

**Enhancing tourism promotion through internet communication: a case study of
Tanzania tourist board**

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This study sought to examine the nature of the Tanzania tourist board (TTB)'s use of the internet in communicating destination information and promoting Tanzania's tourist destinations with a view to identify inherent weaknesses and make recommendations. The study deployed a combination of both qualitative and quantitative methods to collect and analysed to get information of the use of the internet by the board to communicate destination information and promote Tanzania's tourist destinations. Interviews were also used to get information on the effectiveness of TTB in using the internet for communicating destination information and promoting Tanzania as a tourist destination. The study found that the TTB does not optimally use the internet, particularly the website and blog, to communicate destination information and promote Tanzania's tourist destinations, as up to 80 percent of the posts made over. The study concludes that the TTB does not utilize the internet effectively to communicate destination information and promotion issues. The study concludes that the TTB does not utilize the internet effectively to communicate destination information and promote Tanzania's tourist destinations. It is, therefore, recommended that the TTB should start using the internet as a primary medium for communicating destination information and promoting Tanzania's tourist destinations, instead of only using traditional means, such as TV, the radio, newspapers, and brochure's, which are not only expensive but also limited in the scope of reaching potential tourist abroad.