

**The Importance of choosing the right E-marketing tool in tourism to  
achieve the best performance. (Case Study: Tourism promotion in  
Tanzania)**

Research dissertation in partial fulfilment of the requirements  
for the degree of

MSc in international business Management- Global Brand Management

Griffith college Dublin

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## Candidate Declaration

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I certify that the dissertation entitled: **E-marketing and tourism, Case study: Tourism promotion in Tanzania.**

Submitted for the degree of MSc in International Business Management- Global Brand Management is the result of my personal work and that where reference is made to the work of others, due acknowledgement is given.

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### **Dedication:**

I dedicate this proud work of mine to my parents and family, whom helped me to the maximum to achieve most of what I have done in my life till today. I also dedicate it to my partner whom highly supported me throughout my research. All your prayers, love and support are acknowledged.

### **Acknowledgement:**

My special acknowledgment goes out to my supervisor Dr. Carla De Tona, whom made all this easy for me especially during this pandemic time. I am thankful for the advice, numerous emails back and forth and mostly motivation that it can be done. The faculty of GBS is another support system that I would like to acknowledge thank you so much for always replying to what seems the silliest questions at the time. I would also like to acknowledge all the participants that I interviewed for this dissertation especially during this pandemic time.

Mr. & Mrs. Mvungi my parents there isn't enough words to show my appreciation for the sleepless nights we had together. My siblings as well am so grateful for being your last born and watching you all pull every stop to help me succeed. My sincere appreciation to my friends for all the support and contribution throughout my work.

## **ABSTRACT:**

This dissertation was written to explore the importance of e-marketing in promoting tourism under Tanzanian Tourism as the case study. The tourism industry is a highly lucrative industry in the country and fully depended upon by other sectors. Due to this, I was motivated to contribute to the sector by researching on how to increase performance with the aid of e-marketing. E-marketing is proving to be stable and successful worldwide therefore making this study relatable to a majority of other researchers in the future.

The intangible factor of the industry allowed for qualitative and explanatory research methods to be the best choice with the aid of the case study. Application of mono-method of data collection was done allowing only a single data collection strategy. Semi-structured interviews were later on conducted to collect all the necessary data, this was done via eight participants whom all have different roles in tourism industry.

The findings as per the consumers, proved that consumers are currently happy by the means that they acquire information to book their holidays but do believe there is room for improvement as well as more utilization of the different available online platforms. As from the managers and tourism operators, there is still more room for government involvement and creating more foreign networks in order for the managers to establish concrete media connection. The study also revealed that the domestic market and suppliers aren't as technological capable as perceived since most of the websites proved to be missing crucial data for consumers. Leading to consumers choosing other sources such as social media or direct contact for them enquires.

It is highly recommended, that knowing the target markets' needs and wants is key when choosing the right e-marketing tool in order to achieve and increase performance. Culture and trends also play big roles when picking the appropriate e-marketing tools for the market.

Keywords: E-marketing, Culture, Social media, Tourism

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## **1.0:INTRODUCTION:**

### **Overview:**

Tourism can be categorized in several different forms. It can be stated as the art of traveling from one place to another for different purposes such as exploration, treatment or religious purposes. Tourism growth rate is different for different countries due to several different factors, clearly defined by (Churchill & Nuhu 2018). Tourism industry is one of the main contributors to the Tanzanian economy aiding other sectors such as mining, agriculture, and fishing. The interdependence, the industry has with other sectors has resulted to the birth of several jobs and several SME's in the country as declared by (kimwaga 2014.) it is further explained that the national economy of the country depends on this sector as the main source of foreign currency earnings. Marketing is the oldest form commodity exchange ever acknowledged.

E-marketing is now a very essential marketing tool since it has proven to be very resourceful to clients and also very useful to service providers, this is clearly described by (Siddique and Rehman 2011). It is also a reliable tool to reach a great number of people at one given time while conveying the very same message. Easy access to several services at the pace of the customers need is made possible by the presence of modern information technology whether be via their phones or their service providers as described by Senthil (2009).

Tourism has been marketed in Africa in several ways throughout the years. Centuries ago people used to travel to Africa for several forms of tourism that they might not have known there were doing back then. Word of mouth was a major marketing tool for the continent, that later on evolved to pictures and diagrams but the nature of tourism only gives room to an experience. The intangibility forced tourism operators to travel to the markets and narrate the tourism experience to them, but this proved to be costly for most, the introduction of technology changed all this and made marketing a lot easier for most operators.

Therefore, it can be seen that, creating a relation between Tourism and E-marketing can have an effect on the other. It is supported by several authors who do believe that a relation between the two yields a certain effect on the industry: Shetty, Sonkul and Alok (2019) speak highly on tourism marketing and e-commerce. Having a presence in E-marketing helps increase the market. Since most social media and internet tools are

available for most. E-marketing doesn't restrain to a particular segment. Zhang, Kulendran and Song (2010) describe into details how the use of media helped to increase the revenue of the tourism industry in Hong Kong.

## **1.2: Purpose of the research:**

Tourism is a worldwide growing phenomena, that is growing every day. With the world population growing the tourism interest is also seen growing therefore making it essential to improve the marketability of the products. The main aim of this study is to explore how e-marketing can be used to promote tourism and help the sector remain ahead in this very competitive business world. This hypothesis resulted from other studies proving that relationships with customers can be built via e-marketing tools such as social media. An example of such a theory is where consumers are likely to be more open to tourism products that are on social media pages of people they know and relate to on different levels.

The overall aim is to explore which e-marketing theory or practice can best fit the promotion of tourism and generate revenue. E-marketing creates a platform for relatability to its consumers making them feel like they are a part of a certain community with particular practices. Any successful marketing process must capture this with its target market. Creating such a consumer perception will drive the consumer to purchase one tourism products over similar ones in order to achieve a sense of belonging to a certain lifestyle or group.

Kenya and South African being the main competitors have proven that this form of e-marketing on social media has worked for them. It is evident with these two neighboring countries proving to have less resources compared to Tanzania in the tourism sector yet doing better than Tanzania in revenue generation.

Therefore, it is important for marketers to understand what e-marketing tools best works for the target market, regardless of current trends. Culture plays a great role in what the target market finds relatable because these are theories that have been embedded in their minds from an early stage of their lives. Being able to tap into this area of a consumers' mind would create a relationship that would lead to a loyal customer to the product.

### **1.3: Importance of the Research:**

Africa as a continent is known for tourism, thus making it a very competitive market. Since the tourism products are intangible, the consumer makes the purchase before acquiring the products, giving great room for e-marketing to play a great role of assurance to the customers. Due to the many available options for a consumer to pick from, the marketers have a difficult time to prove that their products stand out compared to the rest.

Results of this study will help show the importance of using the right e-marketing tools in order to get the right performance. This will help all the different shareholders in the market understand the importance of the right e-marketing tool for the right target market. Tourism being a sector that is highly controlled by the government, this study will help the government understand more roles that the private sector expects them to play in order for the two to have a common ground. I therefore have both government representatives as well as public representatives as participants in the study.

The findings will also help the marketers make better decision in choosing the relevant marketing tools with regards to the season and the target market. The consumer perceptions will also be explored this will information will help the marketers understand the consumer requirements without the customers being under pressure. While having the perception of both the government and the private sector.

Furthermore, the entire study as well as the findings can be used for academic purpose by other researchers as a stepping stone to more advanced research with regard to the respective topic. This study can be applied at the case study level as well from a worldwide view.

### **1.4: Objective of the study:**

The main question in this exploratory research is how Tanzania as a tourism destination in this very competitive sector would, use e-marketing tools to capture a great market share while connecting with the consumers to understand their wants and needs. Having such knowledge will help erase the gap between over promising and under delivering. The following questions are derived from the above:

- a. To examine the awareness of wildlife tourism of the country
- b. To explore the relationship between social media promotion and tourism.
- c. To explore if the use of e-marketing can increase the awareness of tourism products.

The following research questions will be answered in the study:

- I. Do you know of wildlife tourism in Tanzania?
- II. How did you get to find out about Tourism in Tanzania?
- III. What media do you use to get your information on Tourism?
- IV. Does E-marketing ease the process for you?

### **1.5:Research Structure:**

The entire chapter comprises of five main chapters: the introduction, literature review, research methodology and data analysis and lastly the conclusion with recommendations. The introduction chapter aims to give an explanation and create a guide of the entire study. The research topic, objectives and the importance of the study are located in this part of the research. Literature review is the following chapter, where critical review of related literature on the key issues are looked into. In this chapter the relation between the key issues such as e-marketing and tourism will be reflected upon with the use of academic material to make it more relatable at an academic level.

The third chapter explains the research methodology and design, an in-depth explanation to the way primary data will be approached and collected.

Data analysis and interpretation will be done in this chapter and lastly will have the conclusion.

## **Chapter 2: Literature Review**

### **2.1: Introduction**

This part of the thesis builds on the importance of having the right marketing tool for the right market segment. Furthermore, the project will explain why it is even more important to pick the correct e-marketing tool for the right performance. The case study being, using e-marketing in expanding revenue of wildlife tourism in Tanzania.

Presently the wildlife tourism is being promoted through a television station, this was created by the Tanzania Tourist Board, alongside several other bodies such as the Tanzania Broadcast Channel in efforts to promote wildlife tourism in the country to several markets available to generate more revenue. (Ramalingam 2018).

The researcher will focus on what e-marketing is and how important it is in promoting wildlife tourism in general considering nearby African countries and specifically to Tanzania. This part will also look into the how the marketing environment influences the type of marketing tool to select in order to achieve maximum potential of the market. These major issues will be backed up by several literatures that the researcher review as part of the secondary data and also to get an understanding from a worldwide perception.

### **2.2: Using E-Marketing in Wildlife Tourism:**

This chapter focuses on the nature of Tourism in Tanzania and Africa in general and how it has been advertised to the rest of the world throughout the years.

#### *Defining e-marketing.*

E-marketing is a category of digital marketing using media accessible tools through the internet. Therefore, this involves the applications of all the necessary marketing techniques with the aid of the internet. E-marketing is one significant way to reach a great deal of clients quickly and not have the message disrupted. E-marketing is a great tool to apply in the service industry since there is no product for the customers to sample. Therefore, the message of the service should be consistent and spread to a large population. It is also important to select the right tool in e-marketing since it reflects on the performance, and that is the focus on this particular study.

E-marketing applied in a business has been proven to increase, business success rate as it significantly impacts business growth (Sarita, 2018). Therefore, businesses need to market

their services in the digital world as it increases their chances for success by developing an online presence by marketing online.

E-marketing is a very useful tool in the business environment today. However, most businesses do not get the full potential of using e-marketing. This is mainly because of several common mistakes made, as Reba argues (2002). Reba speaks of the many pitfalls that a business goes through while using the internet to reach out to its potential.

Some of the Pitfalls include lack of focus, lack of diversity, not tracking results and checking analytics, not having a strategy. Joseph (2019) speaks on difficulties such as having computer expertise which is also a problem in Tanzania because not a great number of people are good with computers another pitfall he highlighted is the importance of creating a relation with customers especially when venturing into international markets. Since what is regarded as use friendly in one nation can be a problem in another lastly the issue of privacy and security concerns. The GDPR policy is still not implemented in Tanzania making it harder to convince markets that abide by the policy. These mistakes limit the potential businesses when they bring their services online, resulting to most businesses online to collapse or to have less revenue mostly in the tourism industry.

### **2.3:E-marketing and its adaptation in the Tourism industry.**

Evidently, e-marketing is a high potential aspect of every marketing strategy that successful companies implement to maximize their outreach and produce favourable results. Research shows that there are about four billion internet users around the world and an inexhaustible supply of information available right at our fingertips on smartphones, tablets, and computers. There is not a single part of the travel and tourism industry that hasn't benefited from the extensive use of the internet, and smart marketers in the sector are using the available technology to help translate passion into practice. It is evident that for Tanzania to stay relevant to the market and keeping up with the current trends e-marketing ought to apply as a marketing structure.

E-marketing is the most recent form of marketing to be adopted. It has come about especially in the tourism industry as a result of Responsible Tourism Management. Before this, a great amount of paper was used to produce leaflets and only reached a certain number of people worldwide and yet proving ineffective. On the other hand, the use of websites and social

media has reduced the use of paper and managed to reach an even larger market segment. (George and Frey 2010).

Tourism, due to its nature, isn't as easy to market from the fact that it is a service. Therefore, the use of social media has helped to make it more tangible allowing consumers to share their experience and thus making the search for new customers less hectic. It is referred to by Chong et. (2011) as the electronic word of mouth, it also helps in creating a relation with the customers. The perception of easy use and reliance tends to increase when the information is available on social media.

### **2.3: Wildlife Tourism in Tanzania:**

It is rather important for Tanzania to full maximize the tourism industry because, according to the World Bank, Wildlife-tourism is the engine of growth in Tanzania as it represents 13% of the national Gross Domestic Product.

Tanzania is an excellent safari destination and one of the most iconic places in the world with over 19 national parks, including the world-renowned Serengeti National Park, the Kilimanjaro National Park - the highest point in Africa, and the Ngorongoro Conservation Area. Furthermore, the country hosts 25 game reserves, three marine parks, 15 marine reserves, and many forest reserves.

Tanzania also has the potential of growing other forms of tourism such as cultural and urban tourism as it has proven to be one of the fastest growing countries in East Africa after Kenya.

### **2.4:Promotion of Tourism in Tanzania**

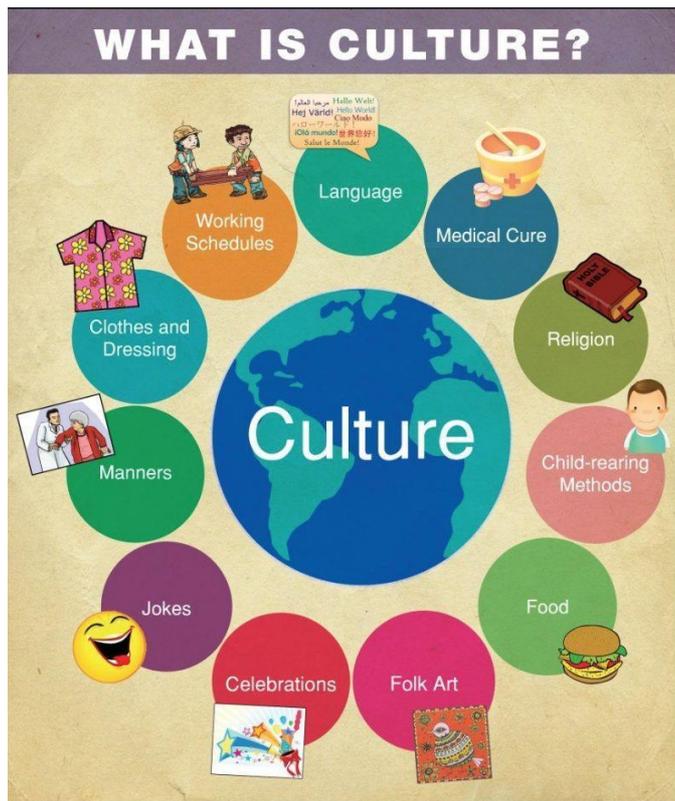
The Tanzania tourism sector is currently being promoted through a television advertisement campaign. In addition, promoters of the tourism sector in Tanzania have actively been networking and distributing brochures at exhibitions throughout the US, Great Britain, Italy, Germany, India, Korea, Japan and Russia. Most of these countries have strong ties with Tanzania from past relations before the Tanzania achieved its independence is 1961. Some of the famous exhibitions include the Swahili International Tourism Expo (SITE).

Currently, the television stations running advertisements which promote some of the tourist attractions in Tanzania include: CNN America, CNN International and ABC News as well as the local channel, Tanzania Safari Channel. There is also a growing use of influences and celebrities that are known by the domestic market more than the international market. This hinders the promotion as well as creates a social barrier between the international market and the tourism sector.

It is evident that culture plays a big role in purchase decision-making. Looking at the domestic market that the promotion is made easier to access their purchasing habit isn't as frequent as that of the international market.

Using the smallest level of a family unit to explain the purchasing pattern further, in Tanzania. The author will use the diagram below to further explain the theory of culture and marketing which results to purchasing.

Fig1: Cultural Illustration:



Source: Global Marketing, Second Edition, Gillespie/Jeannet/Hennessey. Second Edition, 2007.

Of the various elements, the author will put into practice two, explaining the importance of using the right marketing tool and how that isn't done in the case of Tanzania:

- Firstly, the working schedule like most countries is on a 9am to 5pm routine. Most of members of the family work these hours and they have the last say when it comes to purchasing the likes of items and holidays. The channel broadcasting the national parks and all attractions of the country during times when the working class and the ones with

then income to make purchase aren't watching. Therefore, after a long day of work one comes home only to watch the important news and rest ready for the next day.

- Secondly, is the celebration culture. Most families that can afford holidays are the ones likely to make this purchase during the celebrations period. It is unlikely that a family or individual to take time out of their own calendar and decide to go to the parks. This is more facilitated by the offers that are made possible during this time of the year because normally the prices are slightly higher for an average Tanzanian to visit the park without prior arrangement.

The government is also seen using different influencers, as well as celebrities known in the country to promote the tourism activities in the country. Comedians, musicians as well as influencers are all seen to be given a platform by the government to represent the natural resources of the country, this has seen to have an impact with the domestic market. However not much of the international market is aware of these icons of the case study country. Steve Nyerere whom is a famous comedian in the country doesn't have a major international presence, is an example of a celebrity used on Instagram to promote tourism activities. ("Steve Nyerere (@stevenyerere2) • Instagram Photos and Videos."

When conducting my research there wasn't much literature on this particular person. (hashtag 2018). Some celebrities such as footballer Mbwana Samatta have been declared tourism ambassadors of the country all in the effort of promoting tourism in the country. (Namkwahe 2019)

Conclusively, all the above was made evident by the author from observation since the author was born and raised in Tanzania and therefore became accustomed to the culture and rituals of the country.

From this part of the research, we can establish how important it is to get the right tool in the E-marketing as well as picking the right market in order to get the right or an equal performance. It is also evident that carrying out a deep research into the market can help pick the right strategy that will aid in generating a fair revenue, which is the goal for every business. Several of the other authors agree to the how important it is to know the market to apply a relevant strategy as seen in the above part of the research.

## **2.5: Tourism in Africa**

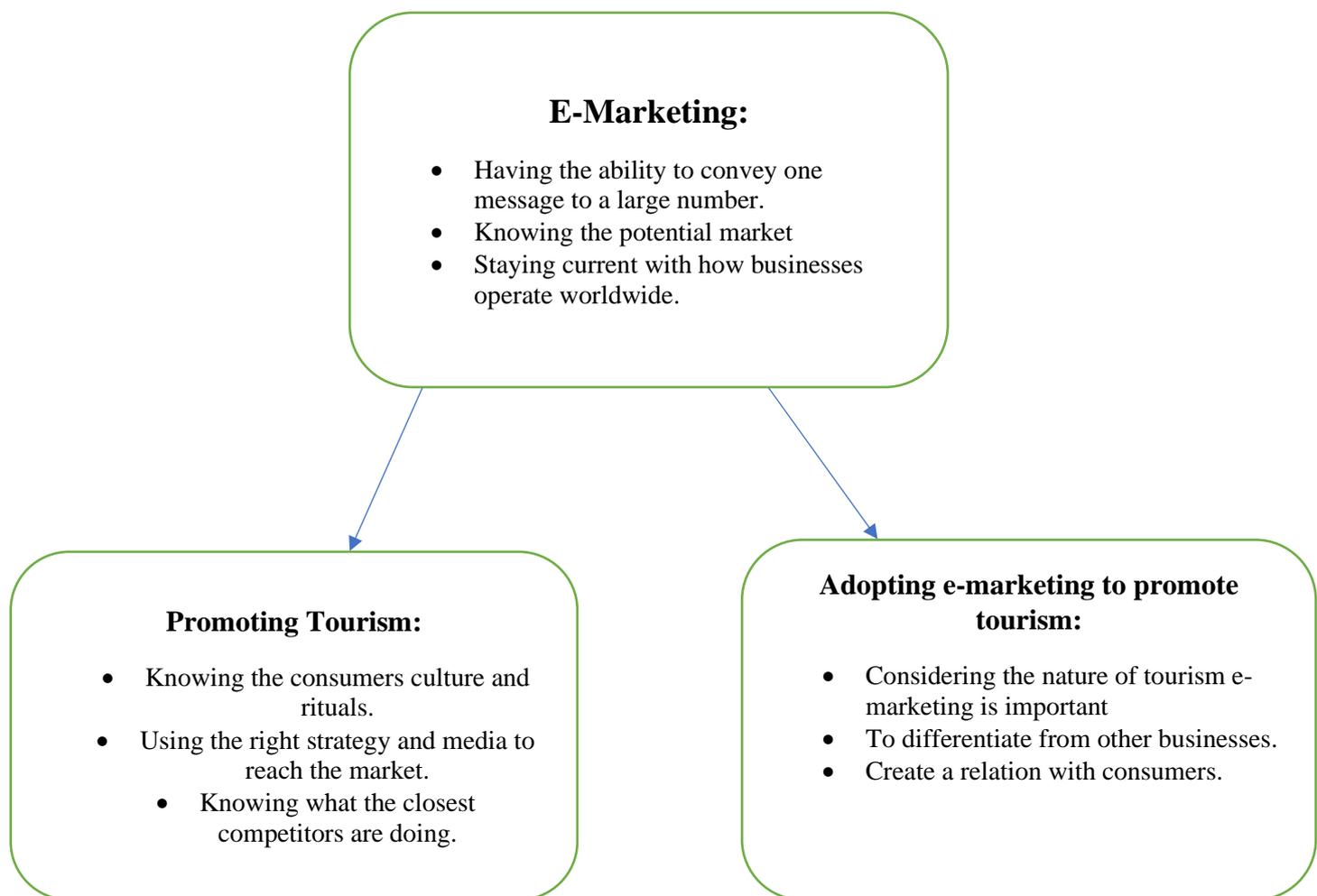
This part of the chapter focuses on the different ways that tourism has been promoted in Africa, both domestically and internationally. This will help identify the ways that have proven successful in other neighbouring countries in the same industry. As stated in the introduction, most African countries that practice tourism as a revenue-generating industry highly depend on it for their countries' economic well-being.

Rogerson and Kiambo (2007) explain how South Africa managed to open its doors to an increase in local and international tourists in several parts of the country. They explained how a special body was formed to vigorously research on the desired market. It is important to have a clear understanding of the market intended to enter before doing so. It is also explained how different strategies were put in place for particular times to engage with the market, respectively. It is also evident that most tourism sales are promoted in packages looking at the case study, Tanzania is promoting wildlife only on its promotion television network. Such a strategy tends to hinder international tourists since they now have to look for various ways to sort their accommodation and meal plans. This makes it evident that the promotion is mainly domestic since the domestic market won't have to worry about accommodation and the like. This part of the chapter also proves that it will be hard for Tanzania to stand out in the very competitive business world if the right e-marketing tool is not used in the market that a detailed research was done on.

## **2.6: Conceptual Frame work:**

This chapter stands to explain how all the key issues in the study can be brought together and also proving that it is important for the business to have a clear strategy when choosing the right e-marketing tool in promoting tourism.

Fig 2. Conceptual Framework



The conceptual frame work illustrates that, e-marketing is a useful marketing tool when picking the customers that a business has chosen to serve, it also shows that once there is a clear establishment of the strategy and promotion tool then the response from the clients is seen at a positive. Positive response from a customer is the goal for most businesses because it helps generate business at the given moment as well as at a repeating time. Therefore, making it very important for a business to deeply research the market before selecting a preferable marketing tool. In the case of this study, it is evident that there is a gap between using the right e-marketing tool and getting the right performance from it.

It is evident that the available literature helps understand the relation between tourism and e-marketing, however there proves to be a gap between available literature on e-marketing and wildlife tourism as an individual element of tourism.

### **3.0 Research Methodology and Design:**

#### **3.1: Introduction to research methodology:**

This chapter will look into the most relatable method to explain the theories in the project and the research design which will be used to present the data and further explain it to other researches. It is important to get the right method that will best explain the hypothesis or assumptions that I want to prove.

In summary, the first part of this chapter will describe the general approach that is qualitative analysis where the researcher will get an in-depth understanding of the participants perception by using interviews. The following part will be a presentation of the methods of data collection, the researcher has conducted eight interviews with different shareholders in the tourism industry ranging from service providers to service consumers and government bodies. Later in the chapter the I will explain on the methods of data analysis used, in particular on thematic and coding analysis.

#### **3.2: Overview on research paradigm and Approach on Qualitative analysis;**

This chapter the will elaborate and justify the type of paradigm and approach that will be used in this research to help create a guide for the study as the next chapters follow. The key assumption that using the right E-marketing tools in promoting Tourism in Tanzania is essential will be adopted and explained in detail in this part of the project.

Several elements of the research have to be considered while picking the right method to collect, analysis and final present data, since different methods lead to different results while considering factors such as time, availability of resources and environment of where the research is taking place.

In this project I opted to use qualitative method, because as per Creswell and Poth (2016) it gives the I the use of language of speech which is important in qualitative. This is mainly because this method deals with participants feelings and getting to know what the participants views are on the study.

This is one of the three philosophies of research; this part mainly deals with the knowledge. As seen in the earlier part of the research, the researcher knows about the tourism industry as well as the culture of the country. However, it is important that there be a scientific proof that will help separate the hypothesis from reality. In the project, thoughts

were scrutinized from interviews to know if the right E-marketing tool was picked for the right audience or target market.

Zapata-Barrero and Yalaz (2018) reflect on the importance of reality, this is important because it helps separate between any biasness the researcher might have and reality. Researchers might choose a hypothesis that is in favor of what they know and not what is really happening in the respective industry.

Therefore, the exploratory and interpretivism is the best fit approach for this study since it helps the researcher obtain the perception on different participants with different backgrounds ranging from tour operators to everyday consumers. This is highly important for the marketing world to know the current situation of the market as well as being able to predict what the future would seem.

### **Interpretivism Approach:**

This approach involves researchers to interpret parts of the study, it combines the human-interest aspect into the project. It is derived from the positivism of a researcher in social sciences. More likely to be applied in qualitative than quantitative researches, this approach gives room for differences in opinions from participants.

In this part of the project I will further clarify, why the above approach was the best of choice. As stated humans can only relate to certain hypothesis and perceptions in life via social sciences. The likes of language, events and the like. Therefore, making this approach the best option because of the nature of the tourism industry. It is intangible and therefore making it relatable to others only via social sciences.

Research paradigm can be explained as a framework or guide through which a researcher brings together different elements of a research such as hypothesis, data collection, data analysis and answering of the main question in a study

Participants views, and opinions are captured by the researcher via the qualitative method, since it answers questions that are more towards what they feel rather than what the numbers show. Of the four different research paradigms interpretive is more suitable for this I in this project (Tracy 2013).

This paradigm deals with elaborating the events, key questions of the study with prior knowledge that the participants or researcher might have from being in the industry or seeing it from the outside as well. In most researches, the researcher tends to become the middle person between knowledge and reality, giving room for science to take place and provide proof for the study. This is where social sciences can be seen to be put into play for the researcher to get the best out of the participants. Hay (2011)

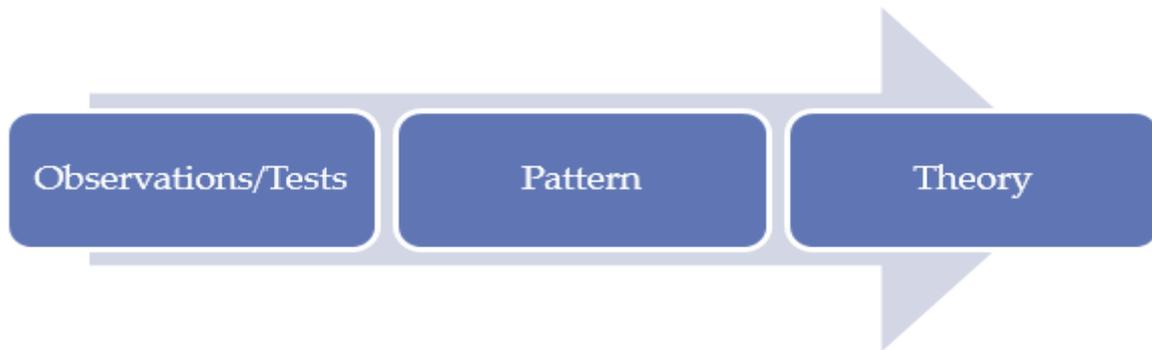
However, this paradigm is at times considered bias because of the existence of prior experience or knowledge of the study making it extra hard and more time consuming when the researcher is analysing the collected data. Creswell (2009). Researchers under the positivist paradigm follow the assumption that there is truth to their research problem and it can be scientifically proved and used in the respectful industry. Therefore, this project was examined under the interpretive paradigm, participants in the tourism industry were interviewed for the research to attain the reality on the importance of using the right e-marketing tools in order to promote tourism in Tanzania.

This paradigm helps the researcher, to interpret and understand the importance using the right e-marketing tools in promoting tourism in Tanzania. It is easier for the researcher to understand the participants' relation and thoughts on the study due to prior knowledge on the tourism industry as well as the right strategy to promote it to the right market. This paradigm that the researcher chose for the particular study makes it easy to achieve the scientific knowledge of the study with the use of the participants views on the subject, which will further increase the researcher's knowledge on the importance of choosing the relevant e-marketing tool in promotion of tourism in Tanzania.

### **Inductivism:**

Researchers have the option of two major research approaches either inductive or deductive. Deductive is the type of approach where a theory is generated from a general knowledge known too many to fit a particular study with respect to an author. while inductive is generating knowledge from a specific theory to one that can apply general. Trochin (2006). In this study, I opted to use inductive approach where the theory will be built up from the case study of marketing tourism and can later be made applicable to other forms of businesses worldwide.

Fig.3: Inductivism



Source: Creswell (2009)

The figure above explains how I applied inductive approach. This approach is a best fit for this study because the I am is using qualitative method where data will be collected from interviews and questionnaires, thereafter analysed then a pattern will be created as a result of the data and finally a theory will be created form all the data collected from various participants.

### **3.3: Research Design, Exploratory method:**

Exploratory method is the form of data analysis where the data that is collected can be used to either confirm or reject the hypothesis. MacInnes (2020). I opt to use exploratory method; this method is the best option since I will able to get detailed data from participants and apply literature gathered to help analysis the importance of using the right e-marketing tool to promote tourism which will help me arrive to a conclusion on this particular study.

Exploratory research design is the best fit for this study because it answers the research question with a high impact from the participants. The fact that this method is used to answer hypothesis that are new or unfamiliar to the participants in the case of this study the E-marketing being a successful tool in marketing tourism. With the application of qualitative research that I will apply further on, explanation of e-marketing and its application in detailed that is unfamiliar to most. Qualitative method is a key play is getting the data and reaching to a conclusion because it deals with the participants feeling and perception on the study.

Engagement with participants is one of the major factors in this study for the researcher to get useful data and this method caters for this to happen. Following all ethical conducts which will further be explained the participants engagement was at freewill to provide the information on the application of national television channel as a marketing tool for tourism in the country. The author also chose this method because the findings and conclusions can also be used as a worldwide application or phenomenon since e-marketing is applicable worldwide and tourism interconnects different industries as well as different countries.

### **Case Study approach:**

Case study will be used to further explain the research since it is one of the easiest form of data collection that can be explained at a worldwide view also the connection to day to day social context is more evidently in this approach. Several shareholders were interviewed on the impact of e-marketing tools for tourism promotion, it is also applicable in the qualitative research study.

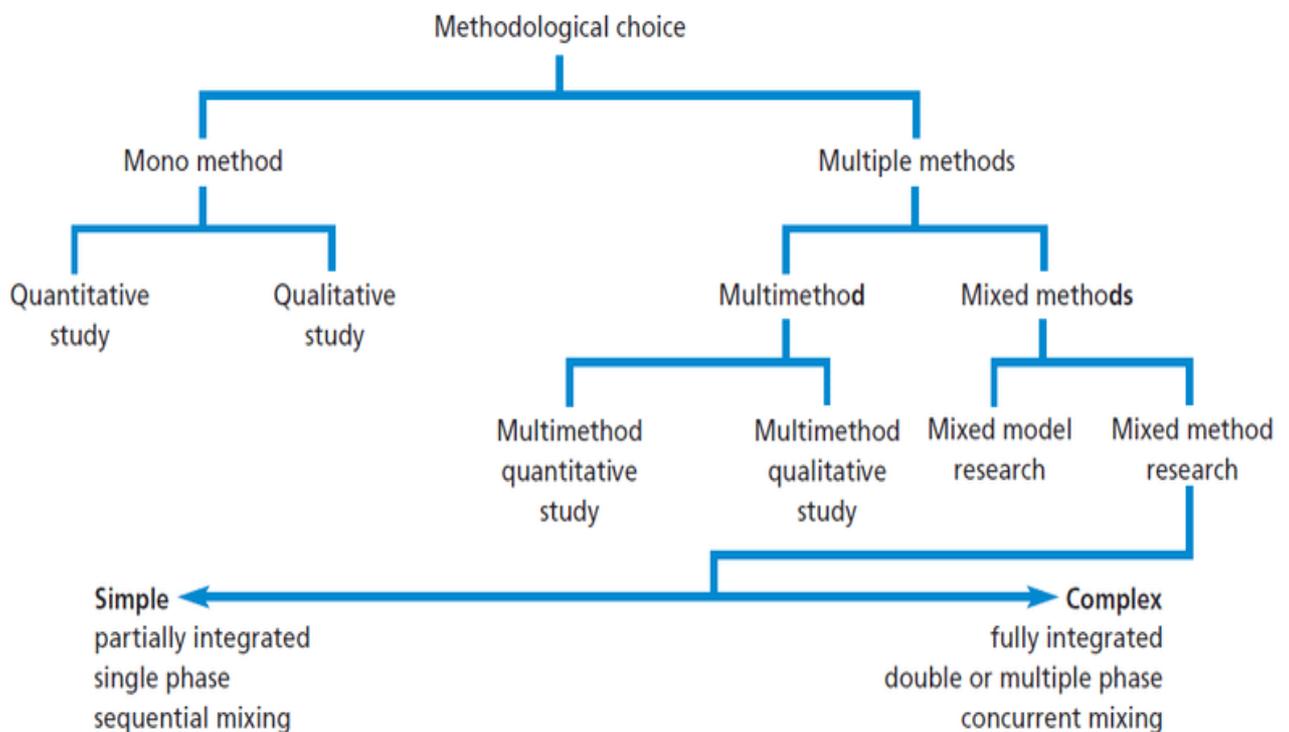
Using case study and interviews the researcher and participants will be able to apply knowledge and reality in order to reach a scientific conclusion for the key issues. The researcher explored the impact of using the right e-marketing tools to promote tourism and also giving room to explore that the use of other e-marketing tool such as social media could be more relatable than television channel. Resulting to case study research strategy being a best fit for this study.

Case study research method was chosen because it has the element of social science that has proven to be relatable. The researcher and participants will be able to relate to different issues and how the issues can be applicable to different parts. This approach gives room for the different participants whom are shareholders in the tourism industry to give their perception and understanding with the aid of the case study that will be used.

### 3.4: Research Method:

The researcher had the option of mono-method and multiple method as per Saunders, Lewis, and Thornhill (2016). The mono-method is the best fit for this study because the nature of both key elements that is e-marketing and tourism both have a strong connection to this method. In simple terms it is the option of mixed method or single method, as the names state mixed method is whereby several methods are used to get data on the study while single only one method will be used to derive to the final useful data. Interviews is the method that I chose to apply in this study.

Fig 4: Research Method



Source: Saunders et (2016)

### Mono-method:

With the current situation of the pandemic and most communities being under lockdown, interviews have proven to be best fit for the study. Interviews being the only method used in

this study, detailed interviews were carried out to attain all the knowledge and perception that the participants have. As it is known tourism is an intangible product, therefore the ability of the researcher to engage with the participants and get the knowledge from them is really important. That further explains why interviews are also the best fit for the study. Getting the shareholders feel and perception of the hypothesis becomes easier than if other methods were to be used.

The worldwide known methods of data collection are secondary and primary data. Secondary data is the data that the researcher has derived from existing data and has adopted it to fit this study, while primary data is raw data that the research has collected from the interviews. There three types of interviews include structured, semi-structure and unstructured. The interview types the research picked for this study is semi-structured being most of the questions to the participants will be direct to the study.

The selection fits the study because most participants have a great prior understanding of the industry, therefore making it easier to understand the main issue on the importance of choosing the right e-marketing tools for promotion of tourism and also giving more understanding of the matter than what is known by the researcher. The interviews were carried out via Zoom in a one to one approach, this approach was used to give participants the privacy they need as well as getting an insight on their views and perceptions while avoiding other distractions.

### **Justification for Semi-structured interviews:**

The semi-structured interview is the type of interview where the researcher will have clearly detailed questions for the participants that will be prepared prior their meeting, there will also be room for follow-up questions whilst the interviewer guides the interviewee towards the key issues. This method was picked to help the participants reach and deliver exactly what is expected without diverging from the main issues with help of the open and closed ended questions in the questionnaire that the researcher prepared prior. (Trochim 2006)

Before the interview, the researcher exhausted all the materials needed to carry out the process, bearing the thought that during this pandemic period participants spend more time in front of their screens daily. Therefore, making the interview semi structured helps the interview get all the necessary details with regards to the key issues as well as getting extra

understanding of the main hypothesis without losing sight of the main study. This method has also proven to work better given the current situation of the pandemic where the participants will also have a say on their perception on the whole study. The interview was conducted via Zoom thereafter the data was careful analysed and only the useful data was interpreted into the word document. Semi-structure interview helps to management time at the same time getting all the needed data as well as the participants perception all at the same time.

### **3.5: Description of field work:**

This chapter explains on the way the primary research was conducted for this particular research. Primary data was collected from interviews, all the eight participants were interviewed via Zoom (Virtual media), mainly due to the pandemic and the restrictions that it came with. The initial plan was for the researcher to be in Tanzania to participate in observation as well as conduct interviews with participants on site visits. However due to the pandemic it was important that the research derive another plan to get the data in order to proceed with the study. The researcher followed a step to step procedure leading to finally conducting the interview. One of the major steps the researcher took is creating pilot interviews which was tried among family and friends before getting the right questions for the participants to help avoid getting unnecessary data and lose the participants interest in the study. (Kim 2011). It is very important to carry out pilot interviews in qualitative method because it helps save time and resources while helping the research acquire the exact data that they need for a successful study. Semi-structured interviews were conducted, this involved both open and closed ended questions. I had to rail in the participants every time there was a drift from the main questions to make sure I gathered the necessary information only. Participants were sent introductory letters with information on the particulars of the interview in some cases, participants asked for the questions prior to the interview and were provided with them. The interview session lasted for an average of 30 minutes with each participant, some interviews had technical issues due to the internet service not being as stable in Tanzania.

Sampson (2004) also adds on the fact that the research validity and can be easily determined as well as the refining of questionnaires in the data collection process. Below is an outline of the procedure the researcher followed:

- Research on websites in relation to the tourism sector in Tanzania was held, this was in order to get the contact information of participants that would be useful for the research. Word of mouth was also used with contacts that I already had previously.
- An email to request the interview was composed, attached with a summary of the main aim of the dissertation.
- Several attractions and destinations were contacted via phone and email to acquire participants.
- Some candidates requested for the interview questions before agreeing to participate and emails with were sent out.
- Pilot interviews were conducted. Amendments were done where necessary.
- The interview was carried out, with the participants that agreed to participant.

All contact during the whole process was via emails, phone calls and social media to all the participants.

This part of the study is evident that the researcher controls the interview, guiding the participants through the open and close ended questions and getting all the useful data in the given period. The interviewer (Author) guided the participants to stay on the topic throughout the interview to avoid getting unnecessary data for the study while giving room for follow up questions in order to get all the needed information.

Interview Sample:

Name:                      Nationality:

- 1) What is your role in the tourism industry? Is there anything you have done for the tourism industry?
- 2) What is your perception on the contribution of tourism in Tanzania?
- 3) Is there any benefit that get from the tourism industry in Tanzania? What are the benefits that you do acquire?
- 4) Should tourism be promoted? Any suggestions on how it should be promoted?
- 5) Have you ever planned a holiday in Tanzania?
- 6) What media did you use to get the information?
- 7) Was it easy for you to get the information you're searching for?
- 8) Was the media that provided the information satisfactory enough for you? Would you opt for a different media if given the chance?
- 9) How was your experience on getting the information on tourism? Any suggestions on how it could be made better?
- 10) In your opinion did the media feel reliable especially during this time of the pandemic? Any suggestions how it would have felt more reliable to you as a potential customer?
- 11) Does the tourism promotion of Tanzania stand out compared to other African Countries? Why does it/ why does it not?
- 12) What do you think is important for me to understand in relation to the way tourism is being packaged and marketed currently?
- 13) You have a great number of expertise in this sector, do you see things evolved?

### **3.6: Sampling:**

This is a method of gathering information where researchers use a portion of the total population to acquire the needed data. Sampling can be applied from two main categories: probability and non-probability. Probability sampling is whereby all elements of the total population have an equal chance of selection for the process. It can be grouped into several small groups of techniques such as simple random sampling, cluster sampling and systematic sampling.

On the other hand, non-probability is the process of sampling is a technique that leaves nothing to chance. Most of the elements are selected in relation to the research, thus it being used more in qualitative research. Examples of other non-probability techniques include; quota sampling, convenience sampling and snowball sampling.

In this study, the researcher adopted the non-probability technique because the participants were selected purposely to serve the study. The participants have knowledge on the key issues of the study including the tourism industry in Tanzania as well as the marketing strategies applied in the country. Therefore, acquiring such knowledge from the participants wasn't left to chance rather the research selected the participants to have a productive interview. The roles the participants play in the industry is one of the major criteria that was taken into consideration when choosing participants with the aid of this knowledge, the researcher selected a total of eight participants (8) who play different roles in the tourism industry also considering their availability, and background.

The participants in the study include:

- Tour operators, two will be interviewed.
- Sales and marketing managers
- Consumers of the industry.
- Representatives of the Tanzania government under the tourism sector two will be interviewed.

### **3.7: Approach of Data Analysis**

There are two main approaches under data analysis namely thematic and coding analysis. Thematic analysis is where by the researcher identifies a theme or pattern within the data that was collected with respect to the study. It is mostly used to analysis interview data where the researcher will identify similar patterns in the data provided. While coding is where by the researcher labels and organizes all the data according to the study. (Gibbs 2007) In this study the researcher applied the thematic approach. All the data that was acquired from the participants during the interview was then formatted into this word document. All details of the process were considered such as the language of the interviewee, the manuscript was read to the participants by the researcher so as assist in comprehending and creating a flow in the answering of the key issues of the research. This gave room for addressing the perceptions of the participants and collecting themes. These themes or patterns are words and short phrases that symbolically assigns importance of particular data and understanding of the study. The patterns helped in grouping the collected data into various groups with regards to their similar character. Codes were also identified in the interview process and several categories were generated from the identified codes. The categories included relational codes resulting from using the research objectives and question. Themes were another code that was identified, mostly relating to the literature review part.

The interviews were then transcribed into a Microsoft word document, applying the line by line coding. A total of 35 codes were generated from the interviews conducted, these codes were later grouped into themes. The criteria for choosing the particular codes varied. The criteria included:

- Some appeared relevant to the study
- Related to some of the concepts that I presented in the literature review chapter
- New themes emerged during the interviews that I hadn't foreseen
- The code/theme was often repeated by several of the participants
- Participants mentioned that it was of importance

The analysis of data, presentation and discussion of the findings from the 8 in-depth interviews will be presented in the next chapter. The data was collected from different shareholders in the sector ranging from tourism operators to government representatives. In depth interviews were conducted as part of the qualitative method of data collection.

### **3.8: Ethical Factors:**

This is a very important part for the research, since if the ethical procedures aren't done the right way the outcome of the entire project can be affected and make the project invalid. It is important that participants are selected in an ethical manner, data is collected and analysed in the same way as well. All ethical documentation is attached in the research.

### **Research Ethics Issues**

Following the Griffith College Dublin, ethical conduct the researcher took all the necessary steps to assure that the entire process was done correctly from selecting the right method of research to collecting data. While collecting data the researcher guaranteed the participants anonymity and confidentiality due to the fact that some hold very high position in their organization and also the tourism industry being a major revenue generating industry and therefore very close monitored by the government. Adhering to the ethical values helped the researcher to get information that was useful and made the participants feel comfortable to participant being aware that they can opt to discontinue the interview at any point that they weren't comfortable.

The researcher took all the necessary steps to make sure all ethical values were considered. Such letting the participants know from the start that it was a masters research that was being conducted under Griffith College Dublin. The participants chosen where all of consenting age of 18 and above and they were also given a choice between video and audio with regards to their comfort. All the participants opted for audio since it was more comfortable for them. Following all the above made the interviewees comfortable resulting to great repo and the researcher getting all the needed data to conduct this study.

Conclusively, the methods that were opted to be used in collecting of data for this study have proven useful in gathering all the necessary information for this study. The data that is

presented in the next chapter best explains the exploratory approach. The process was used to derive to the interview questions and also helped in the frequent testing, to achieve a high-quality standard of information from that participants.

## **4.0: FINDINGS PRESENTATION AND DISCUSSION:**

### **4.1: Overview:**

In this chapter all the findings from the in-depth interviews will be discussed and presented here.

The participants were given to chance to stay anonymous or the organisation they worked for to remain anonymous. All the eight interviews took place via Zoom due to all of them being in Tanzania as well as abiding by the COVID-19 restrictions. Sample of the interviews and the consent forms are all in the appendix part of the study.

Below are the true names of the participants and their role in the tourism sector of Tanzania, and their educational and professional background. In the brackets next to their names I have how the participants will be referred to further on in the study.

**Table1: Participants their background and their roles in the sector:**

Participant	Background	Current role in tourism sector
Asteria Malinzi (P1)	Arts and performance manager	Tour operator
Sabra Ali (P2)	Worked in tourism industry, with her family for over 4years before acquiring current position	Operational Manager
Allan Baino	Has a Masters certificate in Wildlife Tourism from College of African Wildlife Management.	Conservationist
Jackline Ndossi	Has a Diploma in Wildlife tourism from College of	Consumer

	African Wildlife Management. That contributes to her current interest in tourism travels	
Andrew Mwaimu (P5)	Holds a degree in Marketing and Sales. Has been in the industry for several years	Sales and Marketing Manager
Kokul Melubo (P6)	Tourism Lecturer at College of African wildlife Management for over 10years  Recognised as a government official.  Spent most of his expertise life in the tourism field	Government Official
Richard Kisasembe (P7)	Government Official  Works as a tourism Marketing lecturer at the College of Wildlife Management	Government Officials
Yasser Manu (P8)	Has been in the tourism and travel business for over 10 years.  Works with researcher on the social and economic impacts of tourism on the country  Social media advocate of tourism products of Tanzania	Consumer/ influencer

After the interviews were transcribed on a line by line code, the codes generated resulted into themes. The criteria for choosing the particular codes varied. The criteria included:

- Some appeared relevant to the study
- Related to some of the concepts that I presented in the literature review chapter
- New themes emerged during the interviews that I hadn't foreseen
- The code/theme was often repeated by several of the participants
- Participants mentioned that it was of importance

A compilation of the codes was then done, resulting into four main themes, the four main themes were:

- ❖ The contribution and perception of tourism in Tanzania: all the different perceptions and several contributions experienced by the participants are brought together in this theme. Proving that there is a positive perception and great amount of knowledge in relation to the contribution and perception of tourism in Tanzania
- ❖ Current marketing situation: this is a theme that resulted from knowing what the service providers are currently offering as well as what the customers are getting. It is evident that marketing is going on in the current, although both experts and customers aren't fully satisfied with the extent at which marketing is done. A few reasons why marketing isn't at its full potential are also mentioned by the participants.
- ❖ Suggestions on how to improve marketing: the participants several years in practice and expertise level gave them the knowledge on what will best work in order to market the tourism products. As much as there was agreement to the use of e-marketing some experts also disagreed to any new proposals for marketing.
- ❖ Evidence of the evolution of the sector: The participants provided evidence on how the sector has evolved looking back as even far as 10 years. It is evident that there is a positive growth in the sector and is worth investing more in it because there is more to earn from it.

## **4.2: The current contribution and perception of tourism in Tanzania.**

This theme is developed from the question, what the participants perception is on tourism as well as if they have encountered any benefits from the presence of this sector in the country. With the role and knowledge that the individuals play in the sector it helps the researcher get more accurate data.

The participants P6, who is a government official who worked for 10 years in the sector, argued that “Tourism is a major economic contributor, it is evident that after the agriculture sector the second largest contributing sector is tourism, contributing almost 40% of the Gross Domestic Product (GDP) of the country” (interview P6, 06/08/2020)

The insight he has as a government senior member gives him access to have such data about the country’s economic contributors. This is important to my study because it validates the actual importance of the entire sector to the country, and also knowing that the government as acknowledges the role of the sector adds more value to my study.

One of the participants (P8) whose 10 years’ experience in the tourism industry has over both domestic and international replied to the question of perception of tourism by the domestic market arguing that it is perceived as “Luxurious activities for those with high income” (interview P8 8/08<sup>th</sup> of August 2020.). This comes by as a very new perception to me as a researcher that tourism is viewed perceived as a luxurious activity because it is evident in my literature review that the local channel is advertising the tourism products targeting the everyday client. This participant was however 08/08/2020 the only one that shared this perception in my study.

In my study, I included two consumers one whom is an influencer as well as a consumer. Adding these two participants was important for me in my research due to two main reasons: consumers have a role as shareholders and therefore can impact the way tourism products are marketed also having the perception of both the supplier and consumer was important for me in my study. According to consumer and social media influencer (P8), For several years’ tourism was known to be an activity done by the wealth people since it has always been expensive as well as time consuming. The locals never had the interest in the products due to the high purchasing price as well as having the mindset that the natural resources will always be there so no rush into visiting the attractions. P8 added on that “The main factor contributing to this perception is, tourism was marketed more for international market, even the marketing

campaigns and adverts had internationals or foreigners' images as the main consumers of the service.” This perception from the participant can be not far-fetched because during my research I came by material mostly adverts under the resident offers or local adverts but were still in United States Dollars (USD) a currency that isn't the main one in the country's trade sector. Most of the tourism products in the country are in the USD rates in a country where the main currency is Tanzanian Shillings.

However, several benefits were mentioned by all of my participants as a result of tourism such as job appreciation, there has been more colleges in the country that actually train tourism experts and the jobs in the tourism sector are currently viewed as proper jobs and not supporting jobs. A rise in tourism careers in the country is also acknowledge (CAWM 2013). An increase in employment rate being a major contributor to the country's economy tourism has also proven to be the source of high paying jobs in the country (World bank 2015), there is a lot of foreign investment in the sector there is also a great number of self-employed individuals especially from communities around the attractions. Most are seen engaging in cultural tourism in the form of cultural performance of cultural production of ornaments. (Muganda 2009). and the two very positive is growth of new attractions and mushrooming of several supporting business in the country. Luvanga and Shitundu (2003) agree with tourism being one of the major contributors in alleviating poverty in the country from the jobs being created as well as business ideas that the communities come up with. Majority of the participants such as P1 whom is a tourism operator she looks after all things tourism related in the destination. Ranging from current trends to liaising with other destinations on best practise with regards to tourism products. explained that her current job is a result of the presence of tourism. She added on saying the attraction she currently works for is one of the businesses that mushroomed from the presence of tourism activities. , it is a new business that only started recently and is doing rather well at the time that was she was motivated to start due to all the tourism activities that are taking place in country giving room for more creative ideas with in the sector. Therefore, to answer the question of knowledge and contribution, it is clear that there is major positive contribution that the sector provides to the country. All eight participants stated “Kenya and South Africa as the major competitors” proving that it is a competitive business and Tanzania hasn't yet gained enough of the market share compared to the other two.

### **4.3: Current marketing situation:**

In this section, I explored if the current marketing campaigns, such as the use of the local channel as well as the “resident offer campaign” are enough for the costumers to get their information, plan their holiday and be fully satisfied. As per one of the questions in the interview asking participants if they had planned a holiday of recent and asked to share their experience. P4 acquired her marketing knowledge as a former student of African College of wildlife management in Tanzania and P8 acquired his marketing knowledge from the influencer business that he is a part of currently. With this educational background for P4 and experience for P8 both also participate in tourism activities in the country therefore making them valid candidates as consumers. Due to the background and experience, their opinion on not being as satisfied with the holiday planning and experience gained importance in my study.

Participants P2, P6,P4, P8 and P7 all agreed with how it was easy for them all to acquire information on several destinations mainly because of prior information that they had either from already visiting the place or from being in the industry long enough to know of the destination. P2 whom is in the industry and has contacts with other tour companies said “ most destinations are a call away for me” while P6 whom has been in the industry for over 10 years said, “chances of me having visited all these destinations are high if not then there is definitely someone I can contact there” P4 added on “ Being a consumer with an educational background in the sector I have heard of most of the destinations in college and therefore aren’t much of a search for me” P8 also said “Being in tourism and travel business for 10years I would surely know a few people to call before making my holiday bookings and also being an influencer I sometimes get the invitations directly from the destination with a certain discount.” P7 also agreed “ being a government official with a marketing background I have prior knowledge of most of the destinations in the country and I tend to go to the ones affiliated by the government due to there already being a recognition of who I am.” From this research it is evident that most of the marketing medias used by suppliers aren’t fully utilised by the consumers.

In relation to how well the current marketing is doing and why it isn’t doing as great, P7 claimed that “This proves that current marketing is playing a very small role in attracting customers to the attractions. The participants are a section of the population that have a tendency of visiting attraction, but all their efforts aren’t a result of the current marketing meaning there is a gap between the target market and the marketing process.” This was suggestion from P7 who has worked under the government for over 7 years in marketing department of tourism in the country, was very important in my study because in my literature

review I mentioned on how it is important to know the right strategy to apply in order to attract the market that is suitable for the business, otherwise all the marketing efforts will only attract a portion of the target market as is evident here.

When participants asked if they have ever used any media to acquire information to plan a holiday P8 replied “ Yes, google search is my go to source of information, that would then link me to the respective websites of the attraction I have in mind, however most of the websites lack information on the very important aspects and some websites don’t have the basic elements of a website.” It was suggested by participant P8 whom isn’t only a consumer but also a social media influencer based on tourism and travel with a great 5-year experience in the sector he added “with the right education and skilled personnel the status of the website would be better than the current one. Knowledge of how to make the websites better can be acquired from a class in e-marketing and this knowledge can be used in marketing to a great number of people at a very low cost., just like I did”

P5 who has worked in the industry as a sales manager for the last 3years, replied “lack of skilled individuals in the sector, like most parts of the world tourism jobs are seen as “stepping stone jobs” mostly for students whom are trying to get by. This has seen affecting the sector very much in terms of standards, the standards are seen to be very low from marketing to service provision.” When asked reasons to why the current marketing isn’t proving successful. adding on “most of the staff in most attractions aren’t qualified for the job but need the jobs to get by in their lives” As mentioned earlier most of the communities around destinations tend to engage in tourism because it’s something they have access to because of their location but also it is a sector that has proven to be easy to engage especially under culture tourism. (Anderson 2014)

Having individuals who lack marketing expertise” in the industry has led to the current marketing process proving unsatisfactory, P4 spoke of “false marketing”. She explained” there is a great culture difference between Tanzania mainland and Zanzibar however as I was booking my holiday I wasn’t made aware of this and was told it’s a sunny place that her and the family would enjoy. I experienced a culture shock when getting there and the women were covered and expected to appear modest at all times, This is experience left a bad taste for me and made I it unreliable to me as a consumers making me sceptical in making a repeat purchase at times making any purchasing at all” As a consumer, P4 shared a first-hand experience in the industry in relation to false marketing. This proves that there is great gap between attractions

and marketing done, this could be a result of the marketers not knowing the destination or simply letting the customer make the purchase since they know the customer can't return the product as suggested by P7 who a marketing expert of over 10years in the government is also.

Some positive marketing process is currently taking place, some include the likes of using agents and influencers whom are used by attractions directly. The influencers and agents are invited to use the products and asked to post their stay on their social media pages because of the great number of followers they already have. This then generates customers for the attraction rather than using their own social media pages because the number of followers is minimal, this was explained by participant P8 whom has been in such a scenario. This made evident by P8 during the interview.

Another positive marketing process is the "Resident offer packages" participant P8, also shared that "currently most hotels are marketing to the domestic market by creating packages that are favourable to the local market, this came by as a result of the pandemic situation. Lacking foreign tourist most attractions are now forced to create products as well as marketing campaigns that are more attractive to the local market." Some of the campaign adverts are attached in the appendix that participant P8 shared with me, he also said this information is made accessible to regular customers mostly, it is not information that one would find on the official sites he managed to get access to it from in relation to the attractions as an influencer.

#### **4.4: Evidence of the evolution of the sector:**

P1 shared "Diversification of tourism attraction is one thing that has grown proving evolution of the sector, we were able to create a whole new attraction and create a clientele that other attractions didn't" (interview P1 28<sup>th</sup> of July 2020), speaking about the Overhang cabin. This is a form of getaway tourism that the local market wasn't accustomed to but during this pandemic time it has proven to be successful. This was useful for me in my research, in relation to the possibility of there being a market that can be attracted if a whole new attraction can be created and promoted via social media. The existence of influencers such as participant P8 whom from his ten years in the social -media influencing sector, proofs that social media usage is very high therefore a great deal of clients can be captured from that end.

P2 shared this in relation to the how evolved the sector is "Unity among private investors as well as unions being created here in Moshi, Kilimanjaro region. During this COVID time, several tour operators have brought their staff together under one investor whom volunteered

to train all the staff in relation to the COVID protocol and post the candidates certificates on their websites” (interview P2 on 2<sup>nd</sup> August 2020), whom being an operational manager played a big role in this particular activity. She added on, “having a single social media presence really helps to create a sense of trust with the clients and also paves way for the idea of having a single platform for all the tourism service providers in the country.”

John Heaven (2014) a website expert agrees on how it’s important to stay connected on social media with other members of the industry. It helps in recognition as well as staying in the loop of the most current things in the sector. This is a form of e-marketing that wasn’t around five years ago but currently investors are seen to have a single mindset and come together and take the necessary steps especially in this COVID time and create business that will help them all.

P6 whom is a lecturer as well at a government college for national tourism, known as College of African Wildlife Management added “Increase in number of professionals and respect for the industry as a whole, there is currently a total of 20 tourism lecturers in the country and several tourism graduates in the country. I myself being one of the few lecturers in the country take pride in seeing people appreciating the sector.” This is evident that the sector is growing in the right way and also the standard of the sector as a whole is likely to increase in the nearby future and create jobs that will give a more prestigious stage for most staffs. Carole Favre (2014) speaks how lack of skilled individuals is a result of members of poor communities coming into the tourism sector to work and avoid poverty or the rich ones investing in the sector because of an interest in the lifestyle. In both cases the standard of the service provided to the clients is usually very low because both parties have no academic background in the field. Having the right skilled individuals will help even on the right use of e-marketing tools hence leading to higher revenue generation. However, unlike most participants P6 argued, “the current marketing method has been working so far for us why change it? We have been enjoying the fruits of tourism like any other tourism provider maybe it’s our marketing method that has been attracting the clients after all.” However, it is evident that tourism has been developing since the practice started, and it will keep developing mainly because it deals with humans and humans develop even though it could be at a low pace, but change is inevitable. Lwoga (2013) explains how tourism has been developing ever since the time of Zinj and how it still is growing, therefore it might be hard for people such as P6 to accept change but the industry as a whole is evolving and so are the needs and wants of the customers.

Lastly, P4 added on, as a consumer she experienced that market is evolving “booming of a blend between the normal adventures’ tourism and luxurious tourism, we (clients) can currently be seen in more luxurious vehicles during our game drives and not the everyday open roofed safari cars” in relation to the evolution of the sector. This was interesting to me as a researcher because currently on social media people want to see fresh content and the idea of being in the middle of the jungle yet in a nice luxurious car looks like a great marketing point. The content on most websites and social media pages of clients on safari vehicles seem out dated and generic but being able to create content for the media where the guest is in a nice tented cabin with clean water running and a comfortable bed is more inviting to most clients than the everyday adventurous settings. P4 added “Such content is seen to attract more people even on private social media pages than the ones where clients seem to be in rough settings”. Kareem (2019) an expert in content creation for online businesses suggested a great deal of the 7/11/4 rule whereby buyers need to experience 7 hours of a business’s content, 11 touchpoints that is within the media and 4 different platforms or mediums before they can become a client or make purchase. With this rule in mind, it makes it important in my study for me to understand that fresh content is very important for destinations in order to gain clients.

“The great evolution of local promotion is very evident at this time of the year” replied P8 to his view on evolution of the industry, he also shared several documents to prove this. I have them attached in my appendix of this chapter.

#### **4.5: Suggestions on how to improve marketing:**

This theme was generated from the question on how the participants think the whole marketing can be improved with relation to the expertise and experience in the sector.

Participant P6 strongly suggested “use e-marketing tools such as virtual calls like Zoom, Skype and the like, the use of such tools will help create a rapport with the client as well as a form of trust as we are doing right now” (interview P6 6<sup>th</sup> of August 2020). Given the current state of the pandemic most participants suggested that now would be the best time to use these applications to promote tourism. P6 added ,who has a great experience in dealing with tourist as a government official of the country. “The marketers should go to the attractions contact their clients and give them virtual tours and motivate them to return or schedule tours once everything is back in order. It is also a form of gaining trust from the clients and proving that the destination is reliable even in the worst of times, this an ideal way to generate income.”

Participant (P2) shared “Link tourism to other industries that are doing fairly well, I recently watched a film made in South Africa that had a comedy theme but at the end of the movie there was a scene of the national parks of South Africa as well as natural resources, this is form of marketing that Tanzania should use.” with the researcher, (interview P2 02/08/2020) her 4 years and over experience as an operational manager in one of the well doing tour companies in the country gave her the knowledge to bring up such a suggestion. She added “The tourism sector is a vast sector and is interlinked with several other industries, it is a great part of marketing especially e-marketing if it is linked to digital entertainment. Linking tourism to music videos, movies as well as video games is an ideal form of e-marketing that would reach a great number of people at once and increase curiosity that would lead to the drive to visit the attractions and generate revenue.”

It is evident that, the participants were mostly suggesting on the various forms of e-marketing, participant (P5) suggested that “an online platform should be created consisting of all the tourism products that the country has to offer to the world. Creating such a platform will help control various things such as standards and the way service is delivered.” He added that it “would be easier to trace back in case of a complaint from the customer in relation to false marketing or under delivery.” P5 has been working as a sales and marketing manager therefore making his suggestion worth the while. This was very interesting for me as a researcher because I believe it would work in relation to controlling the standards which has proven to be one of

the reasons tourism in Tanzania isn't doing as well as in Kenya and South Africa even with all the natural resources it has compared to the other two.

Participant (P3) suggested “paying extra attention to details especially on websites as well as accepting feedback, not being able to accept feedback identifies how incompetent most of the websites are out there and it is very disappointing since the website is the connecting media between the client and the supplier not giving the customer a chance to give feedback is one of the most negative impact that a business can have”. P3 has a great experience with the use of websites for contacts because being a conservationist websites, emails and public forums are the main medium of connect with other conservationist worldwide as well as a medium to convey messages .Panchal (2019) agrees with how dealing with feedback can help create a brand as well as generate business since it is very normal for consumers to go through feedback and reviews before making purchase, therefore not replying to them can cause more damage than most businesses perceive.

It was also suggested by participant P8 and P2 that “the shareholders should all come together and have a common say in well-being of the sector.” This really caught my attention because as it was said earlier on it is a very competitive sector, yet the operators proposed for all the shareholders to come together and have a common say. P8 added “This could work in favour of the sector especially if this can be used on e-marketing side, since it is evident that certain tourism operators have better content online and a better online presence than others. E-marketing and marketing in general will be more affordable for most since it will be done together.”

The tourism sector has a presence of both the public and private shareholders, however the private investors prove to be doing better than the public. It was suggested by participants P7 whom is a government representative and P5 whom is a sales manager to a private destination that “the government should spend more on the public owned facilities to promote better tourism experiences. The funds that are assigned by the government are minimal, considering the fact that this is one of the countries money-makers” P5 added even though the government owned destinations are our rivalry but them being at a high standard only creates healthy competition and this can only be done if the government invest more in the sector and motivate competition.” I could easily relate to this because during my research for this study, I realised the standard of most of the government websites were very low and even the contacts provided on the sites were incorrect. Having such information from two different key players in

the industry for me was worth including in my study, because it is rare to find the public and private sector agreeing at most times.

Conclusively, all my participants agreed that tourism is evolving for the better though it is at a very slow pace it is still happening and therefore, making it important to invest in so that the country can keep benefitting from the sector. E-marketing can be used to bring together a great number of consumers to attractions, also can be used to share new ideas and create more relating campaigns. There are campaigns on Instagram under the hashtag “utaliiwandani” translating to domestic tourism. “#utaliiwandani Hashtag on Instagram • Photos and Videos.” ( Olucci 2020) people take photos and use the hashtag to get their content of the one page for promoting tourism. Creating a rapport with consumers encourages trust and reliability which results to positive reaction from them.

From the study being an exploratory one, it is evident that I managed to explore a lot from the findings such as: the knowledge of tourism is high in the country and the contribution from the sector is also very evident. However, the current marketing isn't doing so well due to several reasons such as unskilled individuals as well as polite marketing not as aggressive as Kenya and South Africa. Most of the participants suggested a tap in the social media and better use of all the e-marketing tools because they do believe it is an industry that has been evolving. Appreciation and evolution of the sector is evident from all the opportunities that the participants have experienced. There is a lot to currently gain from the sector in several aspects and not only revenue.

## **5.: Conclusions and Recommendations:**

This chapter is the last part of the study, that brings together all the previous chapters of the research. The main question in this study was centred on how e-marketing being used to effectively promote tourism under the case study of Tanzanian tourism.

In the second chapter of my study I introduced several theories that related to my main research question in several ways. Theories that explored the introduction and importance of e-marketing and how it can be utilised by businesses to gain revenue. Like any system, e-marketing does have its pitfalls and I mentioned some under this theory. I then explained how important it is to adapt e-marketing in the tourism world to get a larger audience, and a great market share. I went on to looking at the current marketing done in Tanzania and pointed out some of the downfalls. Lastly I compared the marketing strategy in Africa specifically in Kenya and South Africa as the main competitors. All these theories are important to my study but they are also very useful worldwide since tourism is a fast-profitable growing industry worldwide. E-marketing is also accessible to a large number of people currently, the world is becoming more of a single village and customers wants and needs are becoming slightly universal. The consumer search range has also been increased due to the use of e-marketing and any business in the world today has to apply the use e-marketing to get a share of it.

The next chapter, I justified the adoption of a qualitative analysis with a sample of participants made up of a total number of 8, including 2 tour operators, 2 government officials, 1 consumers as well as 1 sales and marketing managers, 1 influencer and 1 conservationist. The analysis allowed me to isolate four main themes : The contribution and perception of tourism in Tanzania, whereby I explored if the participants had any knowledge on tourism and its products and also if there any benefits they acquired from the presence of tourism in the country. Secondly Current marketing situation, this partly helped me understand how the current marketing is functioning if the participants were satisfied with an if not to suggest ways on which it can be improved. At the very end I discovered that the sector is evolving from the evidence that the participants willingly shared with me during their various interviews.

In this chapter, I put together how different shareholders will find this study useful ranging from marketers to researchers as well as the Tanzanian government to make the tourism marketing better. I also put forward the limitations as well the strengths of my whole study and last added my contributions.

## **5.1: Research Conclusion:**

This study found that, there is a difference in opinion among shareholders with the application of e-marketing in the tourism sector. Mainly because it is a diverse industry and different participants have different views depending on the contribution or benefit they acquired from the sector. It was evident from the interviews that some participants feared, the control of social media content might be hard or minimal due to freedom of speech as shared by participant P6 during his interview. (Interview P6, 06/08/2020) . It is too early for any investment to be made towards having a single platform online since no research has been conducted. A great investment in research will have to be carried by the suppliers to understand and finally meet the consumer wants and needs.

This study proved that e-marketing is not a new theory to the marketing world of tourism in Tanzania because the Tanzania Tourist Board had declared to start using e-marketing as a form of marketing a few years ago. (Tanzania Tourist Board 2017). I explored how e-marketing is currently being used to a certain degree in the sector, which is where I made contact with participant P8. Whom is an influencer, in the sector. However, it is not utilised to it's full potential. it is used to attract domestic and international market. The main e-marketing tool used currently is social media, a great number of attractions are seen to have a social-media presence although not as strong as expected to. Destinations using social-media to interact with consumers has recently picked up in the case study area mainly because a rise in the use of social-media in the population has been noted in the last eight years. (interviewP8, 08/08/2020) It is also believed that social media can help minimize the present gap between consumer expectations and service provided.

My study revealed that Social media platforms such as Instagram live have been used to capture mainly domestic audience attention and create high interest in events such as the Kilimanjaro Marathon. It has proven effective with the use of influencer and celebrities as destination ambassadress. (ayojorz 2020)

## **5.2. Strategic Conclusion:**

### **5.2.1: Recommendations for Practice:**

- ❖ This research hopes to provide a starting point for other researchers that are looking to explore more on the use of e-marketing in relation to tourism. With the collected data one can use to explore the impacts of social media marketing in the tourism sector.
  
- ❖ In the current world, e-marketing is an essential tool in connecting with a mass of the target market without having the message distorted at a low price. Therefore, making it important for attractions to find a way to get consumers attention and keep them interested for a long while. In the literature review chapter, I explored how other researchers such as Sarita (2018) agree that e-marketing is very important in the growth of any business in the current world.
  
- ❖ The internet has been an effective marketing tool in the tourism industry for several years, however marketers should now consider using multi-media platforms to convey the same message to all its consumers on different medias. This will help create an even larger clientele for the destinations. I would suggest a campaign “Safari ya Rafiki” translating to “a friend’s travel” Safari and Rafiki are two words that are famously known in the Swahili language and used by foreigners as well that came by as a result of the famous “The Lion King” Disney movie that was filmed with the Tanzanian wildlife setting. (Passaro 2019). The two words also have a close link to tourism and its products, most of the available souvenirs have slogans with one of the two words therefore incorporating them in a campaign would be not as difficult. Theys (2019) is an example of a blogger whom promotes wildlife tours in Africa generally and in his site, it is evident in the use of the word “safari” when referring to a trip to the African wildlife. Therefore, having such a campaign presented in several media can help promote tourism. There is room for further research to be done on it, I only came up with the campaign with the knowledge that I have in the sector and my interaction with both locals and international tourists. As my study allowed, consumers to tell their stories on their preferable media on their travel experience can create a snowball effect that can result into revenue generation, from everyone wanting to join it. It will also be applicable for the domestic and international market at the same time.

- ❖ This research, can also provide a guide for marketers that would be looking to establish their own business in the tourism sector. This study, would help them understand the opportunities as well as the pitfalls that are in e-marketing as a marketing tool, it will also help them understand the importance of conducting detailed marketing research especially in a fast growing industry as such tourism.

### **Recommendations for the government:**

- The country has several natural resources that can be fully utilised for the well-being of the nation as a whole therefore open up the southern part of the country, apply more promotion there. Invest more in promoting other parts of the country this will lead to an even higher contribution to the country's economy than the current situation. Invest in better website designs and better content producers to capture a greater audience and a larger market share.
- Funding of the sector is really important; the government should start from the lowest level that is the educational institutions offering tourism practice. Funding of these will help produce skilled labour that will be rather useful in the tourism sector especially in the marketing area that is proving difficult. E-marketing should be given a better look at since it is the future of the marketing world therefore, funding should be directed towards this area and it shouldn't be a skill acquired on the job.
- Implement policies that monitor the standard of practice even for the small businesses, there should be a set of standards even at the minimal that all these businesses should abide to when starting a tourism product. This will help control the standard of the tourism products in the country.

### **5.2.2. Recommendations for future researchers:**

- Tourism is evolving by the day, there is room for several researchers to still explore more on how to full exhaust e-marketing in order to promote tourism and generate revenue. A detailed marketing research will have to be carried out by experts in the

tourism sector, to explore the medias that consumers best relate to. These medias will act as strong bonds between the consumer and destination.

- Further studies should be carried out on which of the e-marketing tools will have a greater influence on consumer purchase decision and trust. This will provide answers to destinations on which of the media will have the most influence on consumer reliability and trust leading to purchase. This study has shown that there is a use of social media and it is generating a certain amount of revenue. However, there is need for quantitative study to be done in order to establish the results of this study in a more numerical way, which is data that some researchers might find more useful. In the meantime, this study can be used as a framework to know that tourism is acknowledge in the country and still has room to grow.

### **5.3: Limitations and strength of the study:**

- ❖ The strength of this study is the use of the qualitative method as well the exploratory one that all went well with the in-depth interviews that I conducted. The application of these methods in tourism helps understand participants perception more since it is a science of understanding humans' feelings. Therefore, the choice of this methods gave my study a more detailed approach since I was dealing with the actual perceptions of individuals whom are in the field.
- ❖ However, the nature of qualitative method gives room to different interpretation of subjects, the data collected from all the interviews could be regarded as inconclusive due to difference in opinions. The use of in-depth interviews and opened questions was very useful in this study, since it helped acquire knowledge of the several keys areas in the study, however the range of the participants expertise and background made it rather difficult to generate codes and interpret the themes.

- ❖ Getting participants from the government mainly was very time-consuming and at certain times unsuccessful. With the pandemic that affected the tourism sector worldwide it was rather hard to get government officials to freely speak over the matter due to high rate of uncertainty. It was the election time as well in the case study area and tourism is a very sensitive topic therefore most senior government officials were reluctant to provide in-depth information even with the offer of anonymity. This made the research time-consuming as well.

#### **5.4: Contributions:**

This research has provided a platform for future researchers in the marketing sector, to explore the impacts of e-marketing in the promotion of tourism destinations. The tourism sector is a fast growing industry and very competitive as well, therefore making it important for marketers to stay up to date with the current trends worldwide to help make their tourism products stand out in the competition. There is a rise in peoples income as well as need to travel and explore, all this help in increasing the market size forcing marketers to be more creative to capture more market. The data collected in this research will hopefully encourage marketers to be more creative in coming up with e-marketing ideas that will make tourism products stand out worldwide.

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## 6.1 Appendices:

Appendix A:

This part is made up of samples of the consent forms, proving all participants willingly, contributed to the study.

### Informed Consent Form

- I. *Research Study Title: Importance of choosing the right e-marketing tools for the right market. Case study: Choosing the right E-marketing tool to promote Tourism in Tanzania*

University: Griffith college Dublin  
Principal investigator: Dr Garrett Ryan

#### II. Clarification of the purpose of the research

The aim of this research is to understand the importance of choosing the right e-marketing tool in order to enhance performance of the tourism sector since it is a very importance contributor to the economy of the Tanzania. Mostly to explore the relation between e-marketing and customer perception and preference.

#### III. Confirmation of particular requirements as highlighted in the Plain Language Statement

this research study involves an interview through the use of online audio application.

Participant – please complete the following (Circle Yes or No for each question)

I have read the Plain Language Statement (or had it read to me)	Yes/No
I understand the information provided	Yes/No
I have had an opportunity to ask questions and discuss this study	Yes/No
I have received satisfactory answers to all my questions	Yes/No
I am aware that my interview will be audiotaped	Yes/No

#### IV. Confirmation that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Respondent can withdraw from the Research Study at any point.

#### V. Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort will be made to ensure confidentiality of participants. Participant names will not be recorded and it is not needed for the completion of the study.

#### VI. Signature:



I have read and understood the information in this form. My questions and concerns have been answered by the researchers, and I have a copy of this consent form. Therefore, I consent to take part in this research project

Name: Allan Baino

Appendix B

This part comprises of some of the “residents offer” packages that are currently marketed and also a direct email to one of my participants from one of the attractions that was shared willingly.

**AWESOME TANZANIA SAFARI**

**UTALII WA NDANI**

**4 DAYS Safari**

*Kuanzia*  
**1/08/2020**  
*hadi*  
**31/12/2020**

**TSH**  
**565,000/=**  
PER PERSON

**GROUP FROM 7 PEOPLE +. 1 NIGHT ARUSHA & 2 NIGHTS IN SAFARI**

Day 1: Pick up from Airport  
Day 2: Tarangire National Park  
Day 3: Ngorongoro  
Day 4: Manyara/Masai or Ziplinc(choose)

**PRICE INCLUDES**

- Tarangire NP fee
- Ngorongoro crater
- crater fee
- zipline(sky dive)
- safari car with pop up roof for viewing animals
- All Accommodations
- Lunch Boxes
- Drinking water
- All Transfer

+255 652 000 009  
/+255 755 267 222

**EMAIL**  
awesometanzaniasafari@gmail.com

16:21

🔔 📶 📶 📶 40% 🔋



# Resident Rates for The Northern Safari Circuit, Serena Lodges & Camps ☆

Inbox



**Beatrice Mbuhi** 3 Jul  
to ymanu@esrf.or.tz, Rahim ▾



Dear Yasser,

I trust that you are keeping well. I am delighted to inform you that we have come up with great safari packages for the Resident Market to visit our Safari Lodges and Luxury Tented Camps in Lake Manyara, Serengeti, Ngorongoro, Arusha and Selous.

Kindly see attached our Resident rates for 2020 and we will be more than happy to tailor make an itinerary to suit the domestic resident market.

My General Manager Mr Rahim Azad would really appreciate if he could make contact with your Managing Director and if possible I would be grateful if you could share his email address.

It would be great to meet up for a coffee when you are in Arusha or when I am in Dar es Salaam.

Warm regards,

Beatrice Mbuhi  
*Administrative Assistant*  
M: +255 784 319305  
P: +255 27 2970360  
E: [mbuhilo@serena.co.tz](mailto:mbuhilo@serena.co.tz)  
2<sup>nd</sup> Floor, Diamond Trust House,  
Arusha-Moshi Rd.  
P.O. Box 2551 Arusha, Tanzania



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**Yes, We have Reopened!**  
TANZANIA LODGES AND CAMPS

Our health and safety protocols have been designed to ensure your well-being and that of staff, providing you with the highest level of comfort for you to enjoy your holiday.



16:21

🔔 📶 📶 📶 40% 🔋



# Resident Rates for The Northern Safari Circuit, Serena Lodges & Camps

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*Administrative Assistant*

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2<sup>nd</sup> Floor, Diamond Trust House,

Arusha-Moshi Rd.

P.O. Box 2551 Arusha, Tanzania



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SAFARI LODGES AND CAMPS  
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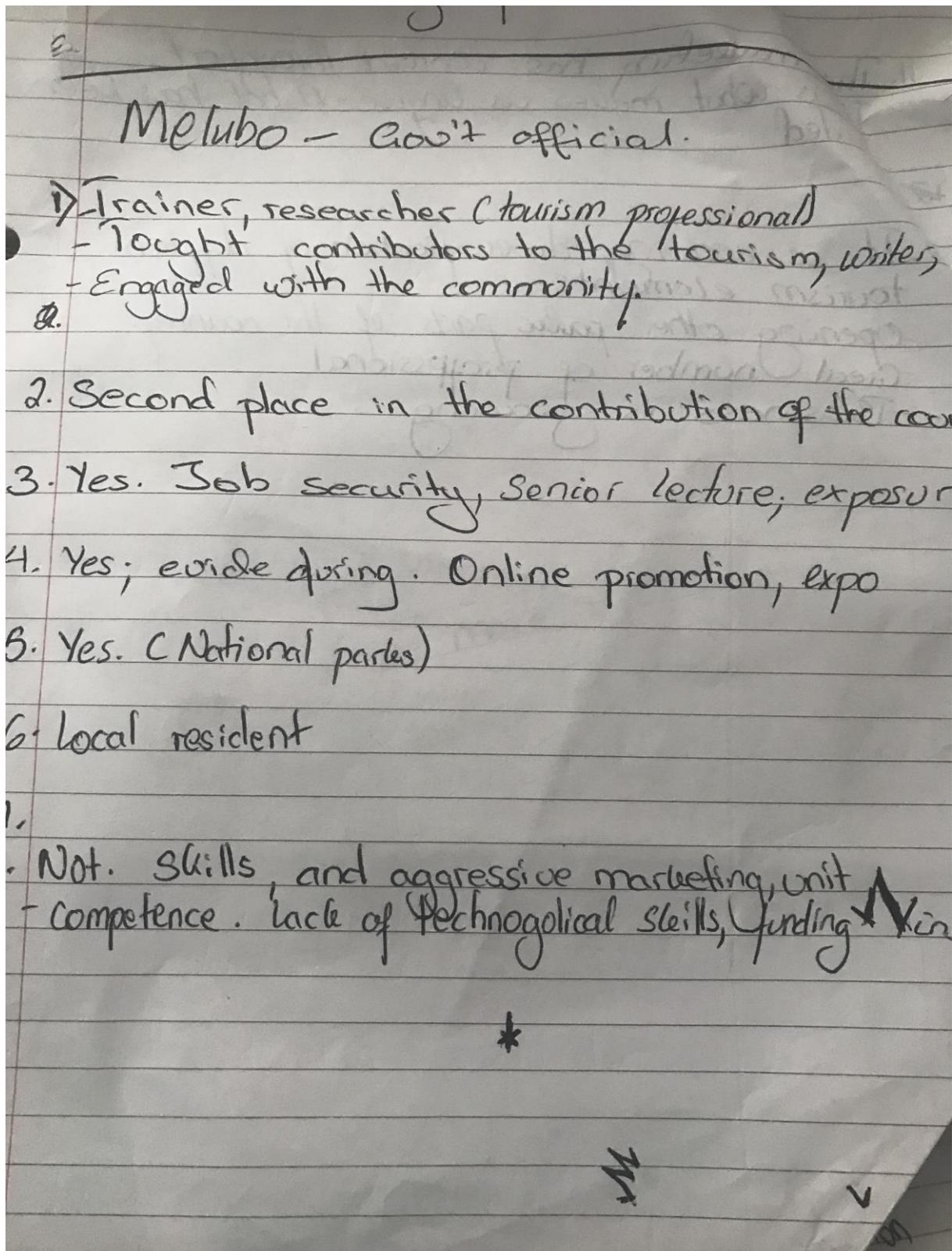
**Yes, We have Reopened!**  
TANZANIA LODGES AND CAMPS

Our health and safety protocols have been designed to ensure your well-being and that of staff, providing you with the highest level of comfort for you to enjoy your holiday.



Appendix C

This part has examples on how codes were created from the interviews before generating the major themes and short hand to the interview conducted.



- codes generated from the interview:

- 1 - High economic contributor - knowledge
- 2 - Luxurious activities for those with income. - know
- 3 - Positive impacts: education, work. - Impacts
- 4 - Yes to holiday planning - knowledge
- 5 - Easy for some - current marketing
- 6 - Insufficient information - current marketing
- 7 - False marketing - current marketing
- 8 - Lack of skilled individuals - current marketing
- 9 - Pricing - Pitfalls of packages / Pitfalls of current marketing
- 10 - Lack of funds - current marketing.
- 11 - Use various e-marketing tools, virtual calls, - suggestions
- 12 - emails, direct mails, WOM - suggestions
- 13 - It has worked so far. - suggestions
- 14 - Diversification of tourism element, unity, great-ch
- 15 - number of professionals - change
- 16 - Link the industries - suggestions
- 17 - Independent marketing platform online - suggestion
- 18 - Job appreciation, security - Impacts
19. Unions. - Impacts
- 20 New attractions, forms of tourism - Impacts
- 21 Bringing together the shareholders - suggestions
22. Govt is getting more involved - suggestions
23. Accept public feedback - suggestions
24. Gap between actual product and the product market <sup>(C.M)</sup>
25. Becoming more luxurious than adventures - change
- 26 Promote local - change
- 27 Social media not as engaging - C.M
- 28 More business - Perception.
- 29 Attention to details. - Suggestion

## Appendix D:

This part comprises of the links to the interviews conducted:

- [https://drive.google.com/file/d/1veVOC\\_zDqPBtgrCcypWr\\_HJV5Sw313EL/view](https://drive.google.com/file/d/1veVOC_zDqPBtgrCcypWr_HJV5Sw313EL/view)
- 2020-08-06 20.33.28 Fatmah mvungi's Zoom Meeting 76853474045
- 2020-08-08 interview with participant P8.