

# **THE IMPACT OF DIGITAL MARKETING STRATEGIES IN THE HOSPITALITY INDUSTRY OF UGANDA**

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**UGANDA CHRISTIAN  
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## DECLARATION

I, Abukui Elizabeth, declare that this dissertation is my original work and it has not been used or copied from any other academic writings and institutions.

All the references that have been included in this work have been properly cited as well as acknowledged.

Signature: .....

ABUKUI ELIZABETH

Date: .....

APPROVAL

This is to certify that this dissertation titled "The Impact of Digital Marketing Strategies on the Hospitality Industry of Uganda" has been submitted for examination with my approval as the supervisor.

Signature:  .....

MR. JULIUS JUUKO

Date: 18/09/2024 .....

## DEDICATION

I dedicate this work to my family who have supported, loved and encouraged me throughout my academic journey. Thank you for believing in me and giving me the courage and guidance to pursue my dreams. This work is proof of your unwavering support and love.

## ACKNOWLEDGEMENT

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## **ABSTRACT**

This research explored the impact of digital marketing strategies on the hospitality industry with focus on the 5-star and 4-star hotels in Kampala City area. It analyses how a number of digital marketing tools like social media, content marketing, Search Engine Optimization (SEO), email marketing has affected the department of the hospitality Industry. Using the mixed method approach, the study reveals that while social media and content marketing are the most commonly used, there is need to explore some of the more sophisticated digital marketing techniques like SEO and pay-per-click (PPC) advertising in order to discover the true potential of the hospitality industry of Uganda. The findings suggest that digital marketing has notably enhanced brand visibility and revenue, although challenges like intense competition, a shortage of skilled workers, and high operational costs remain. Recommendations include regularly updating digital marketing strategies, investing in employee training, and broadening the application of digital marketing tools to enhance the sector's performance and competitiveness.

## CHAPTER ONE

### 1.0. Introduction

This chapter covers the background of the study, problem statement, purpose of the study, objectives of the study, research questions, significance of the study, and scope of the study.

#### 1.1. Background of the study

Hospitality has been defined as an interaction with the Other, attitude with the Other as a guest. The essential features of hospitality, its transformation from traditional forms to modern dimensions, mechanisms of implementation of the abstract law of hospitality in contemporary social practices have been analysed. It is emphasized that hospitality acts as a universal norm and form of coexistence of people, interaction of different cultures, nations and ethnic groups Kolinko et al., (2021). The hospitality industry is made up of a wide range of services intended to provide comfort and enjoyment to guests away from home. It includes hotels, resorts, restaurants, bars, and other establishments that provide accommodation, food, and entertainment. Globally, the hospitality industry plays a crucial role in economic development, contributing approximately \$3.5 trillion to the global GDP in 2021, which represents about 10% of the total GDP (World Travel & Tourism Council, 2023). This sector is also a significant source of employment, providing around 330 million jobs worldwide, equivalent to 1 in 10 jobs globally (World Travel & Tourism Council, 2023).

In Uganda, the hospitality industry is acknowledged as an important part of the tourism sector and a key area for economic growth and development. The country is well known for its broad range of tourist attractions, including national parks, wildlife reserves, cultural sites, and natural landscapes, which attract people from around the world (Ministry of Tourism, Wildlife and Antiquities, 2023). However, the hospitality industry deals with a number of specific difficulties that slow down its growth. Limited marketing resources and a narrow range of tourism products, primarily focused on wildlife tourism, restrict the ability to attract diverse visitor segments. Gessa (2023) notes, 'Increased marketing of Uganda's tourism is not just

an opportunity; it is a necessity. By showcasing the country's unparalleled beauty and adventure opportunities, Uganda can position itself as a top travel destination.' This highlights the critical need for Uganda to diversify its tourism offerings and enhance its marketing strategies to appeal to a broader audience. The Uganda Tourism Board (2021), also stated the sector's significant reliance on international visitors further increases its vulnerability to global travel disruptions, as evidenced during the COVID-19 pandemic. These challenges underscore the need for strategic interventions to enhance the competitiveness and sustainability of Uganda's hospitality industry.

One of the crucial aspects influencing the hospitality industry globally and in Uganda is the rise of digital marketing. Digital marketing refers to the promotion of products and services through digital channels, utilizing the internet and other forms of electronic communication to reach consumers. This form of marketing encompasses various strategies, including search engine optimization (SEO), content marketing, social media marketing, email marketing, and pay-per-click advertising. By leveraging these strategies, businesses can effectively engage with their target audience, enhance brand visibility, and drive conversions. Digital marketing has transformed the way hotels, restaurants, and travel agencies engage with their intended audience.

Globally, digital marketing strategies have developed on a worldwide scale, moving away from traditional approaches towards data-driven methods. The focus of these strategies is to use advanced analytics to track consumer behaviour, tailor marketing efforts, and enhance customer experiences. For example, hotels can analyse customer interactions, preferences, and feedback using digital analytics tools, enabling them to customize marketing campaigns for specific audience segments.

In Africa, the adoption of digital marketing strategies in the hospitality industry varies across countries. While some countries like South Africa and Kenya have benefited from the use of digital platforms, such as social media, online travel agencies, and mobile applications, to reach global audiences and attract tourists, other countries face challenges such as limited digital infrastructure and low rates of internet penetration.

In Uganda, there is a growing recognition of the importance of adopting digital marketing strategies to overcome the challenges faced by the hospitality industry. By leveraging digital marketing, hotels in Uganda can reach a broader audience, enhance customer engagement, and improve occupancy rates. Online marketing techniques such as SEO, social media campaigns, email marketing, and online advertising can be used to attract international tourists and maintain a strong online presence. Additionally, the use of digital analytics can provide valuable insights into customer behaviour and preferences, enabling hotels to tailor their services and marketing efforts to meet the needs of their guests.

This study aims to explore the impact of digital marketing strategies on the hospitality industry in Uganda, providing insights and recommendations for industry practitioners and policymakers. By examining the global and regional trends in digital marketing and adapting best practices to the Ugandan context, this study seeks to contribute to the growth and competitiveness of the hospitality industry in Uganda.

### **1.3. Statement of the problem.**

Uganda's hospitality industry faces several specific challenges that slow its growth and development. A study by Namara (2022) indicates that there are limited marketing resources as well as a narrow range of tourism products with a primary focus on Wildlife based tourism which limits the ability to attract a wide range of visitors. These challenges prompted the researcher to investigate the impact of digital marketing strategies on the growth of the hospitality industry in Uganda.

### **1.4. Purpose and Objectives of the Study**

#### **1.4.1. Purpose of the Study**

The primary purpose of this study is to investigate the impact of digital marketing strategies on the performance of hospitality businesses in Uganda.

#### **1.4.2. Objectives of the study**

1. To examine the hospitality industry globally and in Uganda

2. To examine digital marketing strategies in the hospitality industry
3. To establish the impact of digital marketing strategies on the hospitality industry.

### **1.5. Research Questions**

This study seeks to address the following research questions:

1. What are the current trends and developments in the hospitality industry globally and in Uganda?
2. What are the digital marketing strategies available in the hospitality industry.
3. What is the impact of digital marketing strategies on the hospitality industry in Uganda?

### **1.6. Scope of the study.**

#### **1.6.1. Subject scope.**

This research explores the impact of various digital marketing strategies on the hospitality industry in Uganda. It focuses on different online marketing techniques such as social media utilization, enhancing website visibility on search engines, email marketing, content creation, and online advertising. The objective is to assess how these approaches influence customer engagement, brand awareness, and the financial performance of hotels, restaurants, and other tourism-related businesses in Uganda. Additionally, the study will analyse the obstacles and prospects faced by hotels and restaurants in implementing digital marketing strategies and evaluate their effectiveness in enhancing competitiveness at both local and global levels.

#### **1.6.2. Geographical Scope**

This study will focus on examining digital marketing strategies specifically within the hospitality industry in Uganda. The research will mainly be carried out in the 4-star and 5-star hotels around Kampala city area.

### **1.6.3. Time Scope**

This research will examine a specific time frame, particularly the past seven years (2018-2024), to capture recent trends and developments in digital marketing within the Ugandan hospitality industry. This period allows for an analysis of both pre-pandemic and post-pandemic marketing strategies, providing insights into how businesses adapted to changing market conditions.

### **1.7. Justification of the Study.**

There are several reasons that justify this research, both theoretical and practical.

#### **1.7.1. Theoretical Justification**

There have been numerous studies on digital marketing in the hotel industry globally but none has extensively focused on Uganda. This study seeks to fill this gap by providing empirical findings of digital marketing strategies used within Uganda's hospitality industry.

Most studies look at developed markets such as those in the Western world thereby making them generalizable only to similar environments. However, little is known about how digital marketing has been used in emerging markets like Uganda to boost their tourism sector. This paper therefore intends to offer new insights into the adoption and use of digital marketing strategies in Uganda's hospitality sector.

For instance, a report by World Travel & Tourism Council (WTTC) emphasizes on the impact of online promotional campaigns for tourist destinations worldwide without considering business environment factors that limit firms operating in places like Uganda. Hence, this study aims at offering context-based information that will be useful for future research analysis.

This study will broaden our knowledge of digital marketing's adoption and effectiveness in emerging markets by focusing on a developing country like Uganda. This will open the way to further study in similar situations. To further investigate the effectiveness of digital marketing strategies in Uganda, Bui et al.'s (2022) study

on southeast Asian hospitality industries should be adapted to local infrastructure and technological limitations.

### **1.7.2. Practical justification**

This survey will give the hospitality industry in Uganda practical perspectives as well as actionable recommendations. By identifying which digital marketing strategies work best, businesses can maximize their marketing techniques and gain a competitive advantage. The research will help Ugandan hotels learn how to use digital marketing strategies effectively.

This advice can help companies improve how they connect with customers, boost how full their spaces are, and create stronger customer loyalty. The information from this study will be useful for people who make rules for businesses and the industry. The knowledge gained can be used to create rules and structures that support using digital marketing in the hotel industry.

By focusing on the special digital marketing needs of hotels in Uganda, the government can develop programs to improve skills and infrastructure. This will help the tourism industry in Uganda grow and stay strong in the long run. Better marketing can bring in more tourists, make more money, and open up more job options, which will help the economy. According to a report by Uganda National Bureau of Statistics in 2019, 7.7% of Uganda's GDP was made up by tourism.

By understanding the challenges of digital marketing and finding ways to solve them, businesses can make the most of their resources and come up with customized solutions. Many businesses face problems like not having enough money and lacking good internet connections. This research will find these problems and suggest ideas such as affordable online tools and help from the government to improve infrastructure. To help people in the hospitality industry learn about digital marketing, schools and training centres can create programs to teach them what they need to know. Training programs can concentrate on hands-on skills in SEO, social media marketing, and data analytics that are customized for specific industries.

## **1.8. Significance of the Study.**

This study is important because it helps both students and professionals understand how digital marketing can improve the hospitality industry in Uganda. By looking at how digital marketing strategies work, we can find ways to help hotels and other hospitality businesses get more customers and improve their services.

Hospitality businesses in Uganda can learn practical tips on using digital marketing to attract more customers and improve their online presence. This can help them engage better with their customers and increase their bookings. For example, in Kenya, businesses that used digital marketing saw better performance (Mureithi, 2018).

The findings can help policymakers understand the current state of digital marketing in Uganda's hospitality industry. This can lead to new strategies and projects to support digital transformation. In Rwanda, policies that encouraged the use of digital tools helped improve the tourism sector (Ndichu, 2019).

Additionally, this study will provide valuable insights for managers, helping them make better decisions about marketing strategies and budget allocation. Research shows that strategic decision-making in digital marketing is essential for gaining a competitive edge (Kotler & Keller, 2019).

This research will add to the academic knowledge of digital marketing, especially in the context of developing countries like Uganda. It will provide new insights that are often missing in studies that focus on developed countries. Furthermore, the study will apply existing theories, such as the Technology Acceptance Model (TAM) and the Resource-Based View (RBV), to the Ugandan context. This will help us understand how these theories work in different environments. For instance, we will see how TAM, which explains how people accept and use technology, applies to Uganda's hospitality industry (Davis, 2019).

In conclusion, this study is significant because it helps both the academic community and the hospitality industry in Uganda. By providing practical advice and expanding theoretical knowledge, it supports better decision-making and strategic planning.

Ultimately, this can lead to improved performance and competitiveness in the Ugandan hospitality sector.

## CHAPTER TWO

## LITERATURE REVIEW

### 2.0 Introduction

This literature review aims to examine the impact of digital marketing strategies on the hospitality industry in Uganda. It focuses on current trends and developments in the global and Ugandan hospitality sectors, the evolution of digital marketing, and its effects on the performance of hospitality businesses.

#### 2.1. Current trends in the hospitality industry

The hospitality industry is fundamentally about the relationship between hosts and guests, derived from the Latin term 'hospes' meaning to receive (Nita 2023). According to Borisova (2018), hospitality is an activity that, thanks to progress and time, has become a powerful industry that employs millions of professionals, creating the best for service users (tourists). It is a complex sphere of activity for employees who satisfy the wishes of tourists. Tyshchenko (2021), defines the hospitality sector as a broad industry that includes tourism, services, culture, food, accommodation, entertainment and more, focusing on serving tourists, visitors, and residents through specialized and infrastructural businesses based on hospitality principles. The hospitality industry is currently navigating significant changes driven by technological advancements, evolving consumer preferences, and the lasting impacts of the COVID-19 pandemic. The World Travel and Tourism Council (2023), projects that the global hospitality sector will recover to pre-pandemic levels by 2025, primarily due to increased domestic travel and the growing popularity of experiential tourism. This trend is mirrored in Uganda, where the government has prioritized tourism as a key economic driver, investing in infrastructure and marketing initiatives to attract international visitors (Uganda Tourism Board, 2023). Despite facing challenges like the COVID-19 pandemic, the hospitality industry remains crucial for GDP, destination expansion, and economic development (Costa & Costa 2022).

##### 2.1.1. Characteristics of the hospitality industry

Kariru (2023) highlights the detailed nature of the hospitality and tourism field, identifying several key factors that have a significant impact on operations. These

factors include intangibility, where services cannot be experienced before they are consumed, making it difficult for customers to assess service quality in advance. Another important characteristic is perishability, as services like unreserved hotel rooms cannot be stored or sold at a later time. The industry also faces the challenge of variability, where the quality of service can vary depending on the service provider or timing, resulting in inconsistent customer experiences. Lastly, inseparability emphasizes the strong connection between service delivery and the service provider, with customer satisfaction directly linked to the provider's performance. Curiel et al. (2023), argues that successful organizations exhibit traits such as strong branding, customer loyalty, and effective use of technology, which enhance their ability to withstand crises like COVID-19. Hospitality industry characteristics further more include professionalism traits like self-efficacy, career commitment, and career inheritance. (Gebbers 2019). These qualities are crucial for retaining quality employees in the industry. These inherent characteristics require a strong emphasis on maintaining quality and consistency in service delivery, further complicating management in the hospitality and tourism sectors.

### **2.1.2. Trends in the hospitality industry**

Presently, the hospitality industry is undergoing major changes fuelled by technological developments, sustainability initiatives, and changing customer preferences. This analysis examines the key trends that support the growth of the sector.

One of the key trends in the hospitality industry is the fusion of advanced technologies, primarily artificial intelligence (AI) and robotics. These technologies are being used to increase customer experiences through personalized services and automation. For example according to Goel et al.,(2022) and Limna (2023), AI allows the customization of guest experiences by assessing customer behavior and preferences facilitating the development of tailored itineraries and room settings without human interruption. Dwivedi et al., (2023) and Kumar et al.,(2021) argue that the adoption of AI and robotics not only improves operational efficiency but also meets the growing consumer demands for seamless and personalized interactions. In addition to that, Hao (2023) and Ogbeide (2022), highlight that the rise of self service technologies like contactless check-ins and mobile apps reflect

a shift towards greater consumer independence in service experiences which has been significantly boosted by the COVID- 19 pandemic. The blending of hospitality processes is changing service delivery. A study by Muwanguzi and Okwakol (2023), reveals that the increasing dependence on digital platforms for bookings, customer engagement and marketing. Hotels are increasingly using mobile applications and social media to improve customer experiences and simplify operations. According to the Uganda Communications Commission (2023), to a greater extent, this trend is mainly applicable in Uganda where mobile penetration is high making it possible for hospitality businesses to engage a wider audience.

Alongside technological advancements, there has been the rise of sustainability as a critical focus for the hospitality industry. Studies by Singh (2024) and Sun et al., (2021) assert that more and more people have begun to recognize the need to incorporate sustainable practices into business models to increase environmental management and social responsibility. Kalsi (2023), states that merging green technologies and practices is not only rewarding for the environment but also syncs with consumer expectations especially among younger generations which focus on sustainability in their purchasing. According to Kalsi (2023) and Mercan et al., (2020), the adoption of the Internet of Things (IoT) in hotels operations encourages the growth of sustainability by streamlining energy management and the use of resources. An example of this can be seen in the Ugandan hospitality industry that is undergoing significant growth in Ecotourism and sustainable Travel practices. Nsubuga found that more and more travellers choose eco-friendly accommodations and experiences and thus prompting hotels to adopt sustainable practices. This makes it a crucial trend in the Ugandan hospitality sector because this shift not only meets consumer demand but also aligns with the global sustainability goals.

The need for individualized digital marketing strategies is growing. Della Porta's (2024) analysis indicated that hospitality establishments that use data analytics to customize their marketing operations have increased engagement. For example hotels that use customer data to create personalized offers and recommendations can greatly improve guests experiences and increase loyalty. The trend of experiential travel is also becoming increasingly popular especially among the younger generations. According to a study by Apio (2023), travellers prioritize unique

and interactive experiences instead of traditional. Because of this shift, hospitality providers now provide packages that blend local experiences, adventure activities, wellness retreats in order to cater for the modern traveller's ever changing needs.

Technological advancements are changing the hospitality employees. According to González et al.,(2022), in order to navigate the difficulties of a digitally driven environment, the employees in the hospitality industry are now required to possess a combination of interpersonal skills and technical competences. Misra(2023) and Hsu &Tseng(2022) argue that as traditional roles evolve, there is an increasing demand for new skill sets like digital literacy and technological expertise .Additionally they stated that due to this shift ongoing training and development initiatives are necessary to arm employees with the skills required to grow within the modern hospitality landscape.

Conclusively, the hospitality industry is navigating a landscape characterized by rapid technological advancements, a strong emphasis on sustainability, and evolving workforce requirements. These trends are reshaping the way services are delivered and experienced, ultimately driving the industry towards a more innovative and responsible future trends.

### **2.1.3. Factors that have led to the development of the hospitality industry.**

The development of the hospitality sector has been influenced by a multitude of factors, driven by technological advancements, changing consumer preferences, and the evolving economic landscape. These elements have collectively shaped the industry, leading to significant transformations in service delivery and operational efficiency. Performance, prognostic, partnership, customer preferences, and market factors are critical for industry growth (Humenyuk, 2022). Blahopoluchna &Liakhovska (2022), argue that consumer behaviour, shaped by a complex interplay of psychological, social, cultural, economic, and personal factors, significantly influences service choices within the industry. Furthermore, they underscore the significant role played by external factors, such as economic conditions, political climate, social trends, legal regulations, technological advancements, and competitive dynamics, in shaping the wider framework for consumer decision-making.

Rapid advancements in Technology like AI and robotics are propelling the development of the hospitality industry. Automating customer support processes has enhanced the whole customer experience. For example, AI and robotics have been included in hospitality operations to boost service delivery, efficiency, and guest interactions. (Kandampully et al., 2022; Goel et al., 2022; Kumar et al., 2024; Drexler & Lapré, 2019). Smart tools improve operational workflows and enable organizations to meet the expectations of tech-conscious customers. (Kandampully et al., 2022; Mingotto et al., 2020).

Furthermore, the hospitality industry has developed due to technological advancements, new marketing strategies, and a focus on sustainable practices ("INNOVATIVE APPROACHES TO THE DEVELOPMENT OF THE HOSPITALITY SECTOR AND MANAGEMENT IN THE CONTEXT OF THE REGIONAL ECONOMY OF UKRAINE", 2024). According to Kandampully et al., (2020), the concentration on sustainability has led the hospitality industry to develop value with customers and society, guaranteeing profitable operations while also being environmentally and socially responsible. A multitude of organizations currently focus on a holistic approach to service innovation as they seek to align their business models with the growing consumer demand for sustainable practices (Kandampully et al., 2022; "INNOVATIVE APPROACHES TO THE DEVELOPMENT OF THE HOSPITALITY SECTOR AND MANAGEMENT IN THE CONTEXT OF THE REGIONAL ECONOMY OF UKRAINE", 2024).

Humenyuk (2022) points out the benefits of performance, prognostic, partnership, customer preferences, and market. According to Blahopoluchna and Liakhovska (2022), consumer behaviours are greatly influenced by sociological, economic, cultural, personal, and psychological factors leading to major service alternatives in the industry. External factors, for example, technology developments, legal regulations, political environment, social trends, economic factors, and market competition greatly influence consumer decision making.

The development of strong tourism infrastructure has been vital for the success of the hospitality industry. The availability of quality infrastructure enhances the overall tourist experience by facilitating better connectivity and accessibility to various destinations (Графська et al., 2022). This infrastructure development not only promotes tourism specialization but also contributes to the economic vitality

of regions by creating job opportunities and attracting investments ("INNOVATIVE APPROACHES TO THE DEVELOPMENT OF THE HOSPITALITY SECTOR AND MANAGEMENT IN THE CONTEXT OF THE REGIONAL ECONOMY OF UKRAINE", 2024; Графська et al., 2022). The interplay between infrastructure and hospitality services underscores the importance of a well-rounded approach to sector development, where both technological and infrastructural advancements are leveraged to maximize growth potential.

#### **2.1.4. Challenges faced by the hospitality industry.**

Recently global matters like the COVID- 19 pandemic have led to challenges within the hospitality industry. The industry is affected by external, internal, managerial and operational issues which greatly impact its success.

The impact of the COVID- 19 pandemic has been one of the key challenges faced by the hospitality industry because it has greatly changed consumer behaviours and expectations. Adjusting the new health and safety demands of hotels has led to new increased costs of operation and more interactions with guests about safety precautions (Tay,2024). During uncertain times, it is important to ensure and maintain the health and safety of employees through effective human resource management.(Yacoub &Elhajjar,2021).

Digital Marketing poses a great challenge for the hotels to grow their online presence. They must participate in digital marketing strategies to gain a competitive edge in in the modern era of online bookings and reviews. According to Afaq et al., (2022), smaller businesses usually do not possess the resources and skills to manage their online presence and promotional activities. Rapid changes in technology require constant adaptation and investment in new platforms and tools (Han et al., 2022). Similarly the hospitality industry is dealing with environmental concerns. The industry's excessive resource and energy use creates pollution. Hotels face financial constraints as well as complicated operational shifts while carrying out sustainable practices. Due to limited resources and a growing focus on sustainability, developing countries face major challenges.(Yacoub & Elhajjar,2021). Due to the popularity of short term rental for example Airbnb, hotels have met challenges of increased competition.Casado-Díaz and Rubio, 2022)state that in order to retain and attract customers, traditional hotels are rethinking their pricing methods. The value of

integrating service quality with competitive pricing remains a significant challenge for many establishments (Afaq

et al., 2022). Kigunddu et al.,(2024) found that the rise of illegal businesses in the world of digital media has led to concerns of trust and credibility. The modern era in order to gain and maintain customers, having a trustworthy online reputation.

## **2.2. Digital marketing strategies in the hospitality sector.**

Visser (2019), defines online marketing as advertising distributed through digital means enabling real-time campaign assessment and modifications. It uses electronic devices to promote products and services. Digital marketing is different from typical marketing with special characteristics. Hasanah et al., 2021, Ningrum, 2023 and Rose, 2024 state that digital marketing uses a number of channels like social media, emails, websites and mobile apps to engage customers and generate economic results.

In the words of Swami(2023), digital marketing strategies aim to attract a particular group and encourage certain behaviours like purchases and signups. She proceeds to state that businesses of all sizes are implementing digital marketing strategies to enhance awareness ,reach new markets and increase revenue. Digital marketing strategies allows real-time feedback on campaign success and efficiency enabling organizations to make rapid modifications (Visser,2019).

In Businesses constantly depend on digital marketing to solve challenges for example the COVID- 19 According to Mataram et al., 2021),hotels in the Bandung regency use digital marketing to maintain their market position and react to changing customer behaviours. It is important to use technologies like machine learning and AI to improve marketing effectiveness through personalized customer interactions and predictive analytics. (Ziakis, 2023; García et al., 2019). Ziakis (2023), notes that the use of these technologies allows business owners to gain a better understanding of customer preferences and thus enabling them to tailor better marketing strategies to match their needs.

In conjunction with that, digital marketing is beneficial for small and medium enterprises (SMEs) as it aids broader audience reach and improves marketing performance. Research indicates that a well-defined digital marketing strategy can

greatly improve marketing innovation and competitiveness among SMEs (Vuttichat, 2023; Atika, 2023). This is particularly important in the current digital economy, where businesses must adapt to rapid technological advancements and shifting consumer expectations (Zhao, 2024). By using digital marketing strategies, SMEs can better understand consumer behaviour, maximize pricing, and enhance promotional efforts, ultimately leading to improved sales and customer loyalty (Zhao, 2024; Wijaya, 2024).

The combination of digital marketing with sustainability efforts has developed as a crucial area of focus. Businesses are increasingly recognizing the role of digital marketing in bridging gaps between consumer beliefs and market offerings, particularly in promoting sustainable practices (Diéz-Martín et al., 2019). This balance not only improves brand reputation but also promotes consumer trust, which is vital for long-term business success.

Digital marketing strategies in the hospitality industry have developed significantly in recent years, led by technological developments and changing consumer behaviours. Globally, the hospitality sector has increasingly adopted various digital marketing techniques to improve customer engagement, brand visibility, and drive bookings. Key strategies like the use of social media marketing, search engine optimization (SEO), email marketing, and content marketing, which collectively aids amore personalized and interactive customer experience (Chaikovska et al., 2022; - , 2024; Bhandari, 2023).

Social media marketing has emerged as a pivotal tool for hospitality businesses, allowing them to engage directly with customers and build brand loyalty. Platforms such as Instagram and Facebook are utilized to showcase properties, share customer testimonials, and promote special offers, thereby influencing potential guests' booking decisions (Oza, 2023). Additionally, the integration of user generated content, such as reviews and photos shared by guests, enhances authenticity and trustworthiness, which are crucial in the hospitality sector (Bhandari, 2023; Salazar, 2018).

Search engine optimization (SEO) remains a fundamental strategy, as it ensures that hotels and restaurants appear prominently in search results when potential customers are looking for accommodations or dining options. This is complemented

by pay per click (PPC) advertising, which targets specific demographics and increases visibility among potential guests actively searching for services (-, 2024; Bhandari, 2023). Furthermore, email marketing campaigns are employed to maintain communication with past guests, offering personalized promotions and updates that encourage repeat bookings (Chaikovska et al., 2022; Bhandari, 2023).

In Uganda, the hospitality industry is also embracing digital marketing strategies, albeit at a different pace and scale compared to global trends. The use of social media platforms is gaining traction among Ugandan hotels and restaurants, with businesses leveraging these channels to reach both local and international tourists. For instance, many establishments are utilizing Facebook and Instagram to promote their offerings and engage with customers (CHAMBOKO-MPOTARINGA &Tichaawa, 2023). According to Kimuli et al., (2021), digital technologies and mobile money services are picking up in Uganda, particularly among micro and small enterprises (MSEs) and women. The COVID-19 pandemic has accelerated the adoption of digital technologies as a strategy for sustainable business operations. Factors influencing adoption include social influence, digital literacy, and relevant local content (Abima et al., 2021). Research shows that mobile money services, driven by mobile device penetration and the need for financial inclusion, have shown positive impacts on person-to-person transfers and grocery payments (Museba et al., 2021). To improve adoption among women, community approval, digital literacy education, and localized content creation are crucial (Abima et al., 2021). For MSEs, awareness and usage of digital technologies are key themes emerging from the pandemic experience (Kimuli et al., 2021). These findings highlight the importance of digital technologies in promoting financial inclusion, sustainable development, and economic growth in Uganda's informal sector. Moreover, the Ugandan hospitality industry is beginning to adopt more sophisticated digital marketing techniques, such as influencer partnerships and content marketing. Collaborating with local influencers helps hotels and restaurants tap into new audiences and build credibility within the community (CHAMBOKO-MPOTARINGA &Tichaawa, 2023). The authors proceed to highlight that despite these advancements, challenges persist in Uganda, including limited access to high-speed internet and varying levels of digital literacy among business owners. However, they also emphasize that the ongoing digital transformation presents significant opportunities for growth and innovation. As more

businesses recognize the importance of digital marketing, they can enhance their competitive edge, adapt to changing consumer preferences, and ultimately contribute to the resilience and sustainability of the tourism industry. This dual perspective underscores the potential for progress in the face of existing obstacles.

### 2.3. The impact of digital marketing strategies in the hospitality industry.

Digital marketing has become crucial in the hospitality industry, enabling hotels to connect with potential guests and drive business growth (Bhandari & Sin, 2023). Strategies include social media marketing, search engine optimization (SEO), and leveraging online reviews (Bhandari & Sin, 2023; Kumar, 2021). According to Kumar (2021), the industry has witnessed a shift in power from service providers to consumers, who now co-create digital content and influence others through shared experiences. Successful implementation of digital marketing strategies depends on factors such as market segmentation, available resources, and customer-centric approaches (Jabrayilova, 2023). The author also argues that the COVID-19 pandemic has further emphasized the importance of digital marketing in the industry. However, a balanced approach combining digital and traditional marketing tools is recommended.

Digital marketing is often more cost-effective than traditional marketing methods. Businesses can reach a larger audience at a fraction of the cost associated with print or television advertising. For example, online advertising allows for targeted campaigns that can be adjusted based on performance metrics, ensuring optimal return on investment (ROI) (Mugume, 2023). The impact of digital marketing strategies on the hospitality industry has been profound, reshaping how businesses engage with customers, enhance brand visibility, and drive bookings. Digital marketing encompasses a variety of techniques, including social media marketing, search engine optimization (SEO), content marketing, and email marketing, which collectively contribute to improved customer acquisition and retention.

One of the most significant effects of digital marketing on the hospitality sector is the enhancement of customer engagement through social media platforms. Research indicates that, the use of targeted advertising on platforms like Facebook and Instagram enables hotels to reach specific demographics, increasing the likelihood of attracting the right audience (Nadlifatin et al., 2022). Additionally, the rise of

online reviews and ratings has transformed the decision-making process for travellers. Studies show that digital marketing strategies that incorporate online reviews significantly influence consumer behaviours and hotel performance (Pelsmacker et al., 2018). The authors further emphasize that positive online reviews can enhance a hotel's reputation, while negative feedback can deter potential customers. Therefore, managing online reputation through digital marketing is crucial for hospitality businesses to maintain competitiveness in a crowded market.

According to Panina (2023), digital marketing in the hospitality industry enhances promotion, adapts to new conditions, and leverages modern technologies to attract tourists, increase competitiveness, and drive growth in services, aligning with market trends while Polischuk et al., (2023) also states in their research that Digital marketing in the hospitality industry enhances business processes, guest loyalty, and competitiveness. It optimizes service quality, boosts key performance indicators, and adapts to dynamic market changes for success. The hospitality industry in Uganda has witnessed a surge in digital marketing adoption over recent years. According to a study, the number of internet users in Uganda has grown significantly, with over 26 million users reported in 2023, representing about 60% of the population (Uganda Communications Commission, 2023). This increase in internet penetration has enabled hospitality businesses to reach a broader audience through digital channels.

Moreover, digital marketing strategies have facilitated the growth of e-commerce within the hospitality industry. The ability to book accommodations online has transformed the customer experience, allowing for greater convenience and accessibility (Nair, 2022). The implementation of effective digital marketing campaigns can drive traffic to hotel websites, increasing direct bookings and reducing reliance on third-party booking platforms, which often charge high commissions (Nair, 2022). According to Kiggundu&Kasaija, (2023), the blending of digital marketing strategies has led to increased bookings and sales for many hospitality businesses. Online Travel Agencies (OTAs) and direct booking platforms have streamlined the reservation process, making it easier for customers to book accommodations. The convenience of online booking has been shown to increase

occupancy rates significantly. As a result, hotels that optimize their digital presence can achieve higher profit margins and better control over their brand image (Nair, 2022).

The ability to collect and analyse data from digital marketing efforts allows businesses to customize their offerings to meet customer preferences better. According to Thompson (2022), this evidence-based approach has been associated with improved customer satisfaction and loyalty, ultimately enhancing overall business performance.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0. Introduction**

This chapter presents the study method used to analyse the impact of digital marketing strategies on the hospitality industry in Uganda. It explains the research design, data collection methods, sampling techniques and the data analysis protocols used in this research.

### **3.1. Research Design**

The research uses a mixed method approach. The mixed methods research approach incorporates both qualitative and quantitative data techniques tools to gather, examine and combine data answering the research questions more efficiently than each method independently. (Dalei, 2023).Zou& Xu (2022), suggest that this approach can enhance the accuracy of the results by allowing for triangulation and mirroring the varied character of the impact of digital marketing strategies on the hospitality industry in Uganda.

The qualitative research method focuses on understanding people, their experiences, and perspectives rather than numbers or generalization (Tandon, 2021). A study by Manna &Thander (2021), indicated that qualitative approaches utilize various tools, including in-depth interviews, web surveys, and community studies.

Quantitative Research: A survey will be conducted to gather numerical data on the effectiveness of various digital marketing strategies. This will include questions on customer engagement, booking rates, and overall business performance.

### **3.2. Area of Study**

This study focuses on the hospitality sector in Uganda mainly targeting the 4-star and 5-star hotels around the Kampala city area.

### **3.3. Population and Sample**

The sample population for this study are all the employees at 4-star and 5-star hotels in Kampala city particularly those in the Front Office operations as well as the sales and marketing departments.

### **3.4. Data Collection Methods**

Data will be collected using the following methods:

**Surveys:** This method of data collection will be used because it is cost effective and can gather quick responses. It also offers an efficient way to quantify the data from a large number of respondents allowing easy analysis and comparison while maintaining standardization. A structured questionnaire will be developed to collect quantitative data from hospitality businesses. The questionnaire will include both closed-ended and open-ended questions to capture various aspects of digital marketing strategies and their effectiveness.

**Interviews:** Interviews will be used because they offer in-depth qualitative data and flexibility by allowing detailed exploration of the respondents' experiences and opinions and thus providing rich and nuanced insights. Semi-structured interviews will be conducted with selected the employees in the hospitality industry.

**Secondary Data:** Relevant secondary data will be gathered from industry reports, academic journals, and government publications to provide context and support the primary data collected. Secondary data will give us historical and contextual information and offer a broad background for research while still supporting the already existing data.

### **3.5. Data Analysis**

The analysis of the data will proceed as follows: -

The quantitative data collected from the surveys will be analysed using statistical software (e.g., SPSS or R). Descriptive statistics will be used to summarize the data and provide an overview of trends and patterns, while inferential statistics will help identify and test the relationships between digital marketing strategies and business performance which will help in drawing conclusions about the impact of these strategies based on the sample data which will the validate findings, uncover insights, and support evidence-based conclusions.

The qualitative data from interviews will be transcribed and analysed using thematic analysis. This will involve coding the data to identify key themes and patterns related to the impact of digital marketing on the hospitality industry.

### **3.6. Ethical Considerations**

According to Handy and Russell (2018), ethics are principles governing good and bad, moral duty, and conduct standards for individuals or groups. It is a branch of philosophy that examines moral problems, often distinguished from morality itself, which refers to the rules and norms governing actions (Sidani, 2018). This research will therefore be guided by the following ethical standards;

- Participants will be informed about the purpose of the study, and their consent will be obtained before participation.
- To ensure that the participants data remains confidential, the collected data will remain anonymous and it will be kept well
- Since the study is voluntary, the participants can drop out when they see fit.

### **3.7.Limitations of the Study**

While this research proposes to shed light on significant findings, it's limitations cannot be ignored.

The sample space may limit the study's relevance to Uganda's hospitality industry as a whole.

The respondents may give socially desirable responses that might lower the accuracy of the data collected.

### **3.8. Conclusion**

This chapter has described the research methods used to investigate the impact of digital marketing strategies on the hospitality industry in Uganda. By using a mixed-methods approach, the study aims to give a comprehensive understanding of how digital marketing strategies influence customer engagement, brand growth, and overall business performance.

## **CHAPTER 4**

### **DATA ANALYSIS, PRESENTATIONS AND INTERPRETATION OF FINDINGS.**

#### **4.0. Introduction.**

This chapter provides the findings of the study based on the data collected. The data was collected through a mixed methods approach which includes both qualitative and quantitative data. This analysis will focus on the impact of digital marketing strategies on the hospitality industry of Uganda and address the research objectives.

#### **4.1. Demographic Information.**

The respondents in the study were balanced across various roles in the hospitality industry including the front office staff, management, sales and marketing and service staff. A significant number (75%) of the respondents have worked at the hospitality industry for 1 to 3 years. This suggests that the respondents have enough experience to provide relevant insights.

#### **4.2. Quantitative Data Presentation and analysis**

##### **4.2.1. Hotel Rating**

60% of the respondents rated the hotels they worked for as 4-star. While this feedback was convincingly positive, it is important to consider that the small sample may limit the generalizability of the findings. The studies in the future could benefit from a more diverse group of respondents to better understand the impact of digital marketing strategies in the hospitality industry.

#### **4.2.2. Growth of the Hospitality industry.**

More than half (66.7%) of the respondents rated the growth of the hospitality industry in Uganda as “very high” while 33.3% rated it as “High”. This positive feedback indicates that the hospitality industry has seen a significant growth in the recent years.

#### **4.2.3. Challenges Facing the Hospitality Industry.**

When asked about the biggest challenge facing the industry, “High competition”, “Lack of skilled labour and “High operational cost” were the most responses. These findings clearly show the critical areas of concern that may setback the development of the hospitality industry in Uganda. High competition highlights the saturation in the market, and simultaneously, the high operational costs and the lack of skilled labour show financial and operational obstacles for the businesses.

### **4.3. Qualitative Data Presentation and Analysis.**

#### **4.3.1. Digital Marketing Strategies**

The respondents reported using a number of digital marketing strategies, with social media (100%) and content marketing 67% being the most commonly used. Other strategies like email marketing, influencer marketing and affiliate marketing were each used by 33% of the respondents. It should be noted that search engine optimization and pay-per-click marketing were not used by any of the respondents which shows that there is room for further exploration of these strategies to increase the digital presence of the hospitality establishments.

#### **4.3.2. Frequency of Digital marketing Updates.**

The responses on how often the hotels update the digital marketing strategies were distributed evenly with some updating monthly, quarterly or annually and a few rarely or never updating them. Regular updates however are critical in adapting and changing market trends and consumer behaviour and therefore the lack of consistency in updating the marketing strategies could impact the overall effectiveness of the hotels especially in this day and age where digital marketing has proven to be evolutionary.

#### **4.4. Deductive Analysis**

##### **4.4.1. Impact of Digital Marketing Strategies on the Hospitality Industry.**

More than half of the respondents (75%) showed that digital marketing has “Significantly improved” the hospitality industry while 25% noted that it had “Improved”. These findings highlight the importance of digital marketing in the development and growth of the industry. This high level of development may also reflect the growing number of customers and guests within the hotels.

##### **4.4.2. Impact of Digital Marketing Strategies on Revenue.**

All the respondents indicated that digital marketing strategies had “Increased significantly” the revenue of their hotels. This clearly shows that digital marketing is an effective tool for driving financial success in the Ugandan hospitality industry. The research in the future could explore the key digital marketing strategies that will have the most direct impact on revenue growth for example social media campaigns and improved content marketing strategies.

##### **4.4.3. Measurable Benefits of Digital marketing Strategies on the Hospitality industry.**

The respondents cited enhanced brand visibility (78%) as the key measurable benefit of digital marketing strategies. This was followed by cost-effective advertising and improved customer feedback (each mentioned by 22% of the respondents). What was particularly interesting is that “increased bookings” was not mentioned in any of the responses indicating that while digital marketing strategies may increase brand

awareness and customer feedback, it might not be directly linked to the increased bookings in this particular sample.

#### **4.4.4. Integration of the Quantitative and Qualitative Data collected.**

While comparing the quantitative and qualitative data, it is clear that social media and content marketing are the most commonly used digital marketing strategies used in engaging the customers and driving revenue in the industry. However, matters like the inconsistency in updating the digital marketing strategies could stand in the way of the long-term success of the hospitality industry in Uganda. The qualitative data also brings to light the major challenges facing the hospitality industry for example high competition and operational costs that could setback the effectiveness of the digital marketing strategies and the development of the industry.

## **CHAPTER 5**

### **DISCUSSION OF THE FINDINGS**

This chapter gives an in-depth discussion of the findings shared in chapter 4, relating the results within the range of the research objectives and the existing literature. The aim is to examine the impact of digital marketing strategies on the hospitality industry of Uganda.

#### **5.1. Demographic relevance and Experience**

The research indicates that 75% of the respondents have 1 to 3 years of experience in the hospitality industry and while this shows they possess the relevant industry knowledge, it also shows that their perspectives are still fairly new and they are greatly influenced by the recent trends like the growing role of digital marketing. The industry has gone through important changes in the recent years especially in terms of the adoption of digital technologies and the respondents' shorter experience spans may mirror a more versatile understanding of this evolution.

The level of experience however could be considered as a constraint regarding long term viewpoints. Studies that centre more around professionals with more experience in the hospitality industry typically shows a more extensive understanding of the evolution of digital marketing strategies as time goes by. Future research could gain a lot by including participants with more diverse levels of experience to give a wider array of insights.

## **5.2. Hotel Rating and Industry Growth.**

This research is centred on mid to high end hospitality establishments and this is indicated by the fact that 60% of the respondents were employed in 4-star hotels which most likely to have the financial resources and market reach to apply digital marketing strategies. The target market of these 4 -star hotels is mainly both international and local which makes digital marketing important too for maintaining a competitive advantage in an increasingly globalized market.

The finding that 66.7%of the respondents rated the growth of the hospitality industry of Uganda as "very high" is a major indication of the industry's expansion. This increase is in line with Uganda's initiatives to enhance tourism through both the government and the private sector. Digital marketing strategies play an important role in the growth of the hospitality industry and this cannot be overlooked because these strategies are essential for attracting both local and international tourists.

Nonetheless, the high growth rate also brings about issues like market saturation which intensifies the competition and this is where digital marketing has a significant influence. Hotels that manage to update and implement digital marketing strategies regularly will likely have a greater advantage in attracting guests and securing higher revenue. On the flip side those that are adamant to update and implement the strategies might find it challenging to keep pace with the changes in consumer behaviours and the changing expectations of the technologically pro efficient customers.

## **5.3. Challenges Facing the Industry**

The respondents stated challenges like "high competition", "lack of skilled labour" and "high operational costs" as the consistent challenges which are also noted in similar research. Due to the high hospitality market saturation in Uganda particularly Kampala, businesses must stand out to survive. This means they not only have to provide high quality service but also employ strategic digital marketing efforts that can set them apart from their competitors.

The gap in the training and development of professionals who are capable of efficiently managing and implementing digital marketing strategies is highlighted by the lack of skilled labour. Many of the hospitality workers may not have the technical skills to fully exist the benefits of digital platforms however this issue can be resolved through focused training programs with the aim of equipping hospitality workers with digital marketing skills like online marketing campaigns, search engine optimization and social media management.

High operational costs further highlight the need for cost effective marketing. Digital marketing is generally less expensive than traditional marketing approaches making it a solution because it can provide measurable results. The full potential of digital marketing however remains unexplored due to the irregular strategy updates and underutilization of advanced tools like search engine optimization and pay-per-click advertising as noted in the findings.

#### **5.4. Usage of Digital Marketing Strategies.**

The most commonly used digital marketing strategies as stated by the respondents were social media (100%) and content marketing (67%). This finding is consistent with global trends because these platforms are more accessible and cost effective for businesses of all sizes. Social media allows direct customer engagement, shared updates and promotion of special offers while content marketing builds a brand's authority and trust.

On the other hand, it has been noted that the hotels in Uganda are not taking advantage of the available digital marketing tools as seen by the limited use of email marketing which was (33%) and the absence of SEO and PPC as the commonly used digital marketing strategies. There is a need for additional education on these

advanced strategies to increase to the hotel's digital marketing efforts including SEO and PPC which can significantly boost online visibility and bookings.

### **5.5. Frequency of Digital Marketing Updates.**

The findings show irregular updating of the digital marketing strategies with some hotels updating them monthly, quarterly or annually while some rarely update them. In order to maintain

competitiveness regular updates are important especially in today's fast and evolving landscape. These revisions allow hotels to synchronize with the changing customer preferences and behaviours which are important for staying relevant. Therefore, hotels should prioritize regular updates to enhance their digital efficiency as studies suggest that businesses that consistently update their digital content experience higher conversions and engagement.

### **5.6. Impact on Revenue and Measurable Benefits.**

The research indicates that digital marketing has notably boosted hotel income, supporting existing literature that connects successful digital approaches to financial benefits. In spite of the enhanced brand visibility this has not translated into increased bookings this shows that there is a missing link between attention and reservation probably a result of ineffective booking procedures or poor website usability. Hotels need to enhance their conversion strategies to transform online interactions into real bookings.

### **5.7. Integration of Qualitative and Quantitative Data.**

The information indicates a dependence on social media and content marketing, which successfully enhances revenue and brand awareness. Nonetheless, there are gaps in strategy updates and a lack of utilization of tools like SEO and PPC, indicating potential for improvement. Issues such as intense competition and a shortage of skilled workers may hinder the long-term effectiveness of digital marketing strategies, highlighting the necessity for organized methods and focused training to maximize the benefits of digital platforms.

## **5.8. Comparison with Existing Literature.**

The research results match what other studies have found, showing that social media and content marketing are the most popular strategies, while SEO and PPC are not used enough, especially in countries that are still developing. This study shows some specific problems that hotels in Uganda face when it comes to digital marketing, like lots of competition, not enough trained workers, and high costs. It's important for future studies to look at ways to solve these problems and come up with new digital marketing ideas.

# **CHAPTER 6**

## **RECOMMENDATIONS AND CONCLUSIONS**

### **6.0. Introduction**

This chapter offers practical recommendations based on the findings of the research additionally, it provides concluding remarks that summarise the research.

### **6.1. Recommendations**

#### **6.1.1. Regular and Consistent Updates to Digital Marketing Strategies.**

One of the key findings from this study is the hotels' irregular updating of their digital marketing strategies which negatively impacts their competitiveness. Hotels should therefore implement a structured plan for reviewing and updating their digital marketing strategies ideally quarterly or semi annually in order to catch up to the current trends and change in in consumer behaviour especially in this fast-

paced digital world. This will allow the hotels to adapt to market changes, ensure that their campaigns will remain effective and adapt to new technology.

#### **6.1.2. Diversification of Digital Marketing Tools**

The study also noted the heavy reliance on social media while the other effective tools like SEO and PPC marketing remain underutilized. This has therefore limited the visibility and reach of the hospitality industry especially to international computers who mainly focus on search engines. Through using SEO to improve search rankings and PPC marketing to target specific demographics to increase bookings, hotel business may be able to exploit the full potential of digital marketing.

#### **6.1.3. Investing in Digital Marketing Training.**

In Uganda 's hospitality industry, an inadequate supply of skilled personnel limits the success of digital marketing . A solution to this issue could be the prioritization of digital marketing training including social media management, content marketing, SEO, PPC marketing and performance analytics for employees which will improve labour skills and enhance the potential of digital marketing in hotels. This will help employees to adapt to the ever changing digital landscape and improve the hotels online presence as well as its customer engagement.

#### **6.1.4. Enhancing Customer Conversion Strategies.**

The research found that although digital marketing has boosted brand awareness and income for hotel, it does not translate to higher bookings. Even with customer awareness on the rise, the conversion rates remain below the desirable level. To address this, hotels should update their websites and their digital platforms like their social media accounts to provide a more convenient booking Making websites that are easy to use, mobile friendly and offer direct booking options ,can lead to an increase in the reservation completion rates. Additionally, personalizing customer experiences via targeted ads and follow up emails .at boost the conversion rates even more.

#### **6.1.5. Addressing Industry-Wide Challenges**

Ugandan hotels face major challenges like high competition, high operational costs and a shortage of skilled employees. To deal with this issue hotels should create their own unique identity through targeted digital marketing efforts. Furthermore, collaborating with local digital marketing agencies to provide cost effective services as well as taking advantage of government incentives that support digital innovation could offset the high costs of operation. Collaborations with influencers and local tourism bodies could boost market accessibility and competition.

## **6.2. Conclusion**

While social media and content marketing have increased revenue and brand awareness, there is always room for growth in SEO and PPC marketing .This study shows that digital marketing is important in improving the performance of the hospitality industry in Uganda. to successfully benefit from digital marketing, it is critical to handle issues like irregular strategy updates, high competition and operational costs and the shortage of skilled labour. By adopting a wider range of strategies, investing in employee training, and regularly assessing marketing initiatives, hotels can remain competitive in an increasingly digital landscape. In summary, while digital marketing offers substantial opportunities for the hospitality sector, achieving success will require a more organized and consistent approach in the future.

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## APPENDIX

# Digital Marketing Strategies in Hospitality Questionnaire form

This questionnaire aims to gather insights into the impact of digital marketing strategies on the performance of hospitality businesses in Uganda. Your responses are confidential and will be used solely for academic purposes.

\* Indicates required question

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### Demographic Information

1. 1. What is your position in the hotel? \*

*Mark only one oval.*

- Management
- Front office staff
- Sales and Marketing staff
- Other: \_\_\_\_\_

2. 2.How long have you worked in the hospitality industry? \*

*Mark only one oval.*

- 1-3 years
- 4-6 years
- 7- 10 years
- Over 10 years

3. What is the hotel's rating? \*

*Mark only one oval.*

5- star

4- star

### **The Hospitality Industry Globally and in Uganda**

4. 4. How would you rate the growth of the hospitality industry in Uganda in recent years? \*

*Mark only one oval.*

Very high

High

Moderate

Low

Very low

5. 5. In your opinion, what is the most significant challenge facing the hospitality industry in Uganda today? \*

*Mark only one oval.*

High competition

High operational costs

Lack of skilled labour

Limited access to digital technologies

Other: \_\_\_\_\_

### **Digital Marketing Strategies in the Hospitality Industry**

6. **6. Which of the following digital marketing strategies does your hotel use? \***  
(Select all that apply)

*Check all that apply.*

- Social media marketing
- Email marketing
- Search engine optimization (SEO)
- Pay- per click advertising (PPC)
- Influencer marketing
- Content marketing
- Other: \_\_\_\_\_

7. **7. How often does your hotel update its digital marketing strategies? \***

*Mark only one oval.*

- Monthly
- Quarterly
- Annually
- We rarely update them
- Never

### **Impact of Digital Marketing on the Hospitality Industry in Uganda**

8. **8. In your experience, how has digital marketing impacted customer engagement in \***  
your hotel?

*Mark only one oval.*

- Significantly improved
- Improved
- No impact
- Decreased

9. 9. How has digital marketing influenced the revenue of your hotel? \*

*Mark only one oval.*

- Increased significantly
- Increased moderately
- No impact
- Decreased

10. 10. What are the most measurable benefits of digital marketing for your hotel? \*

*Check all that apply.*

- Increased bookings
- Improved customer feedback
- Enhanced brand visibility
- Cost effectively advertising
- Other: \_\_\_\_\_

11. To what extent do you believe digital marketing is essential for the future growth of the hospitality industry in Uganda? \*

*Mark only one oval.*

- Very essential
- Essential
- Somewhat essential
- Not essential

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