



**THE ROLE DIGITAL MARKETING ON THE DEVELOPMENT OF TOURISM IN
UGANDA, A CASE STUDY OF ASSOCIATION OF UGANDA TOUR OPERATORS
(AUTO), KAMPALA.**

BY

MAKOHA EMMA

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Makohaemma20@gmail.com

**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT
SCIENCES, DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT IN
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BACHELORS DEGREE IN TOURISM AND TRAVEL MANAGEMENT OF
BUSITEMA UNIVERSITY.**

AUGUST, 2024

DECLARATION

DECLARATION

I **Makoha Emma**, hereby declare that the contents of this research report are my original work and no other study has been conducted on the topic. To the best of my knowledge, this work has never been submitted before in any other university or higher institution of learning for any degree or related qualification. In all cases where other people's ideas were quoted, they have been duly acknowledged by complete references.

Signature.....

Date:.....

MAKOHA EMMA

BU/UG/2021/0037

APPROVAL

APPROVAL

This is to certify that this research report by Makoha Emma on the topic "the role digital marketing on the development of tourism in Uganda, a case study of Association of Uganda Tour Operators (AUTO), Kampala, will be submitted for examination with approval of my supervisor for the award of a Bachelor's degree in Tourism and Travel Management at Busitema University.

Supervisor:

MADAM ADONGO GORRETT

Sign: 

Date: 26/08/2024

DEDICATION

This work is dedicated to my lovely father late John George Oguttu and my mother Nafula Getrude for their moral, financial and spiritual support. I continue to dedicate this work to my lecturers, course mates, friends and finally the Most High Almighty God for His endless love, mercy and blessings towards my life.

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LIST OF ACRONYMS

WTO-WORLD TOURISM ORGANIZATION

WTTC-WORLD TRAVEL AND TOURISM COUNCIL

MTWA-MINISTRY OF TOURISM, WILDLIFE AND ANTIQUITIES

UNWTO-UNITED NATIONS WORLD TOURISM ORGANIZATION

UTB- UGANDA TOURISM BOARD

UWA-UGANDA WILDLIFE AUTHORITY

UTB-UAGANDA TOURISM BOARD

AUTO-ASSOCIATION OF UGANDA TOUR OPERATORS

DMOs- DESTINATION MANAGEMENT ORGANIZATIONS

ICT- INFORMATION AND COMMUNICATIONS TECHNOLOGIES

GDP- GROSS DOMESTIC PRODUCT

ABSTRACT

This study examined the role of digital marketing on the development of tourism. The study was guided by the following projects notably; to find out the role of digital marketing to the development of tourism in Uganda; to find out the role of marketing strategies and other approaches to the promotion and development of tourism in Uganda; to find out the contribution of ICT (Information and Communications Technologies) towards the development of tourism. The study used a descriptive and quantitative approach. Data was collected from a target population of 50 tour operators of AUTO with accessible unit of 47 tour operators of AUTO, 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 digital marketing on tourism development, marketing strategies and other approaches on tourism development and the role ICT on tourism development. The study, recommends that efforts to improve on the development of tourism depends on digital marketing (social media marketing, online travel agencies and Websites). Finally, the study concludes that there is a strong predictive power that the dimensions of digital marketing contribute towards enhancing the development of tourism of AUTO members or tour operators.

CHAPTER ONE

BACKGROUND OF STUDY

1.0 Introduction

This chapter comprises of the background of the study, statement of the problem, general objective, specific objectives, research questions, scope of the study and significance of the study and the conceptual framework.

1.1 Background of study

Digital marketing has become an indispensable tool in the tourism industry, shaping the way destinations engage with travelers and promoting economic growth (Mustafa Ayobami Raji et al., 2024). This study will focus on the role digital marketing on the development of tourism in Uganda, a case study of association of Uganda tour operators (AUTO), Kampala. The Association of Uganda Tour Operators (AUTO) is Uganda's leading tourism trade association, representing the interests of the country's leading and experienced professional tour operators. Members offer a range of services, which can be broadly divided into the following categories Special interest safaris Air safaris Incentive travel group safaris Custom safaris for individual travelers Camping safaris (luxury & budget).

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or Places outside their usual environment for personal or business/professional purposes according to UNWTO. Tourism is a global phenomenon, which involves more and more people and is considered to be one of the largest industries all over the world(Tovmasyan, 2016).

Tourism is generally considered to be the largest industry in the world. It is the third largest export sector and one of the most promising in terms of future growth potential. As people's income and education rises, demand for travel will steadily increase both domestically and internationally(Ahebwa, 2018) . Tourism is a booming industry with many travelers flocking to different destinations around the globe; tourism is becoming one of the most viable business markets in the world. (Abdollahdeh, G. Sharifzadeh, A, 2018), Also Tourism and travel is a very lucrative industry and increasingly contributes towards the world's economy. Travel & Tourism has been an important driver for job creation and a dynamic engine of employment opportunities.

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