

A study on the marketing strategies influencing the performance of wildlife-selling operations: the case of wildlife management areas

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This research attempted to study the marketing strategies influencing the performance of wildlife-selling operations in the Wildlife Management Areas (WMAs) in Tanzania. This study specifically intended to assess whether there was a proper application of marketing strategies in the wildlife protected areas to influence the performance of the wildlife-selling operations. The study also assessed whether there was any relationship between the marketing strategies and the customers' buying decision, to ascertain whether wildlife-selling operations, including pricing decisions in terms of special price offers, influence the customers' decision to buy wildlife products or services in the WMAs. Self-administered questionnaires were used to collect data from the visitors, Authorized Leaders of WMAs and the workers of the wildlife-based businesses operating in the area. The findings of the research revealed that marketing strategies (through newsletters, word of mouth, reading wildlife updates, tourism promotion programmes, and organized clubs/association tour programmes) has a significant influence on customers, by attracting and reminding them to product or service in the WMAs of what is on offer and persuading them to either buy or take part in wildlife- selling operations. A statistical test also shows the positive relationships between marketing strategies and revenue performance in the wildlife-selling operations. In terms of special price offers, statistical tests show that entry fee offer and accommodation (i.e. camping fee offer) exerts a significant influence on customers' decision to buy wildlife products/services from the protected areas. Conclusively, it is evident from this study that marketing strategies have a significant influence on wildlife-selling operations in wildlife management areas in Tanzania.