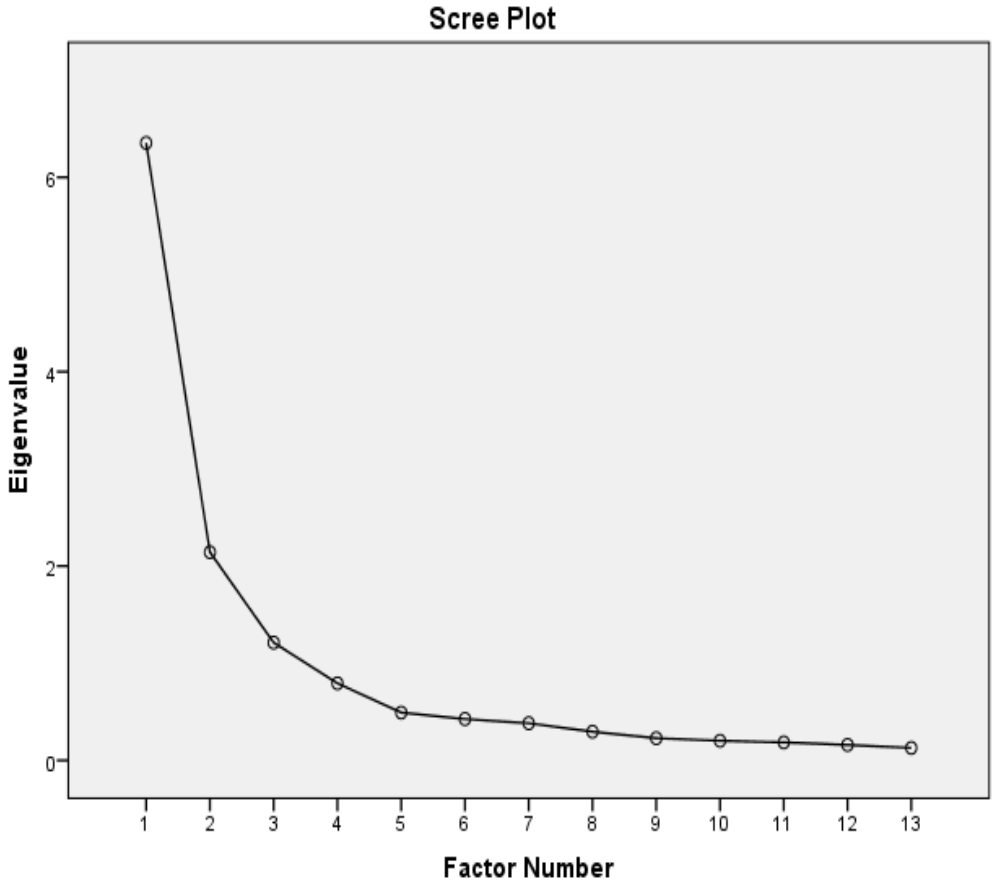

Figure 4.2b Screen Plot

As this study sets a threshold of 0.5 for factor loading to ensure optimal results (Field, 2013; Li et al., 2020), the results in Table 4.23 below indicated that CuRI1 to CuRI3 loaded better in factor 3, CuRP1-CuRP3 and SI1to SI3 loaded better in factor 2, and CuREP1 to CuREP4 loaded well in factor 1. This implies that respondents perceived the items under CRP1 to CRP3 and SI1 to SI3 as measuring an identical concept. As such, the final questionnaire for the main survey was amended to measure three dimensional-constructs of community awareness, as shown below in Table 4.24.

Table 4.23: Pattern Matrix for the Dimensions under Community Awareness

Item	Factor		
	1	2	3
CRI1			.925
CRI2			.753
CRI3			.768
CRP1		.701	
CRP2		.886	
CRP3		.845	
SI1		.575	
SI2		.635	
SI3		.693	
CREP1	.792		
CREP2	.935		
CREP3	.865		
CREP4	.826		

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalization.[a]

Table 4.24: Amended Dimensions for the Direct Constructs, Community Awareness

Construct	Operationalization of Variable	Dimensions	Source
	How TRUE is that each of the following statement will make you engage in creating cultural tourism destination in your village in the near future?		
Community Awareness	14. I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage is attractive.	Awareness on cultural resources identification	Cárdenas, et al., (2015 Yadav & Pathak, (2016)
	15. I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage should be restored.		
	16. I am aware that I have attractive natural environment in my village that I can use to create cultural tourism destination in the near future.		
	17. I am aware that the protected natural environment may influence me to create cultural tourism destination in my village in the near future.		
	18. I am aware that the practice of assessing the quality of services provided to tourists will make me comfortable to create cultural tourism destination in my village in the near future.	Awareness on cultural resources management	Cárdenas, et al., (2015 Park et al., (2016)
	19. I am aware that I can create cultural tourism destination in my village in the near future to preserve my cultural heritage for future generations.		
	20. I am aware that my participation in cultural tourism development is important in the creation of cultural tourism destination in my village in the near future.		
	21. I am aware that my involvement in tourism planning will make me support the creation of cultural tourism destination in my village in the near future.		
	22. I can create cultural tourism destination in my village because I am aware that my community leaders will keep monitoring tourists' business satisfaction.		

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Construct	Operationalization of Variable	Dimensions	Source
	23. I am aware that the creation of cultural tourism in my village in the near future will make my community's economy diversified. 24. I am willing to create cultural tourism destination in my village because I am aware that the income generated from tourists will be used to improve community social services such as education, health services and water projects of my village. 25. I am aware that my contributions of money will influence me to create cultural tourism destination in my village in the near future. 26. I am aware that my contribution of time will influence me to create cultural tourism destination in my village in the near future.	Awareness on cultural resources economic Planning	Cárdenas, et al., (2015 Park et al., (2016)

4.2.7 Structural Equation Modelling Analysis

When analysing simultaneously multiple interrelated constructs in a model, especially when the variables are latent and causal modelling is involved, the use of structural equation modelling (SEM) becomes of paramount importance to generate more reliable and valid results (Lowry & Gaskin, 2014; Yuzhamin & Fisher, 2016). Accordingly, SEM analysis was conducted to respond to three research objectives and test the hypotheses. The following equation (3.1) explains the relationship between the seven independent and dependent variables. The equation addresses hypotheses H1 to H4 and H5a to H5c, of which all seven independent variables are expected to influence the dependent variable positively.

$$BehaviouralI=\beta_1 Atti+\beta_2 SubIN+\beta_3 SubDN+\beta_4 PBControl+\beta_5 CulRI+\beta_6 CuRM+\beta_7 CuREP+\varepsilon_1 \quad (3.1)$$

where;

BehaviouralI	:	Behavioural Intention
Atti	:	Attitude
SubIN	:	Subjective Injunctive Norm
SubDN	:	Subjective Descriptive Norm
PBControl	:	Perceived Behavioural Control
CuRI	:	Cultural Resources Identification
CuRM	:	Cultural Resources Management
CuREP	:	Cultural Resources Economic Planning
β_1,β_2, β_3, β_4, β_5, β_6, and β_7	:	unstandardized coefficients
ε_1	:	error term

Also, this study intended to examine the effect of the four salient beliefs in response to hypotheses; H1a to H1i for (BB), H2a to H2d for (NIB), H3a to H3c for (NDB) and H4a to H4j for (CB) on their respective four constructs-Atti, SubIN, SubDN and PBControl. Therefore, the following structural equations were established.

$$Atti=\lambda_1 BB1+\lambda_2 BB2+\lambda_3 BB3+\lambda_4 BB4+\lambda_5 BB5+\lambda_6 BB6+\lambda_7 BB7+\lambda_8 BB8+\lambda_9 BB9+\varepsilon_2 \quad (3.2)$$

$$SubIN=\delta_1 NIB1+\delta_2 NIB2+\delta_3 NIB3+\delta_4 NIB4+\varepsilon_3 \quad (3.3)$$

$$SubDN=\varrho_1 NDB1+\varrho_2 NDB2+\varrho_3 NDB3+\varepsilon_4 \quad (3.4)$$

$$PBControl=\gamma_1 CB1+\gamma_2 CB2+\gamma_3 CB3+\gamma_4 CB4+\gamma_5 CB5+\gamma_6 CB6+\gamma_7 CB7+\gamma_8 CB8+\gamma_9 CB9+\gamma_{10} CB10+\varepsilon_5 \quad (3.5)$$

where;

BB : behavioural beliefs
NIB : normative injunctive beliefs
NDB : normative descriptive beliefs
CB : control beliefs

λ_1, λ_2, λ_3, λ_4, λ_5, λ_6, λ_7, λ_8, and λ_9	:	unstandardized coefficients of BB items
δ_1, δ_2, δ_3, and δ_4	:	unstandardized coefficients of NIB items
ϱ_1, ϱ_2, and ϱ_3	:	unstandardized coefficients of NDB items
γ_1, γ_2, γ_3, γ_4, γ_5, γ_6, γ_7, γ_8, γ_9, and γ_{10}	:	unstandardized coefficients of CB items
ε_2, ε_3, ε_4, ε_5	:	error terms measured at the latent constructs

Past studies' data analysis indicates that SEM was the most preferred data analysis method adopted by past researchers if the studies intended to test the structural relationship between the studied variable (Erul et al., 2020; Hamid & Mohamad, 2019; Lwoga, 2016; Nunkoo & Ramkissoon, 2010; Park et al., 2016). Accordingly, this study uses the structural equation modelling (SEM) Covariance Based SEM (CB-SEM) (Jaya et al., 2019).

SEM can be run by using either partial least square (PLS-SEM) or co-variance-based formulation (CB-SEM) (Jaya et al., 2019). Several past studies have used CB-SEM because of its ability to evaluate complex model specifications using a parametric approach (Jaya et al., 2019). Moreover, CB-SEM is mostly applied

in confirmatory studies rather than exploratory ones. On the other hand, PLS-SEM is flexible to be used in no-parametric data with a small sample of less than 100 respondents. Furthermore, this statistical approach is mostly used in exploratory studies (Lin et al., 2019).

As the current study intends to confirm the relationships between TPB constructs and one additional variable with its three dimensional-constructs on the intention to create cultural tourism destinations in the southern tourist circuit, the use of CB-SEM was considered appropriate.

Additionally, as the population sample for this study is 385 respondents, this makes the use of CB-SEM to be preferable to PLS-SEM, which is preferable in the exploratory study (Lin et al., 2019; Jaya, Hermina & Sunengsih, 2019). Moreover, as the study sample results are to be generalized to the population of the southern tourist circuit, parametric statistical approaches become imperative in testing the study's hypotheses (Jaya, et al., 2019).

4.2.8 Measurement Models of Formative and Reflective Indicators

In the TPB theoretical model of the present study, the proximal predictors of behavioural intention-attitude, subjective injunctive norm, subjective descriptive norm and perceived behavioural control are supposed to be measured directly by their underlying observable indicators and their measuring errors (Hair et al., 2010; Kline, 2011). These observable indicators are called reflective indicators and are theorized as unidimensional latent variables (Kline, 2011; Sok et al., 2020).

This is because reflective indicators should correlate well and have high loadings to the same latent construct they measure (Kline, 2011). Thus, any changes in the latent variables, as Diamantopoulos and Siguaw (2006) observed, are reflected in the changes in the observed indicators. Reasonably, the measurement model developed for a latent variable with reflective indicators is called a reflective model (Kline, 2011; Posey et al., 2014).

Similarly, when salient beliefs are measured alongside their respective latent construct- attitude, subjective injunctive norms, subjective descriptive norms and perceived behavioural control, they are termed formative indicators (Hair et al., 2010) because salient beliefs are presumed to cause their respective latent constructs (Fishbein & Ajzen, 2010; de Leeuw et al., 2015). Therefore, the same logic that any changes in the latent variables are reflected in the changes of the reflective indicators applies also to the formative indicators (Sok et al., 2020). Likewise, a measurement model developed for a latent variable with formative indicators is called a formative model (Diamantopoulos & Siguaw, 2006).

However, unlike the reflective indicators conceptualized as unidimensional, the formative indicators are multidimensional (Hair et al., 2010). This means that formative indicators might have been developed from domains that do not necessarily share the same underlying meaning (Kline, 2011; Posey et al., 2014). As a result, they lack internal consistency in measuring the same latent variable because they are likely to be responded to differently (positively or negatively) by the same respondent.

Moreover, different from the reflective indicators, which are measured with errors (other unobserved factors which the model cannot capture), formative indicators are measured without errors (Sok et al., 2020), except that an error is measured at the latent construct to assume the inability of the formative indicators to fully explain the construct (Hair et al., 2010).

Therefore, in SEM, the analysis of both formative and reflective indicators is specified by measurement models with multiple indicators and causes, referred to as MIMIC models (Jöreskog & Goldberger, 1975). Posey et al. (2014.p.7) define the MIMIC model as: "a single latent construct with both reflective and formative indicators".

Scholars have recommended that in CB-SEM, both the formative model and reflective model need to be analysed concurrently for CFA (Hennessy et al., 2012) so that other psychometric parameters, such as model fit indices are validated (Kline, 2011). This is because, in the observed indicators, a formative model has insufficient variances and covariances which may lead to identification problems in SEM analysis (Lee et al., 2013). Thus, analysing the validity of both formative and reflective indicators using MIMIC models was thought appropriate for the current study to resolve the issue of model identification. Figure 4.3 below illustrates a MIMIC model for the present study.

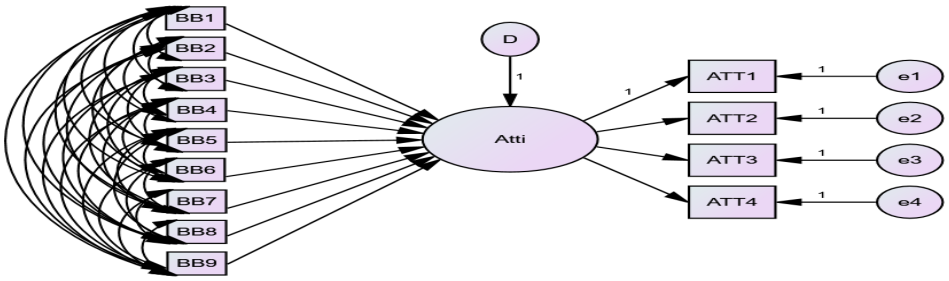

Figure 4.3: An Example of MIMIC Model for the Present Study

Figure 4.3 above shows that the MIMIC model has 9 formative indicators (BB1-BB9) indirectly measure one latent variable-attitude with an error term (D), and four reflective indicators (ATT1-ATT4) with errors (e1-e4) directly measure attitude. The 9 formative indicators in the model produce 45 non-redundant elements in the variance-covariance matrix (i.e. [9(9+1)/2=45] (Posey et al., 2014).

As the formative model requires 62 parameters to be estimated, the addition of 4 reflective indicators with their error terms makes the MIMIC model have 91 elements in the variance and covariance matrix to be estimated. This is to say; the model is over-identified; hence suitable for MIMIC analysis in the SEM for validation.

4.2.9 Procedures for Structural Equation Modelling

The structural equation modelling is made up of two processes. The first is to develop measurement models for the latent constructs to analyse the relationships between latent variables (attitude, subjective injunctive norm, subjective descriptive norm, perceived behavioural control, cultural resources identification, cultural resources management, cultural resources economic planning and behavioural intention) and their observable indicators. In this process, the latent constructs with their observable indicators should attain good scores for reliability (composite reliability) and validity (both convergent and discriminant validity) (Kline, 2011). The second process tests the causal relationships between dependent and independent variables in the entire structural model.

However, it is recommended that in assessing the internal validity of the formative indicators in the MIMIC models, CFA should not be used because the formative indicators lack internal consistency as their correlation loadings are always low (Diamantopoulous & Siguaw, 2006; MackKenzie & Podsakoff, 2003). Instead, multivariate regression and Pearson Correlation analysis are suggested to validate the indicators (Cenfetelli & Bassellier, 2009; Diamantopoulous & Winklhofer, 2001). The discussion of each analysis is presented in chapter five, sub-section 5.5.3.

4.2.9.1 Measurement model

Four measurement models with reflective indicators in the MIMIC models, Atti, SubIN, SubDN, and PBControl, and four measurement models for the latent

variables-CuRI, CuRM, CuREP, and BehaviouralI were developed for the current study's overall measurement model. In this measurement model, the CFA method determines the relationship among the latent variables so that various psychometric properties for reliability and validity are met (Kline, 2011). Figure 4.4 below illustrates the measurement model of the current study.

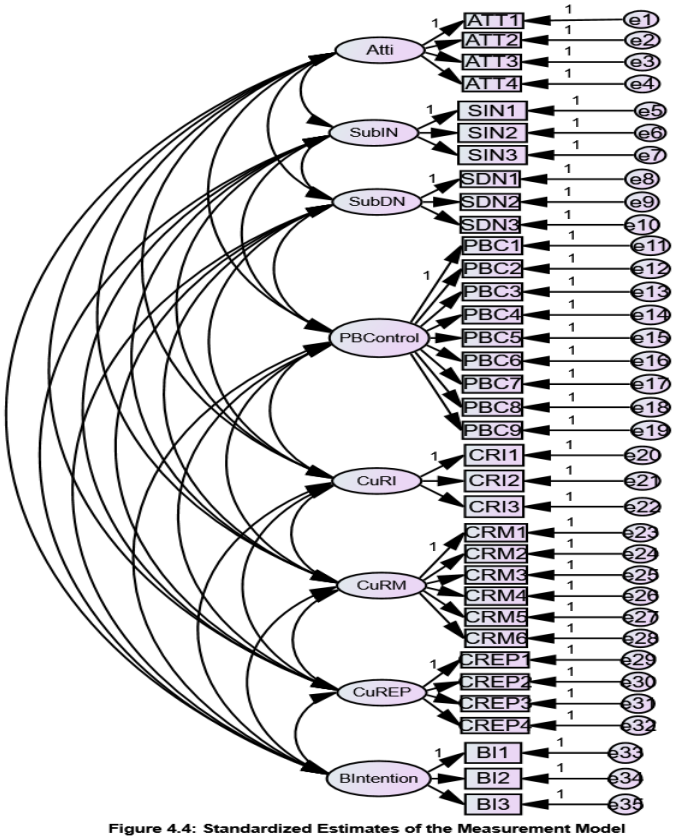

Figure 4.4: Standardized Estimates of the Measurement Model

Figure 4.4 shows that each of the eight latent constructs is presented by an elliptical shape connected by pointing arrows to the observable variables in rectangular shapes. This suggests a reflective effect between each latent variable and its observable indicators (Diamantopoulos & Siguaw, 2006). Further, each observable indicator is connected to its respective error term presented in a small circle.

This demonstrates that each latent construct, let's say Attitude, is partly explained by four observable indicators-ATT1-ATT4 and other unobservable factors (termed as er1-e4) not captured in the model (Kline, 2011). The double-headed curved arrows show that the latent variables correlate amongst themselves, and hence co-variance between variables needs to be explained by the models. Because the factor loadings for each observable indicator are not yet established, the scales for each path are fixed at 1 in each variable (both observable items and error terms).

i) Model identification

Kline (2011) asserts that the parameters of every model must be theoretically fit to meet the required estimates in structural equation modelling. To clarify this, the model must have sufficient variances and co-variances expounded by the observable indicators and all free parameters to be estimated. Kenny (2012) suggested the minimum condition of identification of models in the structural equation model by a formula [q=k(k+1)/2], whereas q is the total number of variances and covariances, and k is the total number of observable indicators.

In this rule, the author asserts that the minimum condition is that variances and co-variances (denoted by q) should be greater than or equal to the number of parameters to be estimated in the model and that the number of parameters to be estimated should be equal to the sum of the number of paths (Kenny, 2012).

Given that the measurement model in Figure 4.4 above has a total of eight latent variables (Atti-with 4 observable indicators; SubIN-with 3 observable

indicators; SubDN-with 3 observable indicators; PBControl-with 9 observable indicators; CuRI-with 3 observable indicators; CuRM-with 6 observable indicators; CuREP-with 4 observable indicators; and BehaviouralI-with 3 observable indicators), there are 35 observable indicators in total. Applying Kenny's above formula, the variance and co-variance would be 630.

To estimate the number of parameters in the model is to sum the number of co-variances between the latent variables, the number of factor loadings and the number of measurement errors. Thus, the measurement model has eight latent variables with 28 co-variance scales (i.e. [7+6+5+4+3+2+1=28]), 35-factor loadings and 35 measurement errors. The summation of all three components would be (28+35+35= 98 parameters to be estimated).

Kenny's model identification condition states that variances and co-variances should be greater than or equal to the number of parameters to be estimated in the model. The number of parameters to be estimated should equal the sum of the number of paths (Kenny, 2012). Considering Kenny's model identification condition, the above measurement model meets that specification as it has 98 parameters to be estimated, equal to the number of paths in the model. Additionally, the computation of the degree of freedom for the model is 532 (i.e., 630-98). This implies that the measurement model is over-identified, and the requirements under the SEM analysis can be used to estimate all parameters (Hair et al., 2010).

ii) Model evaluation

After performing the identification of the measurement model, the next step is to empirically estimate the relationship among the variables (both observable indicators and unobservable factors-termed as errors) and their measured latent constructs as represented by the measurement model to see how well the hypothetical model fits with the data collected (Byrne, 2010; Hair et al., 2010). In this analysis, the most common goodness of fit test is Chi-squire χ^2 ($p \geq 0.05$) (Marsh et al., 2004).

However, Hair et al. (2010) suggest that researchers should not rely much on the Chi-square test because it is sensitive to sample size and normality of data. Hence, other various fit indices are proposed by scholars to be reported as well. Hair et al. (2010) recommends that other fit indices be considered in analysing model fit alongside the Chi-square value. They include absolute fit; the root mean square of error approximation (RMSEA) is considered the best-fit test under this test (Marsh et al., 2004). The other is incremental fit; most scholars recommend the comparative fit index (CIF) under this test (Hu & Bentler, 1999). And the last one is parsimonious fit; under this test, the normed Chi-square/degree of freedom (χ^2/df) and the Tucker-Lewis Index (TLI) are values of interest to be reported (Hair et al., 2010). The following table summarises the four goodness of fit indices that should be reported in the current study.

Table 4.25: The Particulars of Fit Indices

Name of indices	Indicators	Acceptability level
Absolute Fit	$\chi 2$,	$p \geq 0.05$
	RMSEA,	< 0.05
Incremental fit	CFI,	≥ 0.90
Parsimonious fit	$\chi 2/df$	≤ 3.0
	TLI	≥ 0.90

Where:

$\chi 2$ refers to Chi-square,
RMSEA stands for root mean square of error approximation,
CFI means comparative fit index,
$\chi 2/df$ refers to Chi-square/ degree of freedom.
TLI refers to Tucker-Lewis Index

Model re-specification can only be done if the hypothesized model attains weak values that cannot meet the proposed goodness of fit indices. In doing so, AMOS is integrated with modification indices (MI) that would suggest the addition of the regression paths or correlation between the variables or error terms. However, any model re-specification should provide theoretical grounds and justifications (Kline, 2011).

iii) Assessment of unidimensionality, validity and reliability

Unidimensional measurement is regarded when two conditions are met; the first is that each indicator should load on a single factor, and the second is that error terms of indicators in a single factor should be independent; the error terms should not converge (Kline, 2011).

Factor loading for the observable indicators in each factor should not be below 0.7 to ensure reliability and that the indicators should measure one factor (Hair, et al., 2010). Accordingly, to avoid multidimensionality in which an indicator loads on ≥2 factors (Kline, 2011), the current study had to assess the reliability of the observable variables under the latent constructs-Atti, SubIN, SubDN,

PBControl, CuRI, CuRM, CuREP and BehaviouralI. Moreover, two types of validity had to be examined; convergent validity and discriminant validity (Kline, 2011; Hair et al., 2010). These two validities were assessed after the measurement model had attained the goodness of fit indices. Convergent validity was measured to see if all observed indicators in each latent variable had high loading.

Hence, the Average Variance Extracted (AVE) value of more than 5.0 indicated that indicators under each specific construct could be explained by the variance within their respective constructs (Kline, 2011). Discriminant validity was assessed on the latent constructs to ensure that each construct was independent. As such, a value threshold of below 0.85 was attained by all latent constructs (Kline, 2011; Hair et al., 2010).

In SEM analysis, Composite Reliability hypothesises that the loading of the items has different weightage (Hair et al., 2006). Therefore, Cronbach's alpha value alone is insufficient for assessing item reliability (Anderson & Gerbing, 1988). As such, Composite Reliability was performed to assess the internal consistency of the observable indicators to their respective latent variables. A threshold value of 0.6 was used as the minimum weightage of loadings.

4.2.9.2 The structural model

The second process in structural equation modelling presents an entire structural model that considers all the parameters. This is done after confirming all the measurements of latent constructs. In this stage, the causal relationships between

the independent and dependent variables are established using structural model analysis. The coefficients for each path estimate the strength of the causal relationships. Figure 4.5 below illustrates the structural model of the current study.

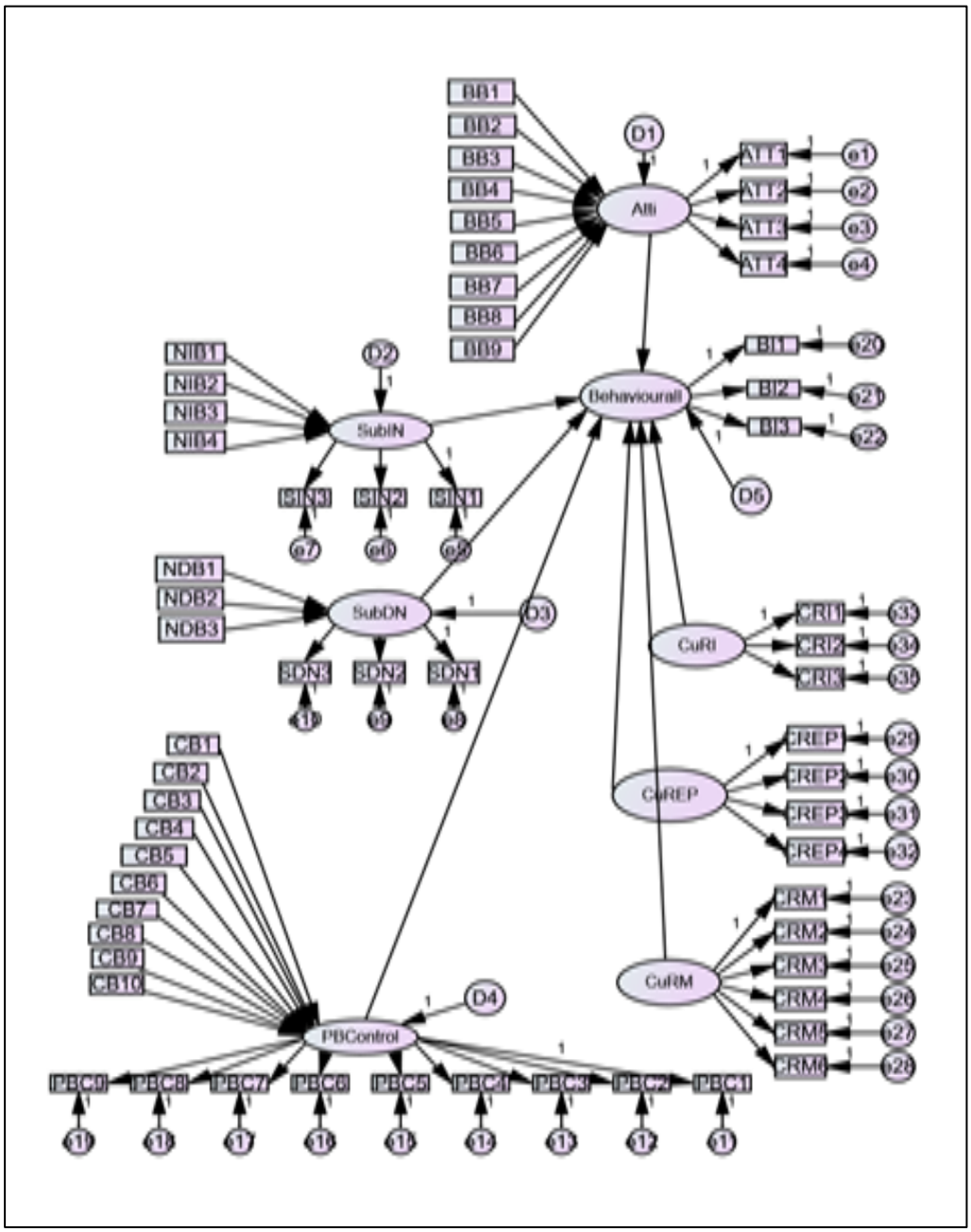

Figure 4.5 The Structural Model of the Current Study

4.3 Research Ethics

To ensure that all ethical considerations are properly adhered to by this study, the current author observed all the rules and regulations given by the studied university. First, as the item statements in the questionnaire for the main survey are to be ethically prepared, the main questionnaire items were submitted to the Scientific and Ethical Review Committee (SERC) of Universiti Tunku Abdul Rahman for review and approval. After getting the approval, the same questionnaire items were distributed to the respondents in the pilot and main surveys.

Second, before conducting the pilot and main survey, the current author had to seek permission from government authorities at the regional, district, and ward or village levels. Official letters were drafted to respective authorities before meeting local communities. Having been granted permission, the researcher met with the research assistants and oriented them on the research ethics and the questionnaire. It was important for the research assistants to become familiar with both the ethical code and the questionnaire. The compiled ethical code to protect respondents from harm and risk was attached to the questionnaire.

Third, selected respondents were briefed on the purpose of the study, and the consent from respondents before giving them questionnaires to respond to was observed. Respondents were assured of their identity and responses to be kept private and confidential. Facilitation and clarifications on the questionnaire were provided whenever needed by respondents.

4.4 Summary of Research Methodology

Concerning the pragmatism paradigm, cross-sectional data are collected using mixed-methods (qualitative and quantitative) approaches. Quantitative data were collected in the main study from four regions, and the sampling design was carefully applied to mitigate heterogeneity and reduce biases in selecting respondents from the target population. The questionnaire was screened and vetted by pre-test experts and pilot study participants to ensure the collected data could represent respondents' true behaviour. The chapter explains the exploratory factor analysis (EFA) for BB, NIB, NDB and CB belief constructs and the four dimensional-constructs of community awareness in the pilot study's descriptive and statistical data analysis. CB-SEM is selected due to the software's rigorous analytical power in confirming the validity and reliability of the measurement models, and structural relationships among studied variables. Also, the current researcher ensured that the study project was ethically carried out.

CHAPTER FIVE

RESULTS AND DISCUSSION

5.0 Introduction

This chapter lays down data analysis and presents the results. Demographic profiles of respondents are presented, and descriptive results of respondents' reactions to the questionnaires are provided concerning all variables examined. Descriptive and confirmatory factor analysis (CFA) results of each respective variable are presented, and discussions are provided. The chapter also presents the results of the structural model by examining the hypotheses and discusses the results accordingly. Lastly, a summary of the hypotheses tested is given.

5.1 The Response Rate

The proposed sample size for the current study was 385. However, the distributed questionnaire in each studied region was increased by 10% (Neuman, 2005, as cited in Saunders et al., 2009) to account for sampling and non-sampling errors during data collection. As such, 425 questionnaires were distributed to communities in the southern tourist circuit.

Twenty questionnaires (4.7%) were not returned, and 13 questionnaires (3.2%) were rejected because substantial information of more than 10% was not completed (Stavseth et al., 2019). As such, usable questionnaires that could be analysed were 392 (96.8%), which is still more than the minimum target sample size. The details are in Table 5.1.

Table 5.1: Questionnaire Distribution Region wise and the Response Rate

Region	Surveyed Villages	Targeted Sample	Distributed Questionnaires	Returned Questionnaires	Rejected Questionnaires	Usable Questionnaires	Response Rate per region
Iringa	Kalenga, Ibangamoyo	66	72	69	2	67	16.5%
Njombe	Matamba, Magoye	50	55	51	0	51	12.6%
Mbeya	Matema, Ikombe	169	187	177	8	169	41.7%
Ruvuma	Liuli, Puulu	100	111	108	3	105	26%
Total	**8**	**385**	**425**	**405**	**13**	**392**	**96.8%**

5.2 Data Entry and Preparation

Two Excel files were created for raw data entry so that the current researcher could counter-check the accuracy of the data. After satisfying that the raw data had been correctly entered, one Excel file was transferred to SPSS software for data cleaning and screening before performing statistical analysis. The cleaning of data involved the evaluation of missing data and the identification of outliers (Hair et al., 2010). Such action was undertaken to improve data reliability and validity (Hair et al., 2010). The following sub-sections discuss how missing values and outliers were dealt with.

5.2.1 Assessment of Missing Values

The statistical analysis of data may be disturbed by the presence of missing values in the dataset (Hair et al., 2010). Therefore, it was important for the current researcher to check the magnitude of missing data before performing other statistical analysis.

Table 5.2 shows that a few missing values in the dataset were detected. The highest missing values were PBC4, with 4 missing values (1%), followed by BB6 and CRI2, with 3 missing values (0.8%) each. Nevertheless, the missing values are below 10%, which may not affect the reliability of the statistical results (Stavseth et al., 2019; Olinsky, Chen & Harlow, 2003).

Table 5.2: Frequency of Missing Values for the Measurement Items

Item	Freq %	Item	Freq%	Item	Freq%	Item	Freq%
BB1	-	NIB1	1(0.3%)	CB3	-	PBC5	1(0.3%)
BB2	1(0.3%)	NIB2	-	CB4	-	PBC6	-
BB3	1(0.3%)	NIB3	-	CB5	1(0.3%)	PBC7	1(0.3%)
BB4	-	NIB4	-	CB6	-	PBC8	1(0.3%)
BB5	1(0.3%)	NIB1a	1(0.3%)	CB7	-	PBC9	-
BB6	3(0.8%)	NIB2a	-	CB8	1(0.3%)	CuRI1	1(0.3%)
BB7	2(0.5%)	NIB3a	-	CB9	-	CuRI2	3(0.8%)
BB8	-	NIB4a	-	CB10	-	CuRI3	-
BB9	-	SIN1	1(0.3%)	CB1a	-	CuRM1	-
BB1a	1(0.3%)	SIN2	-	CB2a	-	CuRM2	2(0.5%)
BB2a	-	SIN3	-	CB3a	1(0.3%)	CuRM3	-
BB3a	-	NDB1	-	CB4a	-	CuRM4	-
BB4a	2(0.5%)	NDB2	-	CB5a	-	CuRM5	-
BB5a	1(0.3%)	NDB3	1(0.3%)	CB6a	-	CuRM6	-
BB6a	1(0.3%)	NDB1a	-	CB7a	-	CuREP1	1(0.3%)
BB7a	1(0.3%)	NDB2a	-	CB8a	-	CuREP2	-
BB8a	-	NDB3a	-	CB9a	-	CuREP3	-
BB9a	1(0.3%)	SDN1	-	CB10a	-	CuREP4	-
ATT1	-	SDN2	-	PBC1	-	BI1	-
ATT2	-	SDN3	1(0.3%)	PBC2	2(0.5%)	BI2	-
ATT3	1(0.3%)	CB1	-	PBC3	-	BI3	-
ATT4	-	CB2	-	PBC4	4(1.0%)		

Note: Freq=frequency

According to Hair et al. (2010), it is important to ascertain the significance impact of missing values in the dataset. To address missing values, the Little's Missing Completely at Random (MCAR) test was performed to confirm whether the overall missing value counts have been randomly distributed (Pampaka et al., 2016; Tabachnick & Fidell, 2011). The result shows that Little's MCRA p-value is less than the threshold value 0.05. Therefore, the null hypothesis projecting that missing data happen in a random order is accepted.

In addition, this study implemented Multiple Imputation (MI) procedures in addressing the missing data. Under the MI process, missing data are replaced by values derived from probability distribution generated using Expected

Maximization Algorithm (Hair et al., 2010; Pampaka et al., 2016). After replacing the missing data, the revised dataset was used for statistical analyses.

5.2.2 Assessment of Outliers

Outliers are extremely distant values from other scores (Leys et al., 2019). They may occur for various reasons, including data entry, observation, or instrumental errors due to instructions (Hair et al., 2010). As a result, outliers in the dataset may affect the mean, standard deviations and correlation coefficient values (Schumacker & Lomax, 2010).

Univariate and multivariate analyses were performed to check whether the current study dataset contains outliers. Standardized z-scores for each observable variable were computed upon running the univariate outlier analysis. Table 5.3 shows a summary of scores for all observable values (or item data) which were used to measure the respective latent variables – Attitude, SubIN, SubDN, and PBControl formatively and reflectively; and CuRI, CuRM, CuREP and BehaviouralI variables. As the values of the standardized z-scores are within -3 and +3, the current researcher concludes that no outliers are detected in the dataset (Hair et al., 2010) – see Table 5.3.

Table 5.3: Standardized Values for Items in Assessing Univariate Outliers

Variables	N	Minimum	Maximum	Variables	N	Minimum	Maximum	Variables	N	Minimum	Maximum
Zscore(BB1)	392	-1.85758	1.57449	Zscore(NDB2)	392	-1.82744	1.65284	Zscore(PBC7)	392	-1.58538	1.72030
Zscore(BB2)	392	-1.91641	1.59402	Zscore(NDB3)	392	-1.59221	1.95407	Zscore(PBC8)	392	-1.78693	1.54339
Zscore(BB3)	392	-1.85522	1.93582	Zscore(SDN1)	392	-1.46558	1.80486	Zscore(PBC9)	392	-1.84194	1.59362
Zscore(BB4)	392	-1.85351	1.48196	Zscore(SDN2)	392	-1.70875	1.59362	Zscore(CuRI1)	392	-1.83184	1.57139
Zscore(BB5)	392	-1.84330	1.48654	Zscore(SDN3)	392	-1.56978	1.65760	Zscore(CuRI2)	392	-1.79143	1.68501
Zscore(BB6)	392	-2.01943	1.51984	Zscore(CB1)	392	-1.64920	1.58054	Zscore(CuRI3)	392	-1.77004	1.57385
Zscore(BB7)	392	-2.41031	1.52653	Zscore(CB2)	392	-1.73097	1.69312	Zscore(CuRM1)	392	-1.80494	1.56428
Zscore(BB8)	392	-1.96330	1.45467	Zscore(CB3)	392	-1.69038	1.65905	Zscore(CuRM2)	392	-1.71811	1.63264
Zscore(BB9)	392	-1.93568	1.57994	Zscore(CB4)	392	-1.77050	1.63163	Zscore(CuRM3)	392	-1.79494	1.58242
Zscore(ATT1)	392	-1.92123	1.40871	Zscore(CB5)	392	-1.78543	1.53158	Zscore(CuRM4)	392	-1.70220	1.60380
Zscore(ATT2)	392	-1.92210	1.36096	Zscore(CB6)	392	-1.55105	2.01151	Zscore(CuRM5)	392	-1.65211	1.70057
Zscore(ATT3)	392	-1.84618	1.40642	Zscore(CB7)	392	-1.51516	1.86271	Zscore(CuRM6)	392	-1.62480	1.60558
Zscore(ATT4)	392	-1.83072	1.43377	Zscore(CB8)	392	-1.77622	1.60650	Zscore(CuREP1)	392	-1.65926	1.72840
Zscore(NIB1)	392	-2.03631	1.63936	Zscore(CB9)	392	-1.76897	1.64417	Zscore(CuREP2)	392	-1.64628	1.65189
Zscore(NIB2)	392	-1.91788	1.73168	Zscore(CB10)	392	-1.73123	1.66198	Zscore(CuREP3)	392	-1.59092	1.73517
Zscore(NIB3)	392	-1.99016	1.44659	Zscore(PBC1)	392	-1.96962	1.56938	Zscore(CuREP4)	392	-1.59644	1.65449
Zscore(NIB4)	392	-2.23136	1.59383	Zscore(PBC2)	392	-1.89280	1.63483	Zscore(BI1)	392	-1.82490	1.51011
Zscore(SIN1)	392	-2.05485	1.52781	Zscore(PBC3)	392	-1.70333	1.56174	Zscore(BI2)	392	-1.79720	1.71361
Zscore(SIN2)	392	-2.00812	1.59454	Zscore(PBC4)	392	-1.69472	1.75635	Zscore(BI3)	392	-1.85116	1.48519
Zscore(SIN3)	392	-1.86433	1.58293	Zscore(PBC5)	392	-1.81347	1.50066				
Zscore(NDB1)	392	-1.46942	1.90896	Zscore(PBC6)	392	-1.60433	1.67973				

The multivariate assessment of outliers was also performed using the Mahalanobis distance (Hair et al., 2010). This assessment computes a multidimensional version of z-score that measures the distance of a case from the centroid of all cases (Tabachnick & Fidel, 1996). An outlier case is present if the p-value is less than 0.001 (or p<.001) (Kline, 2005). The result shows that only one case was identified as a potential outlier at p<.001, or the count percentage of outlier cases is only 0.26% (1/392) compared to all cases. A small number of outlier counts can be retained in the dataset because outliers are generally expected in large sample sizes (Tabachnick & Fidel, 1996). Therefore, no data transformation was required in this study because one case outlier could not have significant effects on the model fit indices.

5.2.3 Assessment of Normality

In testing the normality of data distribution, AMOS version 22 was used to generate skewness and kurtosis scores for all items. The score results shown in Table 5.4 are below the absolute value of z-statistics 5.0 at a precision level of 0.05 (or p>0.05) (Byrne, 2010), which implies that data of all items are normally distributed.

Table 5.4: Results of Assessment of Normality

Variable	Min	Max	Skewness	C.R.	Kurtosis	C.R.	Variable	Min	Max	Skewness	C.R.	Kurtosis	C.R.
CB10	1.000	7.000	-.330	-2.668	-1.037	-4.192	BB6	1.000	7.000	-.359	-2.905	-.678	-2.738
CB9	1.000	7.000	.079	.640	-1.160	-4.687	BB5	1.000	7.000	-.283	-2.288	-.861	-3.480
CB8	1.000	7.000	-.368	-2.972	-.983	-3.971	BB4	1.000	7.000	-.285	-2.307	-.924	-3.733
CB7	1.000	7.000	.229	1.852	-1.104	-4.460	BB3	1.000	7.000	-.398	-3.218	-.667	-2.694
CB6	1.000	7.000	.231	1.865	-1.068	-4.314	BB2	1.000	7.000	-.295	-2.386	-.709	-2.865
CB5	1.000	7.000	.211	1.705	-1.143	-4.619	BB1	1.000	7.000	-.196	-1.581	-.838	-3.386
CB4	1.000	7.000	-.285	-2.303	-.981	-3.967	BI3	1.000	7.000	-.202	-1.629	-1.184	-4.787
CB3	1.000	7.000	-.284	-2.292	-1.099	-4.440	CRI3	1.000	7.000	-.224	-1.815	-1.031	-4.169
CB2	1.000	7.000	-.288	-2.328	-1.083	-4.375	CRI2	1.000	7.000	-.275	-2.223	-1.025	-4.142
CB1	1.000	7.000	-.162	-1.310	-1.169	-4.726	CRI1	1.000	7.000	-.253	-2.048	-.930	-3.759
NDB3	1.000	7.000	.207	1.672	-.771	-3.118	CREP4	1.000	7.000	-.240	-1.942	-1.052	-4.254
NDB2	1.000	7.000	-.188	-1.523	-.839	-3.392	CREP3	1.000	7.000	-.154	-1.245	-1.065	-4.306
NDB1	1.000	7.000	.261	2.108	-.862	-3.484	CREP2	1.000	7.000	-.261	-2.108	-1.058	-4.277
NIB4	1.000	7.000	-.346	-2.800	-.519	-2.099	CREP1	1.000	7.000	-.287	-2.323	-1.088	-4.397
NIB3	1.000	7.000	-.354	-2.864	-.684	-2.764	CRM6	1.000	7.000	-.358	-2.891	-1.000	-4.040
NIB2	1.000	7.000	-.274	-2.211	-.588	-2.377	CRM5	1.000	7.000	-.224	-1.814	-1.059	-4.281
NIB1	1.000	7.000	-.321	-2.593	-.586	-2.368	CRM4	1.000	7.000	-.299	-2.413	-1.172	-4.739
BB9	1.000	7.000	-.203	-1.643	-.731	-2.956	CRM3	1.000	7.000	-.396	-3.204	-1.055	-4.263
BB8	1.000	7.000	-.296	-2.391	-.892	-3.603	CRM2	1.000	7.000	-.316	-2.555	-1.003	-4.054
BB7	1.000	7.000	-.446	-3.605	-.428	-1.731	CRM1	1.000	7.000	-.264	-2.132	-.964	-3.895

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Variable	Min	Max	Skewness	C.R.	Kurtosis	C.R.	Variable	Min	Max	Skewness	C.R.	Kurtosis	C.R.
BI1	1.000	7.000	-.117	-.947	-1.106	-4.468	SDN2	1.000	7.000	-.181	-1.465	-.923	-3.729
PBC9	1.000	7.000	-.015	-.125	-1.279	-5.171	SDN1	1.000	7.000	.188	1.517	-.934	-3.774
PBC8	1.000	7.000	.015	.121	-1.261	-5.095	SIN3	1.000	7.000	-.311	-2.513	-.981	-3.964
PBC7	1.000	7.000	.071	.572	-1.030	-4.164	SIN2	1.000	7.000	-.311	-2.514	-1.035	-4.182
PBC6	1.000	7.000	.116	.940	-1.063	-4.296	SIN1	1.000	7.000	-.458	-3.704	-.918	-3.710
PBC5	1.000	7.000	.039	.317	-1.267	-5.121	ATT4	1.000	7.000	-.212	-1.712	-.986	-3.984
PBC4	1.000	7.000	-.304	-2.453	-.932	-3.767	ATT3	1.000	7.000	-.186	-1.506	-1.262	-5.101
PBC3	1.000	7.000	-.357	-2.885	-1.024	-4.139	ATT2	1.000	7.000	-.282	-2.281	-1.038	-4.195
PBC2	1.000	7.000	-.311	-2.514	-1.054	-4.261	ATT1	1.000	7.000	-.240	-1.939	-1.137	-4.597
PBC1	1.000	7.000	-.349	-2.822	-.970	-3.920	Multivariate					22.574	2.549

Note: Note: C. R=critical ratio; Min=minimum; Max=maximum

5.3 Respondents' Demographic Profiles

Table 5.5 below shows that more females (53.1%) participated than males (46.1%). As explained in an earlier topic, according to the 2012 National Census, the population count percentages of men and women were 48.7% and 51.3%, respectively (URT, 2013). Such distribution has remained the same even in the 2022 population census (NBS, 2022). As such, the number of female respondents will likely increase because of the proportional population distribution between the two genders. Additionally, data collection through household surveys made the number of women surpass that of men because women were likely to be at home compared to men, who spent most of their time outdoors (Schlindwein et al., 2020).

The minimum age limit of respondents who participated in the survey was 15 to meet the threshold working age in Tanzania (URT, 2013). This is because individuals of 15 years of age are expected to have finished their primary education and be involved in various economic activities. In addition, more than half of the respondents (55.1%) were aged between 15 and 35. The age distribution in this study corresponds to the 2012 National Census results which indicated that, on average, the population of mainland Tanzania was characterised by the youth population, whereas the elderly population was low at 3.9 % (URT, 2013). Such a phenomenon suggests that rural Tanzania has a high percentage count of the youth population labour force. Thus, creating additional income and job opportunities for the youth population is necessary.

Majority of respondents were educated only at primary (44.9%) and secondary school (39.5%) levels. The rural residents may not see the need to secure higher education certificates as job opportunities are scarce in their living area, or the

residents cannot meet tertiary education expenses. Moreover, 44.6% of the rural population respondents work as peasants because agriculture is the prime economic sector in rural Tanzania. Those with college or university certificates were mostly public servants such as teachers and village executive officers. And only 19.6% of the rural population respondents are small business entrepreneurs that are providing basic necessity products and services to the local communities.

To diversify the rural economy, tourism is expected to play an important role in creating more income and job opportunities for local people as supply chain companies are needed to sustain tourists' visitation. Moreover, expanding tourism activities in rural areas is feasible as local people are fairly educated and can interact well with tourists.

Table 5.5: Respondents' Demographic Profiles

Demographic Profiles		Number of Respondents (N=392)	Percentage
Gender	Male	184	46.9%
	Female	208	53.1%
Age	15-35	216	55.1%
	36-45	103	26.3%
	46-55	44	11.2%
	56 and above	29	7.4%
Marital Status	Married	224	57.1%
	Unmarried	168	42.9%
Level of Education	Primary Education	176	44.9%
	Secondary Education	155	39.5%
	College/Certificate	31	7.9%
	College/Diploma	21	5.4%
	University/Degree	9	2.3%
Occupation	Student (secondary school)	80	20.4%
	Peasant (small-scale farmers)	175	44.6%
	Entrepreneur	78	19.6%
	Public Servant	33	8.4%
	Private Servant	9	2.3%
	Arts and Design	10	2.6%
	Religious Leader	7	1.8%

5.4 Descriptive Results of Respondents' Responses to the Variables

The results under the following sub-sections are intended to provide a general descriptive result of the local communities' responses toward their prominent beliefs (BB, NIB, NDB, and CB), the four TPB predictors (Attitude, SubIN, SubDN, and PBControl), the three dimensional-constructs of community awareness (CuRI, CuRM, CuREP) and the Behavioural Intention to create cultural tourism destinations in their local areas.

5.4.1 Indirect Measure of Attitude-Behavioural Beliefs (BB)

Two components measured the BB; first, the degree of local communities' beliefs in the outcomes of creating a cultural tourism destination (b_i), and second, the degree of local communities' beliefs in the importance of the outcomes in motivating local communities to create a cultural tourism destination (e_i) (Ajzen, 1991).

In measuring these components, a continuous rating scale ranging from (1) extremely unlikely to (7) extremely likely for the beliefs of outcomes (b_i) and (1) very unimportant to (7) very important for the beliefs of the importance of the outcomes (e_i) were used. Using the dataset in SPSS, the scales were changed into bipolar scales (+3 to -3) for assessing the aggregate effects of positive and negative beliefs. The multiplicative procedure was applied ($b_i \times e_i$) per the expectancy-value model (Ajzen, 1991) to compute the BB composite. Then, the mean of all scores was averaged for general interpretation.

Table 5.6 shows the response frequency and percentage. In general, three categorised responses-negative beliefs (%), neutral beliefs (%), and positive beliefs (%) for each component (1^{st} and 2^{nd}) are presented. Then, the two components are multiplied ($b_i \times e_i$) for the composite belief product.

Table 5.6: Descriptive Results for the Indirect Measures of Attitude-Behavioural Beliefs (BB)

Measuring Items	Negative beliefs (%)	Neutral beliefs (%)	Positive belief (%)	Mean	Std.DV
1st Component of BB (b_i): How LIKELY is that you will achieve the outcomes in each of the following statement if you engage in creating cultural tourism destination in your village in the near future?					
Offers the opportunity to sell locally made foods and products (b1).	127(32.3)	92(23.5)	173(44.2)	0.14	1.76
Leads to improvement of social services (b2).	106(27.0)	101(25.8)	185(46.2)	0.24	1.77
Leads to improvement of infrastructure (b3).	123(31.5)	90(23.0)	176(45.5)	0.06	1.62
Makes me conserve my natural environment (b4).	120(30.6)	86(21.9)	186(47.5)	0.29	1.83
Offers me employment opportunity (b5).	119(30.4)	75(19.1)	198(50.5)	0.35	1.81
Generates my income (b6).	109(27.8)	84(21.4)	199(50.8)	0.37	1.74
Makes my village famous (b7).	90(23.0)	89(22.7)	213(54.3)	0.52	1.60
Makes me proud to share my cultural heritage (b8).	116(29.6)	83(21.2)	193(49.2)	0.34	1.84
Allows me to honour my cultural heritage (b9).	121(30.9)	105(26.8)	166(42.3)	0.18	1.73
2nd Component of BB (e_i): How IMPORTANT is each of the following statement motivating you to create cultural tourism destination in your village in the near future?					
Offers the opportunity to sell locally made foods and products (e1).	134(34.2)	75(19.1)	183(46.7)	0.23	1.84
Leads to improvement of social services (e2).	126(32.1)	81(20.7)	185(47.8)	0.28	1.80
Leads to improvement of infrastructure (e3).	127(32.4)	83(21.2)	182(46.4)	0.23	1.80
Makes me conserve my natural environment (e4).	131(33.4)	80(20.4)	181(46.2)	0.24	1.85
Offers me employment opportunity (e5).	131(33.4)	70(17.9)	191(48.7)	0.32	1.84
Generates my income (e6).	128(32.7)	81(20.7)	183(46.6)	0.27	1.82
Makes my village famous (e7).	134(34.2)	73(18.6)	185(47.2)	0.27	1.87
Makes me proud to share my cultural heritage (e8).	119(30.4)	77(19.6)	196(50.0)	0.41	1.81
Allows me to honour my cultural heritage (e9).	124(31.6)	79(20.2)	189(48.2)	0.35	1.81

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Average composite score for Behavioural Belief (b_i x e_i)	Negative beliefs (%)	Neutral beliefs (%)	Positive belief (%)	Mean	Std.DV
Offers the opportunity to sell locally made foods and products (BB1).	37(9.4)	128(32.7)	227(57.9)	1.90	2.95
Leads to improvement of social services (BB2).	52(13.3)	158(40.3)	182(46.4)	1.41	3.06
Leads to improvement of infrastructure (BB3).	51(13.0)	153(39.0)	188(48.0)	1.71	2.80
Makes me conserve my natural environment (BB4).	55(14.0)	151(38.5)	186(47.5)	1.40	3.13
Offers me employment opportunity (BB5).	56(14.3)	128(32.7)	208(53.0)	1.57	3.25
Generates my income (BB6).	70(17.9)	173(36.5)	149(45.6)	1.08	3.22
Makes my village famous (BB7).	66(16.8)	141(36.0)	185(47.2)	1.22	3.03
Makes me proud to share my cultural heritage (BB8).	50(12.8)	148(37.8)	194(49.4)	1.56	3.13
Allows me to honour my cultural heritage (BB9).	56(14.3)	164(41.8)	172(43.9)	1.20	3.05
Average mean score of BB Composite				1.45	

Note: Std. DV=standard deviation

The result shows that the average mean score of the BB composite is 1.45, which lies between +1 and +2. This implies that the behavioural beliefs of local communities are slightly positive towards their behavioural intention to create a cultural tourism destination in their local areas (see Table 5.6).

Overall, the table indicates that 25.5% of respondents responded negatively, whereas 26.2% responded neither positively nor negatively, and 48.3% responded positively. The results suggest that almost half of residents (48.3%) may have directly or indirectly experienced the tangible outcomes of cultural tourism activities. As such, they have positive beliefs about cultural tourism. However, combining respondents with negative beliefs (25.5%) and those who responded neither positively nor negatively (26.2%), the results suggest that a considerable measure should be given to this half segment of local community members to induce them with positive beliefs.

Therefore, in planning behavioural intervention programs that target most local communities, policymakers need to change the negative beliefs and strengthen the positive ones, which eventually would translate into a strong attitude towards future behaviour of creating cultural tourism destinations.

5.4.2 Direct Measure of Attitude

A seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree was used to measure four observable measuring items of Attitude. Table 5.7 indicates that the mean score of the four items measuring the direct effect of attitude on behavioural intention is 4.24, which means a slightly positive attitude towards creating a cultural tourism destination. This indicates that the local

communities somewhat believe that it is a good idea and a wise choice to create a cultural tourism destination in their local areas.

Table 5.7: Descriptive Results for the Direct Measures of Attitude

Measuring Items	Disagree (%)	Neutral (%)	Agree (%)	Mean	Std.DV
To what extent do you AGREE with each of the following statements below?					
It is a good idea to create a cultural tourism destination in my village in the near future (ATT1).	138 (35.2)	56 (14.3)	198 (50.5)	4.28	1.93
It is a wise choice for me to create a cultural tourism destination in my village in the near future (ATT2).	134 (34.2)	57 (14.5)	201 (51.3)	4.31	1.87
I like the idea of creating a cultural tourism destination in my village in the near future (ATT3).	150 (38.3)	50 (12.8)	192 (48.9)	4.11	2.04
It is beneficial for me to a create cultural tourism destination in my village in the near future (ATT4).	133 (33.9)	67 (17.3)	192 (48.8)	4.26	1.84
Average mean score of Attitude				4.24	

Note: Std. DV=standard deviation

Moreover, the respondents somehow like the idea of creating a cultural tourism destination because they believe it would benefit them. The current results are in line with other similar TPB studies (de Leeuw et al., 2015; Lwoga, 2016), which found moderate attitudes had been formed among students towards pro-environmental behaviours and among local communities towards their intention to conserve built heritage respectively.

5.4.3 Indirect Measure of Subjective Injunctive Norm-Normative Injunctive Beliefs (NIB)

The salient beliefs of SubIN (NIB) were measured by how the beliefs of people who are important to the respondents (like parents, local government leaders,

cultural tourism entrepreneurs, neighbours, or friends) can motivate a respondent to create cultural tourism destination (n_i) and the degree of effort that a respondent is willing to perform the behaviour that important people want him/her to perform (m_i) (Ajzen, 1991).

A continuous rating scale ranging from (1) extremely unlikely to (7) extremely likely measured both the 1st component (n_i) and the second one (m_i). Table 5.8 below shows each component's response frequency and percentage scores (1st and 2nd components of NIB). Similarly, a multiplicative procedure ($n_i \times m_i$) was also applied to get the composite normative injunctive beliefs of two components, and the average of the mean score was obtained.

Table 5.8: Descriptive Results for the Indirect Measures of SubIN-Normative Injunctive Beliefs

Measuring Items	Negative beliefs (%)	Neutral beliefs (%)	Positive belief (%)	Mean	Std.DV
1st Component of NIB (n_i): How LIKELY is that each of the following most important people would think that you should create cultural tourism destination in your village in the near future?					
My parents (n1)	105(26.8)	98(25.0)	189(48.2)	0.32	1.63
My local government leaders (n2)	115(29.3)	101(26.0)	176(44.7)	0.15	1.64
Cultural tourism' entrepreneurs (n3)	99(25.3)	89(22.4)	204(52.3)	0.47	1.74
My neighbours/friends (n4)	98(25.0)	89(22.4)	205(52.6)	0.50	1.56
2nd Component of NIB (m_i): How likely are you to COMPLY with the following most important people's wishes of you to create cultural tourism destination in your village in the near future?					
My parents (m1)	117(29.8)	89(21.9)	186(48.3)	0.34	1.79
My local government leaders (m2)	141(36.0)	80(20.4)	171(43.6)	0.09	1.80
Cultural tourism' entrepreneurs (m3)	113(28.8)	80(20.4)	199(50.8)	0.43	1.80
My neighbours/friends (m4)	108(27.6)	80(20.4)	204(52.0)	0.41	1.73
Average composite score for Normative Injunctive Beliefs (n_i x m_i)					
My parents (NIB1)	48(12.2)	153(39.0)	191(48.8)	1.39	2.90
My local government leaders (NIB2)	40(10.2)	150(38.3)	202(51.5)	1.59	2.95
Cultural tourism' entrepreneurs (NIB3)	46(11.7)	145(37.0)	201(51.3)	1.66	3.14
My neighbours/friends (NIB4)	48(12.2)	142(36.2)	202(51.6)	1.39	2.74
Average mean score of NIB Composite				1.50	

Note: Std. DV=standard deviation

Accordingly, the average mean score of 1.50, which lies between +1 and +2, implies that local community members have moderately positive beliefs that their significant others (parents, local government leaders, cultural tourism entrepreneurs, and neighbours/friends) would approve their engagement in creating cultural tourism destination and that their motivation to comply would proportionately be positive. The results highlight to policymakers that working closely with the identified referrers in planning for cultural tourism initiatives in the southern tourist circuit could lead to a positive result.

5.4.4 Direct Measure of Subjective Injunctive Norm-SubIN

Three observable items under the construct SubIN were measured using a seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree. Table 5.9 indicates that the average mean score of the three items is 4.36. This shows that, generally, the local communities in the southern tourist circuit slightly agree that their significant referrers could influence and approve their intention to create cultural tourism destinations in their local areas. In de Leeuw et al (2016)'s study, the SubIN was also found to have a moderately high impact in influencing respondents towards pro-environmental behaviours.

Table 5.9: Descriptive Results for Direct Measures of Subjective Injunctive Norm (SubIN)

Measuring Items	Disagree (%)	Neutral (%)	Agree (%)	Mean	Std.DV
To what extent do you AGREE with each of the following statement below?					
Most people important to me, think that I should create cultural tourism destination in my village (SIN1).	121(30.9)	43(11.0)	228(58.1)	4.43	1.83
Most people important to me, would want me to engage in creating cultural tourism destination in my village (SIN2).	126(32.1)	57(14.5)	209(53.4)	4.40	1.88
Most people whose opinion I value would approve that I create cultural tourism destination in my village (SIN3).	135(34.4)	55(14.0)	202(51.6)	4.25	1.85
Average mean score of SIN				4.36	

Note: Std. DV=standard deviation

5.4.5 Indirect Measure of Subjective Descriptive Norm-Normative Descriptive Beliefs.

The salient beliefs of SubDN were measured by the strength of the belief that the significant referrers, i.e., parents, entrepreneurs in cultural tourism, and grandparents, would regularly engage with participants in performing the

behaviour (d_i) and the degree of belief that the significant referrers would set as respondents' behavioural role models (r_i) (Rivis & Sheeran, 2003).

The 1st component was measured using a continuous rating scale ranging from extremely unlikely (7) to extremely likely (1), and the 2nd component was measured using the same scale ranging from (1) very uncertain to (7) very certain. The multiplicative procedure ($d_i \times r_i$) for computing the NDB composite was applied, and the mean value score was averaged (Ajzen, 1991; de Leeuw et al., 2015).

The descriptive results in Table 5.10 demonstrate that in both components (1st and 2nd), the role played by parents and grandparents is slightly negative in engaging with participants in performing cultural tourism activities and, therefore, not setting as behavioural role models. Compared to the role played by entrepreneurs in cultural tourism, the positive beliefs that local community members have towards them can be associated with the situation that cultural tourism entrepreneurs have been regularly engaging the local community members to participate in cultural tourism activities than parents and grandparents do.

Table 5.10: Descriptive Results for the Indirect Measures of Subjective Descriptive Norm-Normative Descriptive Beliefs (NDB)

Measuring Items	Negative beliefs (%)	Neutral beliefs (%)	Positive belief (%)	Mean	Std.DV
1st Component of NDB (d_i): How LIKELY is that each of the following people who are important to you would be engaging in cultural tourism activities in your village at regular basis?					
My parents (d1)	193(49.2)	19(20.7)	180(30.1)	-0.39	1.77
The entrepreneurs in cultural tourism (d2)	132(33.7)	82(20.9)	178(45.4)	0.15	1.72
My grandparents (d3)	181(46.2)	96(24.5)	115(29.3)	-0.31	1.69
2nd Component of NDB (r_i): How CERTAIN is that each of the following people who are important to you are considered to be your behavioural role models in creating cultural tourism destination in your village in the near future?					
My parents (r1)	190(48.5)	86(21.9)	116(29.6)	-0.34	1.76
The entrepreneurs in cultural tourism (r2)	133(33.9)	86(20.9)	173(45.2)	0.18	1.79
My grandparents (r3)	187(47.7)	84(21.4)	121(30.9)	-0.29	1.75
Average composite score for Normative Descriptive Beliefs (d_i x r_i)					
My parents (NDB1)	20(5.1)	142(36.2)	230(58.7)	2.11	2.90
The entrepreneurs in cultural tourism (NDB2)	27(6.9)	138(35.2)	227(57.9)	1.84	2.62
My grandparents (NDB3)	39(9.9)	152(38.8)	201(51.3)	1.58	2.79
Average mean score of NDB Composite				1.84	

Note: Std.DV=standard deviation

However, the overall mean score of the NDB composite is 1.84, which lies between +1 and +2. This implies that the local community has a moderate positive belief that the significant referrers would be performing the behaviour regularly and eventually motivating local community members to create a cultural tourism destination.

5.4.6 Direct Measure of Subjective Descriptive Norm-SubDN

In measuring the observable items of the construct-SubDN, a continuous scale ranging from (1) very untrue to (7) very true was used to assess respondents' feedback on the three significant referrers as to whether they would set as exemplary in performing cultural tourism activities at regular basis and

eventually motivate local community members in creating a cultural tourism destination.

Table 5.11 indicates that the average mean score obtained is 3.91. This suggests that local community members are slightly unsure that their significant referrers would regularly perform cultural tourism activities. Therefore, the overall role played by parents, cultural tourism entrepreneurs, and grandparents in influencing local community members to engage in creating cultural tourism destinations is generally negative.

This study's results contradict similar TPB studies demonstrating that subjective descriptive norm positively influences individual behavioural intention and actual behaviours (de Leeuw et al., 2015; Nigbur et al., 2010). However, scholars suggest that subjective descriptive norms can become a reliable predictor of individuals' intention and actual behaviour only if such behaviour is commonly practiced by the majority of individuals that are regarded as behavioural role models by the respondents (Nigbur et al., 2010; Rivis & Sheeran, 2003).

Table 5.11: Descriptive Results of the Direct Measures of Subjective Descriptive Norm-SDN

Measuring Items	Untrue (%)	Neutral (%)	True (%)	Mean	Std.DV
How TRUE is that each of the following people who are important to you will influence you to engage in creating cultural tourism destination in your village in the near future?					
My parents (SDN1)	183(46.7)	83(21.2)	126(32.1)	3.69	1.83
The entrepreneurs in cultural tourism (SDN2)	132(33.7)	87(22.2)	173(44.1)	4.10	1.81
My grandparents (SDN3)	159(40.6)	83(21.2)	150(38.2)	3.94	1.85
Average mean score of SDN				3.91	

Note: Std. DV=standard deviation

As such, in the context of this study, cultural tourism activities in the southern tourist circuit are practiced by a few individuals, mostly cultural tourism entrepreneurs. Reasonably, other behavioural performers such as parents and grandparents are likely to have a low impact on influencing local communities' intention to engage in cultural tourism activities if they do not frequently involve themselves.

5.4.7 Indirect Measure of Perceived Behavioural Control-Control Beliefs

Two components of control beliefs (CB) were measured. The first is the strength of control (c_i) that local community members believe in performing the behaviour, and the second component is the belief in the perceived power of easy or difficult in performing the behaviour (p_i) (Ajzen, 1991). The first component (c_i) was measured using a continuous rating scale ranging from Extremely unlikely (1) to Extremely likely (7). And the second component (p_i) was measured using a seven-point Likert scale ranging from strongly disagree (1) to strongly agree (7). A multiplicative procedure ($c_i \times p_i$) was applied to measure the composite of CB, then the mean of all items was averaged.

Table 5.12 indicates that the average mean score of the CB composite is 0.27, which lies between 0 and +1. This suggests that local communities' beliefs in their strength of control and perceived power of easy or difficult in performing the behaviour are uncertain. Further, in the 1st and 2nd components, on average, the results indicate that the local communities' beliefs in their strength of control and beliefs in their perceived power of ease or difficulty on their behavioural intention are negative in the four measuring items (ability to run cultural tourism

activities (55%), ability to converse in the English language (60%), getting collaborative support from local government (55%), and getting collaborative support from non-government organisations (51.4%). A few local community members practice cultural tourism activities in the southern tourist circuit; the responses on the four items are a plausible reflection of what obstructs most of them from engaging in cultural tourism activities.

Table 5.12: Descriptive Results for Indirect Measures of Perceived Behavioural Control-Control Beliefs (CB)

Measuring Items	Negative beliefs (%)	Neutral beliefs (%)	Positive belief (%)	Mean	Std.DV
1st Component of CB (c_i): How LIKELY is that each of the following descriptors will FACILITATE you to create cultural tourism destination in your village in the near future?					
Skills in making cultural products (c1)	154(39.3)	47(12.0)	191(48.7)	0.10	1.95
Sufficient knowledge about local customs and traditions (c2)	146(37.2)	45(11.5)	201(51.3)	0.18	1.82
Sufficient knowledge about local history (c3)	140(35.7)	51(13.0)	201(51.3)	0.21	1.89
Skills in cooking traditional foods (c4)	129(32.9)	57(14.5)	206(52.6)	0.30	1.85
Ability to run cultural tourism activities (c5)	206(52.6)	34(8.7)	152(38.7)	-0.22	1.83
Ability to converse in English language (c6)	219(55.9)	42(10.7)	131(33.4)	-0.51	1.76
Getting collaborative support from local government (c7)	214(54.6)	39(9.9)	139(35.5)	-0.41	1.84
Getting collaborative support from cultural tourism's entrepreneurs (c8)	131(33.4)	48(12.2)	213(54.5)	0.30	1.82
Getting collaborative support from non-government organisations (c9)	187(47.7)	35(8.9)	170(43.4)	-0.06	1.83
Getting collaborative support from local communities (c10)	136(34.7)	44(11.2)	212(53.9)	0.22	1.84
2nd Component of CB (p_i): To what extent do you AGREE with each of the statement below?					
Skills in making cultural products (p1)	143(36.5)	37(9.4)	212(54.1)	0.32	1.90
Sufficient knowledge about local customs and traditions (p2)	135(34.4)	47(12.0)	210(53.6)	0.35	1.82
Sufficient knowledge about local history (p3)	141(36.0)	38(9.7)	213(54.3)	0.35	1.84
Skills in cooking traditional foods (p4)	123(31.4)	44(11.2)	225(57.4)	0.48	1.83
Ability to run cultural tourism activities (p5)	221(56.6)	37(9.4)	134(34.0)	-0.40	1.89
Ability to converse in English language (p6)	251(64.0)	30(7.7)	111(28.3)	-0.70	1.79
Getting collaborative support from local government (p7)	216(55.1)	31(7.9)	145(37.0)	-0.36	2.01
Getting collaborative support from cultural tourism's entrepreneurs (p8)	159(40.6)	43(11.0)	190(48.4)	0.15	1.89
Getting collaborative support from non-government organisations (p9)	216(55.1)	39(9.9)	137(35.0)	-0.43	1.92
Getting collaborative support from local communities (p10)	155(39.5)	40(10.2)	197(50.3)	0.19	1.91

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Measuring Items	Negative beliefs (%)	Neutral beliefs (%)	Positive belief (%)	Mean	Std.DV
Average composite score for Control Beliefs (c_i x p_i)					
Skills in making cultural products (CB1)	140(35.7)	81(20.7)	171(46.6)	0.34	3.32
Sufficient knowledge about local customs and traditions (CB2)	151(38.5)	86(21.9)	155(39.6)	-0.06	3.03
Sufficient knowledge about local history (CB3)	133(33.9)	80(20.4)	179(45.7)	0.74	3.24
Skills in cooking traditional foods (CB4)	119(30.4)	95(24.2)	178(45.4)	0.36	3.28
Ability to run cultural tourism activities (CB5)	146(37.2)	66(16.8)	180(46.0)	0.60	3.56
Ability to converse in English language (CB6)	135(34.4)	72(18.4)	185(47.2)	0.27	3.21
Getting collaborative support from local government (CB7)	144(36.7)	66(16.8)	182(46.5)	0.41	3.17
Getting collaborative support from cultural tourism's entrepreneurs (CB8)	141(36.0)	85(21.7)	166(42.3)	0.25	3.31
Getting collaborative support from non-government organisations (CB9)	159(40.6)	71(18.1)	162(41.3)	0.11	3.33
Getting collaborative support from local communities (CB10)	164(41.8)	76(19.4)	152(38.8)	-0.27	3.37
Average mean score of CB Composite				0.27	

Note: Std. DV=standard deviation

5.4.8 Direct Measure of Perceived Behavioural Control-PBControl

The observable items for PBControl were measured using a seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree. As Table 5.13 indicates, the average mean score is 4.09, which implies that the local communities slightly agree that they have control over their behavioural intention to create cultural tourism destinations. This result is similar to Nigbur et al. (2010)'s study on environmental behaviour, which found that the residents in Guildford and Surrey (UK) slightly agreed on their perceived control over participating in a recycling programme.

However, the results on four items (PBC4, PBC6, PBC,7 and PBC8) indicate that local communities' behavioural intention to create cultural tourism destinations is uncertain as they perceive difficulty in their capacity to operate cultural tourism activities as per guidelines requirements (46%); they perceive difficulty to obtain external support from both local government (46%), and non-governmental organisations (50%), and they perceive difficulty to obtain external support from fellow local community members (46%).

Past studies have indicated that PBControl accounts for factors within an individual's control (self-efficacy) and factors out of an individual's control likely to affect intention and, eventually, prospective behaviour (Ajzen, 1991; Armitage & Conner, 2001). In this study context, the external descriptors (PBC4, PBC6, PBC7, and PBC8) are perceived by local communities as hindrances of their future actions on cultural tourism activities.

Table 5.13: Descriptive Results for the Direct Measures of Perceived Behavioural Control-PBControl

Measuring Items	Disagree (%)	Neutral (%)	Agree (%)	Mean	Std.DV
To what extent do you AGREE with each of the statement below?					
I have the skills to create cultural tourism destination in my village in the near future (PBC1).	133(33.9)	46(11.7)	213(54.4)	4.38	1.82
I have the resources to create cultural tourism destination in my village in the near future (PBC2).	135(34.9)	38(9.7)	219(55.4)	4.34	1.86
I have enough time to participate in creating cultural tourism destination in my village in the near future (PBC3).	127(32.4)	58(14.8)	207(52.8)	4.29	1.93
I have the capacity to operate cultural tourism activities as per guidelines requirements (PBC4).	182(46.4)	36(9.2)	174(44.4)	3.95	1.98
I can obtain external support from cultural tourism entrepreneurs to create cultural tourism destination in my village in the near future (PBC5).	128(32.7)	61(15.6)	203(51.7)	4.36	1.89
I can obtain external support from local government to create cultural tourism destination in my village in the near future (PBC6).	179(45.7)	69(17.6)	144(36.7)	3.85	1.85
I can obtain external support from non-governmental organisations to create cultural tourism destination in my village in the near future (PBC7).	196(49.9)	70(17.9)	126(32.2)	3.85	1.81
I can obtain external support from my local community members to create cultural tourism destination in my village in the near future (PBC8).	181(46.2)	35(8.9)	176(44.9)	3.94	1.95
I am confident that if I want, I can create cultural tourism destination in my village in the near future (PBC9).	173(44.1)	39(9.9)	180(46.0)	4.08	1.99
Average mean score of PBControl				4.09	

Note: Std. DV=standard deviation

5.4.9 Direct Measure of the Three Dimensions of Community Awareness-CuRI, CuRM, and CuREP

In measuring the direct effect of the three dimensional-constructs under community awareness, three measuring items were developed for the first, six for the second and four for the third dimension. A continuous rating scale ranging from very untrue (1) to very true (7) was used to measure all items.

The average mean score for each dimension is shown in Table 5.14. The results indicate a mean score of 4.24, 4.27, and 4.2 for the first, second, and third dimensions, respectively. This suggests that local communities are slightly aware of what is involved in the cultural tourism program. Hence, their behavioural intention to create cultural tourism destinations is fairly positive.

Table 5.14: Descriptive Results for the Three Dimensions under Community Awareness Variable-CuRI, CuRM, and CuREP

Dimensions	Measuring Items	Untrue (%)	Neutral (%)	True (%)	Mean	Std.DV
How TRUE is that each of the following statement will make you engage in creating cultural tourism destination in your village in the near future?						
Awareness on Cultural Resources Identification	I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage is attractive (CRI1).	129(32.9)	71(18.1)	192(49.0)	4.31	1.81
	I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage should be restored (CRI2).	136(34.7)	55(14.0)	201(51.3)	4.20	1.85
	I am aware that I have attractive natural environment in my village that I can use to create cultural tourism destination in the near future (CRI3).	137(34.9)	69(17.6)	186(47.5)	4.21	1.90
	Average mean score of CuRI				4.24	
Awareness on Cultural Resources Management	I am aware that the protected natural environment may influence me to create cultural tourism destination in my village in the near future (CRM1).	137(34.9)	50(12.8)	205(52.3)	4.36	1.80
	I am aware that the practice of assessing the environment and quality of services provided to tourists will make me comfortable to create cultural tourism destination in my village in the near future (CRM2)	132(33.7)	55(14.0)	205(52.3)	4.21	1.85
	I am aware that I can create cultural tourism destination in my village in the near future to preserve my cultural heritage for future generations (CRM3).	127(32.4)	53(13.5)	212(54.1)	4.33	1.97
	I am aware that my participation in cultural tourism development is important in the creation of cultural tourism destination in my village in the near future (CRM4).	137(34.9)	45(11.5)	210(53.6)	4.29	2.01
	I am aware that my involvement in tourism planning will make me support the creation of cultural tourism destination in my village in the near future (CRM5).	141(36.0)	58(14.8)	193(49.2)	4.22	1.84
	I can create cultural tourism destination in my village because I am aware that my community leaders will keep monitoring tourists' business satisfaction (CRM6).	129(32.9)	62(15.8)	199(51.3)	4.28	1.85
	Average mean score of CuRM				4.27	

Continued on next page

Dimensions	Measuring Items	Untrue (%)	Neutral (%)	True (%)	Mean	Std.DV
Awareness on Cultural Resources Economic Planning	I am aware that the creation of cultural tourism in my village in the near future will make my community's economy diversified (CREP1).	142(36.2)	47(12.0)	203(51.8)	4.26	1.88
	I am willing to create cultural tourism destination in my village because I am aware that the income generated from tourists will be used to improve community social services such as education, health services and water projects of my village (CREP2).	141(36.0)	51(13.0)	200(51.0)	4.22	1.88
	I am aware that my contributions of money will influence me to create cultural tourism destination in my village in the near future (CREP3).	150(38.3)	58(14.8)	184(46.9)	4.08	1.84
	I am aware that my contribution of time will influence me to create cultural tourism destination in my village in the near future (CREP4).	138(35.2)	59(15.1)	195(49.7)	4.24	1.87
	Average mean score of CuREP				4.2	

Note: Std. DV=standard deviation

5.4.10 Direct Measure of Behavioural Intention

The dependent construct-behavioural intention to create cultural tourism destination was measured by three items developed by Bagozzi (1992). A seven-point Likert scale, ranging from (1) strongly disagree to (7) strongly agree, was used to measure respondents' reactions. Table 5.15 indicates that the average mean score is 4.14, which implies that local community members of the southern tourist circuit have a slightly positive intention to create cultural tourism destinations in their local places.

In general, local communities' responses are moderate in their behavioural intention, as almost half of the population (49%) seem to have the intention to embark on cultural tourism activities, whereas (40%) are not ready or are undecided (11%). This indicates a moderate feeling among the local community members regarding their intention to engage in cultural tourism activities. Such a moderate intention calls for the need to have a behavioural intervention program that will induce local community members with a strong behavioural intention towards cultural tourism activities.

Table 5.15: Descriptive Results for Dependent Variable-Behavioural Intention to Create Cultural Tourism Destination

Measuring Items	Disagree (%)	Neutral (%)	Agree (%)	Mean	Std.DV
What is the level of your AGREEMENT with regard to your intention to create cultural tourism destination in in your village in the near future?					
I intend to create cultural tourism destination in my village in the near future (BI1).	165(42.1)	39(9.9)	188(48.0)	4.11	1.82
I want to create cultural tourism destination in my village in the near future (BI2).	157(40.1)	45(11.5)	190(48.4)	4.12	1.81
I will create cultural tourism destination in my village in the near future (BI3).	150(38.3)	46(11.7)	196(50.0)	4.19	1.93
				4.14	

Note: Std.DV=standard deviation

5.5 Results of Structural Equation Modelling

Corresponding to this study's third and fourth research objectives, it is important to assess the results of the structural equation modelling as to whether they meet the specified values before the hypotheses are tested. As such, the following sub-sections provide in-details the results of the measurement model analysis and structural model analysis.

5.5.1 Analysis of Measurement Model and Results

All latent constructs: Atti, SubIN, SubDN, PBControl, CuRI, CuRM, CuREP, and BIntention were analysed to assess their relationships. In chapter four, section 4.2.9.1, the first procedure of model identification was done, and the results indicated that the measurement model has a degree of freedom of 532, implying that the model is over-identified and, therefore, all parameters in the model can be estimated well. Figure5.1 below provides the covariance loadings results among the measurement model's latent variables.

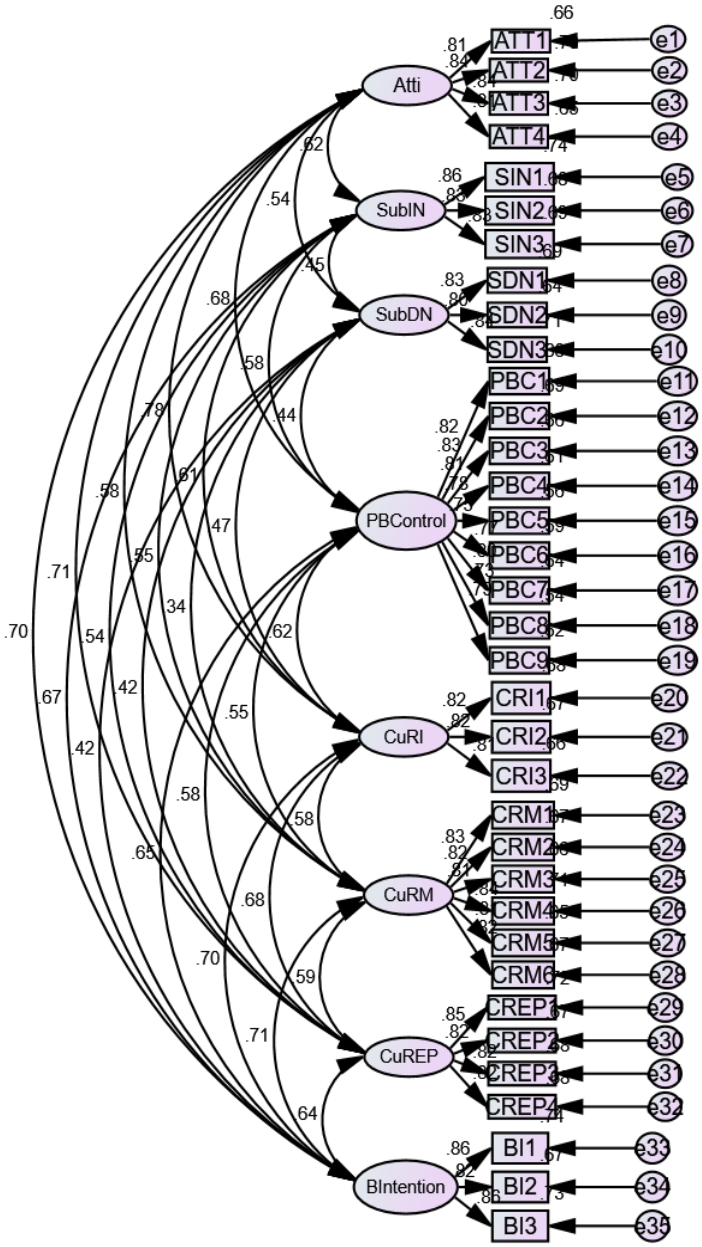

Figure 5.1: Standardized Estimates of the Measurement Model

To ensure that the measurement model fits the data well, five fit Indices were evaluated; these include the Chi-square and RMSEA under Absolute fit; CIF under Incremental fit; the Tucker-Lewis Index (TLI) and Normed Chi-square under Parsimonious fit (Hair et al., 2014; Byrne, 2010).

The results in Table 5.16 indicate that of the five model fit indices, the Chi-square p-value was below 0.05. Literature has indicated that the Chi-square test is normally sensitive to issues such as model complexities, sample size, and even to minor issues of data non-normality (Hair et al., 2010; Kline, 2011).

As such, other model fit indices such as RMSEA, CIF, TLI, and the normed Chi-square/df render this study to use alternative model fit indices to validate the results. Therefore, the results shown in Table 5.16 below provide evidence that the measurement model reasonably fits the data as long as the values of such indices are within the acceptable ranges (Byrne, 2010).

Table 5. 16: Measurement Model Fit Indices

Category	Name of Index	Acceptance level	Results
Absolute Fit	Chi-square	P-value >0.05	0.000
	RMSEA	RMSEA<0.05	0.031
Incremental Fit	CFI	CFI ≥0.90	0.980
	Tucker Lewis Index	TLI ≥0.90	0.977
Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	1.374

5.5.2 Analysis of Fit Indices for MIMIC Models

The hypothetical conceptual model incorporates four MIMIC models. Five fit indices were evaluated to ensure that the data fits the MIMIC models well in the structural analysis (Hair, Black, Babin & Anderson, 2010). The analysis indicated that all four MIMIC models had enough parameters to be estimated. For instance, the Attitude Model had 62 distinct parameters to be estimated with 26 degrees of freedom; SubIN Model had 20 distinct parameters to be estimated with 8 degrees of freedom; SubDN Model had 15 distinct parameters to be estimated with 6 degrees of freedom; and PBControl Model had 88 number of distinct parameters to be estimated with 102 degrees of freedom. This implies

that each MIMIC Model is over-identified, and all parameters can be estimated well. Similarly, the analysis of all five fit indices in each MIMIC model met the threshold requirements (Byrne, 2010). Table 5.17 below provides detailed information on each MIMIC model fit indices.

Table 5. 17: MIMIC Models Fit Indices

MIMIC Model	Category	Name of Index	Acceptance level	Results
Attitude	Absolute Fit	Chi-square	P-value >0.05	31.352
		RMSEA	RMSEA<0.05	0.014
	Incremental Fit	CFI	CFI ≥0.90	0.999
		Tucker Lewis Index	TLI ≥0.90	0.998
	Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	1.081
SubIN	Absolute Fit	Chi-square	P-value >0.05	15.706
		RMSEA	RMSEA<0.05	0.050
	Incremental Fit	CFI	CFI ≥0.90	0.993
		Tucker Lewis Index	TLI ≥0.90	0.981
	Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	1.963
SubDN	Absolute Fit	Chi-square	P-value >0.05	5.609
		RMSEA	RMSEA<0.05	0.000
	Incremental Fit	CFI	CFI ≥0.90	1.000
		Tucker Lewis Index	TLI ≥0.90	1.001
	Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	0.935
PBControl	Absolute Fit	Chi-square	P-value >0.05	133.626
		RMSEA	RMSEA<0.05	0.028
	Incremental Fit	CFI	CFI ≥0.90	0.992
		Tucker Lewis Index	TLI ≥0.90	0.987
	Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	1.306

5.5.3 Unidimensionality Analysis

The analysis of unidimensionality requires that all observable items in their respective latent construct should load accordingly (Hair et al., 2010), and a loading value of 0.7or above is considered acceptable (Kline, 2011). Table 5.18 indicates that all observable variables have a loading of more than 0.7 in their respective latent constructs. As such, all items met the unidimensionality requirement.

Table 5.18: Standardized Loadings for the Latent Constructs

Constructs	Items	Loading
Attitude	ATT1	0.815
	ATT2	0.837
	ATT3	0.835
	ATT4	0.808
Subjective Injunctive Norm (SubIN)	SIN1	0.859
	SIN2	0.827
	SIN3	0.833
Subjective Descriptive Norm (SubDN)	SDN1	0.830
	SDN2	0.801
	SDN3	0.843
Perceived Behavioural Control (PBControl)	PBC1	0.822
	PBC2	0.829
	PBC3	0.814
	PBC4	0.784
	PBC5	0.747
	PBC6	0.765
	PBC7	0.801
	PBC8	0.734
	PBC9	0.790
Cultural Resources Identification (CuRI)	CRI1	0.823
	CRI2	0.818
	CRI3	0.812
Cultural Resources Management (CuRM)	CRM1	0.841
	CRM2	0.827
	CRM3	0.828
	CRM4	0.843
	CRM5	0.821
	CRM6	0.820
Cultural Resources Economic Planning (CuREP)	CREP1	0.847
	CREP2	0.816
	CREP3	0.824
	CREP4	0.821
Behavioural Intention (BehaviouralI)	BI1	0.855
	BI2	0.822
	BI3	0.858

5.5.4 Analysis of Constructs' Reliability and Validity

Confirmatory Factor Analysis (CFA) was used in assessing the reliability and validity of all eight latent constructs. Composite reliability (CR) was used to evaluate if the observable items have internal consistency in measuring their respective latent constructs (Kline, 2011). Convergent validity was examined to

find out if each construct has an average extracted value (AVE) higher than 0.6, and discriminant validity was assessed to see if the value of each square root of AVE in each construct is higher than the correlation scores of other constructs (Hair et al., 2010). Table 5.19 below indicates that all eight constructs have internal consistency, as the CR value for each construct ranges from 0.858 to 0.930. Such values exceed the threshold values of 0.7 (Hair et al., 2010)

The table also shows that each construct's average extracted variance (AVE) is above the threshold of 0.6 (Kline, 2011). This implies that all observable items in each construct are greatly correlated, and hence they measure their respective constructs consistently, and convergent validity is met. Moreover, the table indicates that discriminant validity is achieved as the value of each square root of AVE, as indicated in an asterisk *, is higher than the correlation scores of each respective variable and others. This implies that all latent constructs are independent and therefore differ from one another (Kline, 2011).

Moreover, the Heterotrait-Monotrait (HTMT) ratio of correlations was also analysed to ensure consistency of the discriminant validity results. Scholars suggested that the threshold value between descriptors or constructs should be below 0.90 if the variables are ideally comparable or, otherwise should be below 0.85 (Henseler et al., 2015). Table 5.20 shows that the HTMT ratios among the eight latent variables are independent and below 0.09. As such, the discriminant validity has been attained by all constructs.

Table 5.19: Composite Reliability, Convergent and Discriminant Validity Results of the Latent Constructs

Constructs	CR	AVE	MSV	Atti	SubIN	SubDN	PBControl	CuRI	CuRM	CuREP	BehaviouralI
Atti	0.894	0.679	0.609	0.824*							
SubIN	0.877	0.705	0.473	0.621	0.840*						
SubDN	0.864	0.680	0.286	0.535	0.454	0.825*					
PBControl	0.929	0.621	0.461	0.679	0.581	0.442	0.788*				
CuRI	0.858	0.669	0.609	0.781	0.607	0.471	0.616	0.818*			
CuRM	0.930	0.689	0.561	0.578	0.533	0.337	0.549	0.578	0.830*		
CuREP	0.896	0.684	0.499	0.707	0.537	0.421	0.582	0.678	0.589	0.827*	
BehaviouralI	0.882	0.714	0.561	0.722	0.688	0.426	0.684	0.721	0.749	0.665	0.845*

Note: CR=composite reliability; AVE=average value extracted; MSV=maximum shared variance

Table 5.20: Results of Heterotrait-Monotrait (HTMT) Ratio

	Attitude	SubIN	SubDN	PBControl	CuRI	CuRM	CuREP	BehaviouralI
Attitude								
SubIN	0.621							
SubDN	0.536	0.455						
PBControl	0.658	0.559	0.429					
CuRI	0.781	0.607	0.470	0.597				
CuRM	0.575	0.553	0.336	0.528	0.576			
CuREP	0.482	0.537	0.421	0.568	0.678	0.588		
BehaviouralI	0.503	0.688	0.426	0.443	0.729	0.751	0.665	

5.6 Analysis of the Internal Validity of the Four Formative Models

This study has four latent antecedent constructs – Attitude, SubIN, SubDN, and PBControl –explained by their respective formative indicators – BB, NIB, NDB, and CB. As discussed in sub-chapter 4.2.9.1, in assessing the internal validity of the formative indicators, CFA should not be used because the formative indicators lack internal consistency, which makes their correlation loadings to be very low (Diamantopoulous & Siguaw, 2006; MackKenzie & Podsakoff, 2003).

As such, this study used the two suggested methods (multivariate regression and Pearson Correlation) for validating the formative indicators of all four constructs (Cenfetelli & Bassellier, 2009; Diamantopoulous & Winklhofer, 2001). The following sub-sections discuss the results of each construct with the formative indicators.

5.6.1 Internal Validity of the Formative Indicators of Attitude Model

All nine belief components (BB1-BB9) were regressed in the first analysis method onto their respective latent Construct-Attitude. A variance inflation factor (VIF) analysis was also included to assess multicollinearity among the indicators. Table 5.21 shows that the belief descriptors BB2 and BB8; BB6, BB7, and BB9; BB3, BB4, and BB5 significantly influence the latent Attitude construct at p-value <0.05.

Further, the table indicates that all nine belief descriptors of Attitude have a VIF value of less than 3.3 which is recommended in the covariance-based structural

equation modelling (Knock & Lynn, 2012). This suggests that there is no multicollinearity among the belief descriptors.

Table 5.21: Regression Results of the Formative Construct-Attitude

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		Beta	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.080	.159		.503	.615		
	BB1	.024	.036	.027	.661	.509	.497	2.013
	BB2	.079	.035	.091	2.275	.023**	.525	1.904
	BB3	.160	.039	.168	4.057	.000*	.492	2.031
	BB4	.130	.034	.155	3.819	.000*	.515	1.942
	BB5	.178	.035	.210	5.128	.000*	.505	1.981
	BB6	.110	.036	.125	3.035	.003*	.501	1.997
	BB7	.106	.034	.111	3.113	.002*	.666	1.501
	BB8	.073	.036	.087	2.012	.045**	.450	2.222
	BB9	.100	.035	.112	2.880	.004*	.560	1.785

Note: *significant at 1%; ** significant at 5%

All belief descriptors (BB1 to BB9) were compared using the Pearson correlation test in the second analysis method. Items are said to exhibit a low to moderate correlation if their correlation coefficient ranges between 0.3 and 0.7 (Hinkle et al., 2003) – see Table 4.22. Moreover, out of nine belief descriptors, only two descriptors (BB2 and BB8) have a correlation coefficient of 0.606. The remaining descriptors have a correlation coefficient below 0.6. Thus, the two analysis methods have shown that all formative indicators in the Attitude construct have internal validity and can be retained in the structural model for further analysis.

Table 5.22: Pearson Correlation Results of the Formative Indicators of the Construct-Attitude

	BB1	BB2	BB3	BB4	BB5	BB6	BB7	BB8	BB9
BB1	1								
BB2	0.502	1							
BB3	0.531	0.489	1						
BB4	0.545	0.508	0.499	1					
BB5	0.545	0.509	0.592	0.490	1				
BB6	0.540	0.543	0.591	0.518	0.509	1			
BB7	0.421	0.425	0.431	0.420	0.465	0.358	1		
BB8	0.591	0.606	0.548	0.587	0.531	0.544	0.449	1	
BB9	0.537	0.472	0.489	0.519	0.524	0.516	0.417	0.458	1

5.6.2 Internal Validity of the Formative Indicators of the SubIN Model

Similarly, to the above, the same procedures were applied in analysing the internal validity of the formative indicators of the SubIN Model. Four belief descriptors (NIB1to NIB4) were regressed onto their latent construct SubIN. A variance inflation factor (VIF) was used to measure the presence of multicollinearity between the indicators. Table 5.23 below shows that all four descriptors have a significant relationship with the construct-SubIN at <0.05 level. Moreover, there is no multicollinearity between the indicators, as the VIF score is less than the 3.3 threshold level (Knock & Lynn, 2012).

Table 5.23: Regression Results of the Formative Construct-SubIN

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		Beta	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.130	.151		.858	.392		
	NIB1	.226	.030	.251	7.584	.000*	.709	1.410
	NIB2	.345	.032	.386	10.869	.000*	.619	1.614
	NIB3	.192	.028	.228	6.942	.000*	.723	1.384
	NIB4	.210	.031	.224	6.764	.000*	.709	1.411

Note: * significant level at 1%

Further, the Pearson correlation coefficient analysis of the four descriptors (NIB1 to NIB4) was performed. The result in Table 5.24 shows that the internal

validity of all descriptors is satisfactory as their correlation coefficient values range between 0.348 and 0.503, which suggests low to moderate correlation (Hinkle et al., 2003). Therefore, all descriptors under the SubIN construct have met the internal validity in their formative model.

Table 5.24: Pearson Correlation Results of the Formative Indicators of the Construct-SubIN

	NIB1	NIB2	NIB3	NIB4
NIB1	1			
NIB2	0.457	1		
NIB3	0.429	0.465	1	
NIB4	0.385	0.503	0.348	1

5.6.3 Internal Validity of the Formative Indicators of the SubDN Model

In analysing the internal validity of the formative indicators of the SubDN Model, three belief descriptors (NDB1 to NDB3) were regressed against their latent SubDN construct. The VIF value assessed multicollinearity analysis between the descriptors. Table 5.25 indicates that all three descriptors significantly influence the SubDN construct at $p<0.05$. Additionally, the VIF score is less than the 3.3 threshold level, hence no multicollinearity issue between the descriptors (Knock & Lynn, 2012).

Table 5.25: Regression Results of the Formative Construct-SubDN

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.130	.186		6.071	.000		
	NDB1	.195	.049	.212	4.011	.000*	.553	1.807
	NDB2	.266	.046	.282	5.834	.000*	.663	1.508
	NDB3	.262	.047	.272	5.557	.000*	.647	1.546

Note: * significant level at 1%

In the second method of validating the descriptors, the result of Pearson correlation coefficient scores is presented in Table 5.26. The results indicate that all three descriptors have met the internal validity as their coefficient values range from 0.456 to 0.561, which signifies a moderate correlation relationship (Hinkle et al., 2003). Accordingly, the formative indicators have internal validity and can be retained for further analysis.

Table 5.26: Pearson Correlation Results of the Formative Indicators of the Construct-SubDN

	NDB1	NDB2	NDB3
NDB1	1		
NDB2	0.561	1	
NDB3	0.576	0.445	1

5.6.4 Internal Validity of the Formative Indicators of PBControl Model

The internal validity of the formative descriptors of the PBControl Model was also analysed similarly. The first analysis regressed ten belief indicators (CB1 to CB10) against their latent PBControl construct. Correspondingly, the assessment of multicollinearity between the descriptors was included. Table 5.27 shows that only three descriptors (CB1, CB3, and CB10) out of ten significantly influence the PBControl construct at $p<0.05$ level. Still, the multicollinearity test shows a satisfactory validity of all indicators as the VIF scores are less than the 3.3 threshold level (Knock & Lynn, 2012).

Table 5.27: Regression Results of the Formative Construct-PBControl

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.989	.203		9.805	.000		
	CB1	.122	.044	.170	2.785	.006*	.510	1.959
	CB2	.018	.045	.023	.392	.695	.547	1.827
	CB3	.125	.040	.168	3.112	.002*	.652	1.534
	CB4	.067	.044	.089	1.522	.129	.560	1.785
	CB5	.066	.053	.086	1.239	.216	.395	2.532
	CB6	.015	.049	.019	.306	.760	.502	1.992
	CB7	-.046	.043	-.061	-1.065	.288	.587	1.702
	CB8	.026	.045	.033	.565	.573	.545	1.835
	CB9	.023	.046	.030	.508	.611	.534	1.874
	CB10	.116	.039	.151	2.993	.003*	.746	1.341

Note: * significant level at 1%

The second analysis performed the Pearson correlation teston all belief descriptors (CB1 to CB10). The results shown in Table 5.28 imply that the correlation coefficients of the descriptors range between 0.318 and 0.672. Compared to the VFI values in the first analysis, the results suggest that the internal validity has been met by all formative descriptors in the PBControl construct. Therefore, all items can be retained in the structural model.

Table 5.28: Pearson Correlation Results of the Formative Indicators of the Construct-PBControl

	CB1	CB2	CB3	CB4	CB5	CB6	CB7	CB8	CB9	CB10
CB1	1									
CB2	0.483	1								
CB3	0.459	0.449	1							
CB4	0.530	0.502	0.407	1						
CB5	0.550	0.514	0.479	0.530	1					
CB6	0.445	0.399	0.373	0.456	0.672	1				
CB7	0.507	0.502	0.428	0.456	0.523	0.382	1			
CB8	0.547	0.513	0.437	0.517	0.482	0.437	0.476	1		
CB9	0.540	0.530	0.449	0.468	0.555	0.480	0.471	0.507	1	
CB10	0.379	0.368	0.333	0.369	0.341	0.389	0.318	0.376	0.350	1

To summarize, the reliability and internal validity of all eight latent Constructs-Attitude, SubIN, SubDN, PBControl, CuRI, CuRM, CuREP, and the BIntention in the measurement model are confirmed under CFA analysis. All reflective indicators have loaded sufficiently under their respective latent constructs. And the analysis of the hypothesized measurement model and MIMIC models meets the model fit indices. Moreover, the formative indicators under their respective construct indicate that they have met the internal validity requirement under the regression analysis and the Pearson correlation test. Therefore, the hypothesized structural model of this study can be tested to confirm the hypotheses.

5.7 Analysis of the Structural Model and Results

The current hypothetical structural model incorporates four MIMIC models and other latent constructs-CuRI, CuRM, CuREP, and BIntention. The model has 1891 known distinct moments, of which 219 are the number of parameters to be estimated. This leaves 1672 degrees of freedom (1891-219). Therefore, this suggests that the structural model is over-identified and provides sufficient parameters to be estimated (Hair et al., 2010).

Before analysing the paths to test the hypotheses, the structural model was examined to determine if the hypothetical model fits the data well to validate the results (MacCallum et al., 1996; Shek & Yu, 2014). Like the measurement model analysis reported in sub-chapter 5.5.1 above, the same fit indices were used to confirm whether the model meets the suggested acceptable levels of fit values. Table5.29 shows that the hypothetical structural model does not meet four out

of five fit indices. This indicates that model is misspecified and therefore needs to be modified (Byrne, 2010).

Table 5.29: Goodness of Fit Results of the Structural Model

Category of Fit	Name of Fit Index	Acceptance level	Results
Absolute Fit	Chi-square	P-value >0.05	0.000
	RMSEA	RMSEA<0.05	0.054
Incremental Fit	CFI	CFI ≥0.90	0.876
	Tucker-Lewis Index	TLI ≥0.90	0.864
Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	2.134

To improve the model fits, the suggested paths and co-variances modification indices (MI) and their expected parameter change value (EPCV) provided by AMOS output were reviewed and incorporated accordingly (Byrne, 2010; Shek & Yu, 2014). The MI outputs indicate how much the chi-square value of the model would decrease if the parameters were freed instead of being constrained (Byrne, 2010).

Further, the literature recommends that the modification indices (MI) to be considered in re-specifying the structural model should be theoretically supported. Also, the paths and co-variances that indicate the (MI) value >10 should first be considered for improvement of model fit (Byrne, 2010; Hair et al.,2010; Kline, 2011).

The co-variances and regression paths with MI values above 10 were added to the structural model. For example, the MI values that indicated the error terms- e11 and e14, e11 and e12; e12 and e14, e13 and e14 of the reflective items of PBControl were correlated. It is reasonably supported to correlate error terms of the same latent variable (Byrne, 2010) because such errors might have been

caused by unapparent factors caused by either the characteristics of the items or the respondents (Jöreskog, 1990).

Similarly, as suggested by scholars that the formative indicators of attitude, SubIN, SubDN, and PBControl can be correlated (de Leeuw, Valois, Ajzen & Schmidt, 2015), two indicators of NIB3 and NDB2 were correlated accordingly. Moreover, the variables CuRI and CuRM, CuRM and CuREP, CuREP and CuRI were correlated because their MI values were too high. This is an indication that, as these variables are dimensional constructs under the community awareness, their misspecification could have been caused by systematic error translated as social desirability, a tendency to provide answers to questions that respondents believe will make them look good to the researcher to conceal their true opinions or experiences (Jöreskog, 1990).

The AMOS output also suggested freeing regression paths from CuRM to SubIN, and from CuRI to SubIN. The two variables, CuRI and CuRM, are dimensional constructs of community awareness that measure communities' consciousness of cultural tourism guidelines. Past TPB studies on pro-environmental behaviour have shown a positive effect between awareness and behaviour through social norms (Widayat et al., 2022). The study observed that social norms could impact consumers' pro-environmental behaviour through environmental protection awareness. As such, the proposed regression paths in the current structural model improved the model fit indices and established new paths for workable decision-making in the context of this study.

Similarly, the output proposed the MI with regression paths from PBControl to behavioural intention through Attitude. TPB's past studies support the effect of PBControl on attitude. In their study, for example, Fife-Schaw et al's. (2007) study results suggest that students' positive attitudes became stronger whenever they felt confident enough to control a specific behaviour.

After freeing the regression paths and covariances provided by AMOS output, a new structural model with improved model fit indices was developed, as presented in Table 5.30. Accordingly, the null hypothesis that the model fits the data reasonably cannot be rejected. Figure 5.2a below shows the structural model of the current study, and Figure 5.2b provides a simplified structural model for highlighting the main results.

Table 5.30: Goodness of Fit Results of the Modified Structural Model

Category	Name of Index	Acceptance level	Results
Absolute Fit	RMSEA	RMSEA<0.05	0.045
Incremental Fit	CFI	CFI ≥0.90	0.914
	Tucker-Lewis Index	TLI≥0.90	0.906
Parsimonious Fit	Normed Chi-square	Chi-square/df<3.0	1.779

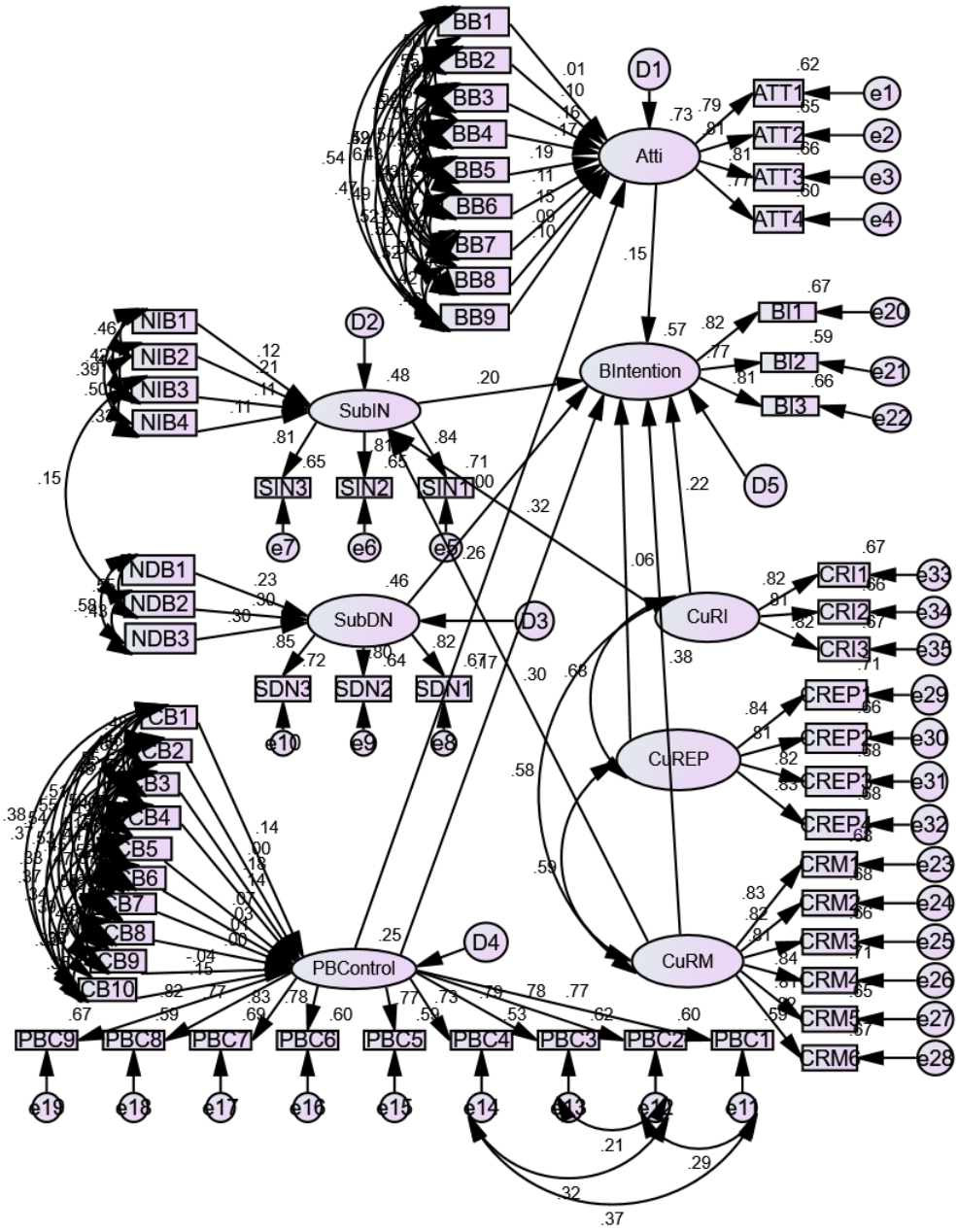

Figure 5.2a A Modified Structural Model of the Current Study

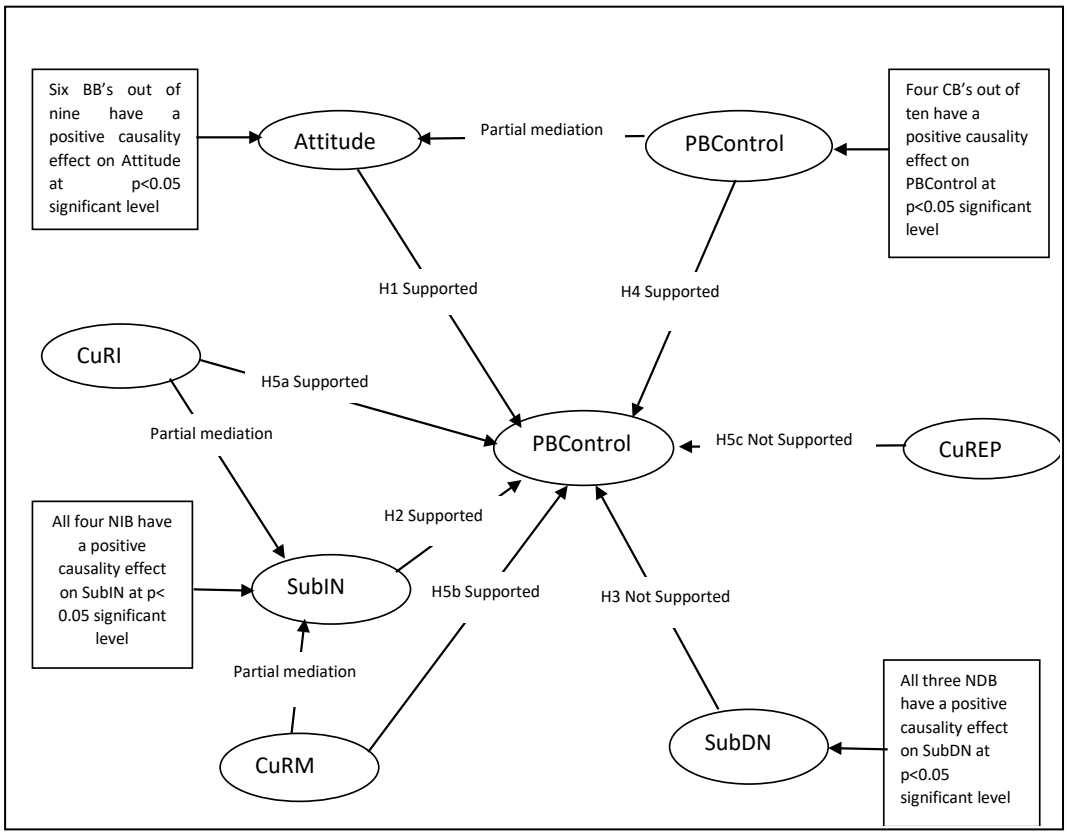

Figure 5.2b: A Simplified Structural Model to Highlight Main Results

5.8 Explained Variance in Behavioural Intention

Figure 5.2a above shows that the independent predictor constructs- Attitude, SubIN, SubDN, PBControl, CuRI, CuRM, and CuREP- have explained 57% (R^2=0.57) of the total variance in behavioural intention. Similar studies conducted by Lwoga (2016) and Alonso, Sakellarios, and Pritchard (2015) on heritage tourism in Tanzania and UK have shown comparable results.

The current results demonstrate the applicability of the TPB model in explaining the creation of cultural tourism destinations in the southern Tanzania tourist circuit. As such, the model appropriately describes the decision-making of the local communities on cultural tourism activities in their local areas. Moreover, the model highlights strategic areas that policymakers must consider to

materialize cultural tourism planning among the local communities in the southern tourist circuit.

5.8.1 Hypotheses Testing and Results Interpretation

The following sub-sections present and interpret the confirmation of the hypotheses testing.

5.8.1.1 The direct relationship between the predictor constructs and the dependent variable-behavioural intention

This study developed four hypotheses (H1 to H4) to respond to the third research objective, which intended to examine the direct relationships between each of the TPB predictor constructs: Attitude, SubIN, SubDN, PBControl, and the intention to create cultural tourism destination.

Four-dimensional constructs of community awareness, CuRI, CuRP, SI and CuREP, were originally proposed. However, after performing EFA for the four-dimensional constructs, only three factors were extracted; as a result, two dimensions – CuRP and SI loaded in one factor and a new name-cultural resources management (CuRM) was proposed with six observable items that measured both CuRP (3 items) and SI (3 items) (see sub-section4.2.7.4).

Accordingly, three hypotheses (H5a to H5c) were developed in response to the fourth research objective, which initially intended to examine the relationships between the four-dimensional constructs of community awareness – CuRI, CuRP, SI and CuREP – and the intention to create cultural tourism destinations.

In response to these two research objectives, the paths analysis between the predictor constructs and behavioural intention were regressed using maximum likelihood estimates (MLE), which assumes that the data set meets the normality requirements (Kline, 2011). Table 5.31 shows the regression estimates of each of the independent variables. The following subsections provide detailed information about the results.

Table 5.31: Results of the Structural Model on Parameters Estimates

H	Regression Paths	Estimates	S.E	C.R	P-value	Supported?
H1	Atti→BIntention	.139	.064	2.172	.030*	Yes
H2	SubIN→BIntention	.183	.054	3.363	***	Yes
H3	SubDN→BIntention	.002	.046	.035	.972	No
H4	PBControl→BIntention	.164	.057	2.847	.004**	Yes
H5a	CuRI→BIntention	.197	.071	2.784	.005**	Yes
H5b	CuRM→BIntention	.335	.055	6.063	***	Yes
H5c	CuREP→BIntention	.047	.059	.805	.421	No

Note: H=Hypothesis; S.E=Standard Error; C.R=Critical Ration; *p value <0.05; ** p value <0.01; *** p-value <0.001

a) The direct effect between Attitude and Behavioural Intention (H1)

Table 5.31 shows that attitude has a significant positive relationship with behavioural intention (β=0.139, p=< 0.05). This supports H1 and confirms that the perceived outcomes generated by tourism activities would positively influence the local communities' attitude towards their behavioural intention to participate in creating a cultural tourism destination in their local areas.

The support of H1 is consistent with past cultural tourism studies by Alonso et al. (2015) and Lwoga (2016). Overall, willingness to participate in developing or supporting tourism in a local area is much influenced by the local communities' perceived favourable attitude as a result of the direct benefits that they can receive as returns from tourism activities.

As such, the finding of this study reveals that the development of cultural tourism in the southern tourist circuit can be materialised when the local communities can see the anticipated direct benefits clearly. Since most local community members in the southern tourist circuit do not involve themselves directly in cultural tourism activities, their activeness in creating cultural tourism destinations can increase only when they associate it with the benefits likely to be accrued from tourism activities.

b) The direct effect between Subjective Injunctive Norm and Behavioural Intention (H2)

Table 5.31 shows that SubIN has the strongest positive significant relationship with behavioural intention (β=0.183, p=< 0.05). The support of H2 confirms that significant referrers are the most influential group of people whom the local community members can rely on and are willing to comply with upon receiving the referrers' opinions about developing cultural tourism destinations in the southern tourist circuit.

The support of H2 contradicts past studies' results that show SubINto have a weak relationship with intentional behaviour (de Leeuw et al., 2015). Nevertheless, the current study result is consistent with another TPB study by Malcolm et al. (2021). The past study result shows that SubIN was the strongest determinant of intention in implementing personalized prevention plans among annual wellness visit patients.

Using the TPB theoretical framework, studies' results can be varied in predicting the relationship between the antecedent, predictor, intentional, and actual behaviour variables because the social context influence of each studied

respondent is different (Armitage & Conner, 2001; Ajzen, 1991). For this study, the results of the SubIN and BIntention relationship could be attributed to the collectivist culture among the Tanzanian societies. In collectivist cultural practice, the daily narratives given by individuals considered important by society play a great role in changing individual members' general perceptions (Hofstede, 1997). In other words, the presence of cultural tourism narratives given by significant persons in the communities is likely to have critical impacts on the entire community.

Moreover, according to the meta-analysis study conducted by Armitage and Conner (2001), the SubIN (generally known as the subjective norm) has a positive relationship with intentional behaviour if the referrers are ones whom the respondents trust. In this study, the identity of the referrers and which ones are playing a significant role were identified first during the preliminary study, as demonstrated in chapter two. Then, the predictive power created by the significant referrers was tested in the main study. As a result, the current study results can provide a more decisive indication to the policymakers working closely with the identified groups of referrers in developing the behavioural intervention programs for cultural tourism in the southern tourist circuit because their influential opinions positively impact community members. Moreover, policymakers and practitioners of cultural tourism programs should take advantage of the collectivist culture among the local communities in which beliefs, feelings or ideologies about cultural tourism activities are shared among community members (Hofstede, 1997; Olausson, Stafstrom & Svedin, 2009).

c) The direct effect between Subjective Descriptive Norm and Behavioural Intention (H3)

Contrary to SubIN's result, table 5.31 above indicates that the relationship between SubDN and behavioural intention is not significant (β=0.002, p=0.972), or H3 is not supported. In other words, SubDN does not relate to local communities' behavioural intention to create cultural tourism destinations at a precision level of 0.05.

The current study results challenge the de Leeuw et al. (2015) study results that show a positive relationship between subjective descriptive norms and pro-environmental behavioural intention among the students. Possibly the contrary result is due to the demographic profile of the respondents. The de Leeuw et al. (2015) study targeted youth respondents, which differs from the characteristics of the current study's respondents. The youths are likelier to act based on what they see others do instead of what others say they ought to do (de Leeuw et al., 2015).

Thus, the non-significant effect of the SubDN on behavioural intention in the current study could be attributed to the inconsistent influence played by the referrers. Respondents do not perceive parents and grandparents as behavioural role models who could influence members of the local communities to create cultural tourism destinations in local areas compared to cultural tourism entrepreneurs, especially among those related to supply chain businesses that support cultural tourism activities.

As the current researcher does not have strong confidence (at a confidence level of 95%) in the direct effect of the SubDN on behavioural intention, recommendations on materialising the SubDN effect to policymakers and tourism practitioners should not be presented.

d) The direct effect between Perceived Behavioural Control and Behavioural Intention (H4)

Table 5.31 also shows that the direct relationship between local communities' PBControl and intention to create cultural tourism destinations is significantly positive (β=0.164, p=<0.05). The support of H4 is consistent with a past study by Lwoga (2016) examining whether the respondent's intention to conserve built heritage was positively significant. The result implies that the local communities in the southern tourist circuit are confident in their control over the internal capacity to run cultural tourism activities. Moreover, the availability of external support from government and non-governmental organisations is motivating them to participate in creating cultural tourism destinations in local areas.

Thus, future behavioural intervention programs that aim to develop cultural tourism activities in the southern tourist circuit should utilise and sharpen the local community's internal capacity or self-efficacy in running the cultural tourism activities and provide the necessary external support.

e) The direct effect between Cultural Resources Identification and Behavioural Intention (H5a)

The CuRI and behavioural intention have a significant positive relationship (β=0.197, p=<0.05) (see table 5.31), or H5a is supported. Studies in community

tourism have shown that awareness of cultural tourism tends to make local communities support tourism activities in their local areas (Reid et al., 2000; Reid et al., 2004).

Accordingly, the current study respondents know their unique cultural resources and are willing to introduce and share them with tourists. In developing a cultural tourism program, the policymakers need to raise the awareness of the local communities on the potential cultural resources' heritage (both tangible and intangible) available in their local areas and help them to properly identify the resources so that the creation of cultural tourism can be commercialised.

f) The direct effect between Cultural Resources Management and Behavioural Intention (H5b)

Like the H5a confirmation result, H5b is also supported, or the CuRM and behavioural intention is significantly positive (β=0.333, p=<0.05) - see table 5.31. Cultural resources management (CuRM) is vital in developing cultural tourism. Past studies have shown that when local communities know how cultural resources are managed, they react positively towards supporting and developing cultural tourism projects (Cárdenas et al., 2015).

The current result suggests that if policymakers and tourism practitioners can engage local communities to manage the local cultural resources well, the local communities' intention to create cultural tourism destinations could increase. Thus, the policymakers must ensure that, in future planning, the local community are persuaded that their cultural resources will be managed well within cultural tourism activities.

g) The direct effect between Cultural Resources Economic Planning and Behavioural Intention (H5c)

Contrary to the confirmation of H5a (relates to CuRI) and H5b (relates to CuRM), H5c is not supported, or the CuREP does not statistically relate to the intention to create a cultural tourism destination (β= 0.047, p= 0.421). The non-support of H5a is challenging to a few past study results that show awareness of cultural resources economic planning does relate positively with the local communities' attitude and their actual engagement in tourism activities (Cárdenas et al., 2015; Reid et al., 2000).

Nevertheless, the confirmation of the non-support of H5c results is consistent with a study in Kenya. The past study result shows that local communities' attitude and support intention in developing community-based projects was inconsistently related because some local community members were willing to invest their financial resources and time to materialise the projects while part of the local community respondents reacted negatively (Kariuki & Mbwisa, 2014).

As the current researcher does not have strong confidence (at a confidence level of 95%) in the direct effect of the CuREP on behavioural intention, recommendations on materialising the CuREP effect to policymakers and tourism practitioners should not be presented.

5.8.1.2 The mediation effects on Behavioural Intention

The structural model above in Figure 5.2b indicates that the latent variables-CuRI and CuRM have a mediation path to behavioural intention through SubIN. Similarly, PBControl has a mediation path to behavioural intention through Attitude. As the mediation effects are new findings in this study, they suggest

that the variables can affect each other's variance in predicting the behavioural intention construct. A bootstrapping procedure was applied to determine the mediation effect among these variables.

This procedure was applied to create a hypothesis test for the mediations exhibited in the structural model if they provide equivalent results of direct effects (Tsamardinos et al., 2018). Accordingly, the bootstrapping re-sampling was selected at 1000 samples with a 95% confidence interval (Tsamardinos et al., 2018). The results and discussions are presented hereunder the following sub-sections.

i) Indirect relationship between CuRI and Behavioural Intention through SubIN

Table 5.32 below indicates that the direct relationship between CuRI and behavioural intention is positively significant (estimate=0.197 with a p-value of 0.013), and the indirect relationship between CuRI and behavioural intention through SubIN is also positively significant (estimate=0.058 with a p-value of 0.002) under the bootstrapping regression estimates. The partial mediation effect shown by the results is because the direct regression estimate is greater than the indirect regression estimate (Zhao et al., 2010).

Moreover, the two estimates (direct and indirect) are positively significant at p-value <0.05. This suggests that the local community members are aware of their cultural resources and that their willingness to share their cultural practice with tourists intensifies when the significant referrers encourage them to do so. To clarify, as the referrers keep on encouraging and motivating members of their

communities, through daily narratives, to engage in cultural tourism activities because of the availability of identified cultural resources, communities' behavioural intention tend to increase as well.

Table 5.32: Results of the Indirect Effects between CuRI and Behavioural Intention through SubIN

Path Direction	Bootstrap Estimate	Bootstrap p-value	Results	Mediation Type
Indirect Effects	0.058	0.002*	Significant	Partial
Direct Effects	0.197	0.013**	Significant	

Note: * significant level at 1%; ** significant level at 5%

ii) Indirect relationship between CuRM and Behavioural Intention through SubIN

The results in Table 5.33 indicate that the direct relationship between CuRM and behavioural intention is positively significant (estimate=0.335 with a p-value of 0.002), and the indirect relationship between CuRM and behavioural intention through SubIN is also positively significant (estimate=0.053 with a p-value 0.002) under the bootstrapping regression estimates.

As the direct regression estimate is greater than the indirect regression estimate, the mediation is partial (Zhao et al., 2010) but positively significant at a precision level of 0.05. The result shows that if the local communities are aware of managing cultural resources well, their intention to participate in developing cultural tourism activities increases. Moreover, intentional behaviour intensifies when the significant referrers can assure local community members that the cultural resources will be well managed.

Table 5.33: Results of the Indirect Effects between CuRM and Behavioural Intention through SubIN

Path Direction	Bootstrap Estimate	Bootstrap p-value	Results	Mediation Type
Indirect Effects	0.053	0.002*	Significant	Partial
Direct Effects	0.335	0.002*	Significant	

Note: * significant level at 1%

iii) Indirect relationship between PBControl and Behavioural Intention through Attitude

The results in Table 5.34 below show that the direct relationship between PBControl and behavioural intention is positively significant (estimate=0.164 with a p-value 0.019), and the indirect relationship between PBControl and behavioural intention through Attitude is also positively significant (estimate=0.037 with a p-value 0.004) under the bootstrapping regression estimates.

The results indicate that the direct regression estimate is greater than the indirect regression estimate, so a partial mediation effect is formed (Zhao et al., 2010). Additionally, the two estimates (direct and indirect) are positively significant at p-value <0.05.

The results propose that when the local community members are confident in their internal ability and have external support from government and non-governmental organisations, their intention to create a cultural tourism destination in their local places increases. Additionally, their behavioural intention intensifies when a favourable attitude towards developing a cultural tourism destination has already been formed.

Table 5.34: Results of the Indirect Effects between PBControl and Behavioural Intention through Attitude

Path Direction	Bootstrap Estimate	Bootstrap p-value	Results	Mediation Type
Indirect Effects	0.037	0.004*	Significant	Partial
Direct Effects	0.164	0.019**	Significant	

Note: * significant level at 1%; ** significant level at 5%

5.8.1.3 The effects of belief variables on Attitude, SubIN, SubDN and PBControl

The current study intended to bring to policymakers' attention how the significant salient beliefs relate directly to their respective TPB predictor constructs, Attitude, SubIN, SubDN, and PBControl, with regards to local communities' intention to create a cultural tourism destination in the southern tourist circuit. Accordingly, the second research objective is established. A preliminary study was conducted to identify the descriptors of the respective salient belief variables (BB, NIB, NDB and CB) and which descriptors significantly impact their respective TPB constructs at a 5% precision level.

The belief descriptors were measured as formative indicators in four MIMIC models, as illustrated in the modified structural model, Figure 5.2a above. Accordingly, a total of 26 belief composite were regressed onto their respective TPB constructs, whereas 9 were regressed onto Attitude; 4 were regressed onto subjective injunctive norm (SubIN); 3 were regressed onto subjective descriptive norm (SubDN); and 10 were regressed against perceived behavioural control (PBControl). The following sub-sections present the results of the effects of the salient beliefs (BB, NIB, NDB, and CB) on respondents' Attitude, SubIN, SubDN, and PBControl, respectively.

a) The effect of Behavioural Beliefs on Attitude (H1a to H1i)

The preliminary study identified nine BB descriptors influencing local communities' attitudes towards their behavioural intention to create cultural tourism destinations. As such, nine hypotheses were developed to examine the effects of the elicited BB descriptors on local communities' attitudes. Collectively, the BB descriptors explained 73% of the variance in attitude (see Figure 5.2a).

In Table 5.35, the regression results indicate that six hypotheses (H1b to H1g and H1i) positively affect local communities' attitudes at significant levels <0.05. In other words, the six BB descriptors directly form local communities' attitudes towards their behavioural intention to create a cultural tourism destination.

The result in Table 5.35 shows that local communities' belief inimproving social services is positively related to their attitudes toward creating cultural tourism destinations, which supports H1b. This suggests that as the local communities associate cultural tourism outcomeswith improved social services such as health centres, community schools, and water projects, their favourable attitudes increase when the respondents perceive that such social services can be materialised.

In connection to the examination of the BB descriptors, the researcher also noted that infrastructure improvement is a strong significant descriptor that can influence the local community's attitudes towards creating cultural tourism

destinations in local areas or support the H1c. The result suggests that the local communities expect basic infrastructure such as roads, to improve when the cultural tourism plan is implemented. In rural areas, improved basic infrastructure will ease the transportation difficulty in all weather conditions.

In Tanzania, rural infrastructure development, particularly in the northern tourist circuit, has been directly linked to general tourism development (Salazar, 2012). Reasonably, the strong beliefs of the local communities in the southern tourist circuit rest on the views that with the development of the tourism industry and particularly cultural tourism in their local areas, government authorities may be concerned with improving rural infrastructure to increase tourists' count.

Similar to a strong belief in infrastructure improvement, the local communities' degree of belief in the conservation of the natural environment is strongly significant related to the local community's attitude toward creating cultural tourism destinations. As such, hypothesis H1d is supported. Studies in cultural tourism, particularly heritage tourism in the African context, have shown that local communities tend to assign sacredness and spiritual attachment to the natural environment (Chirikure et al., 2010; Masele, 2012; Ndoro, 2005, cited in Lwoga, 2016). Hence, the strong beliefs that local communities have shown on the relationship between the conservation of the natural environment and their attitude towards cultural tourism entails maintaining the mysticism of their natural environment through cultural tourism activities.

Also, table 5.35 indicates that hypothesis H1e is supported as the local communities strongly believe that creating cultural tourism destinations would generate employment opportunities; hence, this relationship can influence their positive attitudes toward creating cultural tourism destinations. Since the rural economic scale is not diversified, the local community members strongly believe that creating cultural tourism destinations would diversify their rural economy and eventually generate more employment opportunities among the locals.

Simultaneously, hypothesis H1f is also supported, and local communities believe that cultural tourism activities would increase their income when they sell direct and indirect products and services to tourists, like lodging, meals and beverages, recreation, and entertainment services.

The last three hypotheses, H1g, H1h, and H1i, are under the affective domain, i.e., subjective mental feelings that can be experienced through emotions and moods (Jani & Han, 2011). Past studies have indicated that affective domains influence individuals' attitudes (Chen & Chen, 2010; Eusébio et al., 2018). To elaborate, the relationship between the following respective affective domain descriptors: the degree of feeling for being: (1) able to make own village famous (H1g); (2) proud in sharing own cultural heritage (H1h); and (3) able to honour own cultural heritage (H1i); and the local communities' attitude towardcultural tourism activities are examined.

The current result implies that local community members develop a positive attitude towards cultural tourism if they believe that their place of domicile

(villages) would become famous (H1g) and also through cultural tourism activities, they would get an opportunity to honour their cultural heritage (H1i). However, it is surprising that local community members do not feel proud to share their cultural heritage with others (or H1h is not supported).

Table 5.35: Results of the Regression Effects Generated by Behavioural Beliefs (BB)Descriptors on Attitude

Hypotheses	Estimates	S.E	C.R	p-value	Direction Effects
H1a: The degree of belief in the ability to sell local foods and products is positively related to the local community's attitudes on creating cultural tourismdestination;	.008	.037	.207	.836	Non-significant positive
H1b: The degree of belief in the improvement of social services is positively related to the local community's attitudes on creating cultural tourism destination;	.084	.036	2.315	.021**	Significant positive
H1c: The degree of belief in the improvement of infrastructure is positively related to the local community's attitudes on creating cultural tourism destination;	.142	.041	3.452	***	Significant positive
H1d: The degree of belief in the conservation of the natural environment is positively related to the local community's sttitude on creating cultural tourism destination;	.130	.036	3.632	***	Significant positive
H1e: The degree of belief in the creation of employment opportunity is positively related to the local community's attitudes on creating cultural tourism destination;	.152	.036	4.171	***	Significant positive
H1f: The degree of belief in the generation of income is positively related to the local community's attitudes on creating cultural tourism destination;	.091	.038	2.421	.015**	Significant positive
H1g: The degree of feeling for being able to make own village famous is positively related to the local community's attitudes on creating cultural tourism destination;	.132	.036	3.710	***	Significant positive
H1h: The degree of feeling for being proud in sharing own cultural heritage is positively related to the local community's attitudes on creating cultural tourism destination;	.066	.038	1.754	.079	Non-significant positive
H1i: The degree of feeling for honoring own cultural heritage is positively related to the local community's attitudes on creating cultural tourism destination.	.084	.036	2.345	.019**	Significant positive

Note: S. E=Standard Error; C. R=Critical Ration; *** significance at 1%; ** significant at 5%

b) The effects of Normative Injunctive Belief on the Subjective Injunctive Norm Construct (H2a to H2d)

In the preliminary study, four NIB descriptors related to the significant referrers (parents, local government leaders, cultural tourism entrepreneurs, neighbours or friends) are identified as influencing the local community respondent's SubIN (see Table 5.36). The SubIN relates positively with behavioural intention (see the structural model shown in Figure 5.2b and Table 5.30).

All four hypotheses H2a to H2d, are supported, and collectively, the four NIB descriptors explain 48% of the SubIN's variance (see Figures 5.2a and 5.2b above), and HI2b shows a strong positive effect on SubIN. This implies that local community members entrust much of their local government leaders. Overall, the local government needs to work closely with the four significant referrers in creating cultural tourism destinations in the near future.

Table 5.36: Results of the Regression Effects Generated by Normative Injunctive Beliefs' (NIB)Descriptors of Subjective Injunctive Norm

Hypotheses	Estimate	S.E	C.R	p-value	Direction Effect
H2a: The degree of belief in the pressure that will be given by the respondent's parents is positively related to the local community's reaction to SubIN;	.111	.045	2.460	.014**	Significant positive
H2b: The degree of belief in the pressure that will be given by the respondent's local government leaders is positively related to the local community's reaction to SubIN;	.187	.048	3.887	***	Significant positive
H2c: The degree of belief in the pressure that will be given by the cultural tourism's entrepreneurs is positively related to the local community's reaction to SubIN;	.091	.042	2.189	.029**	Significant positive
H2d: The degree of belief in the pressure that will be given by the respondent's neighbours or friends is positively related to the local community's reaction to SubIN;	.100	.047	2.126	.033**	Significant positive

Note: S. E=Standard Error; C. R=Critical Ration; *** significance at 1%; ** significant at 5%

c) The effects of Normative Descriptive Beliefs on the Subjective Normative Descriptive Norm Construct (H3a to H3c)

In the preliminary study, three NDB descriptors related to the significant referrers (parents, cultural tourism entrepreneurs, and grandparents) are known as behavioural role models. They are identified to influence local community respondents' SubDN. The three NDB descriptors collectively accounted for 46% of the variance in SubDN (see Figures 5.2a and 5.2b). All three hypotheses H3a to H3c, strongly affect SubDN (see Table 5.37).

Past studies, particularly in environmental behaviours, found that individuals tend to perform specific intentional and actual behaviour once they have seen others (behavioural role models) perform the same behaviour (de Leeuw et al., 2015). However, in the main survey, the SubDN construct has no significant relationship with the behavioural intention (see the structural model in Figure 5.2b and Table 5.30). The non-significance effect could have been attributed to the inconsistent contributions of referrers (behavioural role models) to influence and motivate locals to create cultural tourism destinations.

Table 5.37: Results of the Regression Effects Generated by Normative Descriptive Beliefs' (NIB) Descriptors on Subjective Descriptive Norm

Hypotheses	Estimate	S.E	C.R	p-value	Direction Effect
H3a: The degree of belief that the parents will be engaging in performing specific cultural tourism activity with the respondents is positively related to the local community's reaction to SubDN;	.191	.048	3.956	***	Significant positive
H3b: The degree of belief that the cultural tourism's entrepreneurs will be engaging in performing specific cultural tourism activity with the respondents is positively related to thelocal community's reaction to SubDN;	.266	.046	5.785	***	Significant positive
H3c: The degree of belief that the grandparents will be engaging in performing specific cultural tourism activity with the respondents is positively related to thelocal community's reaction to SubDN;	.265	.047	5.617	***	Significant positive

Note: S. E=Standard Error; C. R=Critical Ration; *** significance at 1%;

d) The effects of Control Beliefs on the Perceived Behaviour Control Construct (H4a to H4j)

Although PBControl has a significant positive relationship with behavioural intention, table 5.38 shows that only four CB descriptors have a significant direct effect on PBControl at a significant level <0.05. The four CB significant descriptors are H4a – personal skills in making cultural products, H4c – having sufficient knowledge about local history, H4d – skilful in cooking traditional foods, and H4j – getting collaborative support from the local community. In brief, H4a, H4c, H4d and H4j are supported. Collectively, the CB descriptors explained 25% of the variance in PBControl.

Past studies claim that technical and financial support was provided to the local communities in the northern tourist circuit (Bushozi, 2014; Johansson, 2019). However, local community respondents argue that the same support is hardly provided to local communities in the southern tourist circuit. Possibly, that is why the current study respondents believe and have higher confidence about their self-efficacy than in external support likely to be provided to them. External support is unreliable; hence the local communities are unsure whether such support will materialise in their behavioural intention to create cultural tourism destinations.

Reasonably, the designing of proper intervention programs is needed in the southern tourist circuit to increase local communities' positive beliefs on their control power over external descriptors that would eventually influence their decision to engage in cultural tourism activities.

Table 5.38: Results of the Regression Effects Generated by Control Beliefs (CB) on PBControl

Hypotheses	Estimate	S.E	C.R	p-value	Direction Effect
H4a: The degree of belief in personal skills in making cultural products is positively related to thelocal community's PBControl;	.098	.047	2.091	.037*	Significant positive
H4b: The degree of belief in having sufficient knowledge about local customs and traditions is positively related to thelocal community's PBControl;	-.001	.048	-.031	.975	Non-significant positive
H4c: The degree of belief in having sufficient knowledge about local history is positively related to thelocal community's PBControl;	.136	.043	3.172	.002**	Significant positive
H4d: The degree of belief in being skilful in cooking traditional foods is positively related to thelocal community's PBControl;	.105	.047	2.245	.025*	Significant positive
H4e: The degree of belief in being able to run the tourism activities are positively related to thelocal community's PBControl;	.055	.056	.985	.325	Non-significant positive
H4f: The degree of belief in theability to converse in English language is positively related to thelocal community's PBControl;	.021	.052	.401	.688	Non-significant positive
H4g: The degree of belief in getting collaborative support from the local government is positively related to thelocal community's PBControl;	.009	.046	.195	.846	Non-significant positive
H4h: The degree of belief in getting collaborative support from the cultural tourism's entreprenuers is positively related to thelocal community's PBControl;	-.003	.048	-.053	.958	Non-significant positive
H4i: The degree of belief in getting collaborative support from the non-government organisations is positively related to thelocal community's PBControl;	-.033	.049	-.688	.491	Non-significant positive
H4j: The degree of belief in getting collaborative support from the local community is positively related to thelocal community's PBControl;	.115	.041	2.797	.005**	Significant positive

Note: S. E=Standard Error; C. R=Critical Ration; ** significant at 1%; * significant at 5%

5.9 Summary of the Thesis

Alternative tourism products have been tackling the poverty issues among local communities in developing countries. However, the rural communities of the southern tourist circuit in Tanzania have inadequately partaking in cultural tourism activities. Past studies and government reports have pointed out that unfavourable attitudes towards heritage tourism, low communal spirit, the lack of knowledge, skills, and external support and lack of awareness of cultural tourism are among the hindrances towards achieving cultural tourism development in the circuit. Reasonably, the extended TPB is considered appropriate to examine local communities' behavioural factors regarding cultural tourism activities. Accordingly, four research questions and four research objectives are set out to address the developed hypotheses.

In response to the first research objective, a preliminary study to elicit cultural tourism-related belief factors was conducted. Thirty (30) key informant members who were purposely selected from two villages of Kalenga and Matamba participated in an interview. Ten open-ended questions framed within TPB theoretical framework were used to collect the qualitative data. An inductive content analysis was applied to provide a detailed understanding of the belief descriptors embedded in the key informants' responses. The descriptive results show that nine behavioural belief (BB) descriptors, four normative injunctive belief descriptors, three normative descriptive belief descriptors and twelve control belief descriptors were repeatedly mentioned by at least 6 respondents, which counted for 20% of all respondents in the sample. As such, the highlighted beliefs were used to generate the measurement items and

hypotheses to be examined further in the main survey with a larger population counts to confirm the significant effects on their respective TPB constructs.

The full TPB framework was proposed by this study to address the beliefs challenges that had been overlooked by past studies in cultural tourism. In doing so, the study could highlight helpful recommendations to policymakers in planning evidence-based behavioural intervention programs to address the root cause problems related to BB, NIB, NDB, and CB that have been shaping the local people's attitude; and perceptions towards the SubIN, SubDN and PBControl, and intentional behaviours. Furthermore, the TPB was enriched by incorporating the four-dimensional constructs related to community awareness of cultural tourism programs so that an appropriate conceptual framework is developed to examine the hypothesized variables.

A pragmatic paradigm was adapted by this study under which a mixed-method approach was used to collect cross-sectional qualitative and quantitative data. Quantitative data were collected in the four regions, Iringa, Njombe, Mbeya and Ruvuma. The collection of the data involved 392 respondents who were randomly selected. An exploratory factor analysis (EFA) for BB, NIB, NDB and CB belief constructs and the four dimensional-constructs of community awareness was conducted to examine the underlying dimensions of the variables. All recommended statistical thresholds were met according. Confirmatory factor analysis (CFA) was applied to validate the latent variables for CB-SEM analysis. Model evaluation was performed to confirm whether all model fit indices under absolute fit (the root mean square of error approximation (RMSEA), incremental

fit (comparative fit index (CIF), and parsimonious fit (the normed Chi-square/degree of freedom (χ^2/df) and the Tucker-Lewis Index (TLI) are within the recommended threshold values. AMOS was used to run the path analysis in order to confirm the relationship among the variables.

In addressing the second research objectives, nine hypotheses (H1a to H1i) under BB; four hypotheses (H2a to H2d) under NIB; three hypotheses (H3a to H3c) under NDB; and ten hypotheses (H4a to H4j) under CB were developed and tested. The direct effects of the seven BB, four NIB, three NDB, and four CB descriptors on the respective TPB predictor constructs: Attitude, SubIN, SubDN, and PBControl are positively significant at a 5% precision level. The results suggest that the seven BB, four NIB, three NDB, and four CB underlying beliefs that local community members have about cultural tourism activities could positively influence their behavioural intention to create cultural tourism destinations in the future. As such, policymakers and cultural tourism practitioners could target these beliefs by designing training or behavioural intervention programs to intensify local communities' positive attitudes, intention, and actual behaviour in creating cultural tourism destinations in the southern tourist circuit.

Four hypotheses (H1-H4) were developed and tested in response to the third research objective. The fourth research objective was responded to by developing three hypotheses (H5a-H5c). The structural model in Figure 5.2a above has indicated that Attitude, SubIN, SubDN, PBControl, CuRI, CuRM, and CuREP collectively accounted for 57% of the variance in Behavioural Intention.

The Attitude (H1), SubIN (H2), PBControl (H4), CuRI (H5a), and CuRM (H5b) have positively predicted the Behavioural Intention at a 5% significance level. SubDN (H3) and CuREP (H5c) indicated no positive relationship with Behavioural Intention. The results suggest that the significant positive relationships toward the behavioural intention to create cultural tourism destination among the local communities of the southern Tanzania tourist circuit in the near future could be generated by local communities' attitudes, SubIN, PBControl, and the added two dimensional-constructs of community awareness which are cultural resources identification (CuRI), and cultural resources management (CuRM).

The new findings on mediation effects (shown in the structural model in Figure 5.2b) indicate that as the local communities' awareness of the CuRI and CuRM increase, their motivation to comply with specific referrers' motivation (SubIN) also increase their behavioural intention to create cultural tourism destinations. Additionally, when local communities' attitudes toward PBControl increase, their behavioural intention to create cultural tourism destinations in the near future also increases.

Table 5.39: Summary of Confirmation of Hypotheses

Research objective's (RO) numbering	Hypotheses specifics	Remarks
3rd RO	**H1:** Local communities' attitude toward the perceived outcomes that the tourism activities may generate is positively related to their behavioural intention to create cultural tourism destination.	Supported
	H2: Subjective injunctive norm is positively related to local communities' behavioural intention to create cultural tourism destination.	Supported
	H3: Subjective descriptive norm is positively related to local communities' behavioural intention to create cultural tourism destination.	Not Supported
	H4: Local communities' perceived behavioural control is positively related to local communities' behavioural intention to create cultural tourism destination.	Supported
4rd RO	**H5a:** Awareness of local cultural resources identification is positively related to behavioural intention to create cultural tourism destination.	Supported
	H5b: Awareness of local cultural resources management is positively related to behavioural intention to create cultural tourism destination	Supported
	H5c: Awareness of cultural resource economic planning is positively related to behavioural intention to create cultural tourism destination.	Not Supported
2nd RO	**H1a:** The degree of belief in the ability to sell local foods and products is positively related to thelocal community's attitudes on creating cultural tourism destination;	Not Supported
	H1b: The degree of belief in the improvement of social services is positively related to thelocal community's attitudes on creating cultural tourism destination;	Supported
	H1c: The degree of belief in the improvement of infrastructure is positively related to thelocal community's attitudes on creating cultural tourism destination;	Supported
	H1d: The degree of belief in the conservation of the natural environment is positively related to the local community's sttitude on creating cultural tourism destination;	Supported

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Research objective's numbering	Hypotheses specifics	Remarks
2nd RO	**H1e:** The degree of belief in the creation of employment opportunity is positively related to thelocal community's attitudes on creating cultural tourism destination;	Supported
	H1f: The degree of belief for the generation of income is positively related to thelocal community's attitudes on creating cultural tourism destination;	Supported
	H1g: The degree of feeling for being able to make own village famous is positively related to thelocal community's attitudes on creating cultural tourism destination;	Supported
	H1h: The degree of feeling for being proud in sharing own cultural heritage is positively related to thelocal community's attitudes on creating cultural tourism destination;	Not Supported
	H1i: The degree of feeling for being able to honour own cultural heritage is positively related to thelocal community's attitudes on creating cultural tourism destination.	Supported
	H2a: The degree of belief in the pressure that will be given by the respondent's parents is positively related to thelocal community's reaction to SubIN;	Supported
	H2b: The degree of belief in the pressure that will be given by the respondent's local government is positively related to thelocal community's reaction to SubIN;	Supported
	H2c: The degree of belief in the pressure that will be given by the cultural tourism's entrepreneurs is positively related to thelocal community's reaction to SubIN;	Supported
	H2d: The degree of belief in the pressure that will be given by the respondent's neighbours or friends is positively related to thelocal community's reaction to SubIN;	Supported
	H3a: The degree of belief that the parents will be engaging in performing specific cultural tourism activity with the respondents is positively related to thelocal community's reaction to SubDN;	Supported
	H3b: The degree of belief that the cultural tourism's entrepreneurs will be engaging in performing specific cultural tourism activity with the respondents is positively related to thelocal community's reaction to SubDN;	Supported
	H3c: The degree of belief that the grandparents will be engaging in performing specific cultural tourism activity with the respondents is positively related to thelocal community's reaction to SubDN;	Supported

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Research objective's numbering	Hypotheses specifics	Remarks
2nd RO	**H4a:** The degree of belief in personal skills in making cultural products is positively related to thelocal community's PBControl;	Supported
	H4b: The degree of belief in having sufficient knowledge about local customs and traditions is positively related to thelocal community's PBControl;	Not Supported
	H4c: The degree of belief in having sufficient knowledge about local history is positively related to thelocal community's PBControl;	Supported
	H4d: The degree of belief in being skilful in cooking traditional foods is positively related to thelocal community's PBControl;	Supported
	H4e: The degree of belief in being able to run the tourism activities are positively related to thelocal community's PBControl;	Not Supported
	H4f: The degree of belief inthe ability to converse in the English language is positively related to thelocal community's PBControl;	Not Supported
	H4g: The degree of belief in getting collaborative support from the local government is positively related to thelocal community's PBControl;	Not Supported
	H4h: The degree of belief in getting collaborative support from the cultural tourism's entreprenuers is positively related to thelocal community's PBControl;	Not Supported
	H4i: The degree of belief in getting collaborative support from the non-government organisations is positively related to thelocal community's PBControl;	Not Supported
	H4j: The degree of belief in getting collaborative support from the local community is positively related to thelocal community's PBControl;	Supported
	New Indirect Effect Found in This Study Cultural Resources Identification has a partial significant effect on behavioural Intention through Subjective Injunctive Norm. Cultural Resources Management has a partial significant effect on behavioural Intention through Subjective Injunctive Norm. Perceived Behavioural Control has a partial significant effect on behavioural Intention through Attitude.	

CHAPTER SIX

IMPLICATIONS, RECOMMENDATIONS, AND CONCLUSIONS

6.0 Introduction

This chapter presents the accomplishment of the research objectives and highlights the implications of the results found in this study to academia and policymakers. It also presents the current study's limitations and provides further research areas to be attended. Lastly, the chapter provides a conclusion.

6.1 Achievement of the Current Research Objectives

Cultural tourism, one of the emerging tourism niches contributing to nations' economies and poverty alleviation among local communities, has been studied differently by scholars. However, within the TPB framework, most literature has focused on examining the demand side, that is, studying factors influencing tourists to visit tourism destinations (Abbasi et al., 2020; Han, 2014).

This study examines the custodians who form cultural tourism destinations to uncover the underlying socio-behavioural descriptors that impede or influence their participation in creating cultural tourism destinations in the southern Tanzania tourist circuit. The current study extends the TPB by adding three-dimensional constructs explaining how cultural tourism awareness affects local communities' behavioural intention.

Accordingly, four research objectives are addressed to accomplish the general purpose of the study. In the first objective, the study identifies the belief

descriptors of the respective salient belief variables: BB, NIB, NDB, and CB. In eliciting or identifying the belief's descriptors, a preliminary study was conducted among selected local community respondents, as Ajzen and Fishbein recommended (1980).

The preliminary descriptor's data were analysed using inductive content analysis (Lauri &Kyngäs 2005). The results (see Table 2.4) indicate that the descriptors of the 9 BBs; 4 NIBs; 3 NDBs; and 10 CBs are elicited. The main survey further measured these belief descriptors and included them in the TPB structural model for structural analysis (see Figure 2.5).

The second objective intends to examine the relationship between each descriptor under the salient belief variables (BB, NIB, NDB and CB) and their respective TPB constructs: attitude, SubIN, SubDN, and PBControl in predicting local communities' behavioural intention. To achieve this objective, 9 hypotheses (H1a to H1i); 4 hypotheses (H2a to H2c); 3 hypotheses (H3a to H3C); and 10 hypotheses (H4a to H4j) were developed for BB, NIB, NDB, and CB respectively. The hypotheses were tested using MIMIC models in the structural equation model (see Figure 5.2a). The results indicate that the BB descriptors collectively explained 73% of the variance in attitude, and seven of nine BB descriptors positively influenced local communities' attitudes (see Table 5.35). This indicates that favourable beliefs on the outcomes of cultural tourism activities could positively influence local communities' attitudes towards creating a cultural tourism destination.

Also, four NIB descriptors accounted for 48% of the variance in SubIN (see Figure 5.2a), and all NIB belief descriptors positively affect SubIN (see Table 5.36). The result implies that the perceived significant referrers: parents, local government leaders, cultural tourism entrepreneurs and friends or neighbours, could positively influence local community members' decisions on SubIN and eventually on their behavioural intention to create a cultural tourism destination.

Similarly, the three NDB belief descriptors accounted for 46% of the variance in SubDN (see Figure 5.2a), and all three descriptors positively affect SubDN (see Table 5.37). This implies that the perceived significant referrers or behavioural role models: parents, cultural tourism entrepreneurs, and grandparents, could also influence the intention of local community members to engage in cultural tourism activities and eventually create their cultural tourism destination.

Lastly, only four out of ten CB descriptors positively influenced local communities' PBControl (see table 5.38), and collectively they explained 25% of the variance in PBControl (see figure 5.2a). The results translate that local community members have a positive belief in their self-confidence which is explained as personal skills in making cultural products, sufficient knowledge about local history, skilful in cooking traditional foods and getting collaborative support from fellow local community members.

The third objective of this study is to examine the structural relationships between the TPB constructs: attitude, SubIN, SubDN, PBControl, and intention to create cultural tourism destinations. Four hypotheses (H1 to H4) were

developed and tested using the ML method in AMOS (Kline, 2011). The measurement model under CFA was achieved adequately, and the structural model attained good fit indices (Hair et al., 2010). Therefore, the results are valid and reliable to explain the behavioural intention of local communities in creating cultural tourism destinations.

In the SEM analysis, all four TPB variables in the structural model accounted for 43% of the variance in behavioural intention. However, only Attitude, SubIN, and PBControl constructs have significant positive relationships with behavioural intention at a 5% precision level (see Table 5.31). SubIN has the strongest significant positive relationship with Behavioural Intention, followed by Attitude and PBControl. SubDN was not significantly related to Behavioural Intention.

The fourth objective was to examine the structural relationships between the four-dimensional constructs of community awareness; cultural resources identification (CuRI), cultural resources preservation (CuRI), stakeholders' inclusion (SI), and cultural resources economic planning (CuREP) and behavioural intention to create cultural tourism destination. Four hypotheses (H5a to H5d) were developed to achieve this objective. However, upon running the pilot study's exploratory factor analysis (EFA), three factors were extracted and maintained for further analysis in the main survey. The confirmatory factors analysis-CFA was performed to ensure that the three dimensional-constructs meet validity and reliability.

The results indicated that the constructs met the threshold values proposed by scholars (Hair et al., 2010; Kline, 2011). The regression analysis in the structure model (see Table 5.31) shows that CuRI and CuRM constructs have a significant positive relationship with behavioural intention at a 5% precision level. Moreover, when added to the four TPB constructs, the three dimensional-constructs of community awareness contributed 14% of the variance explained in behavioural intention (that is, the total variance in behavioural intention was increased from 0.43 to 0.57).

In addition, new indirect paths were discovered in the structural model (see Figure 5.2b). A positive significant partial mediation effect between CuRI and Behavioural Intention through SubIN (see table 5.32) and a positive significant partial mediation effect between CuRM and Behavioural Intention through SubIN (see table 5.33) are found. Also, the findings show a positive significant partial mediation effect between PBControl and Behavioural Intention through Attitude (see Table 5.34).

The partial mediation effects between these paths are caused by the reasons that both direct and indirect effects of the constructs are significant at a 5% precision level. And that the direct effects of all paths are greater than the indirect effects. To elaborate this, an increase in estimates in CuRI and CuRM also leads to increased social pressure on SubIN towards the behavioural intention to create cultural tourism destinations. Similarly, an increase in self-confidence about PBControl leads to increased estimates of local communities' attitudes towards their behavioural intention.

To summarize, the four objectives of this study are all achieved. The data collected and analysed has provided valid and reliable results under each objective. Therefore, the implications of the results to the academia and policymakers are presented in the following sub-sections.

6.2 Implications

6.2.1 Implications to Academia

Generally, cultural tourism in sub-Saharan Africa has received scholarly attention in recent years. Albeit, the main issues that have concerned academic scrutiny are questions of poverty alleviation, local participation and rural development, power relation, socio-economic impacts, sustainability, authenticity, and representing localities in tourism (Giampiccoli & Mtapuri, 2020; Mbowe et al., 2021; Moyo & Tichaawa, 2017; Saarinen & Rogerson 2015). Therefore, this study adds to the literature on cultural tourism by examining the socio-psychological behaviours of local communities in their course to create cultural tourism destinations using the TPB framework.

Unlike past studies that have used partial TPB to study the behavioural intention of the locals to participate in conserving-built heritage within the context of cultural tourism in sub-Saharan Africa (Lwoga, 2016), the current study attempts to contribute to cultural tourism literature by enriching the version of TPB in two ways; first is by exploring the salient beliefs (BB, NIB, NDB and CB) of local communities which have impacts to the formation of TPB constructs (Ajzen, 1991).

In this way, the current study provides the protocols for conducting a qualitative study to examine the local communities' readily available salient beliefs (Ajzen & Fishbein, 1980). As a result, local communities' salient beliefs associated with creating cultural tourism in the context of sub-Saharan Africa with a specific focus on local Tanzanian communities are documented. Hence, they can be studied further. Moreover, future research can apply similar protocols to study local beliefs in different contexts of cultural tourism.

Secondly, this study has examined the role played by SubIN and SubDN (traditionally termed SN in the standard TPB model) in predicting local communities' behavioural intention. In the TPB literature, the SubIN, mostly measured as SN, has shown a weak predictive power to intentions and behaviours (Armitage and Conner, 2001). On the other hand, SubDN has demonstrated a significant positive effect on intentions and behaviours, mostly in behavioural environmental studies (de Leeuw, et al., 2015; Heath & Gifford, 2002; Nigbur et al., 2010; Onwezen et al., 2014, as cited in de Leeuw, et al., 2015).

However, given the context of the current study, it is demonstrated that SubIN has the strongest positive relationship with behavioural intention compared to the other predictor constructs: Attitude, SubDN, and PBControl. On the other hand, SubDN has demonstrated a non-significant relationship with behavioural intention.

As such, this study contributes to the TPB literature with the position that SubIN can positively predict behavioural intention if the construct is measured by multiple items (Armitage & Conner, 2001) derived from the respondents during a preliminary study to elicit the salient beliefs.

Despite that most TPB studies have confirmed the positive contribution of SubDN to intentional and actual behaviour (de Leeuw et al., 2015; Rivis & Sheeran, 2003), in the context of cultural tourism, this study argues that the role played SubDN in predicting individuals' intentions and actual behaviours depends on whether the referrers who are perceived as behavioural role models by local communities are fully engaged in practising cultural tourism activities, and that a majority of local community members commonly practises the behaviour.

Further, the current study has added three-dimensional community awareness constructs to the TPB model. Past tourism studies have enriched the TPB by including additional variables to increase its predictive power (Barr & Gilg, 2007; Lwoga, 2016; Tang et al., 2011). However, in cultural tourism literature, the three dimensional-constructs, CuRI, CuRM and CuREP, have rarely been incorporated in the TPB models. In the structural analysis of this study, the two dimensional-constructs-CuRI and CuRM have shown a significant positive relationship with behavioural intention. Collectively, the three dimensional-constructs accounted for 14% of the variance in the TPB model.

To elaborate, 43% of the variance is explained by the four predictor constructs of the TPB, and the three dimensional-constructs of community awareness explain 14% of the variance. Overall, the structural model is explained by 57% of the variance in behavioural intention. In this way, the current study contributes to TPB cultural tourism literature by incorporating three dimensional-constructs of community awareness which have increased the predictive power of the TPB by 14% of the variance explained in behavioural intention.

Moreover, new paths have been discovered by the current study in the TPB structural model through the mediation effects. In the structural model, the two added dimensional constructs of community awareness, CuRI and CuRM, have shown partial positive significant indirect effects on behavioural intention through SubIN. Similarly, a partial positive significant indirect effect on behavioural intention is shown by PBControl through Attitude. Such discoveries demonstrate the importance of the roles played by SubIN and Attitude in predicting local communities' behavioural intentions within the context of cultural tourism.

6.2.2 Methodological Implications

The methodological implications of the current study are twofold. First, this study employs mixed-method using qualitative and quantitative approaches in data collection and analysis (Cooper et al., 2016). Most past TPB studies use a quantitative approach, inclined to a positivist philosophical orientation (Pansiri, 2005; Wilson et al., 2019). On the contrary, the current study observes that pragmatism, which uses varied methodologies from both interpretivism and

positivism, is appropriate in studying local communities' behavioural intention, particularly when the TPB extended version is applied.

In this implication, the study establishes that in examining the socio-psychological behaviours of local communities to understand their behavioural intention towards creating cultural tourism destinations, a sequential approach in which data collection and analysis has to be done in two phases (using the qualitative followed by the quantitative approaches) is established (Cooper et al., 2016; Creswell et al., 2003).

The study also demonstrates how the execution of qualitative interview protocols under the TPB theoretical framework is applied (Sutton et al., 2003) and the procedures to analyse data using inductive content analysis (Elo et al., 2008). As such, future studies that apply the full TPB model in various study contexts may also need to consider the application of pragmatism.

The second methodological implication is that in the context of cultural tourism literature, the use of MIMIC models in analysing the effects of the elicited beliefs: BB, NIB, NDB and CB on their respective TPB constructs is rarely applied. Nevertheless, studies in environmental behaviours (de Leeuw et al., 2015) and agriculture (Borges et al., 2016; Sok et al., 2020) have used the MIMIC models in their structural analysis.

However, scholars have approached the analysis of belief descriptors and MIMIC models in TPB studies differently. For instance, in examining the factors

influencing the implementation of personalized prevention plans among annual wellness visit patients, Malcolm et al. (2021) only used Pearson correlation to ascertain the relationship between 28 belief descriptors (BB=10, NB=8, and CB=10) and their respective constructs.

Also, Borges et al. (2016), while assessing the descriptors that influence farmers' intention to use approved natural grassland, they excluded the beliefs which had no significant positive relationship with their respective TPB constructs in MIMIC models and ended up having 21 belief descriptors in the structural analysis. In another study on pro-environmental behaviour conducted by de Leeuw et al. (2015), having elicited 42 belief descriptors in the preliminary study, they tested each MIMIC model with the behavioural intention separately; that is, all four MIMIC models were not incorporated in the full TPB structural analysis.

Overall, the studies cited above did not either include the elicited salient beliefs into the full TPB hypothetical structural model, the MIMIC models were tested independently with the dependent variable or another regression method (Pearson correlation) was used to analyse the direct relationship between salient belief descriptors and their respective TPB constructs.

These differences in analysing the belief descriptors and MIMIC models could be attributed to the following reasons; first, it could be that, in the SEM analysis, including many belief descriptors in MIMIC models could have resulted in

model complexities. And second, having many belief descriptors with positive or negative effects on their respective latent variables in the SEM analysis could lead to attaining poor model fit indices.

Following the reasons provided, Balu (2018), in his study to identify key beliefs that influence Malaysian engineers' intention to migrate abroad, suggested that future TPB studies should consider a reasonable number of belief descriptors to be included in the SEM analysis to meet the model fit indices. As a result, in his study, he included three MIMIC models with 16 salient belief descriptors in the full TPB structural model.

Ajzen (1991) recommends that the all-elicited salient belief descriptors should be included in the full hypothetical structural model to attain comprehensive results of the effect of the elicited salient beliefs in predicting intention or actual behaviours. As such, the current study contributes to the TPB literature by including four MIMIC models with 26 belief descriptors (BB=9, NIB=4, NDB=3, and CB=10) in the structural model.

Despite the inclusion of MIMIC models with many belief descriptors in SEM analysis may result in attaining poor model fit indices (Hair et al., 2010), the current study has shown that acceptable model fit indices can be attained provided that the data meets the normality assumptions. Therefore, future studies that intend to examine the effects of salient beliefs on their respective TPB constructs should include all belief descriptors in the MIMIC models and analyse them within the full hypothetical structural models.

6.2.3 Implications to Policymakers

Generally, cultural tourism in Tanzania has allowed local communities to benefit directly from tourism returns (Mbowe et al., 2021; Salazar, 2006). For decades, the northern tourist circuit has dominated the tourism industry, and it counts about 90% of visitors nationwide (Mbowe, et al., 2021); as a result, tourist congestion in the northern circuit has been experienced, especially in peak seasons. As such, alternative tourism products in the southern tourist circuit need to be branded, and communities are to be supported to create sustainable cultural tourism destinations.

As this study intended to explore local communities' belief factors related to cultural tourism activities in the southern tourist circuit, the results of this study indicate that nine BB descriptors have explained 73% of the variance in attitude, and the composite average mean score in the descriptive analysis is 1.45, which indicates slight positive beliefs towards the outcome of cultural tourism activities. Overall, this suggests that the positive beliefs that local community members associate with cultural tourism include the improvement of social services (such as health centres, community schools, and water projects), improvement of infrastructure such as transport infrastructure, conservation of the natural environment, creation of employment opportunity, generation of income, being able to make own village famous, and being proud in sharing own cultural heritage are critical in designing educational training. These beliefs fairly influence local communities' attitudes toward creating cultural tourism destinations.

As such, future strategic actions by providing educational training to local community members should focus on the highlighted beliefs to strengthen them. Because cultural tourism activities are not commonly conducted in the southern tourist circuit, reinforcing these beliefs through regular training could eventually increase local communities' positive attitude, which would lead them to the actual behaviour of creating cultural tourism destinations in the near future.

The result on NIB indicates that the four belief descriptors explained 48% of the variance in SubIN, and the composite average mean score in the descriptive analysis is 1.50, indicating moderate positive beliefs. This shows that the significant referrers: parents, cultural tourism entrepreneurs, local government leaders, and friends or neighbours are perceived to have the influential power of intensifying local communities' SubIN and, eventually, behavioural intention to create cultural tourism destinations. Accordingly, involving these groups of individuals in the future planning of cultural tourism initiatives in the southern tourist circuit is imperative.

The result on CB indicates that ten belief descriptors accounted for 25% of the variance in PBControl, and the composite average mean score in the descriptive analysis is 0.27, which suggests that local communities are uncertain about their perceived control over cultural tourism activities. Moreover, only four out of ten belief descriptors significantly positively affect PBControl. This indicates that local communities' beliefs in personal skills in making cultural products, having sufficient knowledge about local history, being skilful in cooking traditional foods, and getting collaborative support from fellow local community members

explain local communities' self-confidence in their internal capacity to handle cultural tourism activities. On the other hand, the local communities are unsure of the availability of external support that would motivate them to develop strong positive PBControl toward creating cultural tourism destinations.

The literature on TPB has shown that PBC can also predict behaviours that are not under complete volitional control (Ajzen, 1991; Amirtage & Conner, 2001). This means that individuals may engage in performing a behaviour once they are satisfied that they can get the necessary support in performing the behaviour. Thus, examining CB and PBControl provides insights about potential information likely to hinder or influence individuals to perform the behaviour (Amirtage & Conner, 2001).

For instance, the local communities have indicated their uncertainty about accessing external support from government and non-governmental organisations, and their lack of skills in communicating using the English language could hinder their perceived power to engage in performing the behaviour soon. Therefore, the actions needed to be taken by policymakers are to strengthen training and provide technical and other support that would intensify local communities' positive beliefs on PBControl and, eventually, their behavioral intention to create cultural tourism destinations.

Also, this study added three dimensional-constructs of community awareness, CuRI, CuRM, and CuREP to the TPB model. Community awareness is critical in cultural tourism planning and community development (Cárdenas et al., 2015;

Kariuki & Mbwisa, 2014; Kamaruddin et al., 2016). The reasons for adding these dimensional constructs are twofold: to examine each dimension's predictive power on local communities' behavioural intention, and to assess their contribution to the variance explained in the TPB model.

Past studies have shown that the predictive power of the TPB model increases when it is enriched with new variables (Barr & Gilg, 2007; Lwoga, 2016; Tang et al., 2011). As such, the results of the current study show that awareness of cultural resources identification (CuRI) and awareness of cultural resources management (CuRM) have a significant positive relation with behavioural intention. In contrast, awareness of cultural resources economic planning (CuREP) has no significant relation with behavioural intention.

Moreover, the three dimensional-constructs have increased the total variance and explain the behavioural intention by 14%. Accordingly, the results highlight to policymakers that communities of the southern tourist circuit could develop positive behavioural intention to create cultural tourism destinations if they are made aware of the existing national cultural tourism program and other related information about general tourism activities.

Furthermore, in Tanzania, cultural tourism activities are guided by the National Tourism Policy of 1999 and the Antiques Policy of 2008 (URT, 1999, 2008). In the National Tourism Policy, 1999 section 5.3, policy strategies for developing cultural tourism are highlighted, albeit there is no specific strategy that is directed at providing educational training to cultural tourism stakeholders,

especially the local communities. This implies that training stakeholders such as local communities, the main custodians of cultural tourism activities, is a less priority within the Policy.

However, in the Antiques Policy 2008, section 4.6, policy strategies for investing in cultural tourism are highlighted. Section 4.6.1 mentions the stakeholders in cultural tourism that should be educated and inspired on the importance of establishing cultural tourism activities in their local areas with the potential of cultural heritage. These activities include establishing local museums, creating cultural tourism destinations, and establishing souvenir shops (URT, 2008).

In summary, the two policies cited earlier are incompatible regarding how the policy strategies provide deserved attention to developing cultural tourism activities among local communities through educational training and other behavioural intervention programs. Hence, policy harmonisation, particularly in the cultural tourism industry, is critical to the sector's development. Specific emphasis on behavioural intervention programs and other technical support should be given equal weight in both policies.

Moreover, the National Cultural Tourism Guidelines of 2018 should be made available to local communities. One of the strategies is to make it available in the Kiswahili language and disseminated at local government levels. This is because most local community members cannot converse and understand documents communicated in English.

6.2.4 Implications to Cultural Tourism Practitioners

Recently, the government of Tanzania has made initiatives to brand the southern tourist circuit a second tourist zone. This will ease the congestion in the northern circuit, but also open opportunities for the local communities and other tourism enterprises in the southern circuit to venture into tourism and other related activities (Johansson, 2019). Alongside these initiatives, future strategic plans and actions of tourist companies should ensure that local communities of the southern circuit are directly involved in tourism planning by creating cultural tourism destinations so that a sustainable supply chain of tourism products is established to benefit local communities directly from tourism returns.

As cultural tourism activities are not commonly practiced in the southern tourist circuit, the current study provides insights to cultural tourism practitioners (such as tourist companies, NGO and CBO's inclined to promote cultural tourism) through the lens of the TPB (Ajzen, 1991). Through this theoretical framework, the socio-psychological behavioural factors that impede or influence local community members to participate in cultural tourism activities are highlighted. Fundamentally, to understand local communities' decision-making process before involving them in planning cultural tourism activities is imperative. As such, the highlighted positive beliefs of BB, NIB, NDB and CB are critical to reinforce locals' behavioural intention to partake in cultural tourism activities.

For instance, to increase the communities' willingness to invest their financial and time resources in cultural tourism activities, tourist companies, NGO and CBOs should start providing financial and technical support in order to reinforce

locals' socio-psychological readiness. Similarly, working closely with the local communities by encouraging or motivating those whose enthusiasm is high could make them to partake in cultural tourism activities because they have shown to have a positive attitude, are motivated to comply with the compliments they receive from their significant persons regarding cultural tourism activities, and they have shown to believe in their capacity to embark on creating cultural tourism activities.

Moreover, given the collectivist culture through which common beliefs, feelings, and ideologies are shared among many Tanzanian societies (Olausson et al., 2009), cultural tourism narratives should also be integrated into daily storylines. Studies have shown that the influence of social norms greatly impacts individuals' intentions and actions in collectivist societies (Heinrichs et al., 2005; Hofstede, 2001; Stallard, 2021). As such, the sharing of cultural tourism narratives by tourist companies, NGO and CBOs through media such as radio, TV, and social network platforms could foster local communities' behavioural intention on creating cultural tourism destinations in the southern tourist circuit.

6.3 Limitations and Suggestions for Future Researchers

Notwithstanding that this study has established significant contributions to the body of knowledge in the context of cultural tourism and TPB, it has some limitations. First, this study could not include the actual behaviour in the TPB model. The reason is that cultural tourism activities in the southern tourist circuit are anticipated to be established as most local communities have not yet ventured into it. As such, it was deemed necessary to examine, first, the proximal

antecedent of actual behaviour, that is, behavioural intention, to see how hard the local communities are willing to undertake the actual behaviour. Therefore, future studies should consider including actual behaviour as they apply the extended full version of TPB.

Second, this study could not examine how the background variables such as age, gender, and occupation may have influenced the study's results. Future study should consider the inclusion of the control variable to see how they can affect the overall results.

Third, this study collected cross-sectional data assuming that studied respondents will not change or be encountered by other internal and external factors that may lead to changes in their behavioural intention to create cultural tourism destinations shortly. Past studies have proposed that the time interval between studying respondents' intentions and actual behaviour should not take too long because other factors may interfere with respondents' intentions or behaviours either positively or negatively (Ajzen, 1991; Trevethan, 2010). Therefore, future studies can gather longitudinal data to see the changes in respondents' behavioural intention and actual behaviour over time.

Fourth, the study's sample focused only on local communities as the main custodians of cultural tourism. However, cultural tourism activities involve several stakeholders, such as government officials under the ministry of tourism and natural resources at regional and district levels and tour agents, just to mention but a few. Hence, examining the socio-psychological behaviours of all

stakeholders could provide more insights into how each segment of stakeholders believes and is willing to embark on creating cultural tourism destinations in the southern tourist circuit. Therefore, future researchers may extend their studies to include more segments of respondents to provide detailed, meaningful insights for policymakers and cultural tourism practitioners**.**

6.4 Conclusions

In Tanzania, cultural tourism activities have provided opportunities for local communities to engage directly in earning the tourism returns that have contributed to uplifting the wellbeing of local communities co-existing with tourism attractions such as national parks and game reserves. However, such tourism returns are not experienced by the local communities in the southern tourist circuit despite being surrounded by tourist potentials.

Reasonably, this study has used the extended version of TPB to explain the socio-psychological behaviours that impede or influence local communities in the southern tourist circuit to create cultural tourism destinations. A total of 392 local community respondents from four Regions-Iringa, Mbeya, Njombe, and Ruvuma participated in the household survey.

The results have shown that the seven constructs, Attitude, SubIN, SubDN, PBControl, CuRI, CuRM, and cultural resources economic planning CuREP, have accounted for 57% of the variance in behavioural intention to create cultural tourism destinations. Specifically, attitude, SubIN, PBControl, CuRI, and CuRM

have shown a significant positive relation on behavioural intention to create cultural tourism destinations at a 5% precision level.

The study has also examined the direct effects of the belief descriptors; BB, NIB, NDB, and CB on their respective TPB predictor construct: Attitude, SubIN, SubDN, and PBControl. The results have shown that seven BB descriptors, four NIB descriptors, three NDB descriptors, and four CB descriptors significantly positively affect Attitude, SubIN, SubDN, and PBControl at a 5% precision level, respectively. Accordingly, policymakers and cultural tourism practitioners need to ensure that, through educational training, local communities' positive beliefs are strengthened to sustain local communities' behavioural intentions in the future. Moreover, cognitive behavioural therapy programs can be appropriately applied as behavioural interventions to instil local communities with positive behaviours towards cultural tourism activities in the southern tourist circuit.

The current study has also established three mediation effects in the TPB structural model. First, a partial positive significant indirect effect exists between CuRI and behavioural intention through SubIN. And second, is that there is also a partial positive significant indirect effect between CuRM and behavioural intention through SubIN. The last partial indirect is between the construct PBControl and behavioural intention through Attitude. The first two mediation effects on CuRI and CuRM and behavioural intention through SubIN highlight to policymakers that local communities' awareness of the prevailing cultural tourism guidelines can increase their behavioural intention to create cultural

tourism destinations if the shared knowledge and understanding of the guidelines are approved by the social norms-the referrers who are considered important by local community members. The second mediation effect on PBControl and behavioural intention through Attitude highlights that the perceived internal and external supports that local members assign to cultural tourism activities can increase if local community members have a positive attitude towards creating cultural tourism destinations.

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Appendix A

Finalised Questionnaire

A SURVEY ON LOCAL COMMUNITY'S BEHAVIOURAL INTENTION TO CREATE CULTURAL TOURISM DESTINATION IN THE SOUTHERN TOURIST CIRCUIT IN TANZANIA: EXTENDING THE FULL THEORY OF PLANNED BEHAVIOUR

Dear Participants,

I am a Doctor of Philosophy student of Universiti Tunku Abdul Rahman (UTAR)doing a study to evaluate local community's behavioural intention to create cultural tourism destination in the southern tourist circuit in Tanzania. Your responses to the study questionnaire will be of great help in improving our understanding on the behaviouralfactors that explain the behavioural intention. This will enable the researcher to make suggestions to the relevant policy makers in the country to develop appropriate behaviouralintervention programs in improving local communities' participation in cultural tourism activities in their areas. I am inviting local community members who are currently residing in the southern tourist circuit to complete this survey.

Please take a few moments to answer the following questions. There will be no risk involved with participating in this survey, and your responses will be anonymous. Your voluntary participation in this survey is greatly appreciated. Your opinions and comments will be kept confidential and will be of great value. The completion of this survey implies consent to consolidate your data with others and to publish results in reports without identifying any respondents.

If you have any questions regarding this research, please contact me. My contact information is provided below. Thank you for your consideration, and participation in this research project.

Yours Sincerely,

…….

Emmanuel S. Mtani
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University Tunku Abdul Rahman (UTAR)
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PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to **collection, recording, storage, usage and retention of personal information.**

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to: -
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   - *For processing any benefits and services*
   - *For communication purposes*
   - *For advertorial and news*
   - *For general administration and record purposes*
   - *For enhancing the value of education*
   - *For educational and related purposes consequential to UTAR*
   - *For the purpose of our corporate governance*
   - *For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan*

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

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Consent:

1. By submitting this form, you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at mtani2020@1utar.my

Acknowledgment of Notice

[ ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[ ] I disagree. My personal data will not be processed.

……

Name: Date:

I: SECTION A: PERSONAL INFORMATION

For statistical purposes, please tick (√) the box that represent the correct information about you.

Gender	Male	☐
	Female	☐
Age	18-35	☐
	36-45	☐
	46-55	☐
	56 and above	☐
Marital Status	Married	☐
	Unmarried	☐
Level of Education	Primary education	☐
	Secondary education	☐
	College/Certificate	☐
	College/Diploma	☐
	University/Degree	☐
Occupation	Student	☐
	Peasant	☐
	Entrepreneur	☐
	Public Servant	☐
	Private Servant	☐
	Arts and Creativity	☐
	Religious Leader	☐

SECTION B

II: ATTITUDE

How LIKELY that you will achieve the outcome in each of the following statement if you engage in creating cultural tourism destination in your village in the near future?

In each statement, circle a number to indicate the level of your agreement.

SN		Extremely Unlikely	Quite Unlikely	Slightly Unlikely	Neutral	Slightly Likely	Quite Likely	Extremely Likely
1	The creation of cultural tourism destination in my village in the near future will offer me the opportunity to sell locally made foods and products.	1	2	3	4	5	6	7
2	The creation of cultural tourism destination in my village in the near future will lead to improvement of social services.	1	2	3	4	5	6	7
3	The creating of cultural tourism in my village in the near future will lead to improvement of infrastructure.	1	2	3	4	5	6	7
4	The creating of cultural tourism in my village in the near future will make me conserve my natural environment	1	2	3	4	5	6	7
5	The creation of cultural tourism destination in my village in the near future will offer me employment opportunity.	1	2	3	4	5	6	7
6	The creation of cultural tourism destination in my village in the near future will generate my income.	1	2	3	4	5	6	7
7	The creation of cultural tourism destination in my village in the near future will make my village famous.	1	2	3	4	5	6	7
8	The creation of cultural tourism destination in my village in the near future will make me proud to share my cultural heritage.	1	2	3	4	5	6	7
9	The creation of cultural tourism destination in my village in the near future will allow me to honour my cultural heritage.	1	2	3	4	5	6	7

How IMPORTANT is each of the following statement motivating you to create cultural tourism destination in your village in the near future?
In each statement, circle a number that indicates your perceived level of importance.

SN		Very Unimportant	Quite Unimportant	Slightly Unimportant	Neutral	Slightly Important	Quite Important	Very Important
10	Getting an opportunity to sell local made foods and products by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
11	Having improved social services by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
12	Having improved infrastructure by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
13	Having the natural environment conserved by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
14	Getting employment opportunity by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
15	Seeing my income is generated by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
16	Making my village famous by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
17	Being proud to share my cultural heritage by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7
18	Honouring my cultural heritage by creating cultural tourism destination in my village in the near future is important to me.	1	2	3	4	5	6	7

To what extent do you AGREE with each of the following statements below?

In each statement, circle a number to indicate your level of agreement.

SN		Strongly Disagree	Quite Disagree	Slightly Disagree	Neutral	Slightly Agree	Quite Agree	Strongly Agree
19	It is a good idea to create a cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
20	It is a wise choice for me to create a cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
21	I like the idea of creating a cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
22	It is beneficial for me to a create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

III: SUBJECTIVE INJUNCTIVE NORMS

How LIKELY is that each of the following most important people would think that you should create cultural tourism destination in your village in the near future?

In each statement, circle a number that that represents your choice.

SN		Extremely Unlikely	Quite Unlikely	Slightly Unlikely	Neutral	Slightly Likely	Quite Likely	Extremely Likely
1	My parents would think that I should create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
2	My local government leaders would think that I should create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
3	Cultural tourism' entrepreneurs would think that I should create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
4	My neighbours/friends would think that I should create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

How likely are you to COMPLY with the following most important people's wishes of you to create cultural tourism destination in your village in the near future?

In each statement, circle a number that represents the level of your compliance.

		Extremely Unlikely	Quite Unlikely	Slightly Unlikely	Neutral	Slightly Likely	Quite Likely	Extremely Likely
5	I am likely to comply with my parents' wishes of me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
6	I am likely to comply with my local government leaders' wishes of me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
7	I am likely to comply with the entrepreneurs in cultural tourism's wishes of me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
8	I am likely to comply with my neighbours/friends' wishes of me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

To what extent do you AGREE with each of the following statement below?

In each statement, circle a number that indicates your level of agreement.

SN		Strongly Disagree	Quite Disagree	Slightly Disagree	Neutral	Slightly Agree	Quite Agree	Strongly Agree
9	Most people important to me, think that I should create cultural tourism destination in my village.	1	2	3	4	5	6	7
10	Most people important to me, would want me to engage in creating cultural tourism destination in my village.	1	2	3	4	5	6	7
11	Most people whose opinion I value would approve that I create cultural tourism destination in my village	1	2	3	4	5	6	7

IV: SUBJECTIVE DESCRIPTIVE NORMS

How LIKELY is that each of the following people who are important to you would be engaging in cultural tourism activities in your village at regular basis?

In each statement, circle a number that represents your level of agreement.

		Extremely Unlikely	Quite Unlikely	Slightly Unlikely	Neutral	Slightly Likely	Quite Likely	Extremely Likely
1	My parents would be engaging in cultural tourism activities at regular basis in my village.	1	2	3	4	5	6	7
2	The entrepreneurs in cultural tourism would be engaging in cultural tourism activities at regular basis in my village.	1	2	3	4	5	6	7
3	My grandparents would be engaging in cultural tourism at regular basis in my village.	1	2	3	4	5	6	7

How CERTAIN is that each of the following people who are important to you are considered to be your behavioural role models in creating cultural tourism destination in your village in the near future?

In each statement, circle a number that represents your choice.

		Very Uncertain	Quite Uncertain	Slightly Uncertain	Neutral	Slightly Certain	Quite Certain	Very Certain
4	My parents are my role models in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
5	The entrepreneurs in cultural tourism are my role models in creating cultural tourism destination in my village in the near future	1	2	3	4	5	6	7
6	My grandparents are my role models in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

How TRUE is that each of the following people who are important to you will influence you to engage in creating cultural tourism destination in your village in the near future?

In each statement, circle a number that represents your choice.

		Very Untrue	Quite Untrue	Slightly Untrue	Neutral	Slightly True	Quite True	Very True
7	My parents will influence me to engage in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

8	The entrepreneurs in cultural tourism will influence me to engage in crating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
9	My grandparents will influence me to engage in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

V: PERCEIVED BEHAVIOURAL CONTROL

How LIKELY is that each of the following factors will FACILITATE you to create cultural tourism destination in your village in the near future?

In each statement, circle a number that represents your level of likelihood.

SN		Extremely Unlikely	Quite Unlikely	Slightly Unlikely	Neutral	Slightly Likely	Quite Likely	Extremely Likely
1	Skills in making cultural products will facilitate me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
2	Sufficient knowledge about local customs and traditions will facilitate me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
3	Sufficient knowledge about local history will facilitate me to create cultural tourism destination in my village in the near future	1	2	3	4	5	6	7
4	Skills in cooking traditional foods will facilitate me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
5	Ability to run cultural tourism activities will facilitate me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
6	Ability to converse in English language will facilitate me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
7	Getting collaborative support from local government will influence to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
8	Getting collaborative support from cultural tourism's entrepreneurs will influence me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
9	Getting collaborative support from non-government organisations will influence me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
10	Getting collaborative support from local communities will influence me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

To what extent do you AGREE with each of the statement below?

In each statement, circle a number that indicates your level of agreement.

		Strongly Disagree	Quite Disagree	Slightly Disagree	Neutral	Slightly Agree	Quite Agree	Strongly Agree
11	I have skills in making cultural products that are required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
12	I have sufficient knowledge about local customs and traditions that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
13	I have sufficient knowledge about local history that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
14	I have skills in cooking traditional foods that are required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
15	I have the ability to run cultural tourism activities that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
16	I have complete control of English language that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
17	I have collaborative support from local government that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
18	I have collaborative support from cultural tourism's entrepreneurs that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
19	I have collaborative support from non-government organisations that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
20	I have collaborative support from my local community that is required in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

To what extent do you AGREE with each of the statement below?

In each statement, circle a number that indicates your level of agreement.

		Strongly Disagree	Quite Disagree	Slightly Disagree	Neutral	Slightly Agree	Quite Agree	Strongly Agree
21	I have the skills to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
22	I have the resources to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
23	I have enough time to participate in creating cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
24	I have the capacity to operate cultural tourism activities as per guidelines requirements.	1	2	3	4	5	6	7
25	I can obtain external support from cultural tourism entrepreneurs to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
26	I can obtain external support from local government to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
27	I can obtain external support from non-governmental organisations to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
28	I can obtain external support from my fellow local community members to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
29	I am confident that if I want, I can create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

VI: INFLUENCE OF COMMUNITY AWARENESS ON BEHAVIOURAL INTENTION

How TRUE is that each of the following statement will make you engage in creating cultural tourism destination in your village in the near future?

In one box put a tick (√) to indicate your agreement.

SN		Very Untrue	Quite Untrue	Slightly Untrue	Neutral	Slightly True	Quite True	Very True
1	I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage is attractive.	1	2	3	4	5	6	7

2	I can create cultural tourism destination in my village in the near future because I am aware that my cultural heritage should be restored.	1	2	3	4	5	6	7
3	I am aware that I have attractive natural environment in my village that I can use to create cultural tourism destination in the near future.	1	2	3	4	5	6	7
4	I am aware that the protected natural environment may influence me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
5	I am aware that the practice of assessing the environment and quality of services provided to tourists will make me comfortable to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
6	I am aware that I can create cultural tourism destination in my village in the near future to preserve my cultural heritage for future generations.	1	2	3	4	5	6	7
7	I am aware that my participation in cultural tourism development is important in the creation of cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
8	I am aware that my involvement in tourism planning will make me support the creation of cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
9	I can create cultural tourism destination in my village because I am aware that my community leaders will keep monitoring tourists' business satisfaction.	1	2	3	4	5	6	7
10	I am aware that the creation of cultural tourism in my village in the near future will make my community's economy diversified.	1	2	3	4	5	6	7
11	I am willing to create cultural tourism destination in my village because I am aware that the income generated from tourists will be used to improve community social services such as education, health services and water projects of my village.	1	2	3	4	5	6	7
12	I am aware that my contributions of money and time will influence me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
13	I am aware that my contribution of time will influence me to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

VII: BEHAVIORAL INTENTION TO CREATE CTD

For each of the following statements, circle a number that represents the level of your AGREEMENT with regard to your intention to create cultural tourism destination in in your village in the near future.

		Strongly Disagree	Quite Disagree	Slightly Disagree	Neutral	Slightly Agree	Quite Agree	Strongly Agree
1	I intend to create cultural tourism destination in my village in the near future	1	2	3	4	5	6	7
2	I want to create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7
3	I will create cultural tourism destination in my village in the near future.	1	2	3	4	5	6	7

Thank you for taking time to complete this survey

Appendix B: Translated Respondents' Responses

Respondent's Serial Number	Responses (Kiswahili Version)	Equivalent Translated Versions (English)	Communicative Translation
Behavioural Beliefs (BB)			
1a. What are the advantages that you believe will be gained if you have engaged in a specific cultural tourism activity in your village?			
1a. Ni faida gani ambazounaamini kuwa utapata ikiwa wewe binafsi utajihusisha kwenye shughuli za utalii wa utamaduni katika kijiji chako?			
6.	Nitauza vyungu vyangu kwa watalii	I will sell my potteries to tourists	
12.	Nitatengeneza vikapu na kuwauzia watalii	I will make basketries and sell to tourists	
3.	Nitakuwa nauza vikapu na vyungu kwa watalii	I will be selling basketries and potteries to tourists	
18.	Nitapata fedha kwa kuuza vyungu	I will get money by selling potteries	
5.	Nitatengeneza vyungu na kuuza kwa watalii	I will make potteries and sell to tourists	
20.	Nitapata faida ya kuuza vikapu vyangu	I will get profit by selling basketries	I will sell baskets and pottery to tourist
27.	Nitauza vikapu kwa watalii	I will sell basketries to tourists	
8.	Nitafaidika kwa kuuza vyungu kwa watalii	I will benefit by selling potteries to tourists	
11.	Nitatengeneza shanga na kuziuza	I will make beads and sell them	
3.	Nitawauzia watalii shanga	I will sell beads to tourists	
5.	Nitauza shanga zaidi kwa watalii	I will sell more beads to tourists	I will make beads and sell to tourists
25.	Nitauza kwa watalii shanga	I will sell beads to tourists	
29.	Nitawauzia watalii shanga	I will sell beads to tourists	
16.	Nitatengeneza shanga na kuziuza	I will make beads and sell them	
30.	Nitapata fedha kwa kuuza shanga	I will get money by selling beads	
12.	Nitauza vyakula vya asili	I will sell local foods	
7.	Nitatengeneza na kuuza vyakula vya kienyeji	I will prepare and sell local foods	I will be able to sell foods prepared locally
20.	Nitapika vyakula vya asili na kuuza	I will cook local foods and sell them	
13.	Nitawauzia watalii vyakula vya kihehe	I will sell to tourists Hehe foods	
8.	Nitauza zaidi vyakula vya asili	I will sell more local foods	
25.	Nitaweza kuuza vyakula vyetu vya asili	I will be able to sell our local foods	
16.	Nitafaidika kwa kuuza vyakula vya kienyeji	I will benefit by selling local foods	
18.	Nitauza vyakula vya kienyeji	I will sell local foods	
27.	Nitaweza kupata fedha kwa kuuza vyakula vya asili	I will be able to get money by selling local foods	
6.	Kituo cha afya kijijini kwetu kitaboreshwa	The health centre of our village will be improved	
8.	Kituo cha afya kitaongezewa uwezo	The health centre will be empowered	
14.	Kituo cha afya cha kijiji kitaendelezwa	The village health centre will be improved	
23.	Kituo cha afya kitatoa huduma bora zaidi	The health centre will offer better services	
18.	Kituo chetu cha afya kutafanya kazi vizuri zaidi	Our health centre will work efficiently	Our health centre will be renovated
5.	Zahanati yetu itafanyiwa maboresho	Our health centre will be renovated	
9.	Hosipitali yetu itaendelezwa zaidi	Our hospital will be improved	

2.	Zahanati ya kijiji itafanya kazi nzuri zaidi	The village health centre will work more efficiently	
16.	Hosipitali yetu itakuwa na huduma zaidi	Our hospital will have good services	
25.	Kituo cha afya kitafanya kazi zaidi	The health centre will work efficiently	
1.	Zahanati yetu itaongezewa uwezo zaidi	Our health centre will be more empowered	
16.	Tutapata umeme kijijini kwetu	We will have electricity in our village	My village will be connected with electricity
13.	Umeme utafika kijiji kwetu	The electricity will reach our village	
5.	Kijiji changu kitaunganishwa na umeme	My village will be connected with electricity	
25.	Umeme utatufikia na sisi hapa kijijini	The electricity will also be connected to our village	
29.	Kutakuwepo na umeme hapa kijijini	There will be electricity here in this village	
16.	Umeme utaunganishwa kijijini kwetu	Electricity will be connected to our village	
30.	Tutapata umeme wa gridi ya taifa	We will have the national grid electricity	
4.	Tutakuwa na umeme hapa kijijini	We will have electricity here in this village	
7.	Kijiji changu kitaunganishwa kwa umeme	My village will be connected with electricity	
9.	Umeme utatufikia na sisi	The electricity will also reach us	
11.	Tutaunganishwa na umeme muda wote	We will be connected with electricity all time	
22.	Kijiji changu hatimaye kitapata umeme	Eventually my village will have electricity	
8.	Tutajengewa barabara ya lami	We will have a tarmac road constructed for us	A tarmac road will be constructed
12.	Barabara yetu itawekewa lami	Our road will be tarmacked	
13.	Barabara yetu itaimarishwa kwa lami	Our road will be upgraded to tar	
18.	Barabara ya lami itajengwa	The tarmac road will be constructed	
5.	Lami itawekwa katika barabara yetu	The tar will be made on our road	
20.	Tutakuwa na barabara ya lami	We will have a tarmac road	
27.	Barabara ya lami itajengwa	The tarmac road will be constructed	
10.	Barabara ya kijiji itawekewa lami	The village road will be tarmacked	
24.	Kijiji changu kitapata barabara ya lami	My village will have a tarmac road	
18.	Kijiji chetu kitapata barabara ya kudumu	My village will have a permanent constructed road	A road to our village will be constructed
11.	Tutajengewa barabara kuja kijijini kwetu	We will have a road constructed to our village	
13.	Barabara yetu ya kijiji itajengwa	The road of our village will be constructed	
16.	Kijiji kitakuwa na barabara nzuri	The village will have good roads	
5.	Kutakuwepo na barabara ya kijiji	There will be a road to our village	
21.	Tutakuwa na barabara nzuri muda wote	We will have a good road in all time	
17.	Barabara itakuwa inapitika muda wote	The road will be accessible in all time	
8.	Barabara ya kijiji itaboreshwa	The village road will be upgraded	
28.	Kijiji changu kitapata barabara nzuri muda wote	My village will have a good road in all time	
3.	Barabara ya kijiji chetu itajengwa	The road of our village will be constructed	
6.	Kijiji kitapata huduma ya barabara nzuri	The village will have good accessible road	
15.	Kutakuwepo na uboreshaji wa barabara ya kijiji	There will be maintenance of the village road	
12.	Barabara itakuwa inaboreshwa mara kwa mara	There will be regular maintenance of the road	

11.	Mazingira ya kijiji yatahifadhiwa	Village environment will be preserved	Our natural environment will be conserved
15.	Kutakuwa na uhifadhi wa mazingira	There will be preservation of environment	
13.	Mazingira yatakuwa yanahifadhiwa	The environment will be preserved	
10.	Uoto wa asili utahifadhiwa	The natural environment will be preserved	
5.	Tutahifadhi mazingira yetu	We will preserve our environment	
2.	Mazingira ya asili ya kijiji yatahifadhiwa	The village natural environment will be preserved	
27.	Uoto wa asili utakuwa endelevu	The natural environment will be sustainable	
19.	Kijiji kitahifadhi uoto wa asili	The village will preserve the natural environment	
24.	Mazingira yetu ya asili yatakuwa endelevu	Our natural environment will be sustainable	
3.	Mazingira yatahifadhiwa vizuri	The environment will be properly preserved	
21.	Tutapata mapato hapa kijijini	We will get revenue here at our village	My village will get revenues from tourists
3.	Kijiji kitapata pesa kutoka kwa watalii	The village will get money from tourists	
14.	Watalii wataleta pesa hapa kijijini	Tourists will bring money here at our village	
7.	Tutakuwa na fedha za kigeni hapa kijijini	We will have foreign currency here at our village	
10.	Nitapata ajira ya kuongoza watalii	I will get employment to guide tourists	I will be employed as tour guide
17.	Nitaajiriwa kama mwongozaji wa watalii	I will be employed as tour guide	
5.	Nitakuwa nawaongoza watalii na kujipatia pesa	I will be guiding tourists and earn money	
8.	Nitaajiriwa kuwaelekeza watalii	I will be employed to direct tourists	
21.	Nitakuwa nawaonyesha watalii na kuwaongoza	I will be directing and guiding tourists	
26.	Nitapata ajira ya kuelekeza watalii	I will get employment to direct tourists	
24.	Nitaaajiriwa kuwa muongozaji wa watalii	I will be employed to be tour guide	
4.	Nitawaongoza watalii hapa kijijini	I will be guiding tourists here at my village	
7.	Watalii watanipa pesa kwa ajili ya kuwapokea	Tourists will give me money for receiving them	
9.	Nitakuwa nawaongoza watalii na kujipatia fedha	I will be guiding tourists and getting money	
19.	Nitapata ajira ya kuwaelezea watalii mila na desturi zetu	I will be employed for narrating to tourists about our traditions and customs	I will be employed as cultural narrator
1.	Nitajipatia fedha kwa kuwasilimulia watalii utamaduni	I will get money through narrating to tourists about our culture	
4.	Nitaajiriwa kuwa msimuliaji wa mila na desturi	I will be employed as narrator of traditions and customs	
26.	Nitakuwa Napata pesa kwa kuelezea mila na desturi zetu	I will get money by narrating about traditions and customs	
22.	Nitakuwa msimuliaji wa mila na desturi zetu kwa watalii	I will be a narrator to tourists about our traditions and customs	
23.	Nitapata pesa kwa kusimulia watalii utamaduni wetu	I will get money by narrating to tourists about our culture	
28.	Nitajipatia pesa kwa watalii kwa kuwaelezea mila zetu	I will get money from tourists for being a narrator of our traditions	
30.	Nitaajiriwa kuwa msemaji wa mila na tamaduni zetu	I will be employed as a narrator of our traditions and customs	
2.	Nitapata fedha kwa kuwaelezea watalii maisha ya jamii	I will get money by narrating to tourists the village cultural life	
15.	Nitakuwa nawasimulia mila na desturi watalii	I will be narrating to tourists about traditions and customs	

1.	Watalii watanipatia fedha kutokana na huduma	Tourists will give me money for serving them	I will earn more money from tourists
4.	Nitapata fedha kwa watalii	I will get money from tourists	
9.	Kipato changu kitaongozeka kwa shughuli za utalii	My income will increase from tourism activities	
19.	Nitajipatia kipato toka kwa Wageni	I will earn money from tourists	
26.	Fedha yangu itaongezeka kutokana na shughuli za utalii	My income will increase form tourism activities	
17.	Nitapata fedha	I will get money	
29.	Nitanufaika kwa kupata fedha	I benefit by getting money	
22.	Kipato changu kitaongezeka kutokana na watalii	My income will increase from tourists	
28.	Nitapata hela kutoka kwa watalii	I will get money from tourists	
14.	Watalii watanipatia pesa kwa shughuli zangu	Tourists will give me money from my activities	
17.	Nitaongeza kipato changu kwa kuuza bidhaa	I will increase my income by selling goods	My income for selling goods will increase
14.	Nitapata pesa zaidi kwa kuuza vitu vyangu	I will get more money by selling my products	
19.	Nitajipatia fedha zaidi kwa kufanya biashara	I will get more money by doing business	
9.	Nitauza bidhaa zangu na kujipatia fedha zaidi	I will sell my products and get more money	
26.	Watalii watanunua bidhaa zangu na kujipatia fedha zaidi	Tourists will buy my products and I will get more money	
11.	Kipato changu kitaongezeka kwa kuuza zaidi bidhaa	My income will increase by selling more products	
1.	Nitapata pesa kwa kufanya biashara zaidi	I will get money by doing more business	
22.	Biashara yangu itakua kwa kuuza bidhaa zaidi	My business will grow by selling more products	
29.	Nitapata faida zaidi kwa kuuza bidhaa	I will get more profits by selling products	
23.	Fedha yangu itaongezeka kwa kuuza bidhaa nyingi	My money will increase by selling more products	
28.	Pesa yangu itaongezeka kwa kufanya biashara	My money will increase by doing business	
1.	Jamii yangu itafahamika	My community will be known	My community will become known to others
4.	Sisi tutatambuliwa	We will be known	
19.	Kabila langu litajulikana	My tribe will be known	
14.	Kabila langu litafahamika zaidi	My tribe will be known more	
6.	Jamii yangu itajulikana kwa wengine	My community will be known by others	
11.	Kabila langu litakuwa linafahamika	My tribe will be known	
17.	Kabila langu litatambulika huko kwa watalii	My tribe will be known by tourists	
21.	Jamii yangu itajitambulisha kwa watalii	My tribe will introduce itself to tourists	
29.	Kabila letu litajulikana kwa wengine	My tribe will be known by others	
22.	Kijiji changu kitajulikana kwa watalii	My village will be known by tourists	
9.	Jamii yangu itajitambulisha kwa wengine	My community will introduce itself to others	
30.	Kijiji changu kitakuwa kinajulikana kwa wengine	My community will be known to others	
15.	Kabila letu litafahamika zaidi	My tribe will be known more	
28.	Kabila langu litajulikana kwa wengi	My tribe will be known by many	
11.	Kijiji changu kitajulikana nje ya nchi	My tribe will be known oversees	My village will gain recognition oversees
14.	Kijiji chetu kitakuwa kinajulikana na watu wa nje ya nchi	Our village will be known by people outside the country	
16.	Kijiji chetu kitakuwa maarufu nje ya Tanzania	Our village will be famous outside Tanzania	
19.	Tutajulikana mpaka nje ya Tanzania	We will be known outside Tanzania	

28.	Tutakuwa tunasikika nje ya Tanzania	We will be heard outside Tanzania	
17.	Kijiji chetu kitatambuliwa na nchi nyingine	Our village will be recognised by other countries	
1.	Wageni kutoka nje watatutambua hapa kijijini	Visitors from outside will recognise our village	
23.	Tutakuwa tunafahamika nchi za wengine	We will be known by other nations	
21.	Tutafahamika mpaka nje ya nchi	We will be known oversees	
23.	Kijiji chetu kitafahamika nje ya mipaka ya Tanzania	Our village will be known outside the borders of Tanzania	
21.	Nitajisikia furaha kuwafundisha wengine mila zetu	I will feel happy to teach others our traditions	I will be happy to teach tourists and others my tradition and customs
28.	Nitafurahi kuwaelezea wengine juu ya mila zetu	I will be happy to tell others about our traditions	
16.	Nitapenda kuwafundisha Wageni mila na desturi zangu	I will like to teach visitors our traditions and customs	
19.	Nitajisikia vizuri kuwaelezea wengine desturi zetu	I will feel happy to tell others our traditions	
14.	Nitapendezwa kuwafundisha watalii tamaduni zetu	I will be pleased to teach tourists our cultural heritage	
17.	Nitafurahi kuwafundisha watalii ngoma zetu	I will be happy to teach tourists our local dances	
13.	Nitajisikia vizuri kuwafundisha watalii desturi na mila zetu	I will feel happy to teach tourists our customs and traditions	
23.	Nitafurahia kuwaelezea watalii mila na desturi zetu	I will be happy to explain to tourists our traditions	
11.	Nitapenda kuwafundisha Wageni tamaduni zangu	I will like to teach visitors our cultural heritage	
1.	Nitafurahi kuwaelewesha watalii juu ya mila zetu	I will be happy to explain to tourists our traditions	
6.	Nitafurahi kuwafanya watu wengine wajue urithi wa utamaduni wangu	I will be happy to make others know my cultural heritage	I will feel good to make others know my cultural heritage
11.	Nitajisikia vyema kuwaelezea wengine urithi wa utamaduni wangu	I will feel good to explain to others about my cultural heritage	
25.	Nitafurahi kuwafundisha urithi wa utamaduni wetu	I will be happy to teach others about my cultural heritage	
17.	Nitajisikia furaha kuwaelezea urithi wa utamaduni tulio nao	I will feel happy to explain to others our cultural heritage	
10.	Nitakuwa na furaha kuwafundisha watu urithi wa utamaduni wetu	I will be happy to teach people about our cultural heritage	
13.	Nitajisikia vizuri kuwaelezea watalii urithi wetu wa utamaduni	I will feel good to explain to tourists our cultural heritage	
28.	Nitafurahi kuwafanya watalii wajue utamaduni wangu	I will be happy to make others know my traditions	
22.	Nitafarijika kuona watalii wakijifunza mila zetu	I will be pleased to see tourists learn our customs	
8.	Nitajisikia vizuri wengine wakielewa mila zetu	I will feel happy when others know my traditions	
16.	Nitafurahi kuwafundisha wengine utamaduni wangu	I will be happy to teach others my cultural heritage	
19.	Nitajisikia vyema kuwafundisha wengine mila zetu	I will feel good to teach others our traditions	
16.	Nitafurahi kuwafundisha watalii mila na utamaduni wetu	I will be happy to teach tourists our customs and traditions	
29.	Nitafurahi kuendeleza utamaduni wangu	I will be happy to promote my cultural heritage	I will feel good to promote my cultural heritage
9.	Nitafurahi kuutangaza utamaduni wetu	I will be happy to publicise my cultural heritage	
22.	Nitajisikia vyema kuendeleza mila na desturi zetu	I will feel good to promote our customs and traditions	
10.	Nitapendezwa na kuutangaza utamaduni wangu	I will be pleased to publicise my cultural heritage	
14.	Nitafurahi kuona utamaduni wangu ukienezwa	I will be happy to see my cultural heritage is publicised	
13.	Nitafurahi kuendeleza tamaduni na mila zetu	I will be happy to promote our cultural heritage	

28.	Nitafurahi kueneza mila na desturi za kwetu	I will be happy to publicise our customs and traditions	
12.	Nitajisikia vizuri kueneza utamaduni wetu	I will feel good to promote our cultural heritage	
18.	Nitajisikia vizuri kuutangaza utamaduni na mila zetu	I will feel good to publicise our traditions and customs	
16.	Nitafurahi kueneza mila na tamaduni zetu	I will be happy to promote our customs and traditions	
11.	Nitajisikia furaha kuutangaza utamaduni wangu	I will feel happy to publicise my cultural heritage	
6.	Nitaeneza utamaduni wangu kwa Wageni	I will promote my cultural heritage to visitors	
19.	Nitatangaza utamaduni na mila kwa wageni	I will publicise customs and traditions to visitors	
11.	Mila zangu zitaheshimiwa na wageni	My customs will be respected by visitors	My cultural heritage will be respected by others
25.	Utamaduni wetu utathaminiwa na wageni	Our traditions will be valued by visitors	
17.	Urithi wa utamaduni wangu utatambulika kwa wageni	Our cultural heritage will be recognised by visitors	
10.	Utamaduni wangu utaheshimika	My traditions will be respected	
13.	Mila na desturi zetu zitathaminiwa na kuheshimika	Our customs and traditions will be valued and respected	
21.	Tamaduni zetu zitaheshimiwa na wageni wa nje	Our traditions will be respected by visitors	
20.	Mila zetu zitathaminiwa na watalii	Our customs will be valued by tourists	
18.	Watalii wataheshimu tamaduni zetu	Tourists will respect our traditions	
15.	Wageni kutoka nje watathamini na kuheshimu mila zetu	Visitors will value and respect our customs	
19.	Tutaheshimiwa na wageni kwa tamaduni zetu	We will be respected by visitors through our traditions	
18.	Mila na desturi zetu zitathaminiwa na kuheshimiwa	Our customs and traditions will be valued and respected	
Behavioural Beliefs (BB) 1b. What are the disadvantages that you believe will be incurred if you have engaged in a specific cultural tourism activity in your village? 1b. Ni hasara ganiunaamini kuwa utapata ikiwa wewe binafsi utajihusisha na shughuli za utalii wa utamaduni katika kijiji chako?			
13.	Mabinti zetu wanaweza kijihusisha na ukahaba	Our daughters may involve themselves in prostitution	Our children will become prostitutes
13.	Tabia zisizo nzuri za watu wa nje zinaweza kuathiri jamii yangu	Bad behaviours from visitors may affect my community	Bad cultural practices from outsiders will corrupt my community
16.	Wizi unaweza kuongezeka hapa kijijini petu	Theft may increase in our village	Theft will increase in my village
3.	Fedha za watalii haziwezi kuninufaisha	Money from tourists may not benefit me	Tourists' money will not benefit me
7.	Watalii na fedha zao hawawezi kuninufaisha	Tourists and their money cannot benefit me	
5.	Kutakuwa na migogoro ya rasilimali hapa kijijini	There will be conflict over resources in this village	My community will be in conflicts for resources use
23.	Mivutano juu ya mgawanyo wa fedha utakuwepo	Arguments over income distribution will be there	
13.	Watu wanaweza kupigania maeneno ya kufanyia utalii	People may fight over places to conduct tourist activities	
13.	Nitaonekana mshamba kwa watalii	I will be seen by tourists as a rural person	Tourists will see me as under developed
7.	Jamii yangu itaonekana haijaendelea	My community will be seen not developed	
5.	Watalii wataniona mtu niliyepitwa na wakati	Tourists will perceive me as an outdated person	
16.	Nitasomeka sijaendelea kwa watalii	I will be perceived as not developed by tourists	
10.	Wataniona mimi kuwa ni mshamba	They will see me as a rural person	

Normative Injunctive Beliefs (NIB) 2a. Who are the people that you believe would encourage you to engage in a specific cultural tourism activity in your village? 2a. Ni watu wapiambao unaamini kuwa wanaweza kukushawishi wewe kujihusisha na shughuli za utalii wa utamaduni ndani ya kijiji chako?			
11. 17. 25. 16. 10. 14. 30. 8.	Mama yangu atanishawishi kufanya shughuli za utalii Baba yangu atanisukuma kufanya kazi za utalii Mama yangu anaweza kunishawishi Baba yangu anaweza kunishawishi kufanya utalii Mama yangu anaweza kuniambia nifanye kazi za utalii Mama yangu anaweza kunishawishi kuingia kwenye utalii Mama yangu atanishawishi kufanya shughuli za utalii Baba yangu atanishawishi kuingia kwenye utalii	My mother would encourage me to do tourism activities My father would push me to do tourism activities My mother can encourage My father can encourage me to do tourism activities My mother can tell me to do tourism activities My mother can encourage me to join tourism activities My mother would encourage me to do tourism activities My father would encourage me to join in tourism	My parents would encourage me to participate in cultural tourism
24. 13. 10. 9.	Viongozi wangu wa kijiji wanaweza kunishawishi Mwenyekiti wangu anaweza kuniambia kufanya utalii Viongozi wa kijiji watanishawishi kufanya kazi za utalii Viongozi wa mtaa wanaweza kunishawishi	My village leaders can encourage me My chairperson can tell me to do tourism activities Village leaders would encourage me to do tourism activities Street leaders may encourage me	Local government leaders do encourage me to practice cultural tourism
5. 13. 7. 5. 16. 10.	Viongozi wangu wananishawishi kijihusisha na utalii Viongozi wangu wananiambia nifanye utalii Viongozi wangu wananishawishi kufanya utalii Viongozi wetu wanatuambia tufanye shughuli za utalii Viongozi wa hapa watanishawishi kufanya utalii Viongozi wangu wananiambia nifanye shughuli za utalii	My leaders would encourage me to involve in tourism My leaders tell me to do tourism activities My leaders would encourage me to do tourism activities Our leaders tell us to do tourism activities Leaders in my village encourage me to do tourism activities My leaders tell me to do tourism activities	My leaders are encouraging me to participate in cultural tourism activities
13. 7. 15. 10.	Watoto wangu watanishauri kufanya shughuli za utalii Vijana wangu watanishawishi kujihusisha na utalii Watoto wangu watanishauri kufanya utalii Watoto wangu watanishawishi nifanye shughuli za utalii	My children would encourage me to do tourism activities My boys would encourage me to involve in tourism activities My children would encourage me to do tourism activities My children would encourage me to do tourism activities	My children would encourage me to engage in cultural tourism
13. 17. 5. 12.	Wanafamilia watanishauri kufanya utalii wa utamaduni Wanafamilia watanishawishi kufanya shughuli za utalii Familia yangu itanishawishi kujihusisha na utalii Familia yangu itanishawishi kufanya shughuli za kitalii	My family members would encourage me to do cultural tourism My family members would encourage me to do tourism activities My family would encourage me to join tourism activities My family would encourage me to do tourism activities	My family members would encourage me to participate in cultural tourism activities
5. 3. 7. 25.	Wafanyabiashara wa utalii wa utamaduni hunishawishi niungane nao kwenye shughuli za utalii Watu wa utalii wa utamaduni watanishawishi nifanye shughuli za utalii wa utamaduni Wafanyabiashara wa bidhaa za kitamaduni watanishawishi nijiunge katika utalii wa utamaduni	Business person in cultural tourism encourage me to join them in tourism activities People of cultural tourism would encourage me to deal with tourism activities Business people dealing with cultural products would encourage me to join cultural tourism	Traders of cultural tourism keep encouraging me to participate in cultural dances

10.	Wauza bidhaa za utamaduni watanifanya nijiunge na shughuli za utalii wa utamaduni	Traders in cultural products would make me join in tourism activities	
17.	Wachuuzi wa bidhaa za utamaduni watanishawishi kufanya shughuli za utalii wa utamaduni	Traders in cultural products would encourage me to do cultural tourism activities	
6.	Wauza bidhaa za utamaduni watanishawishi nifanye shughuli za utalii wa utamaduni	Traders in cultural products would encourage me to do cultural tourism activities	
	Wafanyabishara wa utalii wa utamaduni watanishawishi nifanye shughuli za utalii wa utamaduni	Business persons in cultural tourism would encourage me to do tourism activities	
15.	Watu wanaojishughulisha na biashara ya utalii wa utamaduni wananishawishi nijiunge katika biashara hiyo.	People dealing with business in tourism want me to join in tourism activities	People doing cultural tourism business keep encouraging me to participate in making cultural products
13.	Watu wanaofanya biashara ya utalii wa utamaduni wananitaka nifanye biashara hiyo.	People doing cultural tourism business want me to do the same business	
17.	Watu wanaotengeneza bidhaa za utamaduni wananishawishi nitengeneze bidhaa hizo.	People making cultural products want me to make the same products	
5.	Vijana wanaouza bidhaa za utamaduni wananiambia nijiunge katika biashara hiyo.	Youths who sell cultural products want me to join them	
16.	Watu wanaojishughulisha na biashara ya utalii wa utamaduni wananishawishi nijiunge katika biashara hiyo	People dealing with cultural tourism business want me to join them in the same business	
10.	Vijana wa bidhaa za utalii wa utamaduni wananitaka nifanye biashara kama wao.	Youths doing cultural products business want me to do the same business	
19.	Wajasiriamali wa utalii wa utamaduni wananishawishi niungane nao katika biashara hiyo.	Entrepreneurs in cultural tourism encourage me to join them in the business	
20.	Watu wa biashara za kiutamaduni wananishawishi nifanye biashara kama wao.	People doing cultural products business want me to do the same business	
24.	Vijana wanaouza bidhaa za utamaduni wananitaka nifanye biashara hiyo.	Youths who sell cultural products want me to do the same business	
5.	Wafanyabiashara wa utalii wa utamaduni wananishauri nijiunge kwenye shughuli za utalii.	Business people in cultural tourism advise me to join cultural tourism activities	Business people in cultural tourism are encouraging me to participate in cultural tourism activities
1.	Wajasiliamali wa utalii wa utamaduni wananitaka nijiunge nao kwenye vikundi vya ngoma.	Cultural tourism entrepreneurs want me to join them in their cultural dances	
7.	Wafanyabiashara wa utalii wananishawishi nijiunge kwenye kazi za utalii wa utamaduni.	Business people in tourism want me to join in cultural tourism activities	
5.	Wafanyabiashara jihusisha na utalii wa utamaduni wananitaka nijiunge nao kufanya kazi hizo.	Business people dealing with cultural tourism want me to join them in cultural tourism activities	
16.	Wajasiriamali wa utalii wa utamaduni wananitaka nifanye shughuli za utalii wa utamaduni.	Cultural tourism entrepreneurs want me to do cultural tourism activities	
10.	Wajasiliamali wananishawishi nifanye kazi za kutengeneza vyungu.	Entrepreneurs encourage me to involve myself in making pots	
3.			

14.	Wafanyabiashara wananisihi nijiunge kwenye shughuli za utalii wa utamaduni. Wajasiliamali wanataka nifanye biashara ya utalii wa utamaduni	Business people convince me to join in cultural tourism activities Entrepreneurs want me to do cultural tourism activities	
21. 14. 5. 2. 17. 4.	Jirani yangu ananishawishi nitengeneze vyungu Jirani zangu wananiambia nitengeneze vikapu Majirani zangu wananishawishi nitengeneze bidhaa za asili Jirani zangu wanataka niungane nao kutengeneza bidhaa Majirani zangu wananishawishi nitengeneze vitu vya asili Jirani zangu wananishawishi nitengeneze vyungu na vikapu	My neighbour encourages me to make pots My neighbours tell me to make basketry My neighbours encourage me to make cultural products My neighbours want me to join them to make cultural products My neighbours encourage me to make cultural products My neighbours encourage ma to make pots and basketry	My neighbours do encourage me to make cultural products for tourist
14. 17. 15. 12. 6.	Rafiki zangu wananitaka nijiunge nao kucheza ngoma Rafiki yangu wa karibu ananishawishi kujiunga kwenye ngoma za asili. Rafiki zangu wananishawishi nijiunge kwenye kikundi chao cha ngoma za asili. Rafiki yangu anataka tushiriki pamoja kwenye ngoma za asili. Rafiki zangu wananishawishi nicheze ngoma za asili	My friends want me to join them in cultural dances My closest friend wants me join in cultural dances My friends encourage me to join them in cultural dances My friends want me to join together in cultural dances My friends encourage me to do cultural dances	My friends around me do encourage me to participate in cultural dances
11. 25.	Mke wangu atanipa moyo wa kutengeneza bidhaa za asili Mke wangu atanishawishi nitengeneze vinu na vyungu	My wife would encourage me to make cultural products My wife would encourage me to make local mills and pots	My wife would encourage me to engage in making cultural products for tourists
14.	Mme wangu atanishawishi nijiunge katika vikundi vya kutengeneza bidhaa za asili.	My wife would encourage me to join groups that make cultural products	My husband would encourage me to engage in making cultural products for tourists
Normative Injunctive Beliefs (NIB) 2b. Who are the people that you believe would discourage you to engage in a specific cultural tourism activity in your village? 2b. Ni watu wapiambao unaamini kuwa wanaweza kukukatisha tamaa juu ya wewe kujihusisha na shughuli za utalii wa utamaduni ndani ya kijiji chako?			
14. 12.	Watoto wangu wasingependa nifanye shughuli za utalii wa utamaduni. Watoto wangu hawataki nijiunge kwenye vikundi vya ngoma za asili.	My children would not like me to do cultural tourism activities My children don't want me to join cultural dances groups	My children would discourage me to engage in cultural tourism
30.	Mke wangu asingependa nitengeneze bidhaa za asili.	My wife would not want me to make cultural products	My wife would discourage me to engage in making

			cultural products for tourists
18.	Mume wangu hapendi kuniona najihusisha kutengeneza bidhaa za asili.	My husband does not want to see me involved in making cultural products	My husband would discourage me to engage in making cultural products for tourists
14. 29. 2. 17.	Familia yangu haipendi kuona nishiriki shughuli za utalii wa utamaduni. Familia yangu haitaki mimi nishiriki shughuli za uchezaji ngoma za asili. Familia yangu inanikataza kushiriki ngoma za asili Familia yangu hawapendi mimi nishiriki katika ngoma za asili	My family don't like to see me joining cultural tourism activities My family does not want me to involve in cultural dances My family prohibits me to join cultural dances My family members do not like to see me joining cultural dances	My family members would discourage me to participate in cultural tourism activities
Normative Descriptive Beliefs (NDB) 2c. Who are the people that you believe would be engaging with you in operating a specific cultural tourism activity in your village at regular basis? 2c. Ni watu wapi ambao unaamini kuwa utakuwa ukijihusisha pamoja nao katika kuendesha shughuli za utalii wa utamaduni ndani ya kijiji chako mara kwa mara?			
4. 5. 12. 17. 24. 15.	Baba yangu atajihusisha pamoja na mimi kutengeneza ngoma Baba yangu atanifundisha kutengeneza vitu vya asili Baba yangu atashiriki pamoja nami kutengeneza vifaa vya asili Baba yangu atanifundisha kutengeneza vikapu Baba yangu atajihusisha pamoja na mimi kutengeneza shale na pinde Baba yangu atajihusisha pamoja na mimi kutengeneza vinu	My father will participate with me in making local drums My father will train me to make local products My father will participate with me in making local products My father will train me to make basketry My father will participate with me in making arrows and bows My father will participate with me to make local mills	My father would participate with me in making the cultural tourism products on regular basis
14. 5. 12. 17. 24. 15. 4. 27. 9.	Mama yangu atanifundisha kutengeneza vyungu Mama yangu atanifundisha kutengeneza shanga Mama yangu atajihusisha pamoja nami kusuka mikeka Mama yangu atanifundisha kutengeneza vikapu na mikeka Mama yangu atajihusisha pamoja nami kutengeneza mikeka Mama yangu atanifanya niwe natengeneza vyungu pamoja naye Mama yangu atanifundisha kutengeneza mikeka Mama yangu atajihusisha pamoja nami kutengeneza vibuyu Mama yangu atanifundisha kusuka mikeka na vikapu	My mother will train me to make pots My mother will train me to make beads My mother will participate with me in making local mats My mother will train me to make basketry and local mats My mother will participate with me to make local mats My mother will make pots with me My mother will train me to make local mats My mother will participate with me in making local calabashes My mother will train me to plait local mats and basketry	My mother would help me in making cultural products for tourists on regular basis

14.	Watu wa utalii wa utamaduni watafanya shughuli za utalii pamoja nami	People of cultural tourism will work with me in running tourism activities	The people in cultural tourism business would be engaging with me in operating cultural tourism activities on regular basis
5.	Watu waliko katika shughuli za utalii wa utamaduni watashirikiana nami katika shughuli hizo	People in cultural tourism activities will cooperate with me in running the same activities	
12.	Watu wanaojihusisha na utalii wa utamaduni watashirikiana nami katika kuendesha shughuli za utalii	People dealing with cultural tourism will cooperate with me in running tourism activities	
17.	Watu wa utalii wa utamaduni watashiriki pamoja na kijiji	People of cultural tourism will participate with me in running tourism activities	
24.	Wajasiliamali wa utalii watashiriki nami katika kuendesha shughuli za utalii		
15.	Watu walio katika utalii watakuwa wakishiriki pamoja nasi katika kuendesha shughuli za utalii	People in tourism will be cooperating with us in running tourism activities	
4.	Wajasiliamali watajihusisha pamoja nami katika shughuli za utalii wa utamaduni	Entrepreneurs will cooperate with me in cultural tourism activities	
27.	Watu wa utalii wa utamaduni watashirikiana nami katika kufanya shughuli za utalii	People in cultural tourism will cooperate with me in running tourism activities	
7.	Wajasiliamali wa utalii watanihusisha katika kuendesha utalii wa utamaduni	Cultural tourism entrepreneurs will involve me in running cultural tourism	
15.	Watu wa utalii wa utamaduni watafanya kazi pamoja nami	People dealing with cultural tourism will work with me	
1.	Watu wa utalii wa utamaduni watanishirikisha kuendesha shughuli za utalii wa utamaduni	People dealing with cultural tourism will involve me in running cultural tourism	
17.	Wajasiliamali wa utalii wa utamaduni watanifundisha kuendesha shughuli za utalii	Cultural tourism entrepreneurs will train me to operate tourism activities	
22.	Wafanyabiashara wa utalii watashiriki pamoja nami kuendesha utalii wa utamaduni	Business person in tourism will participate with in running cultural tourism	
5.	Watu walioko kwenye utalii wa utamaduni watanisaidia katika kuendesha utalii wa utamaduni	People dealing with cultural tourism will assist me to operate cultural tourism	
9.	Wajasiliamali wa utalii wa utamaduni watanihusisha katika kuendesha utalii wa utamaduni	Cultural tourism entrepreneurs will involve me in operating cultural tourism	
8.	Wafanyabiashara wa utalii wa utamaduni watanihusisha katika kuendesha biashara ya utalii	Business person in cultural tourism will involve me in operating tourism business	
18.	Watu wa utalii watashirikiana nami katika kufanya shughuli za utalii	People dealing with tourism will cooperate with me in running tourism activities	
20.	Wajasiliamali wa utalii wa utamaduni watashiriki nami katika shughuli za utalii	Cultural tourism entrepreneurs will cooperate with me in tourism activities	
19.	Wajasiliamali wa utalii watajihusisha pamoja nami katika utalii wa utamaduni	Tourism entrepreneurs will participate with me in running cultural tourism	
3.	Watu wa utalii watanifundisha kuendesha shughuli za utalii wa utamaduni	People dealing with tourism will train me to operate cultural tourism activities	
28.	Watu wa utalii watafanya shughuli za utalii pamoja nami		

		People dealing with tourism will work together with me in tourism activities	
8.	Bibi yangu atashiriki pamoja na mimi kucheza ngoma za asili	My grandmother will participate with me in local dances	My grandmother will participate with me in operating the cultural dances on regular basis
18.	Bibi yangu atanifundisha kucheza ngoma za asili	My grandmother will train me to perform local dances	
2.	Bibi yangu atashiriki pamoja na mimi kucheza ngoma za kabila letu	My grandmother will participate with me in performing the local dances of our tribe	
19.	Bibi yangu atajihusisha katika kucheza ngoma za asili pamoja nami	My grandmother will participate in performing local dances with me	
13.	Bibi yangu atacheza ngoma za asili pamoja na mimi	My grandmother will perform local dances together with me	
28.	Bibi yangu atanifundisha kupiga ngoma za asili	My grandmother will train me to play drums	
24.	Babu yangu atanifundisha kutengeneza ngoma za asili	My grandfather will train me to make local drums	My grandfather will help me in making cultural products on regular basis
15.	Babu yangu atajihusisha pamoja nami kutengeneza vinu	My grandfather will participate with me in making local mills	
4.	Babu yangu atashirikiana nami kutengeneza pinde na mishale	My grandfather will cooperate with me in making arrows and bows	
27.	Babu yangu atanisaidia kutengeneza ngoma za asili	My grandfather will assist me to make local drums	
7.	Babu yangu atanisaidia kutengeneza pinde na mishale	My grandfather will help me to make arrows and bows	
15.	Babu yangu atashirikiana nami kutengeneza vinu	My grandfather will cooperate with me in making local mills	
17.	Babu yangu atanisaidia kutengeneza vitu vya asili	My grandfather will assist me to make local products	
Normative Descriptive Beliefs (NDB) 2d. Who are the people that you believe would not be engaging with you in operating a specific cultural tourism activity in your village at regular basis? 2d. Ni watu wapi ambao unaamini kuwa hutajihusisha pamoja nao katika kuendesha shughuli za utalii wa utamaduni ndani ya kijiji chako mara kwa mara?			
7.	Watoto wangu hawako tayari kushirikiana nami katika kuendesha shughuli za utalii wa utamaduni	My children are not willing to corporate with me in operating the cultural tourism activities	My children are not willing to participate with me in operating the cultural tourism activities
14.	Wanafamilia wangu hawatakuwa tayari kunisaidia kutengeneza biashara za asili siku zote.	My family members will not help me in making cultural products on regular basis	My family members will not help me in making cultural tourism products on regular basis
24.	Familia yangu haiwezi kuwa tayari kushirikiana nami kutengeneza vyungu na vikapu.	My family cannot cooperate with me to make pots and baskets	
12.	Viongozi wangu wa kijiji hawawezi kushirikiana nami katika Kuratibu ngoma za asili.	My village leaders cannot participate with me in coordinating cultural dances	My local government leaders will not participate with me in operating cultural tourism dances at regular basis
9.	Viongozi wangu wa mtaa hawawezi kujihusisha pamoja nami kucheza ngoma za asili siku zote	My street leaders cannot participate with me in cultural dances on regular basis.	
Control Beliefs (CB) 3a. What are the personal skills that you have and you believe can assist you in operating a specific cultural tourism activity in your village?			

3a. Ni ujuzi ganiambao wewe binafsi unaamini kuwa unao na utakuwezesha kuendesha shughuli za utalii wa utamaduni ndani ya kijiji chako?			
23.	Nina ujuzi wa kutengeneza vyungu	I have the skills for making pots	I know how to make pottery
3.	Ninafahamu kutengeneza vyungu	I know how to make pots	
6.	Ninajua kutengeneza vyungu	I know how to make pots	
21.	Ninafahamu kutengeneza vyungu	I know how to make pots	
13.	Ninaweza kutengeneza vyungu	I can make pots	
4.	Nina ujuzi wa kutengeneza vyungu	I have the skills for making pots	
9.	Ninaweza kutengeneza vikapu na vyungu	I can make pots and baskets	I can make baskets and pots
18.	Nina uelewa wa kutengeneza vikapu na vyungu	I have the knowledge for making baskets and pots	
10.	Ninaweza kutengeneza vyungu na vikapu	I can make pots and baskets	
2.	Nina ujuzi wa kutengeneza vyungu na vikapu	I have the skills for making pots and baskets	
3.	Ninaweza kutengeneza vyungu na vikapu	I can make pots and baskets	
16.	Ninao uwezo wa kutengeneza bidhaa za sanaa	I have the ability to craft products	I have the ability to make local crafts
21.	Nina uwezo wa kutengeneza vitu vya asili	I have the ability to make local products	
13.	Ninaweza kutengeneza vitu vya utamaduni	I can make cultural products	
20.	Ninao uwezo wa kutengeneza vitu mbalimbali	I have the ability to make different products	
16.	Ninaweza kutengeneza vitu vya kiutamaduni	I can make cultural products	
1.	Ninaelewa mila za kabila langu	I understand the traditions of my tribe	I know well the traditions of my society
9.	Ninajua tamaduni zetu vizuri	I know our traditions	
14.	Ninaelewa vyema mila zetu	I understand well our traditions	
10.	Ninaelewa mila za jamii yangu	I understand the traditions of my community	
25.	Ninaelewa utamaduni wetu	I understand our traditions	
30.	Ninao uelewa wa mila za kijiji	I have the knowledge of the traditions of this village	
19.	Ninafahamu vyema mila za kabila langu	I know well the traditions of our tribe	
12.	Ninao uelewa wa mila na taratibu zetu	I have the knowledge of our traditions	
13.	Ninaelewa desturi na mila zetu	I understand our customs and traditions	I know our customs and tradition
3.	Ninajua desturi na mila za kabila langu	I know the customs and traditions of my tribe	
16.	Ninaelewa vyema desturi na mila	I understand well the customs and traditions	
1.	Ninao uelewa wa desturi na mila zetu	I have the knowledge of our customs and traditions	
13.	Ninajua vizuri desturi zetu na mila	I know well our traditions and customs	
4.	Ninajua mila na desturi zetu	I know our traditions and customs	
12.	Ninao uelewa wa taratibu zetu na mila	I have the knowledge of our conducts and traditions	
9.	Ninaelewa vyema desturi zetu	I understand well our customs	
20.	Ninaelewa vizuri mazingira na historia ya kijiji chetu	I understand well the environment and history of our village	I know very well the history of my community
16.	Ninajua historia na mazingira ya jamii yangu	I know the history and environment of my community	
29.	Ninafahamu vyema historia ya kabila langu	I know well the history of my tribe	
22.	Ninaelewa vizuri historia ya kijiji chetu	I understand well the history of our village	

23.	Nina uelewa wa mazingira ya kijiji chetu	I have the understanding of the environment of our village	I am aware of the local environment
13.	Ninayafahamu vyema mazingira ya hapa kijijini	I know well the present environment of this village	
6.	Ninafahamu vizuri mazingira ya kijiji chetu	I know well the environment of our village	
1.	Ninajua mazingira yetu hapa kijijini	I know our environment in this village	
10.	Ninafahamu mazingira tuliyonayo hapa kijijini	I know the environment we have in this village	
4.	Ninaelewa mazingira yetu	I understand our environment	
10.	Ninaweza kupika chakula cha asili	I can cook local food	I have the ability to cook delicious local foods
3.	Ninaweza kupika chakula kizuri sana cha asili	I can cook delicious local food	
16.	Ninapika vyakula vizuri vya asili	I cook delicious local foods	
21.	Ninaweza kupika vyakula vya asili	I can cook local foods	
13.	Ninaweza kupika vyakula vizuri vya asili	I can cook delicious local foods	
14.	Ninao uwezo wa kupika vyakula vizuri vya asili	I have the ability of cooking delicious local foods	
12.	Ninapika vyakula vyetu vya asili	I cook our local foods	
19.	Ninaweza kupika vyakula vizuri vya asili	I can cook delicious local food.	
13.	Ninajua Kuandaa vyakula vya asili	I know to prepare local foods	I know how to prepare local foods
3.	Ninaelewa namna ya Kuandaa vyakula vya kijadi	I understand on how to prepare local traditional foods	
15.	Ninajua Kuandaa vyakula vya kiasili	I know to prepare local foods	
1.	Ninaelewa kupika vyakula vya kiasili	I know to cook local foods	
13.	Ninajua namna ya Kuandaa vyakula vya kiasili	I know how to prepare local foods	
12.	Ninaelewa Kuandaa vyakula vya kijadi	I know to prepare local foods	
9.	Ninafahamu namna ya kupika vyakula vya asili	I know how to cook local foods	
30.	Ninaelewa namna ya kuendesha shughuli za utalii	I understand how to run cultural tourism activities	I know how to run cultural tourism activities
13.	Ninajua kufanya shughuli za utalii wa utamaduni	I know to run cultural tourism activities	
16.	Ninao ujuzi wa kuendesha utalii wa utamaduni	I have the skills for operating cultural tourism	
1.	Ninafahamu kufanya shughuli za utalii wa utamaduni	I know to run cultural tourism activities	
13.	Ninayo maarifa juu ya utalii wa utamaduni	I have knowledge about cultural tourism	I have knowledge in cultural tourism
23.	Ninafahamu juu ya shughuli za utalii wa utamaduni	I know about cultural tourism activities	
17.	Ninajua utalii wa utamaduni	I know cultural tourism	
13.	Ninao uelewa wa utalii wa utamaduni	I have an understanding of cultural tourism	
4.	Ninaelewa juu ya utalii wa utamaduni	I understand about cultural tourism	
10.	Ninayo maarifa ya utalii wa utamaduni	I have knowledge of cultural tourism	
3.	Ninao uwezo wa kuongeza kiingereza	I have the ability to speak English	I can speak English
23.	Ninajua kuongea kiingereza	I know to speak English	
19.	Ninafahamu lugha ya kiingereza	I understand the English language	
6.	Ninaweza kuongea lugha ya kiingereza	I can speak English language	
4.	Ninaweza kuongeza kiingereza	I can speak English	
19.	Ninajua kuongea lugha ya kiingereza	I know to speak English language	

28.	Ninaweza kuongea kiingereza	I can speak English	
Control Beliefs (CB) 3b. What are the personal skills that you do not have and you believe that can discourage in operating a specific cultural tourism activity in your village? 3b. Ni ujuzi gani ambao wewe binafsi unaamini kuwa huna na utakuwa kikwazo katika kuendesha shughuli za utalii wa utamaduni ndani ya kijiji chako?			
13.	Sijui kiingereza	I don't know English	I do not know English
16.	Sifahamu kiingereza	I don't understand English	
17.	Siwezi kuongea kiingereza	I cannot speak English	
13.	Sina uelewa wa lugha ya kiingereza	I don't have knowledge of English language	
24.	Siwezi kuelewa lugha ya kiingereza	I cannot understand English language	
10.	Sielewi lugha ya kiingereza	I don't know English language	
30.	Sina uelewa wa lugha ya kiingereza	I don't have knowledge of English language	
18.	Siwezi kuelewa kiingereza	I cannot understand English	
11.	Sina uwezo wa kuongea kiingereza	I don't have the ability to speak English	
1.	Sina uwezo wa lugha ya kiingereza	I don't have the ability of English language	
8.	Sijui lugha ya kiingereza	I don't know English	
16.	Sijui lugha za wazungu	I don't know white people's languages	
21.	Sijui kuongea kiingereza	I don't know how to speak English	
7.	Sina uwezo wa kuongea kiingereza	I don't have the ability to speak English	
14.	Sifahamu lugha ya kiingereza	I don't know English	
12.	Sina uelewa wa lugha ya kiingereza	I don't understand English language	
22.	Sijui kiingereza	I don't know English	
20.	Siwezi kuelewa kiingereza	I cannot understand English	
25.	Sina ujuzi wa lugha ya kiingereza	I am not competent in English language	
5.	Siongei kiingereza	I don't speak English	
2.	Siwezi kuongea lugha ya wazungu	I cannot speak white people's language	
27.	Sina uwezo wa lugha ya kiingereza	I cannot speak English	
9.	Sifahamu kuongea lugha ya kiingereza	I don't know to speak English language	
5.	Sifahamu kutengeneza bidhaa za sanaa	I don't know how to make cultural products	I do know how to make local crafts
14.	Sijui kutengeneza vifaa vya sanaa za asili	I don't know how to make local products	
19.	Sifahamu sana mila na desturi	I know a little about traditions and customs	I am not very aware of my customs and traditions
21.	Sielewi vizuri mila na tamaduni zangu	I don't my traditions and customs	
13.	Muda wangu hauitoshi kwa shughuli za utalii	My time is not enough for tourism activities	I have no enough time for cultural tourism activities
28.	Sina muda wa kufanya shughuli za utalii wa utamaduni	I don't have time to spend in cultural tourism activities	
6.	Sina muda wa kujishughulisha na utalii wa utamaduni	I don't have time to work on cultural tourism	
Control Beliefs (CB) 3c. What are the supportive descriptors that you believe are available and can encourage you in operating a specific cultural tourism activity in your village?? 3c. Ni misaada ganiambayo unaamini kuwa inapatikana na hivyo kukuhamasisha wewe kuendesha shughuli za utalii wa utamaduni kijijini mwako?			

22. 14. 26.	Serikali yangu ya mtaa itasaidia na kushirikiana Serikali ya kijiji changu itashiriki na kusaidia Serikali ya kijiji itasaidia na kushirikisha watu	My village local government will cooperate and help us My village local government will participate and help us The local government will help and cooperate with people	My local government is cooperative and supportive
10. 17. 11. 26.	Viongozi wangu wa serikali watasaidia Viongozi wa serikali ya kijiji watatoa ushirikiano Viongozi waliopo watashiriki na kusaidia Viongozi wa Mtaa watashiriki na kusaidia	My leaders will help us Local government leaders will cooperate The present leaders will participate and help us Local leaders will participate and help us	My leaders are supportive and helpful
30.	Ninaweza kupata fedha za kuhudhuria mafunzo kutoka serikalini	I can receive money from government to attend trainings	I can receive fund from Government for training
3. 16. 21. 13. 14. 12. 19. 20.	Watu wanaohusika na utalii wa utamaduni wanatoa ushirikiano Wafanyabishara wa utalii wa utamaduni wanatoa ushirikiano Watu wa utalii wa utamaduni watatoa ushirikiano kwa kijiji Watu wanao jishughulisha na utalii wa utamaduni watatupa ushirikiano Tutapata ushirikiano kutoka kwa wajasiliamali wa utalii Watu wa utalii wa utamaduni watatupa ushirikiano Wajasiliamali wa utalii watatoa ushirikiano Watu wa utalii wa utamaduni watatupa ushirikiano hapa kijijini	People dealing with cultural tourism will cooperate with us Business person in cultural tourism will cooperate with us People of cultural tourism will cooperate with the community People dealing with cultural tourism will cooperate with us We will get cooperation form cultural tourism entrepreneurs People of cultural tourism will cooperate with us Cultural tourism entrepreneurs will cooperate with us People of cultural tourism will cooperate with us in this village	People running cultural tourism are cooperative
18. 11. 1. 8. 16. 21. 7.	Watu wa utalii wa utamaduni wana ushirikiano Wajasiliamali wa utalii wa utamaduni wana ushirikiano na kijiji Wafanyabishara wa utalii wa utamaduni wana ushirikiano Watu wanaofanya shughuli za utalii wa utamaduni wana ushirikiano Wajasiliamali wa utalii wa utamaduni wanatoa ushirikiano mzuri kwa kijiji Wafanyabishara wa utalii wa utamaduni wanatoa ushirikiano kwa watu Watu wa utalii wa utamaduni ni washirika wazuri wa utalii	People of cultural tourism are cooperative Cultural tourism entrepreneurs are cooperative to the locals Business persons in cultural tourism are cooperative People dealing with cultural tourism activities are cooperative Cultural tourism entrepreneurs provide good cooperation to the community Business persons in cultural tourism provide cooperation to the community People of cultural tourism are good partners in tourism	Traders in cultural tourism activities are supportive
14. 12. 22.	Watu wenye ujuzi wa biashara watasaidia kijiji kuendesha shughuli za utalii wa utamaduni Watu walio na uelewa wa biashara watasaidia kijiji kuendesha utalii wa utamaduni	People with skills in business will help the community running cultural tourism activities People with an understanding of doing business will help the community running cultural tourism	People with business skills will help other local community to run the cultural tourism activities

20.	Watu wenye uelewa wa biashara watasaidiana na jamii ya kijiji kuendesha utalii wa utamaduni	People with an understanding of doing business will help the community in running cultural tourism	
25.	Wajasiliamali walipo watasaidia kijiji kuendesha shughuli za utalii wa utamaduni	The available entrepreneurs will help the community in running cultural tourism	
5.	Watu wenye kuelewa utalii wa utamaduni watasaidia jamii kuendesha shughuli za utalii.	People with an understanding of tourism will help the community in running tourism activities	
2.	Wajasiliamali wa utalii watasaidia jamii ya kijiji kuendesha shughuli za utalii	Entrepreneurs in tourism will help the community in running tourism activities	
	Watu wenye ujuzi wa biashara wataisaidia jamii kuendesha shughuli za utalii wa utamaduni	People with skills in business will help the community in running cultural tourism activities	
17.	Wafanyabishara waliopo watatusaidia kuendesha shughuli za utalii wa utamaduni	Available business persons will help us to run cultural tourism activities	The traders we have can help us run cultural tourism activities
13.	Watu wanaofanya biashara watasaidia kuendesha shughuli za utalii wa utamaduni	People doing business will help to run cultural tourism activities	
24.	Wachuuzi wa bidhaa za utalii watatusaidia kuendesha shughuli za utalii wa utamaduni	Traders in tourism products will help us to run cultural tourism activities	
10.	Wafanyabishara wa bidhaa za utalii watatusaidia kuendesha shughuli za utalii hapa kijijini	Business person dealing with cultural products will help us to run cultural tourism activities	
30.	Wajasiliamali watatusaidia kuendesha shughuli za utalii wa utamaduni	Entrepreneurs will help us run cultural tourism	
18.	Wajasiliamali waliopo watatusaidia kuendesha shughuli za utalii hapa kijijini	Available entrepreneurs will help us run cultural tourism activities in this village	
11.	Ujuzi wa Wafanyabishara waliopo utasaidia kuendesha shughuli za utalii wa utamaduni	Skills of available business person will help us to run cultural tourism activities	
15.	Ninaweza kupata msaada wa fedha kutoka kwa asasi za kiraia.	I can receive fund from NGO for training	I can receive fund from NGO for training
Control Beliefs (CB) 3d. What supportive descriptors that you believe are not available and can discourage you in operating a specific cultural tourism activity in your village? 3d. Ni misaada gani ambayo unaamini kuwa haipatikani na hivyo kukukatisha tamaa ya wewe kuendesha shughuli za utalii wa utamaduni kijijini mwako?			
3.	Hakuna mafunzo yatolewayo na serikali kwenye utalii wa utamaduni	There are trainings in cultural tourism that are offered by the government	There is no government training in cultural tourism
18.	Hakuna semina za serikali juu ya utalii wa utamaduni	There are no seminars in cultural tourism that are provided by the government	
11.	Hatuna semina za utalii wa utamaduni	We don't have seminars in cultural tourism	
17.	Hakuna elimu juu ya utalii wa utamaduni	There is no education on cultural tourism	
13.	Elimu ya utalii wa utamaduni haitolewi na serikali	Education on cultural tourism is not provided by the government	
24.	Serikali haitoi semina juu ya utalii wa utamaduni		

10.	Serikali haitoi mafunzo juu ya utalii wa utamaduni	The government does not provide seminars on cultural tourism	
30.	Hakuna semina za utalii wa utamaduni	The government does not provide trainings on cultural tourism	
18.	Elimu juu ya utalii wa utamaduni haitolewi na serikali	There no seminars on cultural tourism	
11.	Serikali haitoi semina juu ya utalii wa utamaduni	Education on cultural tourism is not provided by government	
27.	Hakuna mafunzo ya utalii wa utamaduni	The government does not provide seminars on cultural tourism	
13.	Mafunzo ya utalii wa utamaduni hayatolewi na serikali	There are no trainings on cultural tourism	
		Trainings on cultural tourism are not provided by government	
20.	Hakuna msaada kutoka taasisi binafsi	There is no support from NGOs	There is no support from NGOs
25.	Hatupati msaada kutoka asasi za kiraia	We don't get support from NGOs	
5.	Hatuna asasi za kiraia za kutusaidia	We don't have NGOs that can help us	
2.	Hatupati msaada kutoka mashirika binafsi	We don't receive support from NGOs	
18.	Hatuna msaada kutoka asasi za kiraia	We don't have support from NGOs	
11.	Hakuna msaada wa mashirika ya kiraia	There are support from NGOs	
1.	Hakuna mashirika yanayotupa masaada	There are no organisations to support us	
8.	Asasi za kiraia hazitoi msaada wowote	NGOs do not provide any support	
16.	Hakuna msaada kutoka mashirika ya nje	There is no support from organisations	
21.	Hatupati msaada kwenye asasi za kiraia	We don't receive support from NGOs	
7.	Hakuna msaada kutoka nje	There is no support from outside	
12.	Hatupati ushirikiano kutoka kwa wajasiliamali wa utalii wa utamaduni.	We don't get cooperation from cultural tourism entrepreneurs	No cooperation from cultural tourism entrepreneurs
5.	Wafanyabiashara wa utalii wa utamaduni hawatoi ushirikiano.	Business persons in cultural tourism don't cooperate	
4.	Hakuna ushirikiano kutoka kwa wajasiliamali wa bidhaa za utamaduni	There is no cooperation from cultural tourism entrepreneurs	