

**THE ROLE OF SOCIAL MEDIA MARKETING IN ENHANCING TOURISM
EXPERIENCES IN UGANDA**

JOHN WALTER TUSINGWIRE

S19B63/712

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL
FULFILLEMENT OF THE REQUIREMENT FOR THE AWARD OF A BACHELOR'S
DEGREE OF TOURISM AND HOSPITALITY MANAGEMENT OF UGANDA
CHRISTIAN UNIVERSITY**

September, 2023



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

APPROVAL

This research report has been supervised and approved by me and is therefore ready for submission to the School of Business, Uganda Christian University.

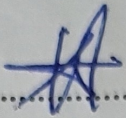
Signature..........Date.....13/09/2023.....

MR.Karibwije Daniel

(Academic Supervisor)

DECLARATION

I Tusingwire John Walter hereby declare that this dissertation was produced out of my own effort with the guidance of my supervisor and has never been submitted to any other institution for any award.

Signature:.....

Date:.....13/09/2023

TUSINGWIRE JOHN WALTER

S19B63/712

DEDICATION

I dedicate this research to my parents Mr. and Mrs.Mbyemire Pascal and Peninah who advised, supported and mentored me throughout my education up to university level. Above all, I thank the Almighty God for guidance and provision towards completion of this dissertation.

ACKNOWLEDGEMENT

I am greatly indebted to Mr. Karibwije Daniel who was my supervisor for his effective supervision, dedication, availability and professional advice.

I would also like to acknowledge my dear parent Mr. and Mrs. Mbyemire Pascal and Peninah for always being there for me in all situations.

I would like to extend my gratitude to the entire employees of the selected tour operator companies in Kampala CBD for giving me relevant information that made the study successful.

Lastly, I thank the Almighty God through Jesus Christ who has given me good health and strength to carry out the research right away from the beginning to the end and successfully.

Table of Contents

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES	viii
ABSTRACT	ix
CHAPTER ONE.....	1
GENERAL INTRODUCTION	1
1.0 General Introduction	1
1.1 Background of the study	1
1.2 Problem statement	4
1.3 Purpose of the study	4
1.4 Specific objectives of the study	4
1.5 Research questions	5
1.6 Scope of the study	5
1.6.1 Geographical scope	5
1.6.2 Time scope	6
1.6.3 Content Scope	6

1.7 Justification of the study	6
1.8 Significance of the study.....	7
1.9 Conceptual framework	9
CHAPTER TWO.....	10
LITERATURE REVIEW	10
2.0 Introduction	10
2.1 Concept of social media marketing	10
2.2 Concept of tourism	11
2.3Social media platforms used by tourism-related businesses	12
2.4Tourist attractions, events, and activities promoted on social media platforms	13
2.5Effectiveness of social media marketing in promoting tourist attractions	15
2.6Challenges associated with social media marketing in the tourism industry and the possible solutions	16
CHAPTER THREE	19
RESEARCH METHODOLOGY	19
3.0 Introduction	19
3.1 Research Design	19
3.2 Study area and population	20
3.3 Sample Size and Selection	20
3.4Sampling method	21

3.5 Sources of data	22
3.5.1 Primary source	22
3.5.2 Secondary source	22
3.6 Data Collection Instruments	23
3.6.1 Questionnaires	23
3.6.3 Interview guide	23
3.7 Data Quality Control	24
3.7.1 Validity	24
3.7.2 Reliability	24
3.8 Procedure of Data Collection	25
3.9 Data Analysis	25
3.9.1 Quantitative data analysis	25
3.9.2 Analysis of qualitative data	26
3.10 Ethical Considerations	26
3.11 Limitations and delimitations of the study	27
CHAPTER FOUR	28
DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF RESULTS	28
4.0 Introduction	28
4.1 Findings on bio data of the respondents	28

4.1.1 Gender of the respondents	28
4.1.2 Education level of the respondents	29
4.1.3 Age of the respondents	29
4.1.4 Tour operator company respondents work with	30
4.1.5 Period respondents have spent working with the tour operator companies	30
4.2 The social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences	31
4.3 The specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda	33
4.4 The effectiveness of social media marketing in promoting Uganda’s tourist attractions and engaging with tourists	35
4.5 Challenges associated with social media marketing in Uganda’s tourism industry	38
CHAPTER FIVE	41
DISCUSSION OF RESULTS	41
5.0 Introduction	41
5.1 Summary of findings	41
5.1.1The social media platforms used by tourism-related businesses in Uganda	41
5.1.2Tourist attractions, events, and activities that are being promoted on social media	41
5.1.3Effectiveness of social media marketing in promoting Uganda’s tourist attractions	42
5.1.4Challenges associated with social media marketing in Uganda’s tourism industry ...	43
CHAPTER SIX	44
CONCLUSIONS AND RECOMMENDATIONS	44

6.1	Conclusions	44
6.2	Recommendations	44
6.3	Recommendations for further research	46
	References	47
	Appendices	
49	Appendix 1: Questionnaire	
	49
	Final Comments
	Error! Bookmark not defined.
	Appendix 2: Interview Guide	
		54

LIST OF TABLES

Table 1: Showing population and sample size	21
Table 2: Gender	28
Table 3: Level of education	29
Table 4: Age	29
Table 5: Period spent working with the tour operator companies	30
Table 6: The social media platforms used by tourism-related businesses in Uganda ..	31

Table 7: Tourist attractions, events, and activities that are being promoted on social media 33

Table 8: Effectiveness of social media marketing in promoting tourist attractions ... 36

Table 9: Challenges associated with social media marketing in Uganda’s tourism industry..... 38

ABSTRACT

The study examined the role of social media marketing in enhancing tourism experiences in Kampala CBD, Uganda. The study was guided by objectives which included; identifying the social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences, examining the specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda, evaluating the effectiveness of social media marketing in promoting Uganda’s tourist attractions and engaging with tourists and to identify the challenges associated with social media marketing in Uganda's tourism industry and the possible solutions.

The study was carried out using an explanatory research design where both quantitative and qualitative research approaches were used. The data were collected using questionnaires and during the data collection, both purposive and simple random sampling methods were used. A sample size of 36 tour operator companies in Kampala CBD plus the top management of Ministry of Tourism and Uganda Tourism Board respondents were also used in the study.

From the findings, it was revealed that Facebook and Twitter are the primary platforms used by tourism-related businesses to promote their services and engage with customers, while Instagram, YouTube, and TikTok are also valued for their specific purposes. The major tourist attractions and activities being promoted on social media include wildlife, culture and traditions, historical sites, adventure activities, religious sites, and festivals. Social media marketing has proven effective in increasing tourists' awareness of Uganda's attractions, influencing their decisions to

visit, facilitating engagement and feedback, and aiding in trip planning. However, challenges exist, including a lack of training and expertise, high costs, intense competition for attention, potential reputation damage from negative reviews, the constantly evolving nature of social media, and the difficulty of standing out amidst user-generated content.

Finally, the study recommended the need to address the lack of training and expertise among tourism-related businesses in using social media effectively; the study recommends that it is crucial to provide comprehensive training programs. Finally, the study recommended that it is crucial for tourism-related businesses to develop a unique value proposition that differentiates them from competitors.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 General Introduction

This chapter presents background to the study, problem statement, and purpose of the study, objectives, and research questions, significance of the study, justifications and theoretical frame work.

1.1 Background of the study

From the dawn of time, people have traveled for leisure, business, and religious purposes. United Nations World Tourism Organization (UNWTO) states that “tourism comprises of activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to an activity remunerated from within the place visited. The 2021 United Nations report, states that the global outlook for the Travel & Tourism sector will remain robust and will continue to be at the forefront of wealth and employment creation in the global economy. Regardless of continually been faced with unpredictable shocks from terrorism, political instability, health pandemic, natural disasters, ethnic, cultural and religious differences, tourism has remained resilient, contributing to 3.1% direct GDP growth and 6 million net additional jobs in 2021 (IPK International, 2022).

The last decade has seen a significant increase in the use of both social media and the general development of new technology worldwide (Munar& Jacobsen, 2014). The tourism and hospitality industry has seen an impressing development since the beginning although over the past few years, due to the recession, people have started cutting down on vacations and sales have decreased, further leading to lower revenue, lower payoffs and decreasing work segment. Today, the industry is on the rise again and has changed dramatically with the overwhelming appearance of social

media platforms creating new opportunities to progress and attract the customer through facilitated communication and empowered guest engagement (Alves&Rabacal, 2018).

New destinations continue to emerge across the globe while existing ones are rebranding and introducing new products in order to keep up with the current trends and needs of tourists. To create awareness worldwide about their products and services, destinations are putting in place strategies, reshaping the way they offer services to their clients, exploring and using various means of communication technology to keep abreast in the competitive industry (Cai& O'Leary, 2013). Of importance to this research, is the use of social media which is a form of new media. Social media plays a significant communication role in many aspects of tourism. It is fast becoming a necessary part of communication arsenal for tourism businesses and destinations and is particularly useful in information search, decision-making behaviors, and tourism promotion and in focusing on best practices for interacting with prospective customers (Obradovic&Petrovic, 2017).

With the development and application of social media marketing cutting edge strategies in information technologies, tourism organizations can benefit from the numerous opportunities offered by social media to promote their relationship with their customers into a network of marketing innovations (Alizadeh& Isa, 2015). Social media marketing (SMM) presents amazing opportunities for customers to utilize the diverse platforms available, such as Facebook, Twitter, YouTube, the consumer review, blogs and networking sites, among others, to generate online content and share information about cultural tourism product and services (Osei et al., 2018; Navío-Marco et al., 2018). This is evident in some studies that have demonstrated the importance of social media sites for marketing purposes, but its implications on tourism, especially, sustainability of heritage festivals, has not been exhaustively investigated (Andrić& De Alwis, 2016).

In Africa, social media penetration stands at 24% with a mobile penetration of 67% and internet penetration of 26.5% against a population of approximately 1.1 billion people and a total continental GDP of \$2.39 trillion (O'Toole, 2016). Research has shown that Social media rankings in Africa do not have a direct correlation to a flourishing tourism sector. Tourism being a very sensitive industry is affected by geography, social, economic and political factors that are complex and have a direct effect on tourism making social media a distant variable (Brouder& Teixeira, 2019).

Uganda is a country with a rich cultural heritage and natural beauty that attracts many tourists each year. However, like many countries, Uganda's tourism industry has been significantly impacted by the COVID-19 pandemic (Kaur, 2021). As a result, tourism businesses and organizations are looking for new and innovative ways to promote the country's attractions and enhance the overall tourist experience. One potential avenue for promoting tourism and enhancing the tourist experience is through social media marketing. Social media platforms such as Facebook, Instagram, and Twitter offer tourism businesses and organizations a powerful tool for promoting their services and engaging with potential tourists. Through social media marketing, businesses can showcase their attractions, share customer reviews and recommendations, and build relationships with potential customers (Appel et al., 2020).

However, while social media marketing offers many potential benefits for the tourism industry, there are also potential challenges and drawbacks. For example, managing social media accounts can be time-consuming and require specialized skills (Rim et al., 2020). In addition, the use of social media marketing raises questions about privacy, data security, and the potential for misinformation. Given these opportunities and challenges, exploring the role of social media marketing in enhancing tourist experiences in Uganda is an important and timely research topic. By understanding how tourism businesses are currently using social media marketing, and the potential benefits and drawbacks of this approach, researchers can help inform and improve the

strategies and practices of tourism businesses and organizations in Uganda (Kumar et al., 2021).

1.2 Problem statement

The role of social media marketing in enhancing tourism experiences in Uganda is a significant topic of concern, as the tourism industry in Uganda is rapidly growing, and social media marketing is becoming an increasingly important tool in promoting tourist destinations. According to the Uganda Tourism Board, Uganda received 1.5 million tourists in 2019, which represented a 7.4% increase from the previous year (UTB, 2019). Social media is becoming an increasingly important tool in promoting tourism in Uganda, with the number of social media users in Uganda increasing from 2.6 million in 2016 to 4.7 million in 2021, representing a 79.2% increase (Statista, 2021).

Although social media marketing has the potential to enhance the overall tourist experience in Uganda, there is a lack of understanding of the ways in which tourism businesses and organizations are currently using social media to promote their services, engage with potential customers, and build relationships (Kumar et al., 2021). Furthermore, there is limited evidence on how social media marketing enhances tourism experiences in Uganda specifically. As a result, there is a need to explore the role of social media marketing in enhancing tourist experiences in Uganda and to identify the potential benefits and drawbacks of this approach (Otoo et al., 2021). It is therefore against this background that the researcher sought to examine the role of social media marketing in enhancing tourism experiences in Uganda.

1.3 Purpose of the study

The purpose of the study on the role of social media marketing in enhancing tourist experiences in Uganda is to investigate how social media marketing is being used in Uganda's tourism industry and the impact it has on the overall tourist experience.

1.4 Specific objectives of the study

The specific objectives of the study are:

- i. To identify the social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences.
- ii. To examine the specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda.
- iii. To evaluate the effectiveness of social media marketing in promoting Uganda's tourist attractions and engaging with tourists.
- iv. To identify the challenges associated with social media marketing in Uganda's tourism industry and the possible solutions.

1.5 Research questions

The study aims at answering the following questions:

- i. What are the social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences?
- ii. What are the specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda?
- iii. How effective are social media marketing in promoting Uganda's tourist attractions and engaging with tourists?
- iv. What are the challenges associated with social media marketing in Uganda's tourism industry and the possible solutions?

1.6 Scope of the study

1.6.1 Geographical scope

This study was carried out in Kampala Central Business District located in central Uganda where the tour operators and the Ministry of Tourism all located in Kampala will be selected.

1.6.2 Time scope

The study covered a period of threemonths from Marchto May 2023. The review of the report and documents focused at a range of five years that is 2018 to 2022 since this period helped in determining the level of social media marketing in tourism in Uganda.

1.6.3 Content Scope

The study waslimited to literature on the social media platforms used by tourismrelated businesses in Uganda to promote their services, engage with customers, and share travel experiences, the specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda, the effectiveness of social media marketing in promoting Uganda's tourist attractions and engaging with tourists, and the challenges associated with social media marketing in Uganda's tourism industry and the possible solutions.

1.7 Justification of the study

Tourism as a major contributor to the economy: Tourism is a major contributor to the economy of Uganda, with the sector accounting for a significant portion of the country's foreign exchange earnings and creating employment opportunities. Understanding how social media marketing can be used to enhance the tourist experience in Uganda can help to promote economic growth and development.

Rapid growth of social media: Social media has become an increasingly important tool for promoting tourism and engaging with tourists. Understanding how social media

platforms are being used in Uganda's tourism industry can help to identify best practices and strategies that can be replicated in other contexts.

Limited research on social media marketing in Uganda's tourism industry: Despite the importance of social media marketing in promoting tourism in Uganda, there is limited research on how social media platforms are being used in the country's tourism industry. This study filled the gap in knowledge and contributed to the development of effective social media marketing strategies in the sector.

Importance of tourist experiences: The tourist experience is a critical factor in determining tourist satisfaction and promoting repeat visits. Understanding how social media marketing can be used to enhance the overall tourist experience in Uganda can help to promote positive word-of-mouth and encourage more visitors to the country.

Potential for improved social media marketing practices: By identifying the challenges and opportunities associated with social media marketing in Uganda's tourism industry, this study can provide recommendations for improving social media marketing practices and enhancing the overall quality of tourism-related services in the country.

Overall, the study on the role of social media marketing in enhancing tourist experiences in Uganda is justified by the importance of tourism to the country's economy, the rapid growth of social media, the limited research on social media marketing in Uganda's tourism industry, the importance of tourist experiences, and the potential for improved social media marketing practices.

1.8 Significance of the study

Enhancing tourism industry: The study can help to enhance Uganda's tourism industry by providing insights into effective social media marketing strategies that can attract more tourists to the country. This, in turn, can have a positive impact on the country's economy by creating job opportunities and increasing revenue generated from tourism-related businesses.

Improving the tourist experience: By identifying the social media marketing strategies that are most effective in promoting Uganda's tourist attractions and engaging with tourists, the study can help to improve the overall tourist experience in Uganda. This can help to increase visitor satisfaction, promote positive word-of-mouth, and encourage repeat visits.

Informing tourism stakeholders: The study can provide valuable information to tourism stakeholders in Uganda, including tour operators, travel agents, hotels, and government agencies. This information can be used to develop more effective social media marketing campaigns, improve customer service, and enhance the overall quality of tourism-related services in the country.

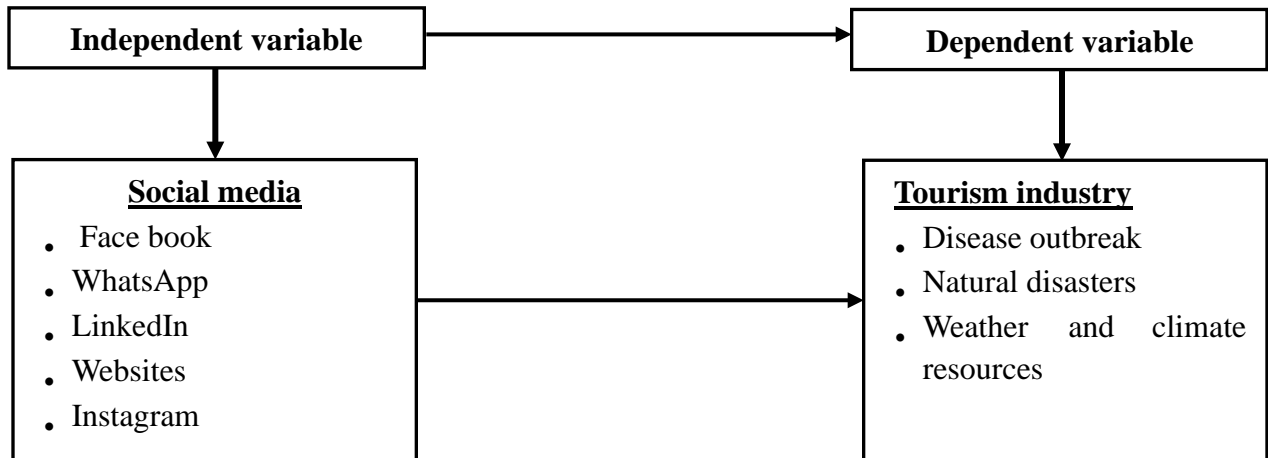
Contributing to academic research: The study can contribute to academic research in the field of tourism marketing and social media marketing. The findings of the study can be used to develop new theories and models related to social media marketing in the tourism industry, and can also help to validate or challenge existing theories.

Replication in other contexts: The study can serve as a model for similar studies in other countries or regions that are looking to enhance their tourism industry through effective social media marketing strategies. The findings of the study can be used to inform and guide social media marketing practices in other contexts, helping to enhance tourism experiences and promote economic growth in other parts of the world.

In summary, the study on the role of social media marketing in enhancing tourist experiences in Uganda is significant because it can contribute to the development of effective social media marketing strategies in the tourism industry, improve the tourist experience, inform tourism stakeholders, contribute to academic research, and serve as a model for replication in other contexts.

1.9 Conceptual framework

Figure 1: Conceptual framework



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter represents a critical review of literature about the study variables which are; ecotourism and local community development.

2.1 Concept of social media marketing

Social Media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool (Bansal, 2014). The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Social Media marketing refers to the process of gaining website traffic or attention through Social Media sites. Social Media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks (Cheung et al., 2011).

Social Media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service (Bowden, 2009). Additionally, Social Media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company (Constantinides& Fountain, 2008).

The Social Media marketing is cost effective than any other form of marketing. Building a profile in the most followed Social Media platform is not going to cost much. Social Media marketing helps in building the brand name of the company, and establishes the company as an authority in the market. The companies become ubiquitous through Social Media Marketing in term that they are found everywhere by

the customers and anyone, anywhere can access company's social profile. Thus engaging and interacting with the customers becomes easy. By making it easy for others to communicate with company, company can answer all queries and issues promptly (Bansal, 2014).

2.2 Concept of tourism

Tourism is a phenomenon in terms of income generation, which has been emphasized in many countries of the world and a lot of investment is made in this sector (Tremblay, 2016). It is an industrial tourism that has attracted the attention of many tourists (Ahmadi et al., 2013). In this regard, geographical, topography, climate and location are the most important elements for tourist attractions that play an important role in economic growth and social development of many regions (SoltanAlinejad&Soltani, 2021).

The largest industry in the world is tourism (Scheyvens and Momsen, 2008). Many nations use tourism as an economic sector to promote economic development. Due to its economic benefits, which include producing foreign exchange, providing employment, and boosting local economies, it is employed as a development strategy (Sindiga, 1999). Here, it is proposed that tourism has developed and has continued to advance following the line of development theory. However, the mechanisms that lead to these types of development are subject to the characteristics brought about by the immediate environment. Important political, cultural, and economic factors are included in this.

One of the industries with the fastest global growth is tourism. Additionally, it is a key driver of economic growth. Africa's direct travel and tourism sector contributed \$66 billion to the continent's GDP in 2016 (WTTC, 2018), which was more than the continent's chemical, auto, and banking industries combined. Travel and tourism contributed 7.8% of Africa's GDP in 2016 based on its direct, indirect, and induced GDP impacts (WTTC, 2018). If taken into account that the sector supported a total of 8.4 million direct jobs in Africa in 2016 and that for every job directly in the tourism

sector, nearly two additional jobs are created on an indirect or induced basis, making its linkages stronger than the construction and agricultural sectors, WTTC predicts that travel and tourism employment will grow 4.5% per annum over the next ten years (WTTC, 2018) (WTTC, 2018).

2.3 Social media platforms used by tourism-related businesses

Facebook: Facebook is the largest social media platform in the world with over 2.8 billion monthly active users (Statista, 2021). It is a popular platform used by tourism-related businesses to engage with customers, promote their services, and share travel experiences. Businesses can create a Facebook page, which can be used to post updates, photos, and videos of their services and interact with customers through comments and messages. Facebook also offers targeted advertising options that allow businesses to reach specific audiences based on interests, demographics, and location.

Instagram: Instagram is a photo-sharing app that has become popular among travelers and tourism-related businesses. It has over 1.2 billion monthly active users (Statista, 2021) and is a visual platform that allows businesses to showcase their services through high-quality photos and videos. Instagram also offers features such as stories, reels, and IGTV that allow businesses to engage with customers and share behind-the-scenes content. Instagram also offers targeted advertising options that allow businesses to reach specific audiences based on interests, demographics, and location.

Twitter: Twitter is a microblogging platform with over 330 million monthly active users (Statista, 2021). It is a popular platform used by tourism-related businesses to share updates, news, and travel experiences in real-time. Twitter is also a great platform for customer service, as it allows businesses to quickly respond to customer inquiries and feedback.

YouTube: YouTube is a video-sharing platform with over 2 billion monthly active users (Statista, 2021). It is a popular platform used by tourism-related businesses to share

high-quality videos of their services, destinations, and travel experiences. YouTube is also a great platform for storytelling, as it allows businesses to share longer-form content and engage with customers through comments and discussions.

TripAdvisor: TripAdvisor is a travel review website with over 463 million monthly active users (Statista, 2021). It is a popular platform used by tourists to research and review hotels, restaurants, and attractions. Tourism-related businesses can claim their listing on TripAdvisor and respond to customer reviews and feedback. TripAdvisor also offers advertising options that allow businesses to promote their services and reach specific audiences based on interests, demographics, and location.

TikTok: TikTok is a video-sharing app with over 689 million monthly active users (Statista, 2021). It is a popular platform used by tourism-related businesses to showcase their services and destinations through short-form videos. TikTok is also a great platform for engaging with younger audiences, as it has a predominantly Gen Z user base.

Overall, social media platforms offer tourism-related businesses a great opportunity to promote their services, engage with customers, and share travel experiences. The choice of platform will depend on the business's target audience, marketing goals, and resources. It is essential for businesses to have a well-defined social media strategy that aligns with their overall marketing strategy to maximize the benefits of social media marketing.

2.4 Tourist attractions, events, and activities promoted on social media platforms

National Parks: National parks are popular tourist attractions that are often promoted on social media platforms. For example, the National Park Service in the United States uses Facebook and Twitter to share updates and photos of specific parks, promote events such as ranger-led tours, and engage with visitors. The Instagram account of Yellowstone National Park, for instance, showcases stunning photos of the park's geysers, wildlife, and landscapes, with informative captions that educate visitors about the park's natural wonders.

Festivals: Festivals are often promoted on social media platforms, with tourism-related businesses using platforms such as Facebook and Instagram to share updates, photos, and videos of specific festivals. For example, the Coachella Valley Music and Arts Festival in California uses Instagram to share photos and videos of performances, fashion, and art installations, while also using Twitter to share real-time updates and engage with festival-goers.

Historical Sites: Historical sites are another popular tourist attraction that is often promoted on social media platforms. For example, the Smithsonian Institution in Washington, D.C. uses Facebook, Twitter, and Instagram to share updates and photos of specific museums and exhibits, promote events such as lectures and concerts, and engage with visitors. The Instagram account of the Tomb of the Unknown Soldier in Arlington National Cemetery, for instance, shares powerful photos and videos of the changing of the guard ceremony, with captions that educate followers about the history and significance of the site.

Adventure Activities: Adventure activities such as hiking, kayaking, and skiing are often promoted on social media platforms, with tourism-related businesses using platforms such as Instagram and YouTube to share photos and videos of specific activities. For example, the Instagram account of REI, a retailer of outdoor gear and clothing, shares stunning photos of hikers on scenic trails, while also providing information about the gear needed for specific hikes. The YouTube channel of Warren Miller Entertainment, a producer of skiing and snowboarding films, showcases thrilling videos of professional skiers and snowboarders performing tricks and tackling challenging terrain.

Therefore, social media platforms are powerful tools for promoting specific tourist attractions, events, and activities, allowing tourism-related businesses to reach a global audience and engage with potential visitors in real-time. By leveraging the visual and interactive capabilities of social media platforms, businesses can showcase the unique features of their attractions, events, and activities, and inspire potential visitors to plan their next adventure.

2.5 Effectiveness of social media marketing in promoting tourist attractions

Promotion of Tourist Attractions: Social media platforms have become an integral part of tourism marketing strategies. Many studies have found that social media marketing can be an effective way of promoting tourist attractions. For example, a study by Kim and Ko (2012) found that social media can significantly increase awareness of tourist destinations and lead to more visits. Similarly, a study by Buhalis and Law (2008) found that social media can be an effective tool for promoting destinations and engaging with tourists.

Engagement with Tourists: Social media platforms can also be used to engage with tourists, providing them with information and responding to their inquiries. A study by Xiang and Gretzel (2010) found that social media can be an effective way of engaging with tourists and building relationships with them. The study found that tourists who engaged with tourism providers through social media were more likely to have positive experiences and recommend the provider to others.

User-Generated Content: Social media platforms are increasingly being used as a source of user-generated content (UGC). Tourists are sharing their experiences on social media platforms, creating valuable content that can be used to promote tourist attractions. A study by Neuhofer, Buhalis, and Ladkin (2015) found that UGC can be an effective way of promoting tourist attractions, as it provides potential tourists with authentic and trustworthy information.

Influencer Marketing: Influencer marketing has become a popular approach to social media marketing in the tourism industry. Influencers are individuals who have a large following on social media platforms and are seen as experts in their field. A study by Chen, Chen, and Yen (2019) found that influencer marketing can be an effective way of promoting tourist attractions, particularly among younger generations who are more likely to be influenced by social media.

Customer Relationship Management: Social media platforms can also be used for customer relationship management (CRM). A study by Ladhari, Michaud, and

Gonthier(2012) found that social media can be an effective tool for building relationships with customers and providing them with personalized experiences. The study found that social media can be used to collect feedback, respond to inquiries, and provide customers with special offers.

Therefore, social media marketing has become an essential tool for promoting tourist attractions and engaging with tourists. Studies have found that social media can significantly increase awareness of tourist destinations, provide tourists with valuable information, and build relationships with them. Social media platforms are increasingly being used to generate user-generated content and influencer marketing, which can be effective ways of promoting tourist attractions. Additionally, social media can be used for customer relationship management, providing personalized experiences for customers. These findings highlight the importance of social media marketing for the tourism industry and suggest that tourism providers should develop effective social media marketing strategies to promote their attractions and engage with tourists (Kumar et al., 2021).

2.6 Challenges associated with social media marketing in the tourism industry and the possible solutions

Lack of Control: One of the major challenges associated with social media marketing is the lack of control over the content that is being shared. Tourism providers cannot control what customers say about their products and services on social media platforms. Negative reviews and comments can harm the reputation of the tourism provider. A study by Ladhari et al. (2012) found that negative reviews can have a significant impact on the purchase decisions of potential customers. To solve this, tourism providers can manage their reputation by responding to negative comments and reviews. They can also monitor their social media accounts to identify negative comments and respond to them promptly. By responding to negative comments, tourism providers can demonstrate that they are committed to providing excellent customer service (Alves&Rabacal, 2018).

Information Overload: Another challenge associated with social media marketing is information overload. There is so much information available on social media platforms that potential customers may find it difficult to sift through the information to find what they are looking for. Tourism providers can address this challenge by providing customers with relevant and useful information. They can use social media platforms to provide customers with information about their products and services, such as pricing, availability, and features. They can also provide customers with information about the destination, such as local attractions, events, and activities (Kumar et al., 2021).

Lack of Expertise: Many tourism providers lack the expertise to effectively use social media platforms to promote their products and services. They may not know how to create engaging content, use hashtags, or monitor their social media accounts. Tourism providers can overcome this challenge by hiring social media experts or training their employees to use social media platforms effectively. They can also hire social media agencies to manage their social media accounts (Kaur, 2021).

Difficulty in Measuring ROI: Measuring the return on investment (ROI) of social media marketing can be challenging. Tourism providers may not know how to measure the impact of social media marketing on their business. Tourism providers can address this challenge by setting clear goals and objectives for their social media marketing campaigns. They can track metrics such as website traffic, engagement rates, and conversions to measure the effectiveness of their campaigns (Appel et al., 2020).

Privacy Concerns: Social media platforms have faced criticism for their handling of user data and privacy concerns. This can make potential customers hesitant to engage with tourism providers on social media platforms. Tourism providers can address privacy concerns by being transparent about their data policies and only collecting data that is necessary for their marketing campaigns. They can also use secure platforms and encryption to protect customer data (Munar& Jacobsen, 2014).

In summary, social media marketing has become an essential tool for the tourism industry to promote its products and services. However, there are several challenges associated with social media marketing, such as lack of control, information overload, lack of expertise, difficulty in measuring ROI, and privacy concerns. Tourism providers can overcome these challenges by responding to negative comments, providing relevant information, hiring social media experts, setting clear goals, and being transparent about their data policies. By addressing these challenges, tourism providers can use social media marketing effectively to promote their products and services.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the methodology that was used in conducting the research. It described how this study was conducted. It includes the study design, the study setting, sources of data, study population and sample size determination. It also describes the sampling procedures, study variables, data collection methods and tools, validity and reliability of data collection tools, data processing, quality control measures, data analysis, ethical considerations, plan for dissemination of results and limitations of the study.

3.1 Research Design

This study used an explanatory research design which is developed to explore a phenomenon that had not been studied before or had not been well explained previously in a proper manner. Its main intention is to provide details about where to find a small amount of information (Aspers& Corte, 2019). It also helped in ascertain how and why a particular phenomenon is occurring and further predict future occurrences. Lastly, it helped in investigating patterns and trends in existing data that haven't been previously investigated (Bhardwaj, 2019).

The mixed-method research combining quantitative and qualitative research approaches were also used during the study (Creswell, 2012). The quantitative study was conducted using questionnaires with the selected tourist operators in Kampala CBD. Qualitative study was conducted using interviews where the Officials from the Ministry of Tourism, Wildlife and Antiquities plus Uganda Tourism Board was used as key informants in order to get an in-depth analysis about the topic and these were also considered as K.Is since they had the relevant knowledge about the role of social media marketing in enhancing tourism experiences in Uganda.

3.2 Study area and population

The study was carried out in Kampala Central Business District located in central Uganda where the tour operators, tourist and the Ministry of Tourism all located in Kampala were selected. The study population therefore included the tour operators located in Kampala CBD. According to, Uganda Tourism Board (2022), there are 40 tour operators fully registered and operating in Kampala CBD and these were include in the study as the study population. The study population also included the tour operators in Kampala CBD and Officials from the Ministry of Tourism, Wildlife and Antiquities plus Uganda Tourism Board who participated as key informants.

3.3 Sample Size and Selection

Singh, (2007) defined sample size as finite part of a statistical population whose properties are used to make estimates about a population as a whole.

A sample is a section of the wider population that was engaged in the survey (Stuart, 2016). According to Creswell (2012), a sample is a subgroup which is representative of the target population from whom findings can be generalized about the population.

Therefore, sample size was determined by the sample calculation formula by Slovin's (1960) formula as follows;

$$n = \frac{N}{1 + \frac{N(e)^2}{z^2}}$$

“n” is sample size, “N” is population, “e” is error (0.05) or level of confidence 95%

“N” (population) = 40 tour operators in Kampala CBD

$$n = \frac{40}{1 + 40(0.05)^2}$$

$$n = \frac{40}{1 + 40(0.0025)}$$

$$n = \frac{40}{1 + 0.1}$$

$$n = \frac{40}{1.1}$$

$$n = 36$$

Therefore from the table above, the sample size was 36 tour operator companies located in Kampala CBD. Important to note is that the tour operator companies are the unit of analysis in this study implying that each tour operator company was represented by one person preferably the owner or the manager. The study also included a sample of 5 key informants who are; the officials from Ministry of Tourism, Wildlife and Antiquities plus Uganda Tourism Board. This was further represented in the table below

Table 1: Showing population and sample size

Category	Population	Sample size
Tour operator companies in Kampala CBD	40	36
Ministry of Tourism	3	3
Uganda Tourism Board	2	2
Total	45	41

Source: Uganda Tourism Board (2023)

3.4 Sampling method

The researcher used both purposive and simple random sampling methods. Purposive sampling was used to select the key informants who were officials from the Ministry of Tourism, Wildlife and Antiquities plus Uganda Tourism Board since they are the ones who are responsible for implementing policies on ensuring the proper use of social media marketing in enhancing tourism experiences. The reason why purposive sampling was used for this category of respondents was because of their knowledge on the role of social media marketing in enhancing tourism experiences in Uganda, these

individuals also have special qualification and therefore these categories of respondents are expected to provide in-depth information about the topic under study.

The selected tour operator companies in Kampala CBD was selected using simple random sampling given that these are big in number and using this method eases their selection and gave each person to participate in the study, simple random sampling was preferred because its procedure is unbiased and prevents bias in their work and makes research on large populations more practical.

3.5 Sources of data

While carrying out the research study, both primary and secondary data were used by the researcher.

3.5.1 Primary source

Primary data are important for all areas of research because they are accurate information about the results of an experiment or observation. Primary data from the field was obtained through personal interviews and self-administered questionnaires to selected respondents in order to get their opinions. Primary data helped the researcher in collecting information for the specific purposes of their study. The researcher collected the data himself, using questionnaires and interviews.

3.5.2 Secondary source

Secondary data refers to handling, collecting and possibly processing data by people other than the researcher in question. For the purposes of a historical research project, secondary sources are generally scholarly books and articles. This source was used to collect data from already written literature for example e-books, journals, published articles and periodicals. And documentary resources were classified in order to facilitate the data collection and textual analysis (Mubazi 2008).

3.6 Data Collection Instruments

Two types of data collection instruments were used in the study. These included questionnaires, and interview guides which are briefly explained in the following subsection.

3.6.1 Questionnaires

Researcher-administered questionnaires were used to collect quantitative data from the selected tour operator companies in Kampala CBD. Researcher-administered questionnaires were used for this category of respondents to save on time because their number is big to interview. The standard questionnaire contains a list of possible alternatives from which respondents selected the answer that best suits the situation. The questionnaire was used to collect numerical data on the role of social media marketing in enhancing tourism experiences in Uganda to generalize the findings of the sample to the population. The researcher used close-ended questionnaires, which enabled coding data during analysis. The questionnaires were measured using a Likert scale where 5 (Strongly Agree), 4 (Agree), 3 (Not sure), 2 (Disagree) and 1 (Strongly Disagree).

3.6.3 Interview guide

According to Ahuja (2009), an interview is a two-person conversation initiated by the interviewer for the specific purpose of obtaining research-related information and focused on the content specified by the research objectives of description and explanation. The tool of data collection here was an interview guide which refers to a set of structured questions in which answers were recorded by the interviewer himself (Ahuja 2009). This tool was used to collect information that could not be directly observed and that were good for the research problem which only depended on documented data and respondents' opinions. It was also good because it gave the research control over the line of questioning hence time saving. Data obtained during the interview supplemented that obtained through the questionnaire. Interviews were

conducted with the officials from the Ministry of Tourism, Wildlife and Antiquities plus Uganda Tourism Boardsince they had more knowledge about the topic under study.

3.7 Data Quality Control

3.7.1 Validity

Validity was done in order to find out whether the questions are capable of capturing the intended data. The researcher’s supervisor reviewed the questions to see whether they were capable of capturing the intended response. A Content Validity Index (CVI) was calculated in order to establish the validity of the research instrument. The researcher used the following formula to establish validity of the research instruments as seen below (Cohen, Manion and Keith (2007).

$$\text{Content validity Index (CVI)} = \frac{\text{Relevant items by all judges as suitable}}{\text{Total number of items judged.}}$$

The CVI was 0.83 which was greater than the recommended 0.70 (Kent, 2001), implying that the questionnaire was valid for data collection.

3.7.2 Reliability

Mugenda and Mugenda (2003) defined reliability as a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Reliability of the questionnaire instrument was assessed using Cronbach’s coefficient alpha. A pilot study was carried out on 10 respondents and the reliability results were computed using the Statistical Package for the Social Sciences (SPSS). The following

formula was used to calculate the Cronbach’s coefficient alpha $\alpha = \frac{k-1}{k} \left(1 - \frac{\sum SD_i^2}{\sum SD_t^2} \right)$

Where α = coefficient alpha

$\sum SD_i^2$ = sum variance of items

$\sum SDt^2$ = sum variance of scale

The coefficient was 0.81 which was above the recommended .70 (Amin, 2005), implying that the questionnaire was suitable for data collection.

3.8 Procedure of Data Collection

An introduction letter was obtained from Uganda Christian University to help the researcher access the participants. The researcher personally and physically carried out the exercise of data collection without employing research assistants. No questionnaire were left behind to avoid consultation and thus biased responses.

3.9 Data Analysis

Data analysis concerns the 'breaking up' of data in logical and manageable themes, categories, patterns, trends for reporting purposes (Creswell 2009).

3.9.1 Quantitative data analysis

This was done through classification of respondents into categories called codes. It involved sorting, editing questionnaires and coding responses after which data was tabulated and analyzed using a computer program known as Statistical Package for Social Sciences (SPSS) version 20. It was used because it provides a wide range of tools from basic tabulation to sophisticated multivariate analysis. It is widely used to analyze quantitative data, meaning that data in form of tables and figures. It is also commonly used in both academic and commercial spheres (Mubazi 2008). This software was also used by the researcher because it saves time of analyzing and it interprets complicated figures. The process of data processing involved editing in order to check for errors and omissions, coding was employed to reduce the data to a meaningful pattern of responses and tabulation of the findings was done in order to prepare data, analyze and compile the research report.

Data editing: This requires the researcher to edit the data by examining the collected raw data to detect errors and omissions. Therefore, the researcher

undertook careful scrutiny of the completed questionnaires. Editing was of help to ensure that the data is accurate, consistent with other facts gathered, uniformly entered, and well arranged to facilitate coding and tabulation.

Coding refers to the process of assigning numerals or other symbols to answers so that responses can be put into a limited number of categories or classes. The researcher ensured exhaustiveness and mutual exclusiveness (a specific answer is placed in only one one cell in a given category set). Coding was necessary for the efficient analysis, as several replies were reduced to a small number of classes, which contained critical information required for analysis.

3.9.2 Analysis of qualitative data

This involved content analysis. Thus, qualitative data was edited and reorganized into meaningful phrases. In other words, a thematic approach was used to analyze qualitative data where themes, categories and patterns were identified. The recurrent themes, which emerged in relation to each guiding question from the interviews, were presented in the results, with selected direct quotations from participants presented as illustrations.

3.10 Ethical Considerations

Ethics are the norms or standards for conduct that distinguish between right and wrong. They help to determine the difference between acceptable and unacceptable behaviors (Devlin, 2006). Ethical standards prevent against the fabrication or falsifying of data and therefore, promote the pursuit of knowledge and truth which is the primary goal of research (May, 2011). Ethical behavior is also critical for collaborative work because it encourages an environment of trust, accountability, and mutual respect among researchers. The handling of these ethical issues greatly impact the integrity of the research results.

Honesty, objectivity, respect for intellectual property, social responsibility, confidentiality, non-discrimination and many others (May, 2018). Voluntary

participation and informed consent was catered for. The purpose of the survey was fully explained and the respondents politely requested to participate in the study.

Sensitivity of the organization records, no harming of the respondents was ensured. According to Cohen et al. (2000), it is very important that the participants have the option to refuse to participate in the study and the researcher has to provide this option. This was provided for in the introduction part of the questionnaire and consent form.

Anonymity was another concern as described by Deniscombe (2018). To this end, promise and principle of anonymity together confidentiality was assured, after, the names of the respondents were not requested, and emphasis was noted that the information would be treated in aggregate and purely for research purposes. Appreciation was ensured to the respondents after participation for ethical considerations. The researcher shared the findings of the study with the respondents since these findings would be useful to the entity where the study was carried out.

3.11 Limitations and delimitations of the study

While carrying out the study, the researchers encountered various constraints: -

There is a risk of lack of enough reliable data to this study. This was because some respondents were not conscious of the training concept. However, the researcher limited the scope of the analysis for the information to be meaningful.

Since the study was cross sectional in nature, this limited the researcher in terms of collecting enough data. This was because data was collected in a short period of time hence does not help to determine cause and effect relationship.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF RESULTS

4.0 Introduction

This chapter presents and discusses the results of analysis that has been done to look at the specific objectives of the study and in relation to the reviewed literature. The findings were presented with the help of tables for purposes of easier understanding, clarity and interpretation.

4.1 Findings on bio data of the respondents

The background information of respondents was deemed necessary because the ability of the respondents to give satisfactory information on the study variables greatly depends on their background. The background information of respondents who are tour operator companies in Kampala CBD was solicited and this has been presented below categorized into; gender, age, level of education, tour operator working with and period spent working with this tour operator.

4.1.1 Gender of the respondents

Table 2: Gender

	Frequency	Percent	Cumulative Percent
Male	20	55.6	55.6
Female	16	44.4	100.0
Total	36	100.0	

Source: *Primary data*

The findings from table 2 show that majority of the respondents represented by 55.6 % were male, whereas the remaining 434.4% were females. As the samples were randomly selected, it might be concluded that most of the tour operator companies in Kampala CBD are owned and managed by men. The inclusion of both male and female

respondents was to get different views from the respondents about the topic under study.

4.1.2 Education level of the respondents

Table 3: Level of education

	Frequency	Percent	Cumulative Percent
Diploma	10	27.8	27.8
Bachelor's Degree	22	61.1	88.9
Master's Degree	4	11.1	100.0
Total	36	100.0	

Source: *Primary data*

Table 3 indicates that the employees of the selected tour operators in Fort Portal City are well educated since majority of the respondents represented by 61.3% hold bachelors' degrees, followed by 27.3% of the respondents noted that they hold diplomas, whereas 11.4% of the respondents noted that they hold master's degrees. This implies that the top management of the selected tour operator companies in Kampala CBD were qualified enough to respond to the questions with ease since they were able to easily read, write and comprehend what was asked.

4.1.3 Age of the respondents

Table 4: Age

	Frequency	Percent	Cumulative Percent
21-30 years	6	16.7	16.7
31-40 years	17	47.2	63.9
41-50 years	10	27.8	91.7
Above 50 years	3	8.3	100.0

Total	36	100.0
-------	----	-------

Source: *Primary data*

Table 4 shows that 47.2% are between 31-40 years, followed by 27.8% who are between 41-50 years, followed by 16.7% who are between 21-30 years, whereas 8.3% of the respondents are above 50 years of age. This implies that information was gotten from people of different age groups which helped the researcher to get different views on the topic under study.

4.1.4 Tour operator company respondents work with

The respondents were further asked to name the tour operator companies in Kampala central business district that they work with and the list of those that were involved in the study include the following; Home to Africa Tours and travel Ltd, HakunaMatataSafaris,Dark Hills Uganda,Go Volunteer Africa,Uganda Trekking Holidays,Infinity Pearls U Ltd, Spice Tours and Travel,Paradise Adventure Vacations Company, WeliTravel,Backpack Travel and Tours,Akita Wild Tour and Travel,ALIVE Safaris Ltd,His Grace Wild Safaris, and Travel The Pearl Uganda Tours & Travel.

4.1.5 Period respondents have spent working with the tour operator companies

Table 5: Period spent working with the tour operator companies

	Frequency	Percent	Cumulative Percent
Less than 1 year	3	8.3	8.3
1-5 years	6	16.7	25.0
6-10 years	17	47.2	72.2
Above 10 years	10	27.8	100.0
Total	36	100.0	

Source: Primary data

Table 5 shows that 47.2% of the respondents have spent a period of 6-10 years working with the selected tour operator companies in Kampala CBD, followed by 27.8% of the respondents noted that they have spent more than 10 years working with the selected tour operator companies in Kampala CBD, followed by 16.7% of the respondents noted that they have spent a period of 1-5 years working with the selected tour operator companies in Kampala CBD, whereas 8.3% of the respondents noted that they have spent less than 1 year working with the selected tour operator companies in Kampala CBD. The result reveals that most of the respondents have spent a long period of time working with these tour operators meaning that they have gained enough experience in the business which helped in getting valid and reliable data.

4.2 The social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences

Table 6 summarizes respondents' responses on the social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences by using a Likert scale where SA (Strongly Agree), A (Agree), NS (Not Sure), D (Disagree) and SD (Strongly Disagree).

Table 6: The social media platforms used by tourism-related businesses in Uganda

Statements	Extent of agreement and disagreement				
	SA	A	NS	D	SD
	F (%)	F (%)	F (%)	F (%)	F (%)
Facebook is an effective platform for tourismrelated businesses in Uganda to promote their services	15 41.7%	19 52.8%	2 5.6%	00	00
I prefer to engage in tourism-related businesses in Uganda through Instagram	13 36.1%	20 55.6%	3 8.3%	00	00

Twitter is a useful platform for tourism-related businesses in Uganda to share travel experiences	14 38.9%	20 55.6%	2 5.6%	00	00
YouTube is a valuable platform for tourism-related businesses in Uganda to showcase their products and services	14 38.9%	18 50.0%	4 11.1%	00	00
Tik-tok is a useful platform for tourism-related businesses in Uganda to share travel experiences	15 41.7%	17 47.2%	3 8.3%	1 2.8%	00
Linkedin is an effective platform for tourism-related businesses in Uganda to promote their services	12 33.3%	18 50.0%	00	6 16.7%	00

Source: Primary data

According to study in table 6 above, 41.7% strongly agreed and 52.8% of the respondents agreed that Facebook is an effective platform for tourism-related businesses in Uganda used by the tour operator companies to promote their services, whereas 5.6% of the respondents were not sure of the statement put across. The study also found out that 36.1% and 55.6% of the respondent's strongly agreed and agreed respectively that they prefer to engage in tourism-related businesses in Uganda through Instagram, whereas 8.3% of the respondents were not sure of the statement put across.

Furthermore, the study found out that 38.9% and 55.6% of the respondents strongly agreed and agreed respectively that Twitter is a useful platform for tourism-related businesses in Uganda used by tour operator companies to share travel experiences, whereas 5.6% of the respondents were not sure of the statement put across. More so, the findings illustrated that 38.9% strongly agreed, 50% of the respondents agreed that YouTube is a valuable platform for tourism-related businesses in Uganda used by tour operator companies to showcase their products and services, while 11.1% were not sure of the statement put forward.

In addition, the study findings revealed that 41.7% strongly agreed, 47.2% of the respondents agreed that Tik-tok is a useful platform for tourism-related businesses in Uganda used by tour operator companies to share travel experiences, 8.3% were not sure whereas 2.8% of the respondents disagreed with the statement put across. Finally, the study findings established that 33.3% strongly agreed, 50% of the respondents agreed that LinkedIn is an effective platform for tourism-related businesses in Uganda used by tour operator companies to promote their services, whereas 16.7% of the respondents disagreed with the statement put across.

Therefore the findings of the study illustrated that the major social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences are Facebook and Twitter which were represented by 94.5% each of the respondents who agreed. The findings relate with the literature by Kumar et al. (2021) who pointed out that Facebook is the largest social media platform in the world with over 2.8 billion monthly active users. It is a popular platform used by tourism-related businesses to engage with customers, promote their services, and share travel experiences. Businesses can create a Facebook page, which can be used to post updates, photos, and videos of their services and interact with customers through comments and messages. Facebook also offers targeted advertising options that allow businesses to reach specific audiences based on interests, demographics, and location.

4.3 The specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda

Table 7 summarizes respondents' responses on the specific tourist attractions, events, and activities that are being promoted on social media platforms by using a Likert scale where SA (Strongly Agree), A (Agree), NS (Not Sure), D (Disagree) and SD (Strongly Disagree).

Table 7: Tourist attractions, events, and activities that are being promoted on social media

Statements	Extent of agreement and disagreement				
	SA	A	NS	D	SD
	F (%)	F (%)	F (%)	F (%)	F (%)
The wildlife in Uganda is a major draw for tourists that is promoted on different social media platforms	15 41.7%	19 52.8%	2 5.6%	00	00
The culture and traditions of Uganda are an important aspect of the country's tourism industry promoted on social media	13 36.1%	20 55.6%	3 8.3%	00	00
Historical sites and landmarks in Uganda are also promoted on different social media platforms	14 38.9%	18 50.0%	4 11.1%	00	00
Adventure activities like whitewater rafting and bungee jumping in Uganda are promoted on several social media platform	15 41.7%	17 47.2%	3 8.3%	1 2.8%	00
Uganda's religious sites and pilgrimage destinations like Namugongo have also been promoted on social media platform	10 27.8%	23 63.9%	3 8.3%	00	00
Uganda's festivals and cultural events like Nyegenyege are promoted on different social media platforms	13 36.1%	20 55.6%	2 5.6%	1 2.8%	00

Source: Primary data

According to study findings in table 7 above, 41.7% strongly agreed and 52.8% of the respondents agreed that the wildlife in Uganda is a major draw for tourists that are promoted on different social media platforms, whereas 5.6% of the respondents were not sure of the statement put across. The study also found out that 36.1% and 55.6% of the respondents strongly agreed and agreed respectively that the culture and

traditions of Uganda are an important aspect of the country's tourism industry promoted on social media, whereas 8.3% of the respondents were not sure of the statement put across.

The findings illustrated that 38.9% strongly agreed, 50% of the respondents agreed that historical sites and landmarks in Uganda are also promoted on different social media platforms, while 11.1% were not sure of the statement put forward. The findings further noted that 41.7% strongly agreed, 47.2% of the respondents agreed that adventure activities like whitewater rafting and bungee jumping in Uganda are promoted on several social media platform, 8.3% were not sure whereas 2.8% of the respondents disagreed with the statement put across.

The findings established that 27.8% and 63.9% of the respondents strongly agreed and agreed that Uganda's religious sites and pilgrimage destinations like Namugongo have also been promoted on social media platform, whereas 8.3% of the respondents were both not sure and disagreed with the statement put across. Lastly, the findings revealed that 36.1% of the respondents strongly agreed and 55.6% agreed that Uganda's festivals and cultural events like Nyegenyege are promoted on different social media platforms, 5.6% were not sure whereas 2.8% disagreed with the statement put across.

From the study findings, it can therefore be noted that major tourist attractions, events, and activities that are being promoted on social media platforms are wildlife plus historical sites and landmarks which were represented by 94.5% and 91.7% of the respondents who agreed respectively. The findings correspond with the literature put across by Appel et al. (2020) who argued that historical sites are another popular tourist attraction that is often promoted on social media platforms. For example, the Smithsonian Institution in Washington, D.C. uses Facebook, Twitter, and Instagram to share updates and photos of specific museums and exhibits, promote events such as lectures and concerts, and engage with visitors.

4.4 The effectiveness of social media marketing in promoting Uganda’s tourist attractions and engaging with tourists

Table 8 summarizes respondents’ responses on the effectiveness of social media marketing in promoting Uganda’s tourist attractions and engaging with tourists by using a Likert scale where SA (Strongly Agree), A (Agree), NS (Not Sure), D (Disagree) and SD (Strongly Disagree).

Table 8: Effectiveness of social media marketing in promoting tourist attractions

Statements	Extent of agreement and disagreement				
	SA	A	NS	D	SD
	F (%)	F (%)	F (%)	F (%)	F (%)
Social media platforms have increased tourists’ awareness of Uganda’s tourist attractions	12 33.3%	20 55.6%	00	4 11.1	00
I find it easy to engage with tourism-related businesses in Uganda through social media	10 27.8%	19 52.8%	00	7 19.4%	00
Social media platforms have positively influenced tourists’ decisions to visit Uganda as a tourist	13 36.1%	20 55.6%	2 5.6%	1 2.8%	00
Social media platforms have made it easier for tourists to give feedback on their experiences visiting Uganda’s tourist attractions	11 30.6%	22 61.1%	3 8.3%	00	00
I trust the information and recommendations provided by tourism-related businesses on social media in Uganda	10 27.8%	18 50.0%	4 11.1%	00	4 11.1%
Social media platforms have helped tourists to plan their journey for visiting Uganda’s tourist attractions	15 41.7%	17 47.2%	3 8.3%	1 2.8%	00

Source: Primary data

According to study findings in table 8 above, 33.3% strongly agreed, 55.6% of the respondents agreed that social media platforms have increased tourists' awareness of Uganda's tourist attractions, whereas 11.1% of the respondents disagreed with the statement put across. The study also found out that 27.8% strongly agreed and 52.8% of the respondents agreed that they find it easy to engage with tourism-related businesses in Uganda through social media, whereas 19.4% disagreed with the statement put across.

Furthermore, that 36.1% and 55.6% of the respondents strongly agreed and agreed that social media platforms have positively influenced tourists' decisions to visit Uganda as a tourist, 5.6% of the respondents were not sure whereas 2.8% disagreed with the statement put across. More so, the study found out that 30.6% of the respondents strongly agreed, 61.1% agreed that social media platforms have made it easier for tourists to give feedback on their experiences visiting Uganda's tourist attractions, while 8.3% of the respondents were not sure of the statements put forward.

In addition, the study illustrated that 27.8% of the respondents strongly agreed, 50% agreed that they trust the information and recommendations provided by tourism-related businesses on social media in Uganda, 11.1% of the respondents were not sure, whereas 11.1% of the respondents strongly disagreed with the statement put forward. Finally, the study established that 41.7% strongly agreed, 47.2% of the respondents agreed that social media platforms have helped tourists to plan their journey for visiting Uganda's tourist attractions, 8.3% were not sure whereas 2.8% of the respondents disagreed with the statement put across.

From the study findings, it can therefore be noted that social media marketing has been effective in promoting Uganda's tourist attractions and engaging with tourists since social media platforms have increased tourists' awareness of Uganda's tourist attractions and given that social media platforms have positively influenced tourists'

decisions to visit Uganda as a tourist which were represented by 91.7% and 88.9% of the respondents who agreed respectively.

The findings are in line with the literature by Kim and Ko (2012) who argued that social media platforms have become an integral part of tourism marketing strategies. Many studies have found that social media marketing can be an effective way of promoting tourist attractions. Social media can significantly increase awareness of tourist destinations and lead to more visits. Similarly, a study by Buhalis and Law (2008) found that social media can be an effective tool for promoting destinations and engaging with tourists.

4.5 Challenges associated with social media marketing in Uganda’s tourism industry

Table 9 summarizes respondents’ responses on the challenges associated with social media marketing in Uganda’s tourism industry by using a Likert scale where SA (Strongly Agree), A (Agree), NS (Not Sure), D (Disagree) and SD (Strongly Disagree).

Table 9: Challenges associated with social media marketing in Uganda’s tourism industry

Statements	Extent of agreement and disagreement				
	SA	A	NS	D	SD
	F (%)	F (%)	F (%)	F (%)	F (%)
There is a lack of training and expertise among tourism-related businesses in Uganda in using social media effectively	14 38.9%	17 47.2%	00	5 5.6%	00
The cost of running effective social media marketing campaigns is a barrier for many tourism-related businesses in Uganda	13 36.1%	20 55.6%	00	3 8.3%	00

The competition for attention on social media platforms is high for tourism-related businesses in Uganda	11 30.6%	18 50.0%	00	7 19.4%	00
Negative reviews and feedback on social media can have a significant impact on the reputation of tourism-related businesses in Uganda	14 38.9%	16 44.4%	00	6 16.7%	00
Social media platforms are constantly evolving, making it difficult for tourism-related businesses in Uganda to keep up with best practices	15 41.7%	17 47.2%	3 8.3%	1 2.8%	00
Social media platforms have a high level of user-generated content, which can make it difficult for tourism-related businesses in Uganda to stand out	12 33.3%	18 50.0%	00	6 16.7%	00

Source: Primary data

According to study in table 9 above, 38.9% strongly agreed and 47.2% of the respondents agreed that there is a lack of training and expertise among tourism-related businesses in Uganda in using social media effectively, whereas 5.6% of the respondents disagreed with the statement put across. The study also found out that 36.1% and 55.6% of the respondents strongly agreed and agreed respectively that the cost of running effective social media marketing campaigns is a barrier for many tourism-related businesses in Uganda, whereas 8.3% of the respondents disagreed with the statement put across.

Furthermore, the study found out that 30.6% and 50% of the respondents strongly agreed and agreed respectively that the competition for attention on social media platforms is high for tourism-related businesses in Uganda, whereas 19.4% of the respondents disagreed with the statement put across. More so, the findings illustrated that 38.9% strongly agreed, 44.4% of the respondents agreed that negative reviews and feedback on social media can have a significant impact on the reputation of tourism-related businesses in Uganda, while 16.7% of the respondents disagreed with the statement put forward.

In addition, the study findings revealed that 41.7% strongly agreed, 47.2% of the respondents agreed that social media platforms are constantly evolving, making it difficult for tourism-related businesses in Uganda to keep up with best practices, 8.3% were not sure whereas 2.8% of the respondents disagreed with the statement put across. Finally, the study findings established that 33.3% strongly agreed, 50% of the respondents agreed that social media platforms have a high level of user-generated content, which can make it difficult for tourism-related businesses in Uganda to stand out, whereas 16.7% of the respondents disagreed with the statement put across.

Therefore the findings of the study illustrated that the major challenges associated with social media marketing in Uganda's tourism industry are lack of training and expertise among tourism-related businesses and negative reviews and feedback on social media which were represented by 94.5% and 80.6% of the respondents who agreed respectively. The findings relate with the literature by Kaur (2021) who argued that many tourism providers lack the expertise to effectively use social media platforms to promote their products and services. They may not know how to create engaging content, use hashtags, or monitor their social media accounts. Tourism providers can overcome this challenge by hiring social media experts or training their employees to use social media platforms effectively. They can also hire social media agencies to manage their social media accounts.

CHAPTER FIVE

DISCUSSION OF RESULTS

5.0 Introduction

This chapter presents the discussion of results derived from the study.

5.1 Summary of findings

5.1.1 The social media platforms used by tourism-related businesses in Uganda

The findings of the study indicate that Facebook and Twitter are the primary social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences. A significant majority of the respondents (94.5%) agreed that Facebook is an effective platform for promoting tourism services, while an equal percentage agreed that Twitter is useful for sharing travel experiences. Instagram was also favored by a majority (91.7%) for engaging in tourism-related businesses. YouTube and TikTok were considered valuable by a substantial portion of respondents (88.9% and 89.9%, respectively) for showcasing products and sharing travel experiences. However, there was less agreement regarding the effectiveness of LinkedIn as a platform for promoting services, with only 83.3% of respondents agreeing. Overall, the study highlights the significance of social media platforms in the tourism industry in Uganda, with Facebook and Twitter being the most widely utilized for business purposes.

5.1.2 Tourist attractions, events, and activities that are being promoted on social media

The findings of the study indicate that the major tourist attractions, events, and activities being promoted on social media platforms in Uganda are the wildlife, culture and traditions, historical sites and landmarks, adventure activities, religious sites and pilgrimage destinations, and festivals and cultural events. A significant majority of the respondents (94.5%) agreed that the wildlife in Uganda is a major draw for tourists and is actively promoted on social media. The culture and traditions of Uganda were considered an important aspect of the country's tourism industry and promoted on social media by 91.7% of respondents. Historical sites and landmarks received promotion on social media according to 88.9% of respondents. Adventure activities, such as whitewater rafting and bungee jumping, were promoted on various social media platforms, as agreed upon by 89.9% of respondents. Additionally, religious sites and pilgrimage destinations were promoted on social media according to 91.7% of respondents. Uganda's festivals and cultural events also received promotion on social media, as agreed upon by 91.7% of respondents. Overall, the study highlights the diverse range of tourist attractions, events, and activities being actively promoted through social media platforms in Uganda, with a particular emphasis on wildlife, cultural heritage, and adventure experiences.

5.1.3 Effectiveness of social media marketing in promoting Uganda's tourist attractions

The findings of the study indicate that social media marketing has been effective in promoting Uganda's tourist attractions and engaging with tourists. A significant majority of the respondents (88.9%) agreed that social media platforms have increased tourists' awareness of Uganda's tourist attractions. Additionally, 80.6% of the respondents agreed that it is easy to engage with tourism-related businesses in Uganda through social media, highlighting the effectiveness of these platforms in facilitating communication between tourists and businesses. Social media platforms were also seen as influential in tourists' decisions to visit Uganda, with 91.7% of

respondents agreeing that they have a positive impact. Furthermore, the study found that social media platforms have made it easier for tourists to provide feedback on their experiences visiting Uganda's tourist attractions, according to 91.7% of respondents. Trust in the information and recommendations provided by tourism-related businesses on social media platforms were expressed by 77.8% of respondents. Moreover, 89.9% of respondents agreed that social media platforms have assisted tourists in planning their journeys to Uganda's tourist attractions.

5.1.4 Challenges associated with social media marketing in Uganda's tourism industry

The findings of the study indicate that there are several challenges associated with social media marketing in Uganda's tourism industry. A significant majority of the respondents (86.1%) agreed that there is a lack of training and expertise among tourism-related businesses in using social media effectively. Moreover, 91.7% of respondents agreed that the cost of running effective social media marketing campaigns is a barrier for many businesses in the tourism industry. The competition for attention on social media platforms was perceived as high by 80.6% of respondents, and negative reviews and feedback on social media were seen as potentially impactful on the reputation of tourism-related businesses by 83.3% of respondents. Additionally, 89.9% of respondents agreed that social media platforms are constantly evolving, making it difficult for businesses to keep up with best practices. Lastly, 83.3% of respondents agreed that the high level of user-generated content on social media platforms can make it challenging for tourism-related businesses to stand out.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.0 INTRODUCTION

This chapter provides conclusions and recommendations for policy as well as recommendations for further research.

6.1 Conclusions

In conclusion, the findings of the study highlight the significance of social media marketing in Uganda's tourism industry. Facebook and Twitter are the primary platforms used by tourism-related businesses to promote their services and engage with customers, while Instagram, YouTube, and TikTok are also valued for their specific purposes. The major tourist attractions and activities being promoted on social media include wildlife, culture and traditions, historical sites, adventure activities, religious sites, and festivals. Social media marketing has proven effective in increasing tourists' awareness of Uganda's attractions, influencing their decisions to visit, facilitating engagement and feedback, and aiding in trip planning. However, challenges exist, including a lack of training and expertise, high costs, intense competition for attention, potential reputation damage from negative reviews, the constantly evolving nature of social media, and the difficulty of standing out amidst user-generated content. These findings suggest the need for businesses to address

these challenges and develop effective strategies to fully harness the potential of social media marketing in Uganda's tourism industry.

6.2 Recommendations

From the above discussions of findings and conclusion, the following measures are recommended in response to the role of social media marketing in enhancing tourism experiences in Uganda.

Enhance training and expertise: To address the lack of training and expertise among tourism-related businesses in using social media effectively, the study recommends that it is crucial to provide comprehensive training programs. These programs should focus on social media strategies, content creation, engagement techniques, analytics, and staying updated with best practices. By improving the digital skills of businesses, they will be better equipped to utilize social media platforms for marketing purposes.

Explore cost-effective strategies: Since the cost of running effective social media marketing campaigns is a barrier for many businesses, it is important to explore cost-effective strategies. This can include utilizing free or low-cost social media tools, leveraging user-generated content, and collaborating with influencers or local ambassadors who can promote tourism offerings organically.

Develop a unique value proposition: Given the high competition for attention on social media platforms, it is crucial for tourism-related businesses to develop a unique value proposition that differentiates them from competitors. This can be achieved by focusing on niche markets, highlighting unique experiences, showcasing local culture and traditions, or offering exclusive promotions or packages. By standing out from the crowd, businesses can attract more attention and engagement on social media.

Monitor and manage online reputation: Negative reviews and feedback on social media can have a significant impact on the reputation of tourism-related businesses. It is important for businesses to actively monitor and manage their online reputation by promptly addressing customer concerns, providing excellent customer service, and

encouraging positive reviews. Building a strong online reputation will enhance trust and credibility among potential tourists.

Stay updated with social media trends: Social media platforms are constantly evolving, and it is crucial for tourism-related businesses to stay updated with the latest trends and best practices. This can be achieved by regularly monitoring industry news, attending relevant workshops or conferences, and engaging with social media communities or professional networks. By staying informed, businesses can adapt their strategies to leverage new features and capitalize on emerging trends.

Collaborate with influencers and user-generated content: Influencer marketing and user-generated content can be powerful tools for promoting tourism-related businesses. Collaborating with influencers who have a relevant audience can help businesses reach a wider demographic and increase brand visibility. Encouraging and leveraging user-generated content, such as encouraging visitors to share their experiences and using their content in promotional materials, can also enhance engagement and authenticity.

Foster partnerships and collaborations: Collaboration within the tourism industry can lead to mutually beneficial outcomes. Businesses can partner with other complementary businesses or industry stakeholders to create joint marketing campaigns, share resources, or cross-promote each other's offerings. By pooling resources and leveraging collective networks, businesses can amplify their reach and impact on social media.

6.3 Recommendations for further research

Since this study examined the role of social media marketing in enhancing tourism experiences in Uganda, the study recommends that; similar study should be done for comparison purposes and to allow for generalization since the study was not conclusive and the following areas for further studies include:

The researcher recommends that more research should be conducted on how social media marketing activities, such as user-generated content, influencer endorsements, and online reviews, impact tourists' decision-making processes.

Finally, the researcher recommends that more research should be done on the factors that influence tourists to choose specific destinations, accommodations, attractions, or activities based on information and experiences shared on social media platforms.

References

- Alizadeh, A., & Isa, R.M. (2015). The use of social media in destination marketing: An exploratory study. *Tour. Int. Interdiscip. J.* 63, 175-192.
- Alves, H., & Rabacal, J. (2018). The role of social media in the tourism industry: A literature review. *Journal of Tourism and Hospitality Management*, 6(2), 30-40.
- Andrić, B., & De Alwis, A.C. (2016). Social media in destination marketing. *Int. J. Manag. Appl. Sci.* 2, 121-125.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A.T. (2020). The future of social media in marketing. *J. Acad. Mark. Sci.* 48, 79-95.
- Bowden, J. L.-H. (2009). The Process of Customer Engagement: a Conceptual Framework. [Article]. *Journal of Marketing Theory & Practice*, 17(1), 63-74.
- Boyd D.M. & Ellison N.B. (2007). Social network sites: definition, history, and scholarship”, *Journal of computer-mediated communication*.
- Brouder, P., & Teixeira, R. (2019). *Social media and tourism: A review of theory and practice*. In Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector (pp. 1-17). IGI Global.

- Cai, L. A., & O'Leary, J. T. (2013). The impact of social media on destination branding: Consumer-generated videos versus destination marketer-generated videos. *Journal of Travel Research*, 52(6), 809-821.
- Cheung, C., Lee, M., & Jin, X. (2011). Customer Engagement in an Online Social Platform: A Conceptual Model and Scale Development. *ICIS 2011 Proceedings*. Paper 8.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231-244.
- Kalyango, R., & Ssembatya, S. (2018). The impact of social media on the promotion of tourism in Uganda. *Journal of Tourism and Hospitality Management*, 6(2), 23-30.
- Kang, M., & Gretzel, U. (2012). Tourism marketing on Facebook: A case study of the tourism industry in Korea. *Journal of Travel & Tourism Marketing*, 29(8), 758-765.
- Kaur, H. (2021). Impact of Social Media Marketing on Tourist Decision Making: A Study of Indian Tourists. *Journal of Tourism and Hospitality Management*, 9(1), 62-71.
- Kimera, H. S., & Kishaka, B. (2019). Social media and tourism marketing: A case study of Uganda tourism board. *Journal of Tourism and Hospitality Management*, 7(2), 52-60.
- Kumar, P., Mishra, J.M., & Rao, Y.V. (2021). Analysing tourism destination promotion through Facebook by Destination Marketing Organizations of India. *Curr. Issues Tour.* 1-16.
- Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43, 46-54.

Obradovic, V., & Petrovic, M. (2017). The role of social media in destination marketing. *Economic Annals*, 62(214), 79-104.

Osei, B.A., Mensah, I., & Amenumey, E.K. (2018). Utilisation of social media by international tourists to Ghana. *Anatolia*, 29, 411-421.

Otoo, F.E., Kim, S.S., & King, B. (2021). African diaspora tourism-How motivations shape experiences. *J. Destin. Mark. Manag.* 20, 100565.

Ugandan Tourism Board. (2020). *UTB Annual Tourism Sector Performance Report*. Retrieved from Uganda Bureau of Statistics. Uganda Tourism Sector Report 2017

Appendices

Appendix 1: Questionnaire

For Selected Tour Operators in Kampala CBD

Dear respondent,

I am Tusingwire John Walter a student of BTHM at Uganda Christian University conducting research on “the role of social media marketing in enhancing tourism experiences in Uganda”. I assure total confidentiality of the information given to me during this research. This research will contribute to the award of my bachelor’s degree in Tourism and Hospitality Management so I humbly ask you for your cooperation.

PERSONAL BACKGROUND INFORMATION

Tick where applicable 1.

What is your gender?

a) Male

b) Female

2. What is your highest level of education?

9	YouTube is a valuable platform for tourism-related businesses in Uganda to showcase their products and services					
10	Tik-tok is a useful platform for tourism-related businesses in Uganda to share travel experiences					
11	LinkedIn is an effective platform for tourism-related businesses in Uganda to promote their services					

Suggest any other social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences apart from those above.

.....

.....

Section C: The specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda

Rate your degree of agreement on the specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda using a scale of 5(Strongly Agree), 4(Agree), 3(Not sure), 2(Disagree) and 1(Strongly Disagree).

	The tourism attractions, events and activities on social media	5	4	3	2	1
12	The wildlife in Uganda is a major draw for tourists that is promoted on different social media platforms					
13	The culture and traditions of Uganda are an important aspect of the country’s tourism industry promoted on social media					
14	Historical sites and landmarks in Uganda are also promoted on different social media platforms					
15	Adventure activities like whitewater rafting and bungee jumping in Uganda are promoted on several social media platform					

16	Uganda's religious sites and pilgrimage destinations like Namugongo have also been promoted on social media platform					
17	Uganda's festivals and cultural events like Nyegenyege are promoted on different social media platforms					

Suggest any other specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda other than the above

.....

Section D: The effectiveness of social media marketing in promoting Uganda's tourist attractions and engaging with tourists

Rate your degree of agreement on the effectiveness of social media marketing in promoting Uganda's tourist attractions and engaging with tourists using a scale of 5(Strongly Agree), 4(Agree), 3(Not sure), 2(Disagree) and 1(Strongly Disagree).

	Effectiveness of social media marketing	5	4	3	2	1
18	Social media platforms have increased tourists' awareness of Uganda's tourist attractions					
19	I find it easy to engage with tourism-related businesses in Uganda through social media					
20	Social media platforms have positively influenced tourists' decisions to visit Uganda as a tourist					
21	Social media platforms have made it easier for tourists to give feedback on their experiences visiting Uganda's tourist attractions					
22	I trust the information and recommendations provided by tourism-related businesses on social media in Uganda					
23	Social media platforms have helped tourists to plan their journey for visiting Uganda's tourist attractions					

How effective has social media marketing in promoting Uganda’s tourist attractions and engaging with tourists other than the above

.....

.....

Section D: Challenges associated with social media marketing in Uganda's tourism industry

Rate your degree of agreement on challenges associated with social media marketing in Uganda's tourism industry using a scale of 5(Strongly Agree), 4(Agree), 3(Not sure), 2(Disagree) and 1(Strongly Disagree).

	Challenges	5	4	3	2	1
24	There is a lack of training and expertise among tourism-related businesses in Uganda in using social media effectively					
25	The cost of running effective social media marketing campaigns is a barrier for many tourism-related businesses in Uganda					
26	The competition for attention on social media platforms is high for tourism-related businesses in Uganda					
27	Negative reviews and feedback on social media can have a significant impact on the reputation of tourism-related businesses in Uganda					
28	Social media platforms are constantly evolving, making it difficult for tourism-related businesses in Uganda to keep up with best practices					
29	Social media platforms have a high level of user-generated content, which can make it difficult for tourism-related businesses in Uganda to stand out					

Suggest any other challenges associated with social media marketing in Uganda's tourism industry other than the above

.....
.....

In your view, what solutions can be put in place to overcome the above mentioned challenges?

.....
.....

Appendix 2: Interview Guide

For the Key Informants

Introduction

I am Tusingwire John Walter a student of BTHM at Uganda Christian University conducting research on “the role of social media marketing in enhancing tourism experiences in Uganda”. I assure total confidentiality of the information given to me during this research. This research will contribute to the award of my bachelor's degree in Tourism and Hospitality Management so I humbly ask you for your cooperation.

- 1) Which organization do you work with?
- 2) Which position do you hold in this organization?
- 3) How long have you been in this position?
- 4) What do you understand about social media marketing?
- 5) In your view, what are the social media platforms used by tourism-related businesses in Uganda to promote their services, engage with customers, and share travel experiences?
- 6) What are the specific tourist attractions, events, and activities that are being promoted on social media platforms in Uganda?

- 7) In your opinion, how effective are social media marketing in promoting Uganda's tourist attractions and engaging with tourists?
- 8) What are the challenges associated with social media marketing in Uganda's tourism industry and the possible solutions?

Thank you for your cooperation



UGANDA CHRISTIAN UNIVERSITY

A Centre of Excellence in the Heart of Africa

21st July 2022

Dear Sir/Madam,

TO : WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: DATA COLLECTION

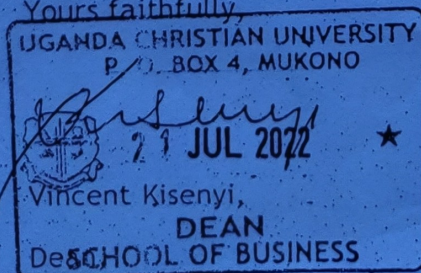
This is to introduce to you Miss/Mr JUSINGKIRE JANNIK Registration Number S19863/712 who is a Third year student of procurement and logistics management at Uganda Christian University. and BOHAM

The student is at the stage of writing her dissertation report, which is a partial requirement in fulfillment for an award of a degree in the programme, hence the need for data collection. Our student has identified your organization as a suitable one for her to carry out data collection.

It is on this background that we kindly ask to accord her any assistance that she requires to successfully carry out the process.

We also hope that we shall keep in close association with you as we work together in shaping/providing a true professional that will be wholly competent in a dynamic world.

Yours faithfully,



School of Business

A Complete Education for A Complete Person

P.O. Box 4, Mukono, Uganda (East Africa), Plot 67-173, Bishop Tucker Road, Mukono Hill,
Tel: +256 (0) 31 235 0800, Web: www.ucu.ac.ug UgandaChristianUniversity @UCUniversity
Founded by the Province of the Church of Uganda. Chartered by the Government of Uganda