ASSESMENT OF MARKETING STRATEGIES TOUR OPERATORS USE

FOR MARKETING AND PROMOTION OF TANZANIA TOURISM

PRODUCTS: A CASE OF ARUSHA CITY

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2014

CERTIFICATION

This is to certify that, the study titled Assessment of Marketing Strategies Tour Operators use for Marketing and Promotion of Tanzania Tourism Products by Kaaya Erick Abdiel (a researcher), meets the regulations and rules governing the award of the Master of Arts in tourism studies of the Open University of Tanzania and it is approved for its great role towards knowledge and presentation.

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Dr.   Kiula D.M.

(Supervisor)

…………………………..

Date

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DECLARATION

I, Erick Abdiel Kaaya, do hereby declare that this dissertation is my own original work done within the period of registration and has neither been submitted nor being concurrently submitted for any degree award in other Institution.

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Signature

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Date

DEDICATION

I am dedicating this work to my parents Mrs Elly Mungure, Dr A.P.A Kaaya, my brother Frank Peter and Arthur Abdiel.

ABSTRACT

This study research focused on assessment of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. The importance of Tourism cannot be underscored. Its success to achieve customer satisfaction among tour operators determines higher profit and success tourism development. This study therefore was guided by three objectives. These were; to evaluate marketing strategies tour operators use, to determine effectiveness of marketing strategies tour operators use and to examine achievement of marketing strategies tour operators use in marketing and promotion of Tanzania tourism products. This research is quantitative by nature. The collection of data was facilitated through the employment of questionnaires and documentary review and analyzed using SPSS before converted to Microsoft excel. The study findings include Marketing strategies, efficient marketing strategies, Effectiveness of marketing strategies, Achievement of marketing strategies. From the study findings and conclusions, recommendations were drawn. These were that each tour operator should implement efficient marketing strategies, product development (innovation) should be considered, service improvement, marketing course programs should be conducted, improvements of websites contents, government should support public private partnership to improve tourism marketing. For further research, this study suggests that there is need to conduct a research on improvement of Tanzania tourism marketing.

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LIST OF ABBREVIATIONS

MA   ó   Master of Arts

MNRT   ó   Ministry of Natural Resource and Tourism.

NBS   ó   National Bureau of Statistics.

SPSS   ó   Statistical Package for Social Sciences.

TANAPA   ó   Tanzania National Parks.

TATO   ó   Tanzania Association of Tour Operators.

TTB   ó   Tanzania Tourist Board.

UNCTAD   ó   United Nations Conference on Trade and Development.

WTO   ó   World Tourism Organization

PPP   ó   Public Private Partnership

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background Information

Kazda and Caves (2000) state that tourism have been a means of obtaining income for ages, but it was developed to accommodate the needs of all travellers when deregulation of airlines began in United States of America in 1978 (Van Der Merwe, 2003). Tourism with number of characteristics make significant contribution to the economy (Tourism Master Plan, 2002) doubles its economic contribution every 10 to 15 years (Golub, 2000).

The money spent by vacationers is the main source of income for almost 40% of the world's countries (WTO, 2002). The practical advantages of tourism is the world's single biggest generator of foreign exchange and rapid job generator, since most of the jobs are accessible to anybody and not only for highly qualified job seekers.

Many less developed countries now regard tourism as an important and integral part of their economic development strategies (Dieke, 2003). Tourism in East Africa is one of the largest and fastest growing sectors (WTO, 2012) and has become the largest foreign exchange earner exceeding even gold exports, which is the top merchandise export item (UNCTAD, 2008).

As stated by Dieke (2003) that, as the demand for tourism increases, so it brings an opportunity for linkages with other economic sectors. However, despite much

success to date, this industryøs potential is yet to be fully exploited and the benefits associated with high linkages of this sector to other sectors of the economy are low (UNCTAD, 2008).

There is need, therefore, to create international link between the tourist and the destinations and thereby represent a leverage point for leading the move towards sustainability. The steps taken should be coherent and comprehensive with benefits equally distributed between tour operators, tourists, destination communities and the environment. The link between sustainability and tour operatorsø competitiveness makes good business sense (World Economic Forum, 2008).

Tanzania Tourist Board has launched an international tourism marketing strategy that can place African nation on top among the worldøs leading tourist destinations. The milestone strategy took 18 months of public and private partnership to compile, involving joint discussions and consultations between both sectors (public and private) in which key stakeholders were involved, indeed it is a milestone in the history of the tourism promotion partnership in Tanzania, since the establishment of Tanzania Tourist. This strategy with among other things, develop a distinctive and competitive positioning of Tanzania and make use of more focused and cutting edge techniques with approaches to international tourism marketing (TTB, 2013).

The study, therefore, given the above background intended to assess the marketing strategies tour operator use for marketing and promotion of Tanzania tourism products.

1.2 Problem Statement

The worldwide recession and decline in tourism has led many African nations to develop new and more aggressive marketing strategies. Traditionally marketing concentrates on increasing visitation and treats tourism like any other commodity (Burns, 1999).

Ryan (1991) explains that companies and governments in tourism have applied only part of the marketing mix to tourism that is promotion with little attention being paid to the other components of the marketing mix. Sufficient information on strategies applicable in marketing and promotion of tourism products is therefore crucial. However, in contrary the available Tanzania's budget to market the country is limited; therefore Strong Tourism Partnership between public organizations involved in the marketing and promotion of Tanzania and private sector is crucial (TTB, 2013).

Most of available literature concentrates more on the impacts of tourism and on limiting tourism development, for example, the study conducted by Luvanga and Shitundu (2000) assessed the role of tourism on poverty reduction while Nkonoki (2012) assessed challenges of tour operators in Tanzania. Given the ongoing observation it can conclusively be deduced that market dynamics information and requirements of entrepreneurs at the destination and the place of origin have not fully been considered.

The study, for that matter, was undertaken to fill the gap of knowledge by assessing

the marketing strategies tour operators use for marketing and promotion of Tanzania tourism products offered by tour operators in study area under consideration.

1.3 Objectives of the Study

1.3.1 General Objective

The overall objective of this study was to assess marketing strategies tour operators use for marketing and promotion of Tanzania tourism products.

1.3.2 Specific Objectives

The specific objectives of the study included the following:-

   i) To evaluate marketing strategies tour operators use for marketing and promotion of Tanzania tourism products.

   ii) To determine effectiveness of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products.

   iii) To examine achievement of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products.

1.3.3 Research Questions

   i) What are the marketing strategies tour operators use for marketing and promotion of Tanzania tourism products?

   ii) What are the tourism products are marketed and promoted by tour operators?

   iii) What are the achievements and effectiveness of the marketing strategies tour operators use for marketing and promotion of Tanzania tourism product?

1.4 Conceptual Framework

Conceptual framework refers to the schematic diagram which shows the variables included in the study. It is a diagrammatical relationship between variables (independent and dependent) to be studied. In this study the dependent variable is Tourism products and services which influenced by the independent variable, the Marketing strategies includes Online marketing, Social media, International trade fairs and exhibitions, Relationship marketing, Local tourism fairs, Product innovation and development, Travel trade, E-tourism and E-marketing, Outdoor billboards and posters, Catalogue, magazines and newspapers, Brochure, flyers, leaflets, business cards, Television and Radio network.

Independent Variable

MARKETING STRATEGIES
- International trade fairs and Exhibitions
- Online Marketing, Websites, Emails
- Social Media, Facebook, You tube, Twitter, Blogs
- Outdoor billboards and posters
- E-tourism and E-marketing
- International road shows
- Product innovation and development
- Relationship Marketing
- Local tourism fairs
- Travel trade
- Search Engine optimization
- Catalogue, Magazine and Newspapers
- Television and Radio network
- Brochure, Flyers, Leaflets, Business Cards
- Price determination and Product identification

MARKETING SUPPORTIVE VARIABLES
- Marketing Personnel
- Customer Care
- Internet
- Media
- Government and private organizations
- Direct Selling
- Policy

Tour Operators

Dependent variable

Tourism products and services

Tourism developmen, economic growth and employment

Figure 1.1 Conceptual Frameworks

Source: Field research, 2014

Furthermore the conceptual framework assumes that in order for independent variables to perform requires additional support (Marketing supportive variables) such as Government and private organizations, Media, Marketing Personal, Customer care and Internet for marketing and promotion of tourism products in order to reach the targeted goals of tourism development, economic growth and employment opportunities.

It was due to the above explained facts that the researcher employed the conceptual framework as illustrated in figure 1.1 which was used as a guideline in the facilitation of the process in which the study objectives were achieved.

1.5 Justification of the Study

Understanding marketing strategies the tour operators use in marketing and promotion of Tanzania tourism products is of paramount importance. The study in question established the findings useful for tour operators. The findings, if employed, may enable the optimization of benefits and it can enable them to use the marketing mix elements to their target markets. The study is in line with tourism master plan (2002) which supports the promotional activities of tour operators, identification of target markets and also the national tourism policy (1999) which emphases the understanding of customer needs, developing and delivering the products customer desires, having skilled staffs and utilization of information technology as a marketing tool.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

Literature review chapter covers the related literature which appears relevant to a particular topic or field undertaken.

2.2 Theoretical Literature Review

This is the type of research related to some abstract idea or theory that used to develop new concepts or to reinterpret an existing one (Kothari, 2004).

2.2.1 Theoretical Literature Review on Tour Operation and Tourism Marketing

Makens et al (2002) defined marketing as a process used to design a product or service combination that provides a real value to the targeted customers, motivates purchase, and fulfils genuine customer needs. In briefly marketing includes all activities resorted in getting goods and services from producer or supplier to the user. Tourism marketing performed at two distinct levels the micro and macro level (Krippendorf, 1971; Freyer, 1999; Koutoulas, 2001). At micro level the individual enterprises engage themselves in marketing their own products or offers while the macro level involves non profit organizations in marketing the entire destinations business. The micro marketing is performed among others by providers of individual tourism products such as hotels, transport companies, visitor attractions, as well as by the travel trade such as travel agencies while Macro marketing include government agencies and co-operative organizations of varying forms.

Marketing concept holds that the key to achieve organizational goal is being more effective than competitors in creating, delivering and communicating superior customer value to your chosen target markets (Kotler and Keller, 2009). The marketing task is not to find the right customers for the product but to find the right product to suite the customers.

Duncan (2002) Marketing focuses on meeting customer wants and needs. To be able to satisfy customer wants and needs, it is necessary to consider the marketing mix of the product or service the company provided. The marketing mix involves four marketing elements namely product, price, promotion and place. These õfour Psö determined how a product is made or a service provided, its cost, where it distributed and how promoted (Van Der Merwe, 2003).

2.2.2 Theoretical Literature on Tourism Product As A Service

The four basic characteristics that make the marketing of tourism different from the marketing of manufacturing products includes intangibility, inseparability, variability with perish ability (George, 2001).

2.2.2.1 Intangibility

Services such as tourism described as intangible (Pender, 1999). This implies that they cannot be seen, felt, heard, tasted or smelt prior to purchase. Service offered cannot be inspected or tested in advance and cannot be brought to consumer (George 2001). This increases the complexity for potential tourists of acquiring product knowledge in advance of purchase as it is possible with tangible products. Thus the tourism marketer has an important task to promote the intangible benefits of tourism,

such as relaxation, entertainment and education as well as aiming to make the intangible aspects seem more tangible.

2.2.2.2 Inseparability

In the case of manufacturing industry, the products are manufactured, sold and then consumed over a number of years unlike tourism offerings which are sold first and then produced and consumed simultaneously (George, 2001). Thus in the tourism industry, customers often involved in the creation of the service (Pender, 1999) for example, asking the tourist guide questions about the museum being visited. This has implications in that the way the offering is delivered is crucial because staff and consumers have to be present when the service is being consumed.

2.2.2.3 Variability

Tourism products differ each time they are consumed because humans produce them (George, 2001). Service providers are part of the offering and cannot provide the exact levels of service each time or the same levels of service as their colleagues. Also, no two consumers are precisely the same. They may have different needs, demands, expectations, moods, perceptions and emotions, causing the tourism offering to vary according to each situation. Tourism companies can only strive towards offering a standardized and consistent service, but because people are involved, an exact standard can never truly be realized.

2.2.2.4 Perishability

Producers cannot õhold stockö of a service or product to consumed later. There is a finite period during which the sale and consumption of a service can occur (Pender,

1999). If that period has passed the revenue that could have been earned by providing the service is also lost. Thus providers of services try to sell their service even by lowering the price rather than losing the full amount. By reducing prices shortly before a service is due to be delivered is one way to stimulate demand before the service is considered (Van Der Merwe, 2003).

2.2.3 Theoretical Literature on Market Channels for Marketing and Promotion

To facilitate promotion of tourism products and services different market channels are applied which involves the following:

2.2.3.1 Media

Media are channels through which organizations advertise their products (Youell 1998). Popular media channels include newspapers and magazines, television, radio, cinema, transport, outdoor advertising and electronic advertising. The channel is the method which communication travels from the source (sender) to the receiver (Belch & Belch 2001).

Two types of channels of communication exist, namely personal and non personal channels of communication. Advertising, sales promotion and publicity and public relations can be regarded as nonperson communication channels, direct marketing, interactive marketing and personal selling can be viewed as personal means of communication.

Information received from personal influence channels is generally more persuasive than information received via the mass media (Belch & Belch 2001), since the sales

message is far more flexible, personal and powerful than an advertisement. The message can be adapted to the prospective customer at the time of sale and immediate feedback is possible.

2.2.3.2 Personal Communication

Personal channels of communication are direct interpersonal contact with individuals or groups (Belch & Belch 2001). Media that carry messages to identifiable customers or prospects are referred to as addressable media; because all these types of media can be used to send brand messages to specific geographic and electronic addresses (Duncan 2002). Addressable media include postal mail, fax, telephone and the Internet. Addressable media are used primarily to communicate with current customers or with carefully selected prospects.

2.2.3.3 Direct Marketing

Direct marketing, if planned and executed effectively, has the potential to be more cost-effective than any other promotional tool because of the precise targeting that the technique allows. Existing customers can be contacted to introduce them to new products and special offers, while new customers can be identified and encouraged to purchase products and services through direct channels. Types of direct marketing include direct mail, telemarketing, direct response advertising and door to door pamphlet distribution (Youell 1998). More recently, the Internet has been introduced as a form of marketing communication.

Considering that the Internet only became accessible to public users in 1994 (Hanson

2000), and has grown rapidly since it has potential as an excellent marketing tool. The tourism industry is ideal for the Internet because of its intangible nature.

When a consumer makes the decision to purchase, the product does not exist and is only consumed at a later date (World Tourism Organization Business Council, 1999). The fact that travel and tourism can be considered an intangible, electronic product before it can be consumed makes it suitable for marketing and selling online. On the Internet, potential tourists can see what a destination looks like and experience a virtual tour of their hotel room.

2.2.3.4 Interactive Marketing

The two way media which allow both companies and customers to send and receive messages, are called interactive media. The benefit of interactive media (telephone, e-mail, and personal sales people) is that they allow an instant exchange of information to take place, making it possible for a customer to contact the company and receive feedback.

The fastest interactive medium is E-mail (Duncan, 2002). Messages can flow between individual members directly, or to any number of members worldwide allowing organizations to communicate directly with their customers and ensuring a personalized touch. E-mail has proven to be a popular and effective way to reach customers because it is simple and inexpensive to use. However, unsolicited e-mail has become a source of customer irritation. Customer permission is an important consideration in the proper use of emails Campaigns.

2.2.3.5 Personal Selling

Personal selling is a form of person to person communication, in which a seller attempts to assist or persuade prospective buyers to purchase the companyøs product or service (Belch & Belch 2001). Personal selling involves direct contact between buyer and seller, which gives the marketer communication flexibility. This means that the seller can see or hear the potential buyerøs reactions and modify the message accordingly. Personal selling can be targeted to specific markets and customer types that are the best prospects for the companyøs products or service (Van Der Merwe, 2003).

2.2.3.6 Nonperson Communication

Nonperson channels of communication carry a message without interpersonal contact between sender and receiver. Nonperson channels are generally referred to as mass media, because they are communication channels through which messages may be sent to the õmassesö, that is, large diverse audiences (Duncan, 2002).

2.2.3.7 Advertising

Advertising is the use of paid media by an organization to inform existing and potential customers and persuade them to buy its products (Youell, 1998). Being a nonperson form of communication, advertising implies the use of mass media that can transmit a message to large groups of individuals often at the same time (Belch & Belch, 2001). There is no opportunity for immediate feedback from the message recipient so before message is sent, advertiser must consider how the audience can interpret and respond.

2.2.3.8 Sales Promotion

The marketing activities that provide extra value or incentives to the sales force, distributors or the ultimate consumer can be regarded as sales promotion (Belch & Belch, 2001). The two categories of sales promotion are consumer oriented sales promotion and trade oriented sales promotion. Consumer-oriented sales promotion stimulates short-term sales by means of coupons, sampling, premiums, rebates or contests, whereas trade-oriented sales promotion, for example, trade shows or price deals, encourage the trade to promote and make use of a companyøs products.

2.2.3.9 Public Relations

Publicity is probably the most credible form of marketing communication (Belch & Belch, 2001) since it is not the company itself but rather an outsider who compliments or criticizes the company. Publicity is not directly paid for, since the company attempts to encourage the media to say something positive about it in their newspapers or magazines by performing well, providing unique services or sponsoring an event. Public relations involve creating a positive image of the business to its publics which include customers, shareholders, employees and suppliers (Cronje et al, 2000).

It is the management function whereby public attitudes are evaluated, and a programme of action to earn public understanding and acceptance is executed (Belch and Belch 2001). Public relations and publicity are considered to be supportive, rather than primary factors in the marketing and promotional process (Van Der Merwe, 2003).

However, tour operators function as intermediaries in the tourism distribution system linking producers and consumers to each other (Moutinho, 2000). Tour operators are organizations that offer package vacation than can include everything from transportation, accommodation, activities, entertainment, meals and drinks (Hudson, 2008).

2.2.3.10 Internet Marketing

Nothnagel (2006) cited by (Matikiti,2011) described internet marketing as an umbrella term which encompass the common used internet marketing methods which are e-mail marketing, web advertising, on line branding, use of search engines and newsletters for marketing hospitality services.

Internet represents a tremendous opportunity. It gives customers much wider choice of products, services and prices from different suppliers with means to select and purchase items more easily. For the organisations it gives the opportunity to marketing their products and services in order to expand into new markets, offer new services and compete on a more equal footing with larger businesses (Dave Chaffey et al, 2006).

Madu et al, (2002) cited by Mwarania (2012) state that the potential of using the Internet for marketing activities is derived from its general use as an information exchange system in the digital age. The information can be stored, indexed, retrieved, restructured and redistributed automatically by software and without human intervention. The Internet connects companies and companies with customers

and people with people without regarding time, space and hardware/ software platforms.

2.3 Empirical Literature Review

The empirical research it relies on experience or the observation, often without due regard for theory. It is data based research coming up with conclusions which are capable of being verified by observation or experiment (Kothari, 2004).

In the journal written by Palatkova (2012) pointed out that evolution of tourism marketing started in (marketing) focused on production and sales towards marketing based on consumer-orientation and later on the societal or sustainability orientation. One of the core issues of tourism marketing is the consumer behaviour. The growing share of tourists from the former developing countries especially from the emerging economies as China, India and Brazil (lower and upper-middle income countries) forced the traditional and new touristsø destinations and private companies to rethink their traditional marketing procedures and tools.

The significant phenomena of last two decades which has affected tourist behaviour is the development and application of the information and communication technologies in tourism marketing. While all other demographic trend (population ageing in developed countries), ecological trends and consumption trends represent the challenges for tourism worldwide.

The pull motivation factors work as the specific attributes of a destination and/ or company which determine the destination, hotel or travel agent choice. After the

destination choice completing, push and pull motives are interconnected with particular destination. The tourism motivations can sometimes be an impediment for the loyalty to destination or company choice, since some consumers prefer novelty, change and new experience influenced by personal characteristics.

The research study of internet marketing adoption and performance of tour operators in Nairobi Kenya by (Mwarania, 2012) which resorted on descriptive survey research design, using stratified random sampling procedure and application of semi structured questionnaire for data collection, then analyzed using descriptive statistics and presented through use of means, percentages concluded that:

The initial cost of developing a website and maintenance is too high for tour companies; that employees in the organisations were all computer literate; that using internet to market fits well with the way respondents liked to work; that the organization has supported adoption of internet marketing and this will provide access to global consumer markets as well as growing the market share. The study recommends that Financial institutions should make credit facilities available to tour firms as the initial cost of developing website is too high for them; employees in the organisations should be trained on the use of computers to avoid computer illiteracy; Senior management of the firm should be helpful in the use of internet marketing, this could be through allocation of funds during budgeting.

The strength of the appeal of Tanzania to tourist product is dominated by natural assets of the country. The assessment is that by any standards, Tanzania is an

exceptionally beautiful and interesting country. With famous national parks, 32 Game reserves, 38 Game controlled areas, a unique Conservation area and Marine park. Generally the strength of Tanzania tourist product lies on: Abundance, diversity, reliability and visibility of wildlife, unspoiled environment with spectacular scenery, Low tourist density, Safe destination, Authenticity and Friendly people (Tourism Master Plan, 2002).

Tanzania is the land of contrast endowed with friendly people, abundant wildlife, spectacular landscapes, sandy beaches, culture mosaic and archaeological sites. Among attractions of Tanzania include Serengeti National Park, Mountain Kilimanjaro, Selous Game Reserve and Ngorongoro Crater. Additional attractions include the pristine white sandy beaches along the coastal Indian Ocean and the romantic islands of Zanzibar and Mafia with excellent deep sea fishing in Mafia Island (Tanzania Tourism Policy, 1999)

Tanzania has a rich heritage of archaeological, historical and rock painting sites which have been designated to World Heritage Sites. The Olduvai Gorge is the site of discoveries of the earliest man in the world, the white sandy beaches. Tanzania offers interesting culture and crafts for example Maasai culture, Art Makonde sculptures and carvings.

2.4 Public Private Partnership

Wikipedia (2014, accessed on internet), state that, public private partnership (PPP) is a government service or private business venture which is funded and operated

through a partnership of government and one or more private sector companies. The public private partnership involves a contract between a public sector authority and a private party, in which the private party provides a public service or project and assumes substantial financial, technical and operational risk in the project.

Tourism is important economic development sector for most countries and a gate which integrates countries to international markets. Tourism projects generally require a high amount of initial investment for which the private financing may become impossible for most companies. Public Private Partnership (PPP) could suggested as a viable model to finance tourism projects where tourism projects are financed and operated through a partnership of government and one or more private sector companies. Such partnerships are characterized by sharing investment amount, risk, responsibility and revenues between the partners Business (Teker, 2012).

2.5 Policy Framework

National tourism policy (1999) of Tanzania puts emphasis on obtaining a precise understanding of customer needs, developing and delivering the products customerøs desire, having adequately skilled staff in place and the utilization of information technology as the marketing tool.

Tourism master plan (2002) promote the image of Tanzania quality resorts and diverse tourist attractions includes natural and cultural, it supports the promotional activities of tour operators in the tourism industry such as hoteliers, tour operator and travel agents while provides the pre and post vacation services needed to ensure customer satisfaction (National Tourism Policy,1999).

In reviewing the future development of tourism sector, Tanzania is faced with the inevitability of having to select between the alternative courses of action that involves the future character of Tanzanian tourism, potential for product expansion and product formulation through determining the type of tourism products to be developed, scale and design of development, rate of growth to be pursued and the extent to which tourism development is dispersed throughout the country (Tourism Master Plan, 2002).

2.6 Research Gap

In reviewing the literature, the study in question made observations as indicators of how rich Tanzania is in tourism on the one hand. However, on the other hand, tourism in Tanzania, in whose products are inclusive still lags behind. Therefore, the study, employed the review to determine how the strategies, though not directly originated from tourism business in Tanzania are articulated.

CHAPTER THREE

3.0 METHODOLOGY

3.1 Introduction

Research methodology is a systematic way to solve research problem. It defined as a science of studying how research is done scientifically (Kothari, 2004). The methodology chapter for this research study covers research design, study area, study population, population sample, sampling procedure, data collection, data analysis and ethical consideration.

3.2 Research Design

This study resorted to a descriptive survey research design using quantitative method. The researcher selected quantitative method in order to explain the phenomena by collecting numerical data that analyzed mathematically (Aliaga and Gunderson, 2000). Questionnaires were prepared and dispensed to 100 tour operators. This study centred on assessing the marketing strategies tour operatorsø use for marketing and promotion of Tanzania tourism products.

3.3 Study Area

The study was conducted in Arusha city involved tour operators based within Arusha City. The city is located in the northern Tanzania within Arusha region. Arusha city covers 208 square km with a total population of 416,442 according to census of 2012 (National Bureau of Standards, 2013). The choice for the study area was considered due to the fact that, Arusha city is a global tourist destination and is the centre of the

famous northern Tanzania safari circuit. The city endowed with high concentration of tour operators that arrange safaris for tourists and visitors to the famous natural and cultural attractions of Tanzania.

According to Tanzania Association of Tour Operators (TATO) there are 230 active tour operator members with over 193 based in Arusha especially within Arusha city which arrange different tourism activities to national parks, cultural sites and ngorongoro crater (Tanzania Association of Tour Operators, 2013).

Figure 3.1 Arusha City Map

Source: Eco Planet Africa, 2014

3.4 Study Population

Goddard and Melville (2001) refer population as any group that is the subject of the research interest. Study population involves a set of people, items or objects under consideration in the specific study. The study population for this research study involves the entire tour operators within Arusha city.

3.5 Population Sample

The population sample for this research study involved 100 tour operators located within Arusha city. The sample makes 50% of the entire population and believed to have a better representation of the rest.

3.6 Sampling Procedure

Simple random sampling procedure was employed to select tour operators in Arusha city. Simple random sampling is the basic sampling method assumed in the statistical computation. The selection of tour operators based on the fact that tour operators work closely with tourists and visitors in arranging and marketing natural and cultural tourism products of Tanzania.

3.7 Data Collection

Both primary and secondary data was collected in order to address objectives of the study.

3.7.1 Primary Data Collection

Primary data was collected through questionnaires because it was the practical possible means to gather the required information for the study from the large number of participants in a short time.

3.7.2 Secondary Data Collection

Both published and unpublished documents were reviewed. The documents were obtained from TTB, TATO and other tourism stakeholders. The documents,

thereafter, were reviewed so as to get practical insights in relation to the problem in question.

3.8 Data Analysis

The statistical Package for Social Sciences (SPSS) was used for statistical analysis. The data set was screened and examined for incorrect data entry and missing values. The program enables the researcher to conduct statistical analysis of the findings which presented in conjunction with the available literature.

3.9 Ethical Consideration

During research study the researcher ensured participants confidentiality about the information they provided by establishing a good relationship, being sensitive to culture bounds and involved directors, managers and marketing officers. The researcher discussed with participantsø about the intention of the study before the research study conducted. The researcher secured an introduction letter (Appendix 3) to introduce himself and request support from the participantsø when conducted the research study.

CHAPTER FOUR

4.0 DATA PRESENTATION ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents data collected, analysis of the study focused on assessment of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. The first section based on evaluation of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. Further determined the efficient marketing strategies tour operators concentrate for marketing and promotion of Tanzania tourism products.

The second section determined effectiveness of marketing strategies tour operators use for success tourism business in marketing and promotion of Tanzania tourism products.

Third section examined the achievements of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. Also presented other related factors include Tourism products, level of satisfaction, market sources, marketing experts and government role in effective marketing. Figures are presented with conjunction with tables for clarifications on presented findings.

The data analyzed using Statistical Package for Social Sciences (SPSS) based on the specific objectives of study focused on assessment of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products.

4.2 Evaluation of Marketing Strategies

Relating to research specific objective to evaluate marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. During the process of analysis the given findings gathered and presented in table 4.1.

Table 4.1 Evaluation of Marketing Strategies

Marketing Strategies	Yes	Percent	No	Percent	Total
International trade fairs and exhibition	54	54%	46	46%	100%
Online marketing, website, emails	100	100%	0	0%	100%
Social Media	76	76%	24	24%	100%
Outdoor billboards and posters	11	11%	89	89%	100%
Catalogue, magazines, newspapers	23	23%	77	77%	100%
E-tourism and E-marketing	38	38%	62	62%	100%
Television and Radio network	5	5%	95	95%	100%
International road shows	7	7%	93	93%	100%
Brochures, flyers, leaflets, business cards	79	79%	21	21%	100%
Travel trade	26	26%	74	74%	100%
Product innovation and development	32	32%	68	68%	100%
Search engine optimization	53	53%	47	47%	100%
Relationship marketing	65	65%	35	35%	100%
Local tourism fairs	55	55%	45	45%	100%

Source: Field Research, 2014

The evaluation of marketing strategies tour operators use for marketing Tanzania tourism products, the findings reviled that: 100% online marketing, websites and emails, 79% brochures, flyers, leaflets and business cards, 76% social media, 65% relationship marketing, 55% local tourism fairs, 54% international trade fairs and exhibition, 53% search engine optimization, 38% e-tourism and e- marketing, 32% product innovation and development, 26% travel trade, 23% catalogue, magazines and news papers, 11% outdoor billboards and posters, 7% international road shows and 5% television and radio networks.

4.3 Efficient Marketing Strategies

The findings of efficient marketing strategies the tour operators concentrate in marketing and promotion of Tanzania tourism products presented in table 4.2 and figure 4.1.

Table 4.2 Efficient Marketing Strategies

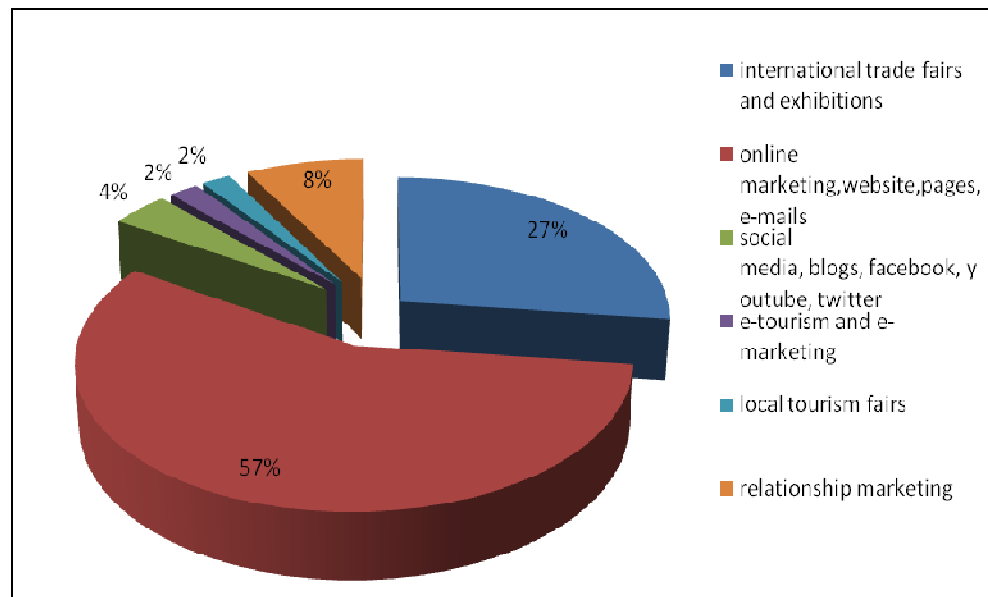| Efficient Marketing Strategies	Frequency	Percent	Valid Percent
International trade fairs and exhibitions	27	27.0	27%
Online marketing, websites, pages, emails	57	57.0	57%
Social media, blogs, facebook, you tube, twitter	4	4.0	4%
E-tourism and E-marketing	2	2.0	2%
Local tourism fairs	2	2.0	2%
Relationship marketing	8	8.0	8%
Total	**100**	**100**	**100%**

Source: Field Research, 2014

Figure 4.1 Efficient Marketing Strategies

Source: Field Research, 2014

Related to marketing strategies the tour operators concentrate, table 4.2 and figure 4.1 both reveal the findings concerned the efficient marketing strategies the tour operators concentrate in marketing and promotion of Tanzania tourism products as: 57% online marketing, websites and emails, 27% international trade fairs and exhibition, 8% relationship marketing, 4% social media, 2% E-tourism and E-marketing and 2% local tourism fairs.

Based on the given percentages of the marketing strategies tour operators concentrate shows that online marketing, website pages and email score 57% indicating that is the marketing strategies large number of tour operators concentrate. This can be concluded that the potential of using Internet for marketing activities is derived from its general use as an information exchange system in the digital age that organization has supported the use of internet marketing to access to global consumer markets as well as growing the market share (Madu et al, 2002).

Internet enable tour operators to acquire more customers to purchase since internet enable quick access of information to reach more people and less expensive means of communication. Due to technological revolution and competition among tour operators companies in marketing their products each of them strive to lead the market through wide interactions of simple marketing techniques with less cost in mind with the intention to increase sales.

4.4: Effectiveness of Marketing Strategies
Second specific objective of this study was to determine effectiveness of marketing

strategies tour operators use for marketing and promotion of Tanzania tourism products.

Table 4.3 Effectiveness of Marketing Strategies

	Frequency	**Percent**	**Valid Percent**
Yes	56	56.0	56%
No	44	44.0	44%
Total	**100**	**100**	**100%**

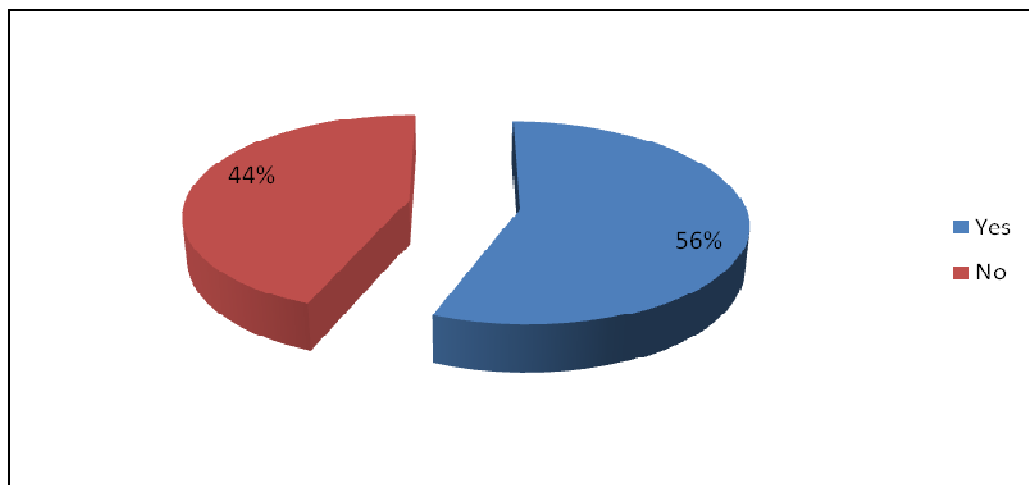Source: Field Research, 2014

Figure 4.2: Effectiveness of Marketing Strategies

Source: Field Research, 2014

 The interpretation of figure 4.2 and table 4.3 shows the findings on effectiveness of marketing strategies the tour operators use for marketing and promotion of Tanzania tourism products indicated that 56% agree the effectiveness of marketing strategies tour operatorøs use for marketing and promotion of Tanzania tourism for success of tourism business and 44% disagree about the effectiveness of marketing strategies tour operators use for the success of tourism business. According to the findings this

can imply that among 56% of tour operators marketing strategies they use are effectiveness to the success of tourism business and 44% among tour operators marketing strategies they use are not effective to the success of tourism business.

4.5 Achievement of Marketing Strategies

Another specific objective of the study was to examine the achievements of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products.
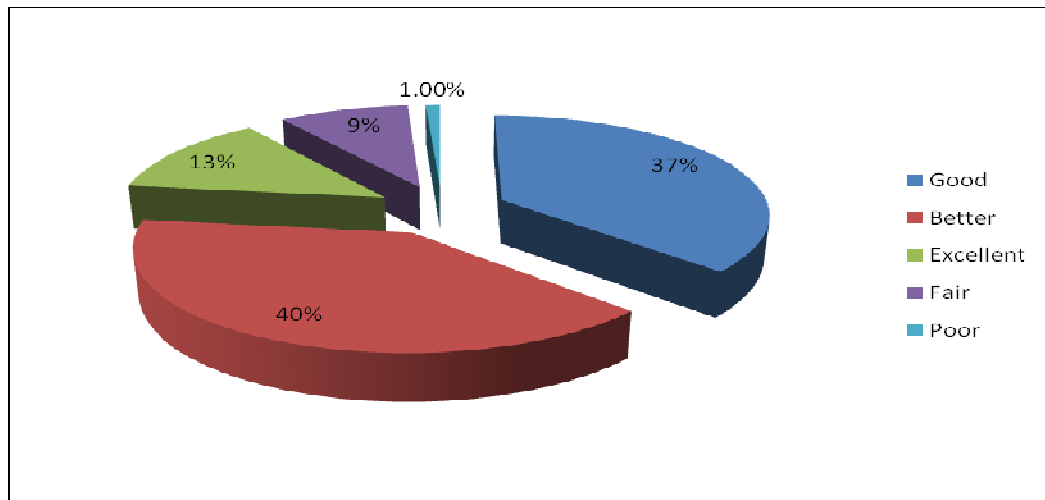
Figure 4.3: Achievements of Marketing Strategies

Source: Field Research, 2014

Table 4.4 Achievement of Marketing Strategies

	Frequency	**Percent**	**Valid Percent**
Good	37	37.0	37%
Better	40	40.0	40%
Excellent	13	13.0	13%
Fair	9	9.0	9%
Poor	1	1.0	1%
Total	**100**	**100.0**	**100%**

Source: Field Research, 2014

The presentation of the findings from respondents concerned the achievement of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products in table 4.4 indicate that: 40% better, 37% good, 13% excellent, 9% fair and 1% poor. These findings show the different level of achievement among tour operators which obtained through the implementation of marketing strategies for marketing and promotion of Tanzania tourism products. Further the illustration presented above also presented in figure 4.3 originated from Microsoft window excel.

4.6 Tourism Products and Services

The findings also disclosed the tourism products and services tour operators of Arusha city offered presented in figure 4.4.
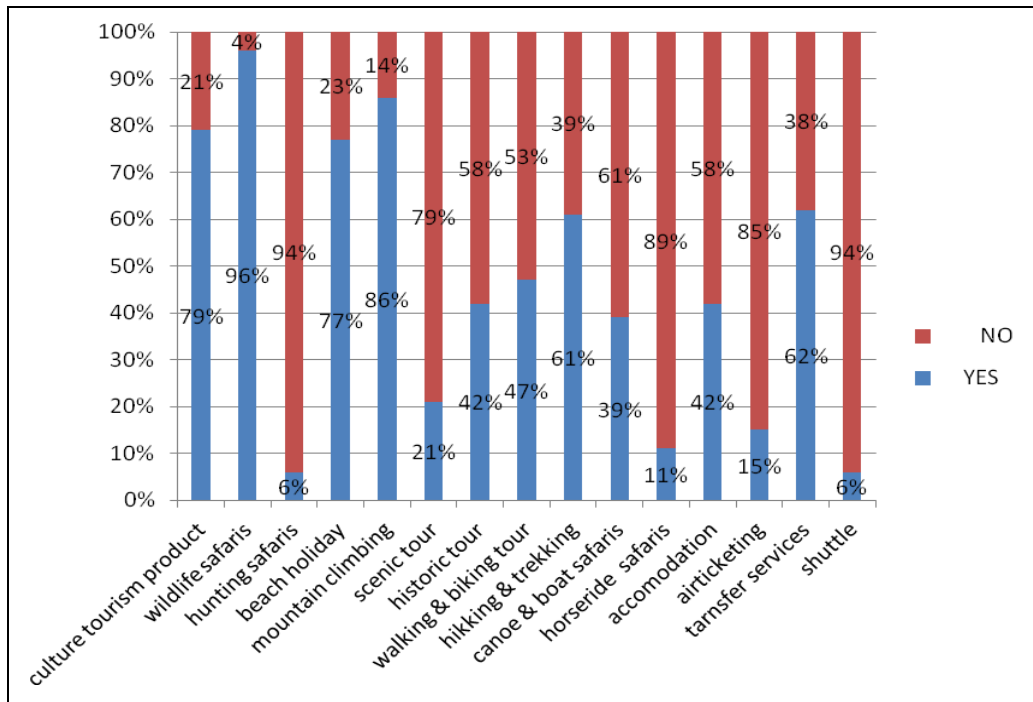

Figure 4.4 Tourism Products and Services

Source: Field Research, 2014

The results as can be observed on figure 4.4 indicate the tourism products and services tour operators offered in percentage as follows; 96% wildlife safaris, 86% mountain climbing, 79% cultural tourism, 77% beach holiday 62% transfer service, 61% hiking and trekking, 47% walking and biking, 42% accommodation, 42% historical tour, 39% canoe and boat safari, 21% scenic tour, 15% air ticketing, 11% horse ride, 6% shuttle service and 6% hunting safaris. The above results can imply that tour operators offered most wildlife safaris, mountain climbing, cultural and beach holiday while the least products are shuttle service, hunting safari, horse ride and air ticketing service.

4.6.3 Tourism Products Tourists Prefer

With an intention of finding tourism products tourists prefer, the findings in figure 4.5 revealed that 2% of tourists prefer combination of wildlife and beach, 6% mountain climbing, 9% wildlife safaris, 16% wildlife safaris and mountain climbing combination, 21% wildlife safaris, mountain and beach combination while 46% prefer all which includes wildlife, mountain and beach.
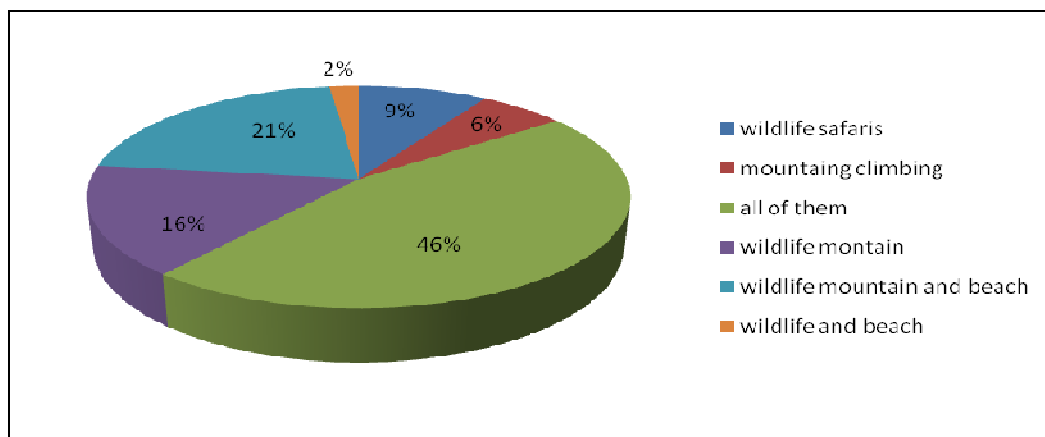

Figure 4.5 Tourism Products Tourists Prefer

Source: Field Research, 2014

4.6.2 Market Sources

The study was also conducted focusing its direction on major source of market for tour operators. The researcher thus managed to disclose the findings through asking related questions to the selected respondents.

As can be observed in figure 4.6, the researcher discovered tour operators markets for Tanzania tourism products. 93% of correspondents depend on foreign market, 5% of correspondents depend both local and international market while 2% of correspondents depend on local market. The result implies that foreign market is the most efficient market for large number of tour operators than local market.
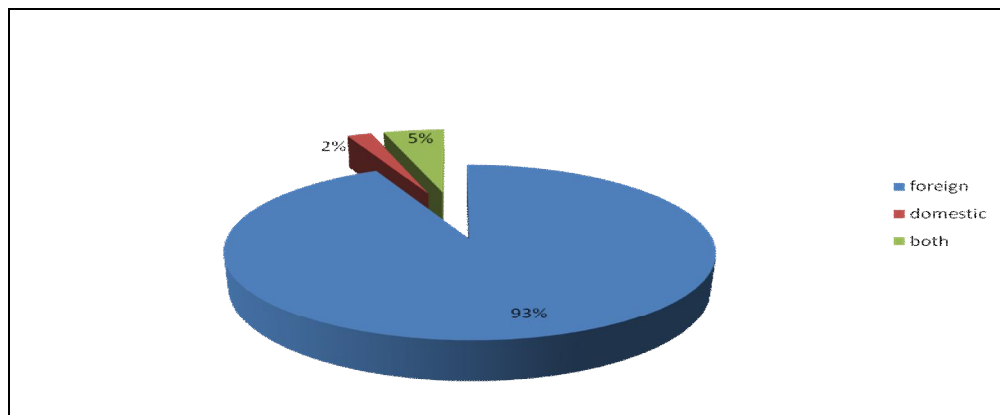

Figure 4.6 Market Sources

Source: Field Research, 2014

4.6.1 Tourists' Satisfaction.

Tourist's satisfaction is among the important aspect for tourism business development. The study therefore disclosed the findings showing the level of satisfaction of tourists concern the tourism products and services offered by tour operators of Arusha city.

As indicated in figure 4.7, satisfaction for tourists varies among tour operators as indicated. Findings show that 50% satisfied while 46% are well satisfied and 4% are slightly satisfied. The result can implies that tour operators strive to satisfy tourists at high level while others remain at a lower level of satisfaction.

Figure 4.7: Tourists Satisfaction
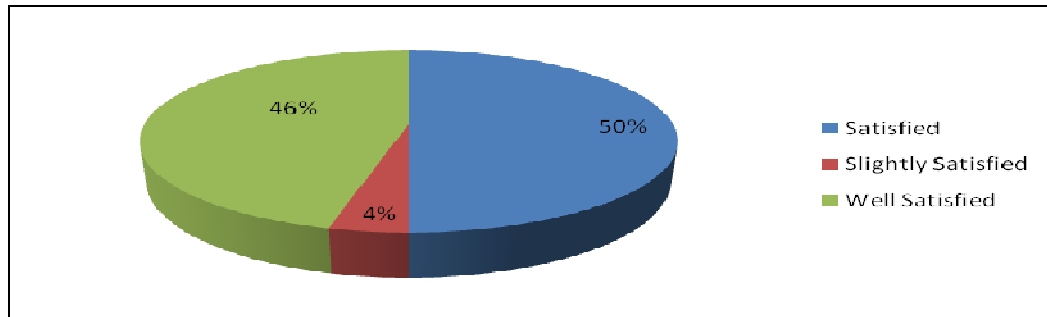
Source: Field Research, 2014

4.7.3 Tour Operator's Participation In Marketing

In addition to the ongoing findings, the researcher sort to find whether tour operators participate in marketing and promotion of Tanzania tourism products locally and internationally. The findings presented in figure 4.8.
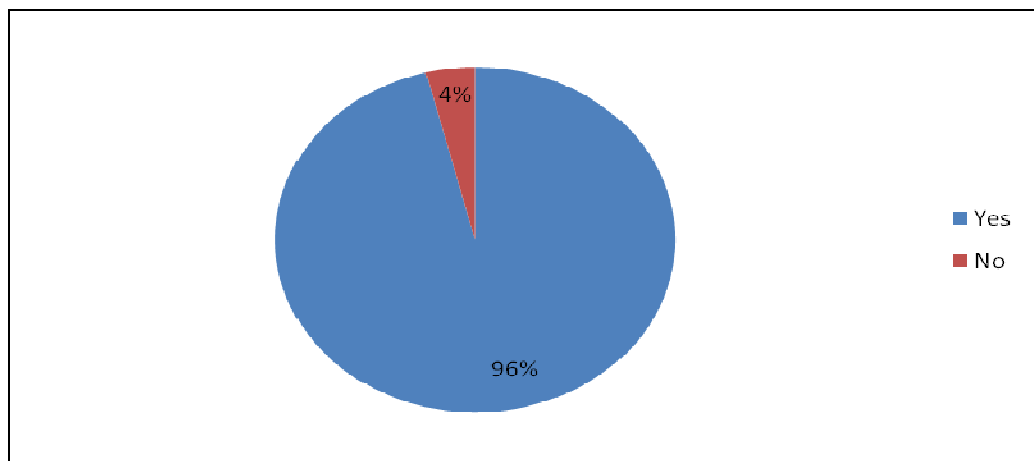
Figure 4.8: Tour Operator's Participation in Marketing

Source: Field Research, 2014

Figure 4.8 shows that 96% of (respondents) the tour operators participate in marketing of Tanzania tourism products locally and internationally while 4% do not. According to the Implications of the disclosed findings conclusively imply that 96% of tour operators participate in marketing Tanzania tourism products at both local and international level while 4% of tour operators do not according to the findings.

4.7.1 Marketing Experts among Tour Operators

With the intention to identify whether the tour operators have marketing experts to handle all marketing activities, the findings presented in figure 4.9.
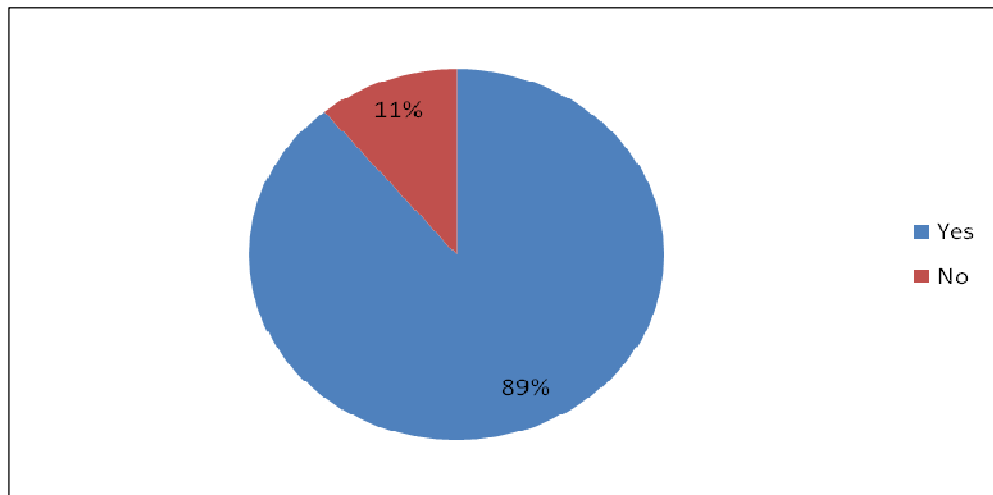
Figure 4.9 Marketing Experts

Source: Field research, 2014.

Findings presented in figure 4.9 reveal that 89% of tour operators have marketing experts while 11% of tour operators lack marketing experts to handle all marketing activities. According to the findings above it implies that 89% of tour operators in Arusha city have marketing expert to handle marketing activities.

4.7.2 Reviews and Analysis of Marketing Strategies

During the process of data analysis the findings gathered which concerned with the reviews and analysis of marketing strategies implemented among tour operators, the result presented in figure 4.10.
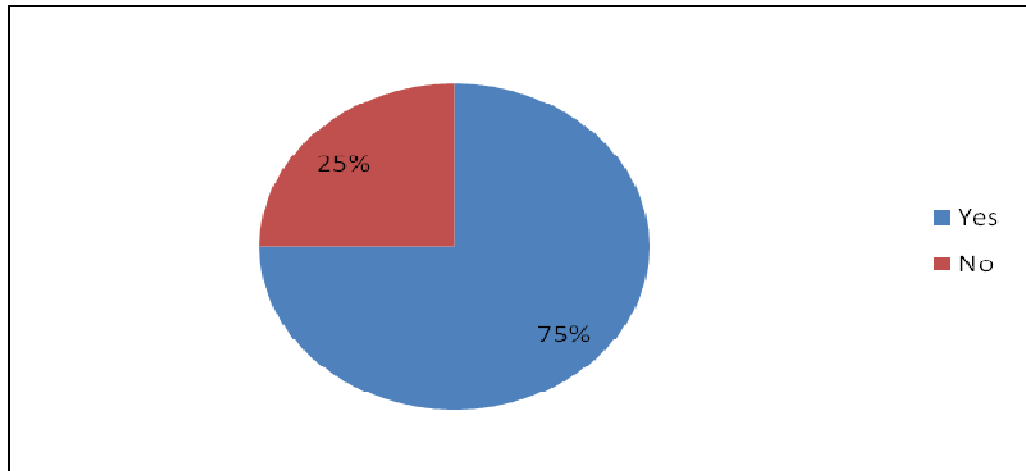
Figure 4.10 Reviews and Analysis of Marketing Strategies

Source: Field research, 2014.

The findings from respondents concerned the reviews and analysis of marketing strategies implemented among tour operators show that 75% of tour operators in Arusha city reviews and analyzes the marketing strategies while 25% do not review and analyze marketing strategies. This implies that as per result shows in percentage the 75% of tour operators do reviews and analyze to determine the effective marketing strategies for marketing.

4.7.4 Tour operator's Opinion on Government

In order to find out about tour operators opinions concerning the role of government in effective marketing and promotion of Tanzania tourism products inside and outside the country the findings presented in figure 4.11.
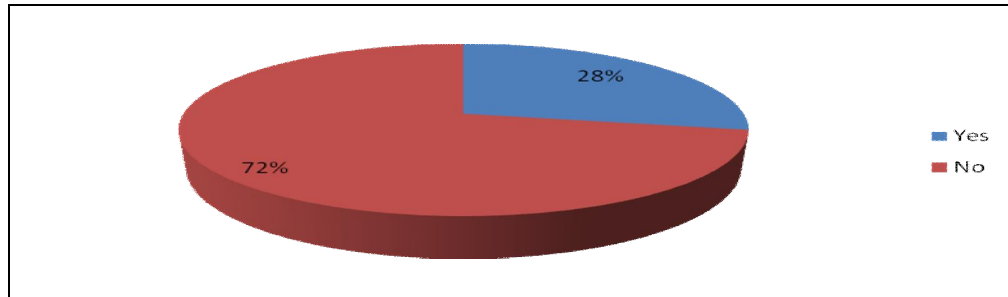
Figure 4.11: Tour operator's Opinions on Government

Source: Field Research, 2014

Results from figure 4.11 show that, 72% of tour operators disagreed while 28% agreed on government role to effective marketing of Tanzania tourism products inside and outside the country. Findings above shows 72% disagreed concerning the government role to effectively marketing and promotion of Tanzania tourism products inside and outside the country.

4.7.6 Lack of Marketing Professionals

Further the study find out whether tour operators lack marketing professionals the findings presented in figure 4.12.
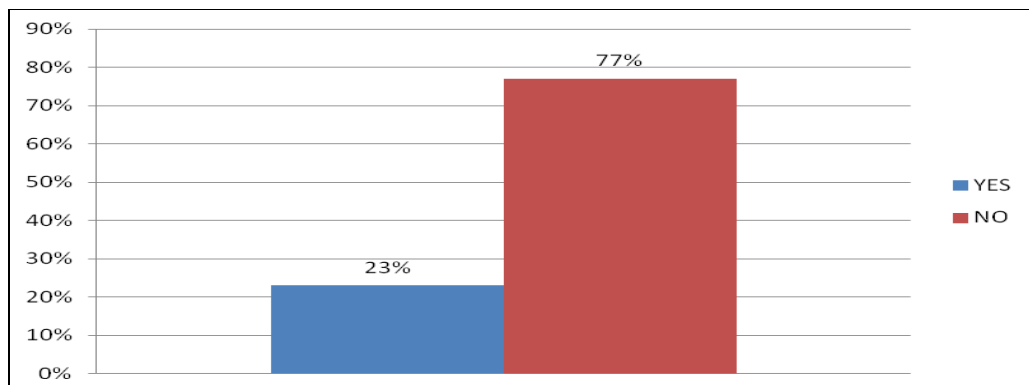
Figure 4.12: Lack of Marketing Professionals

Source: Field research, 2014.

The findings disclosed that 77% of tour operators employ marketing professionals while 23% of respondents lack marketing professionals. According to the findings it can be conclude that 77% of tour operators within Arusha city have marketing professionals while 23% of tour operators lack marketing professionals.

4.7.7: Marketing Combination Factors

This section involves the marketing related factors being associated with the contribution organization in marketing and promotion of Tanzania tourism products. The findings from respondents concerned the statements A to O (Appendix2) disclosed that;

94% of correspondents agreed that some of tour operators lack marketing skills and techniques. 94% of correspondents agree that marketing is a critical problem affecting tour operators. 92% of respondents agree that tourism marketing is an expensive factor for tour operators demanding large amount of fund. 90% of correspondents agree that Tanzania tourism products and services are highly expensive. 85% of respondents agree that each tour operator focuses on satisfying needs and wants of customers.

84% of respondents agree that social media are not yet fully utilized by tour operators in marketing and promotion of tourism products. 75% of respondents agree that e-marketing and e-commerce are not yet applied effectively by tour operators. 73% of respondents agree that tourists are well satisfied with products and services offered by the tour operators. 55% of respondents agree that most of tour operators

websites are disorganized with poor contents about tourism products and services offered. 53% of respondents agree that language barrier contribute to poor marketing and promotion of Tanzania tourism products. 46% of respondents agree that Tanzania Tourist Board (TTB) marketing strategies are helpful for tour operators.

42% of respondents agree that local tourism fairs contribute on the expansion of tourism market and increase numbers of customers to purchase tourism products and services. 39% of respondents agree that Tanzania Association of Tour Operators (TATO) supports tour operators companies in marketing and promotion of Tanzania tourism products. 38% of respondents agree that marketing strategies applied by TTB are most useful strategies for development of tourism industry of Tanzania. 36% of respondents agree that TTB works effectively in marketing and promotion of tourism products and services of Tanzania. Further illustration has been presented in figure 4.13.
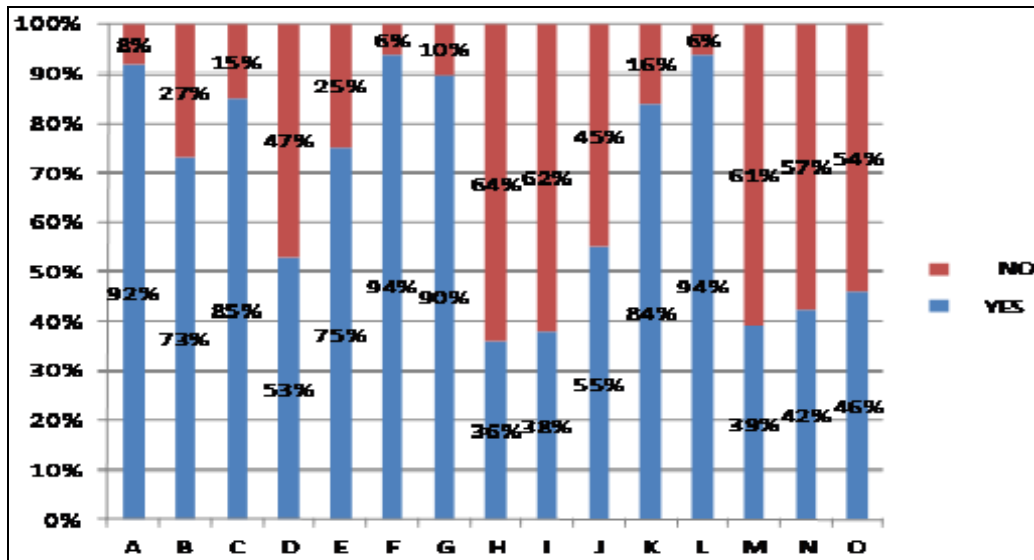
Figure 4.13: Marketing Combination Factors

Source: Field research, 2014.

4.8 Conclusion

This chapter centred on data presentation, analysis and discussion about assessment of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. The study focused on evaluation of marketing strategies, efficient marketing strategies, the effectiveness of marketing strategies tour operators use, achievement of marketing strategies, touristøs satisfaction, tourism products and the tour operatorøs market sources. The data analyzed through Statistical Packages for Social Science (SPSS) then findings were imported to Microsoft window excel for clear presentation of the figures and tables.

CHAPTER FIVE

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents conclusion and recommendations concerning the assessment of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products. During research study the researcher evaluate marketing strategies, determine effectiveness of marketing strategies and examine achievement of marketing strategies tour operatorøs use for marketing and promotion of Tanzania tourism product, also focus to determine tourist satisfaction, the tourism products, government and private sector contribution and concerning marketing experts. Further researcher suggested things to be followed for the development of tourism sector.

5.2 Conclusions

Through the study of assessment of marketing strategies tour operators use for marketing and promotion of Tanzania tourism products, the researcher has disclosed the following indicated as follow:

Tour operators use various marketing strategies to market and promote Tanzania tourism products. Tour operatorøs offers tourism products and services to tourists with focus to deliver satisfaction to their customers. Since satisfaction is an important aspect which every customer expect when purchase the tourism product and service.

While ongoing is true, however, on the other hand poor satisfaction to customers, lack of product development and innovation, poor marketing strategies implementation among tour operators can affect the tourism business. Despite the availability of marketing professionals the findings has disclosed that some of tour operator lack marketing experts to handle all marketing activities.

The implementation of marketing strategies without evaluating the effectiveness can contribute to unfulfilled achievement of marketing and promotion of tourism business.The innovation and development of tourism products can add value and desire for customer to taste and experience. The development of products and services intended to deliver value to customer is the major task that each tour operator should focus in order to satisfy customers and generate sales.

Any marketing and promotion of tourism products and services requires sufficient information about the products marketed since tourism products are not physically seen, measured or touchable but can only experienced. Hence sufficient information about tourism products and services offered by tour operators can motivate customers to engage and purchase. This includes good arrangement of product with sufficient information, constructs organized websites and well optimized as a source of information that reach majority of people worldwide.

Successful marketing and promotion of Tanzania tourism products requires both efforts of tour operators (private sector) and government tourism organizations to work closely to ensure optimal marketing of tourism products and services at

national level and international level. Hence the establishment of public private partnership (PPP) between government and private sector in marketing and promotion of Tanzania tourism products can improve tourism marketing leads to tourism development, employment opportunities and economic growth.

5.3 Recommendations

Tourism is an important sector that contributes the economic growth and employment opportunities for communities within the country. Relating to research study on assessment of marketing strategies tour operator use for marketing and promotion of Tanzania tourism products, the researcher has drawn the following recommendations to be considered in order to enhance marketing and promotion of Tanzania tourism products for development and success of tourism sector.

5.3.1 Recommendations to Tour Operators

Each of tour operators should implement the efficient marketing strategies for marketing and promotion of Tanzania tourism products. Also should review and analyze the marketing strategies frequently to locate effective marketing strategies according to their target markets. The product development and service improvement is crucial to deliver value to customers.

Marketing course programs should be conducted to facilitate better performance of tour operators and staffs through hiring marketing professionals. This can be achieved through different seminars and conferences that tour operators may sponsor themselves or the government.

Improvement of website contents including valuable information details to capture customers and visitorøs mind. This may also mean the optimization of websites content keywords, improvement of web speed, acceptance of electronic payment system and language selection services to expand market through internet system.

5.3.2 Recommendations to the Government and Tourism Organizations

The government should corporate on public private partnership organization (PPP) as the factor to reinforce marketing and promotion of Tanzania tourism products in order to improve tourism marketing leads to tourism development, employment opportunities and economic growth.

Tanzania tourists board (TTB) should identify the efficient marketing strategies to implement in marketing and promotion of Tanzania tourism products.

The government should recognize the marketing professionaløs contributions on how to achieve effective marketing of Tanzania destination locally and internationally.

5.3.3 Areas for Further Research

Tourism sector is among key economic sources of Tanzania in general and Arusha city in specific. Based on the findings of this study, it has been revealed that there is need for a research study to be conducted in Arusha city focused specifically on how to improve tourism marketing of Tanzania.

5.4 Chapter Conclusion

This chapter has covered conclusions and recommendations based on the research study of assessment of marketing strategies tour operators use for marketing and

promotion of Tanzania tourism products. Further, the researcher has presented recommendations in order to achieve tourism marketing of Tanzania tourism products for development of tourism sector, economic growth and employment opportunities.

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APPENDICES

APPENDIX 1: Questionnaire for Respondents

Questionnaire numberí í ....

Dateí í ....

This questionnaire requests you to fill solely for academic purpose. I kindly, therefore request you to respond to the following questions.

1. Please indicate below the marketing strategies the company use for marketing and promotion of Tanzania tourism products, (Please tick the applicable).

Marketing strategies	Strategy used	
	Yes	No
International trade fairs and exhibitions		
Online marketing, Website pages, emails		
Social media, Blogs, Face book, YouTube, Twitter		
Outdoor billboards and posters		
Catalogue, Magazine and Newspapers		
E-tourism and E-marketing		
Television and Radio network		
International road shows		
Brochures, flyers, leaflets, business cards		
Travel trade		
Product innovation and development		
Search Engine Optimization (SEO)		
Relationship Marketing		
Local Tourism Fairs		

2. With reference to the marketing strategies the company use above please indicate the efficient marketing strategy the company has concentrated more in marketing and promotion of Tanzania tourism products?í í í í í í í í í í í í í …

....

....

3. Did the marketing strategies the company use for marketing and promotion of Tanzania tourism products are effectiveness for the success of tourism business? (Please tick one only).

      (a) Yes   ( )

(b) No ( )

4. To what extent the marketing strategies the company use have achieved in marketing and promotion of Tanzania tourism products? Please tick appropriate one only.

    (a) Good ( )

    (b) Better ( )

    (c) Excellent ( )

    (d) Fair ( )

    (e) Poor ( )

5. Please indicate the tourism products or service the company offers in general (tick the applicable, if it is more than one, please rank them starting from 1 as the major).

    (a) Cultural tour ( )

    (b) Wildlife photographic safaris ( )

    (c) Hunting Safaris ( )

    (d) Beach holidays ( )

    (e) Mountain Climbing ( )

    (f) Scenic Tour ( )

    (g) Historical Tour ( )

    (h) Walking & Biking tour ( )

    (i) Hiking and Trekking ( )

    (j) Canoe & Boat Safari ( )

    (k) Horse ride Safaris ( )

    (l) Accommodation ( )

(m) Air ticketing   ( )

(n) Transfer services   ( )

(o) Shuttle services   ( )

6. Kindly indicate below the tourism products tourists prefer. Tick the applicable below.

    (a) Wildlife Safaris   ( )

    (b) Cultural Safaris   ( )

    (c) Mountains Climbing   ( )

    (d) Beach Holidays   ( )

    (e) Wildlife and Mountains   ( )

    (f) Wildlife, Mountains and Beach   ( )

    (g) Wildlife and Beach   ( )

    (h) All of them   ( )

7. Please indicate below the company sources of market (Tick the applicable one).

    (a) Foreign   ( )

    (b) Domestic   ( )

    (c) Both of them   ( )

8. How can categorize the tourist's satisfaction level for Tanzania tourism products and services the company offered? (Tick the applicable one below).

    (a) Satisfied   ( )

    (b) Slightly satisfied   ( )

    (c) Well satisfied   ( )

9. Does the company involve in marketing and promotion of Tanzania tourism products locally and internationally? (Tick the applicable one only).

(a) Yes   ( )

(b) No   ( )

10. Please indicate whether the company has the marketing experts to handle all marketing activities. Tick the applicable one.

        (a) Yes   ( )

        (b) No   ( )

11. Does the company review and analyze the marketing strategies implemented for marketing and promotion of Tanzania tourism products? (Tick applicable one only).

        (a) Yes   ( )

        (b) No   ( )

12. Did the government effectively market and promote Tanzania tourism products inside and outside the country? (Tick applicable one only).

        (a) Yes   ( )

        (b) No   ( )

13. Do you agree that there is availability of tourism marketing professional in Tanzania? (Please tick applicable one only).

        (a) Yes   ( )

        (b) No   ( )

14. Do you agreement that the company lack marketing professionals? (Tick only one applicable).

        (a) Yes   ( )

        (b) No   ( )

15. Please state whether you agree or disagree with the statements below, (Please tick

the applicable).

	Agree	Disagree
Tourism marketing is expensive factor for tour operators demanding large amount of fund.		
Tourists are well satisfied with products and services offered by tour operators.		
Each tour operator focuses on satisfying needs and wants of customers		
Language barrier contributes to poor marketing and promotion of Tanzania tourism products.		
E-marketing and E- commerce are not applied effectively by tour operators.		
Some of tour operators lack marketing skills and techniques		
Tanzania tourism products and services are highly expensive		
TTB works effective in marketing and promotion of Tanzania tourism products and services		
Marketing strategies the TTB use are most useful for development of tourism industry of Tanzania		
Most of tour operator's websites are disorganized with poor contents about tourism products and services offered.		
Social media are not yet fully utilized by tour operators in marketing and promotion of Tanzania tourism products		
Marketing is the critical problem affecting tour operators		
Tanzania Association of Tour Operators (TATO) supports tour operators in marketing and promotion of Tanzania tourism products.		
Local Tourism Fairs contributes to expansion of tourism market and increases number of customers to purchase tourism products and services.		
Tanzania Tourist Board (TTB) marketing strategies are helpful for tour operators.		

Thank you for Your Cooperation!

APPENDIX 2: Responses from the Respondents

A- Tourism marketing is expensive factor for tour operators demanding large

amount of fund.

B- Tourists are well satisfied with products and services offered by tour operators.

C- Each tour operator focuses on satisfying needs and wants of customers.

D- Language barrier contribute to poor marketing and promotion of Tanzania tourism products.

E- E-marketing and E-commerce are not yet applied effectively by tour operators.

F- Some of tour operators lack marketing skills and techniques.

G- Tanzania tourism products and services are highly expensive.

H- TTB works effectively in marketing and promotion of tourism products and services of Tanzania.

I- Marketing strategies the TTB use are useful for development of tourism industry of Tanzania.

J- Most of tour operatorøs websites are disorganized with poor contents about tourism products and services offered.

K- Social media are not yet fully utilized by tour operators in marketing and promotion of tourism products.

L- Marketing is critical problem affecting tour operators.

M- Tanzania association of tour operators (TATO) supports tour operators in marketing and promotion of Tanzania tourism products.

N- Local tourism fairs contribute expansion of tourism market and increase numbers of customers to purchase tourism products and services.

O- Tanzania tourist board (TTB) marketing strategies are helpful for tour operators.

APPENDIX 3: An Introduction Letter to Participants

The Open University
of Tanzania
Po Box 23409
Dar Es Salaam, Tanzania
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17Th August, 2013

Dear Sir / Madam,

I am Kaaya Erick Abdiel, Spanish and Italian Tour Guide pursuing Master of Arts in Tourism Studies of The Open University of Tanzania at Arusha regional centre. I am requesting your support in my master's research project titled õAssessment of Marketing Strategies Adopted by Tour Operators in Marketing and Promotion of Tanzania Tourism Productsøø. The intention of this research project is only for academic purpose.

I hope you will accept my request for the success of my research project.
Yours Sincerely,

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Kaaya Erick Abdiel
M.A Tourism Studies Candidate
Open University of Tanzania.