



**DIGITAL MARKETING STRATEGIES AND THE DEVELOPMENT
OF THE HOTEL INDUSTRY, A CASE OF MBALE
RESORT HOTEL, MBALE CITY.**

BY

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TOURISM AND TRAVEL OF
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DECLARATION

DECLARATION

I, Apio Mary Rayantah, declare that this research titled "Digital Marketing Strategies and the Development of the Hotel Industry. A Case of Mbale Resort Hotel, Mbale City " is my original work. It is the culmination of my efforts and contributions, conducted under the guidance and supervision of towards the completion of my bachelor of science in Tourism and Travel Management.

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APIO MARY RAYANTAH

APPROVAL

APPROVAL

This is to certify that the research titled " Digital Marketing Strategies and the Development of the Hotel Industry. A Case of Mbale Resort Hotel, Mbale City " by Apio Mary Rayantah has been examined and approved by the undersigned by and the head of department tourism and travel, Faculty of management sciences. The research has been reviewed and found acceptable for submission in partial fulfilment of the requirements for the bachelors of Tourism and Travel Management

SUPERVISOR'S NAME..... *Orin Go JONAH*.....

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DATE..... *26th/01/2024*.....

DEDICATION

I dedicate this research work to:

- My Family Members especially my parents Mr. Ngolobe Patrick and Mrs. Nandera Everlyne together with my elder sisters including Ms. Auma Leticia, Odongo Ivan (my twin brother) and my little ones (Kizza Aldrine, Vanessa Nakamya, and Nabwire Vivian Mary) whose unwavering support, prayers, and encouragement have been my guiding light throughout this journey.

- The resilient community of Mbale Resort Hotel in Mbale District, whose cooperation and insights have enriched this research and its findings.

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Above all, I give glory and honor back to God who has gifted me with His spirit and life amidst my trials during my research up to now.

LIST OF ACRONYMS

MRH	Mbale resort hotel
UHOA	Uganda Hotels owners Association
UBOS	Uganda Bureau of Statistics
SEO	Search Engine Optimization
OTAs	Online Travel Agencies
GDP	Gross Domestic Profit

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ABSTRACT

This study examined the role of digital marketing strategies on the development of the hotel industry. The study was guided by the following objectives notably, to find out the role of cost leadership strategies on the development of the hotel industry , to find out the role of differentiation strategies on the development of the hotel industry and to find out the role market segmentation strategies on the development of the hotel industry. The study used a descriptive and quantitative approach. Data was collected from a target population of 50 of employees with accessible unit of 44 employees of Mbale resort hotel, using simple random and purposive sampling techniques. Data were collected with the aid of closed ended questionnaire and Statistical Packages for Social Sciences was employed for analyzing data from which frequency tables, descriptive statistics (mean and standard deviation), reliability, validity, correlation, and regression results were obtained. The study findings revealed that there is a positive and a significant effect of cost leadership strategies on the development of the hotel industry, differentiation strategies on the development of the hotel industry and market segmentation strategies on the development of the hotel industry in Mbale city. The study, recommends that efforts to improve on the development of the hotel industry depend on digital marketing strategies (cost leadership strategies, differentiation strategies and market segmentation strategies). Finally, the study concludes that there is a strong predictive power that the dimensions of digital marketing strategies contribute towards enhancing the development of the hotel industry in Mbale resort hotel.

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CHAPTER ONE:

BACKGROUND

1.1 Introduction

This chapter considered the background of the study, statement of the problem, the purpose of the study, research objectives, research questions, scope of the study, conceptual framework, significance of the study, and definition of key terms.

1.2 Background of the study

The hotel industry plays a crucial role in the global tourism sector, contributing significantly to economic growth, employment generation, and foreign exchange earnings. In today's digital era, the adoption of effective digital marketing strategies has become essential for hotels to remain competitive, attract guests, and ensure long-term success. A hotel is an establishment providing accommodation, meals, and other services for travelers and tourists. (Iqtisodiyot va innovatsion texnologiyalar) defines hospitality industry as a vast sector that includes all the economic activities that directly or indirectly contribute to, or depend upon, travel and tourism like Hotels & Resorts. Restaurants & Catering. Night Clubs & Bars. According to the forecast by the World Travel & Tourism Council estimates that the hospitality sector's contribution to the GDP will reach \$9.5 TN, Digital marketing is a modern marketing strategy that has been boosted by the growth in information technology, particularly electronic technology (Njeri Kariru, 2022). It involves the adoption of marketing tools such as the internet, social media, mobile, video, content, and affiliate and search engine optimization (Wasiq et al., 2023).and its search engines like TripAdvisor.com, Booking.com, Facebook, Instagram and others. (Israilov, 2021) . This research study aims to comprehensively explore the relationship between digital marketing strategies and the development of the hotel industry, with a specific focus on the case of Mbale Resort Hotel in Mbale City, Eastern Uganda. Uganda, located in East Africa, is renowned for its diverse natural landscapes, wildlife reserves, cultural heritage, and warm hospitality. The country has witnessed a consistent growth in international tourist arrivals in recent years. According to the Uganda Bureau of Statistics (UBOS, 2020), the number of international tourist arrivals increased from 1.27 million in 2017 to 1.49 million in 2019. This upward trend highlights the

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