



## Knowledge, Attitude and Practice of Bao Sport in Cultural Tourism Promotion in Tanzania

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**ABSTRACT:** Bao is a board game that enhances thinking skills. Existing studies on Bao focused on cultural and festival while less is known in terms of Knowledge, Attitude and Practice (KAP) of which would significantly promote sport tourism in Tanzania. This paper aimed at examining KAP of Bao sport in cultural tourism promotion. The methodology used in this study was cross-sectional design with a quantitative approach. The sampling technique involved the use of snowballing and convenience sampling. In order to obtain primary data, this study applied online KAP structured questionnaire which was emailed to purposively selected Tanzanians. Data collected from 357 respondents were subjected to descriptive statistics and Analysis of Variance (ANOVA) to summarize key findings. Results revealed that generally there was low knowledge (12%) and practice mainly among youths although the attitude towards Bao sport as a touristic sport was rated high (37.3%) and significant ( $p=0.000$ ). The challenge of this study was on the limitation to cross-sectional design and therefore, future studies may use longitudinal method to capture individuals' behaviour patterns towards Bao sport in cultural tourism promotion. The theoretical contribution from this study is that the significant results imply that KAP theory can be used to guide the analysis of Bao sport in cultural tourism promotion in the context of Tanzania. This study concludes with the implication for tourism stakeholders to capitalize on the KAP outcome in promoting Bao sport in cultural tourism.

**Keywords:** attitude, Bao sport, cultural tourism, knowledge, practice.

### I. INTRODUCTION

Tourism is one of the economic pillars of many economies around the world. In 2019, the United Nations World Tourism Organization (UNWTO) showed that tourism in terms of international tourist arrivals had strong growth of 4% reaching 1.5 billion UNWTO, [1]. Africa received 71 million international tourist arrivals which is growth of 4% in 2019 [1]. Past scholars mentioned that economies need to diversify through promotion of sport tourism [2]. Sport in tourism exists in Africa. Previous studies in sport tourism have been documented in relation to potentiality and social impact to economic development and host communities [3,4]. The study by de Voogt [5] described that Bao is played on a board by two people at any one given moment in East African countries such as Tanzania. In Tanzania, Bao as a board game has historically been played mostly in coastal areas [5]. Furthermore, Bao is a national game in Tanzania and was also played in Swahili coffee bars [6]. The study by Kyule [7] mentioned that in Kiswahili, the word Bao refers to wood or board. Bao game in Tanzania was upgraded to tournament game through the association called Chama cha Michezo ya Jadi cha Dar es Salaam (CHAMIJANDA) and later in 1966, the formation of Bao society called Chama cha Bao was to promote Bao game which was followed by the formation of Shirikisho La Michezo wa Bao Tanzania (SHIMABATA) in 2010 for purposes of organizing Bao games internationally on an annual basis [8].

Kyule further noted that Bao is the Bantu name of the Eastern African variant of mankala group of games and that mankala are indigenous African mathematical strategy board games of skill. When playing Bao, it should be noted that it is not a game of chance and that victory is never a function of luck but foresight is key to winning the Bao game [7]. Although Bao is a recognized game board and its importance seems to be said in relation to tournaments and enhancing thinking skills but not realized especially among Tanzanians of different demographic characteristics. Therefore, the rationale of this study is based on Bao sport not being realized among Tanzanians of different demographic characteristics as well as the need to diversify tourism by promoting cultural tourism. Thus the main objective of this study was to examine knowledge, attitude and practice of Bao sport in cultural tourism promotion

in Tanzania. To achieve the main objective of this study, the specific objectives were formulated in threefold: first to assess levels of knowledge about Bao. Second is to examine attitudes towards Bao, third is to assess extent to which the Bao as a sport is practiced, and fourth the relationship of knowledge, attitude and practice of Bao sport and cultural tourism promotion. The findings of this study will be useful in re-designing awareness campaigns to make Bao sport as one of the powerhouses in promotion of cultural tourism in Tanzania.

## II. LITERATURE REVIEW

Knowledge has been defined by Badran [9] as the acquisition, retention and use of information or skills. The study by Rav-Marathe, Wan, and Marathe [10] mentioned that knowledge accrues from both education and experiences. Other scholars have defined knowledge according to the nature of their research. For example, Rav-Marathe, *et al.* [10] described knowledge possessed by diabetics as a comprehension of the disease, its progression and self-care practice to keep diabetes under control. The study by Eagly and Chaiken [11] mentioned that past scholars commonly described attitude as having three components being cognition, affect and behaviour. It referred to attitude as any preconceived ideas, feelings and aptness about diabetes. Whilst [10] described attitude in reference to diabetes, this study defines attitude as residents' feelings about Bao sport in tourism promotion. Practice refers to the demonstration in the acquisition of knowledge [10]. Attitude towards sport by Smith *et al.* [12] emphasized on mega events by examining attitudes in relation to hosting games. The research by Smith, *et al.* [12] has motivated this study to expand literature on Bao by examining knowledge, attitude and practices of Bao sport in cultural tourism promotion. Therefore, this study defines KAP as the knowledge in terms of education and experience which residents possess in references to Bao sport, attitude of residents' beliefs and feelings about Bao sport in tourism promotion, and practice in terms of playing Bao sport.

The term tourism promotion refers to the unique human touch due to the requirement of the human intervention to deal with tourists. Tourism promotion is also called creative promotion [13]. Additional scholars such as Kotler, Bowen, and Makens [14] have commonly defined tourism promotion as a persuasive communication process that aims to persuade and attract tourists to make purchasing decisions that is represented in visiting the tourist country. Examples of tourism promotion in terms of information to tourists is using picture movie films [15], and also television programs showing national parks [16]. Cultural tourism is referred to as all aspects of travel whereby travelers learn about the history and heritage of others or about their contemporary ways of life [17]. Cultural tourism can also involve the collection of knowledge and experiences [18]. Cultural tourism is defined as the movement of persons to cultural attractions away from their normal place of residence with the intention to gather new information and experiences to satisfy their cultural needs [18, 19]. This paper refers to cultural tourism promotion as the information aimed to promote Bao sport to residents for tourism purposes.

The theoretical framework for this study emanates from Knowledge, Attitude and Practice (KAP) model. The KAP theory according to Ross and Smith [20] is a health behavior change theory which was proposed by western scholars in the 1960s. Majority of research that have utilized KAP theory by applying the KAP survey are in health and pesticide [21, 22]. Wang, *et al.* [21] found that scores of knowledge and attitudes were equal or greater than 8.0 while practices were over 75%. Further findings revealed knowledge scores were significantly different between two groups while parents' educational level was a strongest factor of knowledge awareness. However, this study used KAP theory in research in the field of tourism as opposed to health and medicine hence extending the application of KAP theory in other fields of study. The KAP theory guided this study to utilize a KAP approach of knowledge, attitude and practice in relation to Bao sport in cultural tourism promotion. This study was motivated by [21] to apply KAP approach and gathered information from the residents in terms of their knowledge, attitude and practices of Bao sport in cultural tourism promotion.

The use of KAP in tourism studies is evident in the research by Jamal and Choi [23] which examined tourism research gaze using KAP. They found that there are a number of institutional and structural barriers to the acceptance of qualitative research as a legitimate mode of inquiry. The preferred mode of inquiry in previous studies indicated quantitative. This study adopts a similar approach of using quantitative method but applying modern technology of google forms to collecting data from respondents which were distributed through a combination approach of email and WhatsApp in order to increase the response rate. On the other hand, several studies have contributed literature on KAP in tourism and these include Wilder-Smith, Khairullah, Song, Chen and Torresi [24], van Genderen, Mulder, and Overbosch [25]. The study by Wilder-Smith, *et al.* [24] concentrated on KAP in travel health in tourism while Genderen, *et al.* [25] deployed a quantitative method and found that Dutch travelers to the Gambia showed trends analysis which was significant improvement of intended risks avoiding behaviour rather than protection or risk perception. Both studies by [24, 25] have covered issues of travel health in tourism using KAP. This study is interested in examining KAP of Bao sport in cultural tourism promotion.

Wang, Japutra, and Molinillo [26] conducted research on the topic of promotion by concentrating on branded premiums in tourism destination promotion using between-group experimental design and the results revealed that when a branded promotion is offered, there is appreciation leading to intention to visit the promoted destination. A

number of previous studies have also contributed in documenting tourism promotion [13, 15, 26-32, 33]. Mostly covering issues on destination image, adventure tourism, politics, economic analysis, and tourist attractions including national parks. However, not about Bao sport in cultural tourism promotion. From a cultural aspect, other scholars focused on architecture of temples and not Bao sport in cultural tourism. For example, the study by [34] in examining spatial patterns of Hindu temples found that contemporary paradigms are hostile to authentic heritage when viewed from contemporary secular architecture praxis. Another study by [35] mentioned that millions of board games are bought as people from different ages enjoy the brain-teasing that board game offer. Crist [36] mentioned that in Egypt, the board game is known as senet and that the senet was popular during the Middle Kingdom. Therefore, given the limited studies on KAP in relation to Bao sport in cultural tourism promotion, this paper bridges the knowledge gap by examining KAP of Bao sport in cultural tourism promotion in Tanzania. Specifically, this study examined the relationship of KAP and Bao sport in cultural tourism promotion.

### III. MATERIALS AND METHODS

This is a cross-sectional research design with a quantitative approach adopting the KAP survey to analyze relationship between knowledge, attitude and practice of Bao sport and cultural tourism promotion. This study was carried out for Tanzanians who could respond to the online structured questionnaire. The respondents were obtained using snowballing and convenience sampling techniques since the population of those playing Bao or not playing Bao could not easily be predicted beforehand. Knowledge as the independent variable was measured using education (Knowledge 1), awareness (Knowledge 2) and experiences in terms of years of playing Bao game (Knowledge 3). The KAP statements which included capturing the education element were customized and adopted from previous tourism studies such as Mayaka [37] and Kara and Mkwizu [38]. Furthermore, the statements for measuring attitudes using beliefs (Attitude 1) and feelings (Attitude 2) were customized and adopted from [39]. The statements for measuring practices in terms of play Practice 1 and Practice 2 were customized and adopted from [39]. Dependent variable for this study was Bao sport in tourism promotion. The statements for cultural tourism promotion were adopted and customized from studies by Al Debi and Mustafa [40] and Signh and Bhowal [41]. The structured questionnaire was subjected to review by experts to ensure the items were valid and suitable for the study. The researchers used Google Forms to prepare the questionnaire for online survey and the questionnaire was distributed to respondents via email and WhatsApp. The email and WhatsApp methods enabled the collection of data from 374 respondents. Only 357 returned forms of the questionnaire were usable for analysis and this was deemed sufficient to subject the data for descriptive statistics and ANOVA. ANOVA has been applied by tourism studies such as [38]. This study adopts a similar approach in examining KAP of Bao sport in cultural tourism promotion. SPSS version 20 was used to generate descriptive and ANOVA analyses. Cronbach's alpha as a reliability test for KAP indicated 0.729 and for Bao sport in cultural tourism promotion (0.785) which is acceptable in research. Cronbach's Alpha value of 0.7 or above is an acceptable reliability coefficient [42, 43].

### IV. RESULTS AND DISCUSSION

The respondents' characteristics are shown in Table 1. The majority of the respondents were between the age of 18 to 35 years old (57.1%), males (71.1%), university education (96.9%) and earn monthly income between 1,000,000 TZS to 2,999,999 TZS. These findings suggest that the respondents were educated male youths with monthly income not below 1 million TZS. The findings of this study differ from a similar study on board games by [35] since this study revealed that majority of players are youths between the ages of 18 to 35 years old. The differences on information differ in that although board games are enjoyed by different ages, in this particular study in the context of Tanzania, it is mostly the youth.

Further descriptive analysis findings of the socio-demographic information of the respondents in Table 2 indicate that most of the respondents are married (74.5%), salary employed (83.8%), those who have played Bao for less than 1 year to above 5 years (46.2%) and those who have never played Bao (27.5%), and have participated in playing Bao at a home (37.3%) compared to other places (31.9%) or under the tree (28%). These results suggest that most of the sampled residents were married with salary employment and have played Bao game. In addition, the results implies that those respondents that have played Bao game had less than 1 year to above 5 years experience of playing Bao game and participated in playing Bao game at home rather than in other places or under a tree.

**Table 1: Respondents' characteristics.**

Respondents' characteristics	Frequency	Percentage (%)
<b>Age:</b>		
under 18 years	2	0.6
18-35 years	204	57.1
36-55 years	143	40.1
55 years and above	8	2.2
<b>Gender:</b>		
Male	254	71.1
Female	103	28.9
<b>Education Level:</b>		
Primary	1	0.3
College	10	2.8
University	346	96.9
<b>Income per Month in Tanzania Shillings (TZS):</b>		
Below 500,000	45	12.6
500,000 to 999,999	118	33.1
1,000,000 to 2,999,999	138	38.7
3,000,000 and above	56	15.7

**Table 2: Respondents' Socio-Demographic Information.**

Respondents' Socio-Demographic Information	Frequency	Percentage (%)
<b>Marital Status:</b>		
Single	86	24.1
Married	266	74.5
Divorced	1	0.3
Widowed	4	1.1
<b>Employment:</b>		
Salary/Employed	299	83.8
Self-Employed	39	10.9
Unemployed	19	5.3
<b>Years of Playing Bao:</b>		
Played Bao (less than 1 year to above 5 years)	165	46.2
Stopped	94	26.3
I have never played Bao game	98	27.5
<b>Participated in Playing Bao:</b>		
Restaurant	10	2.8
Home	113	37.3
Under a tree	100	28.0
Others	114	31.9

Table 3 shows findings of the respondents' opinion of KAP statements which indicate majority of the respondents neither agree or disagree on the level of awareness of Bao game (43.7%), strongly disagree that they benefit from Bao games (76.2%) while most of the respondents strongly agree that they feel Bao game is their heritage to share with local and international tourists (37.3%). Further findings on the KAP statements show that most of the respondents strongly disagree that they are involved in conserving Bao game (30.5%) and that more strongly disagree that they are involved in the management of Bao game (45.1%). These results imply that although most were undecided on the level of awareness of Bao game but some agreed that they have levels of awareness of Bao game. Results of this study differ from [5] by showing respondents KAP on Bao.

**Table 3: Knowledge, Attitude and Practice (KAP).**

Code	Knowledge, Attitude and Practice (KAP)	SD (%)	D (%)	N (%)	A (%)	SA (%)
<b>KAP- Knowledge 2</b>	<b>KAP (Knowledge)</b> Level of awareness of Bao game	9.2	16.0	43.7	19.0	12.0
<b>KAP- Attitude 1</b>	<b>KAP (Attitude)</b> I benefit from Bao games	76.2	9.2	9.2	3.1	2.2
<b>KAP- Attitude 2</b>	I feel Bao game is our heritage to share with local and international tourists	5.0	6.4	25.5	25.8	37.3
<b>KAP- Practice 1</b>	<b>KAP (Practice)</b> I am involved in conserving Bao game	30.5	21.8	28.6	10.4	8.7
<b>KAP- Practice 2</b>	I am involved in the management of Bao game	45.1	19.9	22.4	6.7	5.9

**Note:** SD-Strongly Disagree, D-Disagree, N-Undecided, A-Agree, SA-Strongly Agree.

Table 4 reveals respondents' opinion on Bao sport in cultural tourism promotion with majority of the respondents strongly disagree that they feel there is adequate allocation of budget for promotional activities for as Bao sport tourism (32.5%). Most of the respondents strongly disagree that there is rich information and data about d Bao as sport tourism from the interne (30.3%) while 29.4% were undecided on the statement that they get to hear experiences from others that they enjoy sharing information about Bao as sport tourism. A higher percentage of respondents (43.7%) strongly disagree that they get promotion prices from tourism authorities for Bao events that they visit. These findings suggest that majority of respondents have the opinion that there is no adequate allocation of budget for promotion and promotion in general for Bao. Results of this study differ from [8] by showing respondents view on Bao sport in cultural tourism promotion.

**Table 4: Bao sport in Cultural Tourism Promotion.**

Code	Bao sport in Cultural Tourism Promotion	SD (%)	D (%)	N (%)	A (%)	SA (%)
CTP 1	I feel there is adequate allocation of budget for promotional activities for Bao as sport	32.5	16.0	29.1	10.6	11.8
CTP 2	I feel there is rich information and data about d Bao as sport tourism from the internet	30.3	21.8	30.0	9.5	8.4
CTP 3	I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	18.5	24.1	29.4	17.4	10.6
CTP 4	I get promotion prices from tourism authorities for Bao events that I visit.	43.7	20.7	25.2	5.3	5.0

**Note:** CTP- Cultural Tourism Promotion, SD-Strongly Disagree, D-Disagree, N-Undecided, A- Agree, SA-Strongly Agree.

The descriptive analysis using crosstabulation for respondents' who play Bao, stopped and never play Bao on their opinions regarding Bao sport in cultural tourism promotion reveals findings in Table 5 to Table 8. The findings in Table 5 shows that those respondents for play group within years of play strongly disagree (32.7%) that they feel there is adequate allocation of budget for promotional activities for Bao as sport tourism compared to 36.2% of those respondents who stopped and 28.6% never played Bao. These results imply that those respondents who play Bao feel there is not adequate allocation of budget for promotional activities for Bao as sport tourism compared to those respondents who have stopped and never played Bao.

**Table 5: Relationship between Years of Play and I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism.**

			I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism (CTP 1)					Total
			SD	D	N	A	SA	
Years of Play	Played	Count	54	26	32	26	27	165
		% within Years of Play	32.7%	15.8%	19.4%	15.8%	16.4%	100.0%
		% within CTP 1	46.6%	45.6%	30.8%	68.4%	64.3%	46.2%
	Stopped	Count	34	11	35	6	8	94
		% within Years of Play	36.2%	11.7%	37.2%	6.4%	8.5%	100.0%
		% within CTP 1	29.3%	19.3%	33.7%	15.8%	19.0%	26.3%
	Never Played	Count	28	20	37	6	7	98
		% within Years of Play	28.6%	20.4%	37.8%	6.1%	7.1%	100.0%
		% within CTP 1	24.1%	35.1%	35.6%	15.8%	16.7%	27.5%
Total	Count		116	57	104	38	42	357
	% within Years of Play		32.5%	16.0%	29.1%	10.6%	11.8%	100.0%
	% within CTP 1		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Note:** SD-Strongly Disagree, D-Disagree, N-Undecided, A-Agree, SA-Strongly Agree.

The findings in Table 6 shows that those respondents for play group within years of play strongly disagree (31.5%) that they feel there is rich information and data about d Bao as sport tourism from the internet compared to 29.8% of those respondents who stopped and 28.6% of those respondents who never played Bao. These results imply that those respondents who play Bao feel there is rich information and data about Bao as sport tourism from the internet compared to those respondents who stopped and have never played Bao.

**Table 6: Relationship between Years of Play and I feel there is rich information and data about D Bao as sport tourism from the internet.**

			I feel there is rich information and data about Bao as sport tourism from the internet (CTP 2)					Total
			SD	D	N	A	SA	
Years of Play	Played	Count	52	36	41	21	15	165
		% within Years of Play	31.5%	21.8%	24.8%	12.7%	9.1%	100.0%
		% within CTP 2	48.1%	46.2%	38.3%	61.8%	50.0%	46.2%
	Stopped	Count	28	17	31	9	9	94
		% within Years of Play	29.8%	18.1%	33.0%	9.6%	9.6%	100.0%
		% within CTP 2	25.9%	21.8%	29.0%	26.5%	30.0%	26.3%
	Never Played	Count	28	25	35	4	6	98
		% within Years of Play	28.6%	25.5%	35.7%	4.1%	6.1%	100.0%
		% within CTP 2	25.9%	32.1%	32.7%	11.8%	20.0%	27.5%
Total		Count	108	78	107	34	30	357
		% within Years of Play	30.3%	21.8%	30.0%	9.5%	8.4%	100.0%
		% within CTP 2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Note:** SD-Strongly Disagree, D-Disagree, N-Undecided, A-Agree, SA-Strongly Agree.

The findings in Table 7 show that, those respondents for play group within years of play disagree (20.6%) that they get to hear experiences from others that they enjoy sharing information about Bao as sport tourism compared to 10.6% who stopped and 22.4% of those respondents who never played Bao. These results imply that those respondents who play Bao disagree that they get to hear experiences from others that they enjoy sharing information about Bao as sport tourism compared to those respondents who stopped and have never played Bao.

**Table 7: Relationship between Years of Play and I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism.**

			I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism (CTP 3)					Total
			SA	D	N	A	SA	
Years of Play	Played	Count	34	35	44	33	19	165
		% within Years of Play	20.6%	21.2%	26.7%	20.0%	11.5%	100.0%
		% within CTP 3	51.5%	40.7%	41.9%	53.2%	50.0%	46.2%
	Stopped	Count	10	30	26	18	10	94
		% within Years of Play	10.6%	31.9%	27.7%	19.1%	10.6%	100.0%
		% within CTP 3	15.2%	34.9%	24.8%	29.0%	26.3%	26.3%
	Never Played	Count	22	21	35	11	9	98
		% within Years of Play	22.4%	21.4%	35.7%	11.2%	9.2%	100.0%
		% within CTP 3	33.3%	24.4%	33.3%	17.7%	23.7%	27.5%
Total		Count	66	86	105	62	38	357
		% within Years of Play	18.5%	24.1%	29.4%	17.4%	10.6%	100.0%
		% within CTP 3	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Note:** SD-Strongly Disagree, D-Disagree, N-Undecided, A-Agree, SA-Strongly Agree.

The findings in Table 8 show that, those respondents for play group within years of play strongly disagree (44.8%) that they get promotion prices from tourism authorities for Bao events that they visit compared to 37.2% who stopped and 48% of those respondents who never played Bao. These results imply that those respondents who never play Bao strongly disagree more than those who stopped and those who play Bao that they get promotion prices from tourism authorities for Bao events that they visit.

**Table 8: Relationship between Years of Play and I get promotion prices from tourism authorities for Bao events that I visit.**

			I get promotion prices from tourism authorities for Bao events that I visit (CTP 4)					Total
			SA	D	N	A	SA	
Years Of Play	Played	Count	74	33	38	13	7	165
		% within Years of Play	44.8%	20.0%	23.0%	7.9%	4.2%	100.0%
		% within CTP 4	47.4%	44.6%	42.2%	68.4%	38.9%	46.2%
	Stopped	Count	35	25	26	3	5	94
		% within Years of Play	37.2%	26.6%	27.7%	3.2%	5.3%	100.0%
		% within CTP 4	22.4%	33.8%	28.9%	15.8%	27.8%	26.3%
	Never Played	Count	47	16	26	3	6	98
		% within Years of Play	48.0%	16.3%	26.5%	3.1%	6.1%	100.0%
		% within CTP 4	30.1%	21.6%	28.9%	15.8%	33.3%	27.5%
Total	Count	156	74	90	19	18	357	
	% within Years of Play	43.7%	20.7%	25.2%	5.3%	5.0%	100.0%	
	% within CTP 4	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

**Note:** SD-Strongly Disagree, D-Disagree, N-Uncecided, A-Agree, SA-Strongly Agree.

Therefore, the findings from Table 5-8 of this study differ from [6] by showing that residents not only play Bao in Tanzania but there are differences between those who play Bao and those who have never played Bao in reference to Bao sport in cultural tourism promotion.

The one-way ANOVA analysis indicated in Table 9 show a significant and positive relationship between level of awareness (Knowledge 2) and Bao sport in cultural tourism promotion ( $p=0.001, 0.000, 0.000, 0.001$ ). However, there was no significant relationship between education (Knowledge 1), experiences (Knowledge 3) and Bao sport in cultural tourism promotion.

**Table 9: KAP (Knowledge) and Bao sport in cultural tourism promotion KAP - Knowledge 1**

Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	9.136	4.568	2.528	.081
	Within Groups	639.744	1.807		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	.230	.115	.074	.929
	Within Groups	551.725	1.559		
	Total	551.955			
I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	Between Groups	1.135	.568	.369	.692
	Within Groups	544.938	1.539		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	1.213	.607	.447	.640
	Within Groups	480.893	1.358		
	Total	482.106			

**KAP - Knowledge 2**

Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	32.418	8.104	4.628	.001
	Within Groups	616.462	1.751		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	44.881	11.220	7.789	.000
	Within Groups	507.074	1.441		
	Total	551.955			
I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	Between Groups	34.622	8.655	5.957	.000
	Within Groups	511.451	1.453		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	23.987	5.997	4.608	.001
	Within Groups	458.120	1.301		
	Total	482.106			

### KAP - Knowledge 3

Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	1.451	1.451	.796	.373
	Within Groups	647.429	1.824		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	1.434	1.434	.925	.337
	Within Groups	550.521	1.551		
	Total	551.955			
I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	Between Groups	2.772	2.772	1.811	.179
	Within Groups	543.301	1.530		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	.241	.241	.177	.674
	Within Groups	481.866	1.357		
	Total	482.106			

This suggests that level of awareness of Bao game among residents is related to Bao sport in cultural tourism promotion. These results are not in line with a similar study on board games by [36] which showed that board games are popular in Egypt and also by [6] that Bao is a national game in Tanzania. The differences in results is that despite Bao being a national game [6] and in general board games being popular [36], this study's sampled respondents' education and experiences are not significant to Bao sport in cultural tourism promotion but rather their level of awareness.

One-way ANOVA analysis was done on KAP (Attitude) in relation to Bao sport in cultural tourism promotion as indicated in Table 10. The findings in Table 10 indicate that there is a significant and positive relationship between attitude (beliefs- Attitude 1) and Bao sport in cultural tourism promotion ( $p=0.000, 0.000, 0.000, 0.000$ ). In addition, the findings indicate that there is a significant and positive relationship between attitude (feelings- Attitude 2) and Bao sport in cultural tourism promotion ( $p=0.006, 0.000$ ). This suggests that attitudes in terms of benefit from Bao game and feeling Bao game is their heritage to share with local and international tourists is related to Bao sport in cultural tourism promotion. The findings of this study differ from [35] because not only do the majority of the respondents being the youth enjoy board games in terms of playing Bao but their attitudes revealed that they also enjoy sharing information about Bao as sport tourism.

**Table 10: KAP (Attitude) and Bao sport in cultural tourism promotion**

KAP – Attitude 1					
Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	61.855	15.464	9.273	.000
	Within Groups	587.025	1.668		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	57.922	14.480	10.317	.000
	Within Groups	494.034	1.404		
	Total	551.955			
I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	Between Groups	33.064	8.266	5.672	.000
	Within Groups	513.009	1.457		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	121.163	30.291	29.540	.000
	Within Groups	360.943	1.025		
	Total	482.106			

KAP – Attitude 2					
Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	14.780	3.695	2.051	.087
	Within Groups	634.100	1.801		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	22.290	5.573	3.703	.006
	Within Groups	529.665	1.505		
	Total	551.955			
I get to hear experiences from	Between Groups	30.931	7.733	5.284	.000



others that they enjoy sharing information about Bao as sport tourism	Within Groups	515.142	1.463		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	7.307	1.827	1.354	.249
	Within Groups	474.799	1.349		
	Total	482.106			

The one-way ANOVA analysis on KAP (Practice) in relation to Bao sport in cultural tourism promotion is reflected in Table 11. The findings in Table 11 reveal a significant and positive relationship between practice 1 in terms of involvement in conserving Bao game and Bao sport in cultural tourism promotion ( $p=0.000, 0.015, 0.000$ ). In addition, the findings indicate that there is a significant and positive relationship between practice 2 in terms of involvement in the management of Bao game and Bao sport in cultural tourism promotion ( $p=0.003, 0.003, 0.000, 0.000$ ). This suggests that practice in terms of involvement in conserving and management of Bao game is related to Bao sport in cultural tourism promotion. The significant results support the application of KAP theory in examining knowledge, attitude and practice in relation to Bao sport in cultural tourism promotion in the context of Tanzania. The overall significant findings of this study differ from [6] by showing that residents not only play Bao but their knowledge, attitude and practice in relation to Bao sport in cultural tourism promotion is positive and significant.

**Table 11: KAP (Practice) and Bao sport in cultural tourism promotion**  
**KAP – Practice 1**

Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	15.003	3.751	2.083	.083
	Within Groups	633.877	1.801		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	44.023	11.006	7.627	.000
	Within Groups	507.932	1.443		
	Total	551.955			
I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	Between Groups	18.689	4.672	3.118	.015
	Within Groups	527.384	1.498		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	30.392	7.598	5.921	.000
	Within Groups	451.715	1.283		
	Total	482.106			

**KAP – Practice 2**

Bao sport in cultural tourism promotion		Sum of Squares	Mean Square	F	Sig.
I feel there is adequate allocation of budget for promotional activities for Bao as sport tourism	Between Groups	29.165	7.291	4.141	.003
	Within Groups	619.715	1.761		
	Total	648.880			
I feel there is rich information and data about d Bao as sport tourism from the internet	Between Groups	24.959	6.240	4.168	.003
	Within Groups	526.996	1.497		
	Total	551.955			
I get to hear experiences from others that they enjoy sharing information about Bao as sport tourism	Between Groups	38.399	9.600	6.656	.000
	Within Groups	507.674	1.442		
	Total	546.073			
I get promotion prices from tourism authorities for Bao events that I visit	Between Groups	46.199	11.550	9.327	.000
	Within Groups	435.907	1.238		
	Total	482.106			

## V. CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

In conclusion, the using KAP approach in examining knowledge, attitude and practice of Bao sport in cultural tourism promotion revealed that generally there was low knowledge and practice mainly among youths although the attitude towards Bao sport as a touristic sport was rated high. Further findings also showed that there is positive and significant relationship between knowledge, attitude and practice of Bao sport and cultural tourism promotion. This has theoretical implications in that KAP theory can be applied to examine knowledge, attitude and practice of Bao sport in cultural tourism promotion in the context of Tanzania.

This study also concludes that the positive and significant relation between knowledge, attitude and practice in relation to Bao sport in cultural tourism promotion were in terms of level of awareness (Knowledge 2), benefit from Bao game and feeling Bao game is their heritage to share with local and international tourists (Attitude), and involvement in conserving and management of Bao game (Practice). This has policy implications for decision makers to incorporate knowledge, attitude and practice when promoting Bao sport in cultural tourism.

The differences between those who play, stopped and those who never played Bao game in relation to Bao sport in cultural tourism promotion suggest a conclusion that respondents who played Bao game compared to those who had stopped and never played Bao feel that there is inadequate allocation of budget for promotional activities; there is no rich information and data about Bao; and that they had not heard experiences from others that they enjoy sharing information about Bao as sport tourism. On the other hand, residents who have never played Bao game compared to those who played Bao game felt that they had not accessed promotion prices from tourism authorities for Bao events that they visit. These results have practical implications to tourism stakeholders including associations of Bao game like *Chama Cha Bao* to consider the views of those who play, stopped and never played Bao sport to improve promotion activities related to cultural tourism.

In order to harness KAP for those Tanzanians who play, stopped and never played Bao to promote Bao sport in cultural tourism, this study recommends that decision makers and tourism stakeholders to increase budget, information (on data and experiences) and promotion prices to Bao game events so as to strategically position Bao game in tourism packages and thus promote Bao sport in cultural tourism.

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