

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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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.

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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 successfully 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.

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