

**Evaluation of promotional strategies for marketing tourism in Tanzania: a case study of
tour operators in Dar es Salaam and Arusha**

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Following the policy of Trade Liberation adopted by Tanzania in the last two decades, a number of tourism companies emerged from 1986 to date, this study is an evaluation of promotional strategies used by tour operators for marketing tourism in Tanzania. A cross-sectional survey was carried out and three hypotheses were tested. The first hypothesis proposed that tour operators' promotional campaigns exert a significant influence on the demand for goods and services offered by these firms. The second hypothesis proposed that the various tourism promotional tools differ in effectiveness when applied by tour operators. The third hypothesis tested whether or not tour operators in Tanzania prefer certain promotional strategies to others. All the three hypotheses were confirmed and the conclusion drawn is that tour operators prefer direct marketing and international advertising to other strategies. The study recommends that tour operators need to develop more aggressive promotional campaigns, both in the local and the international markets. For example, improvement in the areas of television advertising, direct marketing, personal selling, sales promotion and publicity could enhance the marketing of the Tanzanian brand. Furthermore the study recommends the need to develop more aggressive campaigns, such as making use of our embassies abroad through the proper channels with coordinated promotion tools, which will enhance the performance of the tourism sector in Tanzania.