Exploring the Effectiveness of the Communication Strategies Used By Tanzania Tourism Board (Ttb) In Promoting Tourism

by

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APPROVAL

EXPLORING THE EFFECTIVENESS OF THE COMMUNICATION STRATEGIES USED BY TANZANIA TOURISM BOARD (TTB) IN PROMOTING TOURISM

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Arts degree.

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DECLARATION

EXPLORING THE EFFECTIVENESS OF THE COMMUNICATION STRATEGIES USED BY TANZANIA TOURISM BOARD (TTB) IN PROMOTING TOURISM

I declare that this thesis is my original work and that it has not been submitted to any other college or university for academic credit.

Signed: ____________________________  Date: ________________
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# TABLE OF CONTENTS

APPROVAL .........................................................................................................................i

DECLARATION ................................................................................................................. ii

ACKNOWLEDGEMENTS ................................................................................................ iii

ABSTRACT.........................................................................................................................x

DEDICATION .................................................................................................................... xi

CHAPTER ONE: INTRODUCTION AND BACKGROUND TO THE STUDY ............ 1

  Introduction ..................................................................................................................... 1
  Statement of the problem ............................................................................................... 6
  Research Objectives ....................................................................................................... 8
  Research Questions ....................................................................................................... 8
  Justification/Rationale ................................................................................................. 8
  Significance of the Study .............................................................................................. 9
  Scope of the Study ....................................................................................................... 10
  Limitations of the Study .............................................................................................. 10
  Delimitation of the Study ............................................................................................ 11
  Definition of Terms ..................................................................................................... 11
  Summary ....................................................................................................................... 14

CHAPTER TWO: LITERATURE REVIEW ................................................................... 15

  Introduction ................................................................................................................... 15
  Communication Strategies- A Conceptualization ....................................................... 15
  Key Elements in Developing Communication Strategies .......................................... 22
  Understanding of Target Audiences .......................................................................... 23
  Strategic Themes and Messages .................................................................................. 25
  Relevant Communication Channels ........................................................................... 27
  Promotional Communication Mix- as a Strategy ....................................................... 29
  New Media: As a Strategy in Promoting Tourism Industry ........................................ 33
  AIDA- Communication Model .................................................................................. 37
  Challenges and Issues in Communication Strategies ................................................. 40
  Summary ....................................................................................................................... 41
List of Figures

Figure 1: Nationality ....................................................................................................... 51
Figure 2: Gender for tourists .......................................................................................... 52
Figure 3: Age bracket for tourists .................................................................................. 53
Figure 4: How often tourists have visited Tanzania ...................................................... 54
Figure 5: Routes to Tanzania ........................................................................................ 56
Figure 6: Reasons of rating channels as effective .......................................................... 63
Figure 7: Gender for tour operators’ respondents ........................................................... 72
Figure 8: Age bracket for tour operators respondents ..................................................... 73
Figure 9: Educational level ............................................................................................ 74
Figure 10: Specific communication strategies ................................................................. 75
List of Tables

Table 1: Population of the study ............................................................... 45
Table 2: Motivation for visiting Tanzania .................................................... 55
Table 3: Channels of communication which tourist’s accessed information about Tanzania tourism attractions .............................................................. 55
Table 4: Television effectiveness ............................................................... 57
Table 5: Effectiveness of film and video .................................................... 57
Table 6: Radio effectiveness ................................................................. 58
Table 7: The effectiveness of Tanzania tourism board website .................... 59
Table 8: The effectiveness of Magazines .................................................. 59
Table 9: Newspapers effectiveness .......................................................... 60
Table 10: The effectiveness of Promotional leaflets ...................................... 60
Table 11: The effectiveness of newsletters ................................................. 61
Table 12: The effectiveness of interpersonal networks .................................. 61
Table 13: The effectiveness of exhibitions ................................................ 62
Table 14: The effectiveness of advertisements .......................................... 62
Table 15: The overall effectiveness of the communication channels in convincing tourists to visit .......................................................... 64
Table 16: The channel of communication in creating awareness of Tanzania tourism attractions ................................................................. 65
Table 17: Does the Communication meet tourist’s information needs .......... 65
Table 18: Development of desire to visit Tanzania ........................................ 66
Table 19: Tourists taking action to inform others ......................................... 66
Table 20: Tourists planning to revisit Tanzania ........................................... 67
Table 21: If the Communication channel is effective more tourists will come 67
Table 22: I like Tanzania because of its tourist’s attractions ....................... 68
Table 23: Do tourists had an awareness of Tanzania before accessed a channel that led to their visit .............................................................. 68
Table 24: Tanzania has more tourism attractions than wildlife .................... 69
Table 25: Air transport connection to Tanzania ........................................... 70
Table 26: Accommodation services are excellent ........................................ 70
Table 27: Tanzania has potentials in tourism ............................................. 71
Table 28: I visited Tanzania because of its people ........................................ 71
Table 29: The use of Communication strategies setup by TTB ...................... 76
Table 30: The overall specific communication channels that are being used 76
Table 31: The effectiveness of television .................................................. 77
Table 32: The effectiveness of film and video ............................................. 77
Table 33: The effectiveness of the radio program ......................................... 78
Table 34: The effectiveness of Tanzania tourism board website .................. 78
Table 35: The effectiveness of Magazines ................................................ 79
Table 36: The effectiveness of Newspapers ................................................. 79
Table 37: Promotional Leaflets effectiveness .............................................. 79
Table 38: Newsletters effectiveness .......................................................... 80
Table 39: Local Exhibitions ................................................................. 80
Table 40: International Exhibitions .......................................................... 81
Table 41: Creating awareness of Tanzania tourism industry ........................................... 82
Table 42: Communicating messages that meet Tourist’s information needs .................. 82
Table 43: Communication strategies that Create desire to visit Tanzania .................... 83
Table 44: The revised communication strategies .......................................................... 83
Table 45: Communication skills in Tourism sector ....................................................... 84
Table 46: Communication strategies and tourist’s informational needs ...................... 84
Table 47: TTB in promoting tourism ........................................................................... 85
Table 48: Challenges faced when promoting tourism .................................................. 85
Table 49: What can be done to make Tanzania a leading tourism destination? ............ 86
ABSTRACT

Tourism is considered to be one of the world’s fastest growing industries. Countries in Africa are now focusing on tourism as a source of growth and diversification. Despite this, the promotion of tourism industry is facing a number of constraints. The purpose of this study was to explore the effectiveness of the communication strategies used by the Tanzania Tourism Board (TTB) in promoting the Tanzania tourism industry.

The study used the descriptive method of self-administered questionnaires and interviews to gather information. The sample size comprised TTB management and marketing department, tourists and tour operator organizations. Questionnaire data were cleaned, coded and analyzed using the statistical package for Social Scientists (SPSS). Two in-depth interviews were qualitatively analyzed based on the specific objective. The data showed TTB is using various communication strategies in tourism promotion and creating awareness of Tanzania as a one of the leading tourist’s destination. However, there are numerous challenges which hinder the effective promotion of tourism in Tanzania.

The study has confirmed the AIDA communication model and has demonstrated that each step in the promotional process is crucial for the successful promotion of tourism products. Therefore, as Mills and Han (2006) argue, destination tourism organizations such as TTB in this case can successful promote tourism based on the impression they make in each step so as to attract more tourists using effective communication channels.
DEDICATION

To God, the author of my salvation, my lovely mum, my rock, pillow and anchor and any blessed lady to be my wife and mother of our children.