

**Effects of promotion and resources on tourism performance: a comparative study of
African and Non-African Countries**

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Master of Business Administration Dissertation

University of Dar es salaam, Business School, 2017

The thrust of this study was to examine the effect of tourism promotion and tourism resources on tourism performance in Tanzania as a comparative study of African and Non-African countries. The specific objectives of the study were to determine the impacts of natural resources on tourism performance, to ascertain the influence of cultural factors on tourism performance and determine the influence of country's prioritization of travel and tourism on tourism performance.

A sample of sixty countries was used in this study, whereby both African and Non-Africa countries each represented by thirty countries. Data collection of this study was from Travel and Tourism Competitiveness Report (2015) since it is quantitative study. The data analysis was conducted by multiple regressions using Statistical Package for the Social Science (SPSS) software to examine the key factors which significantly predict the tourism performance.

The results of this study indicated that, natural resources and cultural factors are representing two significant pillars of the tourism's performance. However, the results indicated that both marketing effectiveness and promotion budget were found having no substantial influence with the tourism performance in both African and Non-African countries.

The key managerial implication of this study is to recommend the organizations, government and marketers relevant to tourism industry in African countries, to emphasize on the importance of keeping and preserving natural and cultural factors for the purpose of becoming competitive in terms of tourism attractions and performance.