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The effect of promotion strategies on performance of tourism industry: the case of Mikumi national park.

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The general objective of this study was to assess promotion strategies on performance in tourism industry. Specifically, to determine the extent to which traditional media improve performance in the Tanzania National Parks, to assess the extent to which digital media improve performance in the Tanzania National Parks, to evaluate the extent to which restoration of country's airline improve performance in the Tanzania National Parks. This study met this research aim through an extensive study of relevant literature and the implementation of practical research. The study followed positivist paradigm where by quantitative methodology was employed. Questionnaire which were used as the data collection tool containing closed ended tool of scale of five which arranged from 1- strongly agree to 5 - strongly disagree; to capture the relationship between dependent and independent variables. The sample design was purposive sampling and Tanzania National Park employees were the sampling units. The study consisted of fifty (50) respondents from Mikumi National Park who deal with the issues of Sales and Marketing. Forty eight (48) were normal employees and two were managers. Independent variables that were used as hypotheses included promotion strategies were tested as predictors of Tourism Performance using Multiple Linear Regression analysis. Hypothesized model was supported the results of the study in that promotion strategies (Traditional media, Digital media and restoration of country's airline) have influence on tourism performance. The results indicated that traditional media, digital media and restoration of country's airline enhance tourism performance in the national parks. This implies that, the tourism industry performance is enhanced by the promotion of their products through traditional media, digital media and restoration of country's airline. Managers should understand that for the tourism industry to perform it needs to be promotion by the tools such as traditional media, digital media and country's airline restoration. Policy makers should establish and stand for the policies which foster promotion of the tourism industry. This study recommends that, MNRT should put more emphasis on promoting Tanzania through traditional media, digital media and increase efficiency of air Tanzania.