

The role of Tourism marketing strategies on tourism product development: a case of Arusha Municipality

Dr. Juliana A. Ogera

Research and Consultancy Coordinator
United African University of Tanzania

ABSTRACT

Tourism marketing strategies helped tourism institutions and other stakeholders know how to select suitable marketing strategies for each of the tourism products. Also, tourism products to develop in Tanzania the case of Arusha municipality, products considered product life cycle stage, companies 'competitive position in the market, and the economic climate. (Fredrik, 2016) The main purpose of this study was to examine the role of tourism marketing strategies in the development of tourism products in Arusha Municipality with the following specific objectives (i). To identify market strategies used by tourism-responsible institutions to market tourism products, (ii) To explore the strategies used by stakeholders for tourism product development, (iii) To identify challenges that stakeholders face in using tourism marketing strategies (iv) To identify procedures used in developing tourism products in the market, tourism marketing strategies were used in some areas of tourism products like national parks and conserved areas, succeeded include product strategy and place strategy but failed to achieve other strategies such as price strategy, promotion and advertisement strategy of the tourism products and these were the keys marketing strategies used to bring awareness to the people concerning those products they had because those unknown marketing strategies caused products to be an obstacle to success in the market. (Bob McKercher 2015). This study helped to select suitable marketing strategies and effective use of marketing strategies for a particular product to increase the development of tourism products, such as the setting of the official entrance fee of the site, where is located and how to access those products, also this study helped to increase the number of consumers who purchased those tourism products in Arusha municipality. (L Mount, 2000). To improve performance, management can consult the marketing department before decision-making to seek their suggestions. To rectify that the management has to encourage their marketing department to experiment with new methods and try out creative ideas which will result in a positive impact on their performance. A well-managed tourism system has proven to be part of the good factors in accelerating the development of the nation and Tourism companies in Tanzania

Key Words: Tourism Marketing, Marketing Strategies, Product Development, Tour Operators.

Introduction

Awareness in the tourism industry is a state of being conscious of tourist destinations and all services that the tourism sector offers in the country. In Tanzania, many tourist attractions exist such as Wildlife Management Areas, Game Reserves, Historical Sites and Game Controlled Areas but there is little awareness about such tourist attractions. (Hodgson 2012). Marketing and tourism are two sides of the same coin, whereby in recent years, tourism is said to be the world's largest stand developed industry. It plays a great role in both economic and domestic growth by creating employment opportunities for both temporary and permanent jobs, 200 million people globally are hired in both permanent and temporary jobs created by the tourism industry. Such jobs include tour personnel, camping, holiday tour operators, activity holidays operators, ski resort operators, transport personnel, also hotels and catering, tour company managers and tourism officers whereby all offer tourism services to tourists (Council, November 2015) In Tanzania, tourism industry employs 1,189,300 in 2013 both temporary and permanent jobs such as ministers of natural resources and tourism, tourism officers, tour operators, tour guides, drivers tours, tour managers, tourism policy makers, rangers, travel agencies and accommodation services, for villagers tourism industry contribute to the growth of the local market, community empowerment and rise of social services, so tourism hospitality sector such as hotels are leading for creating employment in the tourism industry in Tanzania. (Simmons.D, 2019). The tourism industry in Tanzania has reached out to central and local government departments, stakeholders and the community for the advancement of conservation. The number of targeted villages under the program of conservation of products that are offered by the parks has increased from 160 to 502 in all parks (TANAPA 2025). Marketing involves buying and selling products. So, the tourism industry uses marketing strategies such as product strategy, price strategy, place strategy and promotion strategy to make sure that tourism products are spread to consumers with satisfaction which will lead to an increase in consumers. To achieve successful development, the tourism industry must choose suitable marketing strategies and use them correctly. The role of marketing strategies led to a new view of tourism products; tourism marketing strategies were the strongest tool for the development of tourism products in Tanzania's tourism industry. It's been noted that marketing influences information search, and decision-making behavior, through the arrangement of products, price setting, targeting marketing and promotion of products. Tourism marketing strategies helped tourism institutions and other stakeholders know how to select suitable marketing strategies for each of the tourism products.

Literature Review

According to (Butler, 1998) who adopted the product life cycle theory in tourism, he classified the development process of a destination in the six stages (Exploration, Involvement, Development, Consolidation, Stagnation, and Decline or Rejuvenation). Each of these stages was determined by several factors such as the volume of visitors, the destination's capacity and the level of contact between hosts and guests (Stylydis, 2012). Theory implied that the impacts of tourism were different over the various stages of tourism product development and consequently, residents' perceptions also changed over the development stages (Demuth, 2013). Also, the value of this theory contributed to understanding the changes in the host community's attitudes towards marketing

strategies in tourism product development. So, these tourism products had a life cycle so we needed efforts to make sure there was rejuvenation of that product to capture the market.

Power-Dependency Theory

According to (Mbingo 2014) power and dependency were generally considered to be important concepts in understanding buyer-seller relationships, from this point of view, the significance and expansive effects of power and dependence on inter-firm relationships hold direct implications for the supply chain. A high level of interdependence was an indicator of a strong, cooperative long-term relationship characterized by mutual trust and mutual commitment. A close and lasting cooperation between supplier and buyer led to improvements in quality, delivery reliability, times and cost reduction also, found empirical evidence that, a strong buyer-seller relationship led to the high performance of the entire supply chain. This could be in the form of a high level of commitment, cooperation and trust, and conflict resolution, so bound understanding between the consumer of tourism products and seller of this product made the way that marketing strategies understandably took place to the community

Empirical review

Empirical review is based on observed and measured phenomena and derives knowledge from experience rather than theory or beliefs. (Tajadewski, 2010). Provided different aspects of marketing theory and practice. The text introduced the development of marketing strategies in the tourism industry. The marketing strategies were studied variety of reasons, such as stimulating the rise of awareness concerning tourism products to the community and place promotion; (Erick Shaw 2015) said that in the promotion of tourism products it was important to use celebrities, expertise and ambassadors which they had a great impact to the community to rise and increase the value of tourism product. (Sherlock, 2010) Has studied marketing practices for focusing on the way organizations promoted and influenced to use of tourism products, through the use of electronic and print media to maintain the rise of the market and also to attract new customers to use tourism products. Also argued that interview methods are used for data collection to find out the opinion of respondents on current market strategies in tourism products. Because the ideas of people built the occurrence of strong brands of tourism products.

(at el Razzaq 2011). Stated that marketing strategies differed from continent to continent, country to country and destination to destination. The destination for any tourism product in a particular environment may be differentiated among space, time and effectiveness of marketing strategies. Different approaches to marketing strategies are used in different phases of the organization's life. It was concluded that for the unknown tourism product in business, various marketing practices such as advertising are a waste of money and time.

(at el Terra 2013). Had found that the company and organization were not well technologically prepared to make sure tourism products were well advanced and expanded in the market, given the moderate technology in the transaction and interactive segment. In Tanzania, tourism organizations seemed to be working to the increase advantage of relationship marketing and value tourism products.

(Sangeeta 2015). Having presented the review of medical tourism about the marketing practices of Tanzania tourism, marketing practices like promotion of health care services, and the physical evidence had contributed to the medical tourism (sports tourism) development, was a product offered to consumers.

(Rahim, 2015). Had explored the role of marketing practices in tourism and evaluated the impact of tourism product performance through changing marketing practices from traditional to entrepreneurial marketing practices. Marketing in tourism centered on traditional methods such as printing media and selling. The author found that the levels of commitment towards marketing practices vary by business context. The author concluded that marketing within the tourism context could be an unskilled activity that required little time and training which anyone in the company or organization could undertake.

Methodology

This study was conducted in Arusha municipality which was located in northern Tanzania within the Arusha region, where primary and secondary data were used for this study, the researcher administered questionnaires, interview and also qualitative and quantitative approaches to research were employed and a sample of 90 participants were used for this study.

Results and Discussions

Gender of Respondents

The study involved the gender distribution of respondents as shown in the table below

Gender					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Male	15	60.0	60.0	60.0
	Female	10	40.0	40.0	100.0
	Total	25	100.0	100.0	



Table 4.1 above depicts that 60.0% and 40.0 % of respondents male and female respectively answered the questionnaires distributed.

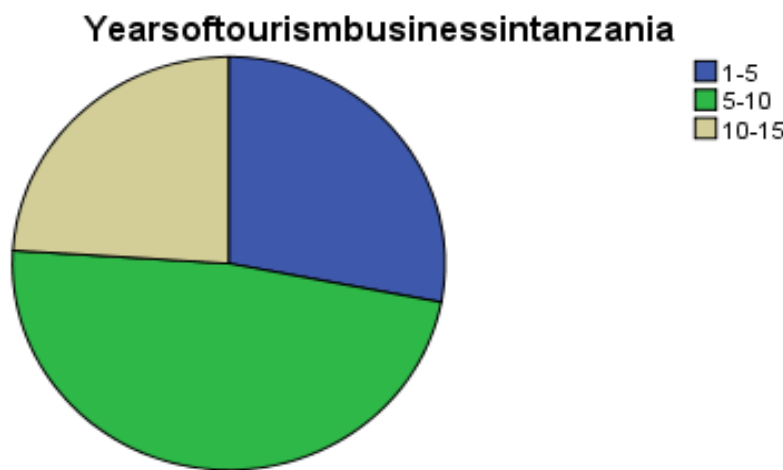
Age of Tourism business operations

In this study, the age of the respondents to tourism business operations was considered to be important in finding the contribution of the role of tourism marketing strategies in Arusha municipal.

Table 4.3, Age of respondents

Years of tourism business in Tanzania					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	1-5	7	28.0	28.0	28.0
	5-10	12	48.0	48.0	76.0
	10-15	6	24.0	24.0	100.0
	Total	25	100.0	100.0	

Table 4.4, Age of respondents



Source: Research data (2023)

The 5–10-year group constituted 48.0% of respondents and was the highest number of respondents followed by age below 1-5 with 28.0%. The lowest number of respondents was within the 10-15 with 24.0% and above 15 which made 0.0% of respondents.

4.2 Person Correlation Coefficients

Correlation Coefficient Analysis was used to test how strong the relationship between dependent variables and independent variables is. Pearson Correlation Coefficient analysis, the value range is from -1 to +1. When the Pearson Correlation Coefficient value showed +0.1, there is a perfect positive correlation but if the value showed -1, there is a perfect negative correlation. Besides that, when the Pearson Correlation Coefficient value showed 0, it means there is no correlation between dependent variables and independent variables.

Correlations between Marketing strategies and Tourism Product

Table 4.5 respondents

Correlations			
		Marketing strategies	Tourism product
Marketing strategies	Pearson Correlation	1	.403*
	Sig. (2-tailed)		.046
	N	25	25
Tourism product	Pearson Correlation	.403*	1
	Sig. (2-tailed)	.046	
	N	25	25

Correlation is significant at the 0.046 level (2-tailed).

Source; Research data (2023)

Direction

From Table 4.5, there is a positive relationship between marketing strategies and tourism products because of the positive value of the correlation coefficient. The marketing strategies variable has 0.403 correlations with the tourism product variable. Thus, when marketing strategies are high, tourism products are high.

Strength

The value of this correlation coefficient of 0.403 falls under the coefficient range from ± 0.41 to ± 0.70 . Therefore, the relationship between marketing strategies and tourism products is moderate.

Significance

The relationship between marketing strategies and tourism products is significant. This is because the p-value of 0.046 is less than the alpha value of 0.05.

Correlations between Marketing Strategies and Years of Tourism Business in Tanzania

Table 4.6

		Marketing Strategies	Years of tourism business in Tanzania
Marketing Strategies	Pearson Correlation	1	.328
	Sig. (2-tailed)		.037
	N	25	25
Years of tourism business in Tanzania	Pearson Correlation	.328	1
	Sig. (2-tailed)	.037	
	N	25	25

Correlation is significant at the 0.037 level (2-tailed).

Source; Research data (2023)

Direction

From Table 4.5, there is a positive relationship between marketing strategies and years of tourism business because of the positive value for the correlation coefficient. The marketing strategies variable has 0.328 correlations with the years of tourism business variable. Thus, when marketing strategies are high, years of tourism business are high.

Strength

The value of this correlation coefficient of 0.328 falls under the coefficient range from ±0.21 to ±0.40. Therefore, the relationship between marketing strategies and years of tourism business is small but a relationship.

Significance

The relationship between marketing strategies and years of tourism business is significant. This is because the p-value of 0.037 is less than the alpha value of 0.05.

Correlations between Marketing strategies effective for tourism business and Institution marketing expert

		Are the marketing strategies effective for the tourism business	The institution has a marketing expert
Are the marketing strategies effective for the tourism business	Pearson Correlation	1	.263
	Sig. (2-tailed)		.020
	N	25	25
Does the institution have a marketing expert?	Pearson Correlation	.263	1
	Sig. (2-tailed)	.020	
	N	25	25

Correlation is significant at the 0.02 level (2-tailed).

Source; Research data (2023)

Direction

From Table 4.5, there is a positive relationship between the marketing strategies effective for the tourism business and the institution's marketing expert because of the positive value for the correlation coefficient. The marketing strategies effective for the tourism business variable have 0.263 correlations with the institution marketing expert variable. Thus, when marketing strategies effective for the tourism business are high, the institution's marketing expertise is high.

Strength

The value of this correlation coefficient of 0.263 falls under the coefficient range from ±0.21 to ±0.40. Therefore, the relationship between marketing strategies effective for tourism business and institution marketing experts is small but a relationship.

Significance

The relationship between marketing strategies effective for tourism business and institution marketing experts is significant. This is because the p-value of 0.02 is less than the alpha value of 0.05.

Table 4.8, Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.004	4	1.751	1.325	.095
	Residual	26.436	20	1.322		
	Total	33.440	24			
a. Dependent Variable: Are the marketing strategies						
b. Predictors: (Constant), The institution has a marketing expert, Marketing Strategy, Institution source of the market, Are the marketing strategy effective for the tourism business						

Source: Research data (2023)

Based on Table 4.8 (Analysis of variance), the p-value is less than the alpha value of 0.05. The F-statistic (1.325) is significant. The model for this research is a good descriptor of the relation between the dependent and predictor variables. Therefore, the independent variables are significant in explaining the variance in tourism products. The alternate hypothesis is supported by the data.

This section covers the analysis and interpretation of the various data collected information through the use of interviews as per the objectives of the study. The overall number of targeted companies and boards is the same as the questionnaire sample where respondents are 25. The total number of questions was 8 and below is the analysis of the collected data. The last part of this chapter was the analysis. It will use the combination of collective ideas based on respondents' points of view to determine the relationship between a dependent variable and the independent variables. All the interview results will be presented in written form so that it is easy to understand the relationship between each question and answers

In the field of data collection via interview session the following questions were asked to measure the respondents' knowledge which helps to finalize the reality of the relationship between the variables, 1, how do you understand tourism? 2, how do you understand cultural tourism? 3, how does coronavirus affect tourism activities in your institution? 4, can you mention the tourism product that the institution offers? 5, kindly indicate below the tourism product that tourists prefer. 6, what are the procedures used in developing tourism products in the market? 7, what are the strategies stakeholders use for tourism product development? 8, what are the challenges that stakeholders face in using tourism marketing strategies? All these questions provide better results which are exactly to the researcher's point of view because most of the respondents have a moderate understanding of such a thing which brings a narrow knowledge that needs more support from other ideas and strategies to be implemented as well to ensure the development of tourism products in the industry. It's almost 45% of the respondents are aware of marketing strategies knowledge which seems to be one of the crucial parts of the company's development which brings more competitive advantage and reasons why the company needs to move forward, more further the results tell us more than 50% of the respondents admit themselves that their

real not more concerned with strategies used by marketers rather they participate on finding customers and making sure that customers are satisfied throughout the tourism season.

Furthermore, according to the main problem, the issue was to know if the role of tourism marketing strategies helps the growth of tourism products, and also to ascertain whether marketing strategies exert a strong influence on the development of tourism products. The researcher recorded the fact that marketing strategies viewed institutions of tourism chambers in Tanzania as acceptable and agreeable as far as they are concerned but the whole industry was a little bit satisfied with the companies' strategies and that was the reason, they indicated that they would moderate probably recommend the company to use more other strategies to provide a testimonial development for use in the tourism products.

CONCLUSION

The regression model showed that the observed variability in tourism product development is explained by the role of tourism marketing strategies. Further, the regression model shows how the institutions and tourism boards that use marketing strategies can affect tourism product development. The result indicates that the tourism marketing strategies; price strategy, promotion strategy, advertisement strategy, competitors' strategy, and communication strategies are good predictors of tourism product development. The significance of variables indicates that there is a relationship between the dependent variable tourism marketing strategies and the independent variable tourism product. In other words, an improvement in or decrease in one performance will affect tourism product development. An improvement increases the chance of tourism product development. Similarly, an improvement in quality by 1% increases the chance of tourism product development widely, all things being equal; it indicates that the tourism marketing strategies are the main factors that affect tourism product development at Arusha municipal.

To improve the performance, management can consult the marketing department before decision-making to seek their suggestions to rectify that the management has to encourage their marketing department to experiment with new methods and try out creative ideas which will result in a positive impact on their performance.

The management has to organize more training and development programs to improve the marketing departments. This refers to changing aspects like ethics, behaviour, commitment, professionalism, drive and interpersonal relations in employees for the better. Supervisors must reduce the tendency to micromanage and instead display that they have confidence in the ability of their team members and trust them to do their work efficiently. If the supervisor treats his subordinates as professionals, then there is no reason that they should not behave in a bad way. Such an attitude promotes trust and loyalty among the workers and encourages better teamwork among them

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