



**THE IMPACT OF E-MARKETING ON TOURISM GROWTH:  
THE CASE OF ZAMBIA.**

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## ABSTRACT

Tourism has been identified as one of the major socio and economic activity that has contributed to the development of national economies. The advancement of technology in doing business has changed the dynamics of tourism marketing. ICTs have changed the way tourism business is conducted. The use of different ICTs platforms such as E-marketing has impacted positively on the tourism industry. Tourism marketers are using E-marketing to market their products and services using modern technology. The aim of this paper therefore is to examine the impact of E-marketing on the growth of the Tourism sector in Zambia. E-marketing has been defined as the marketing of products and services using the internet. E-Marketing therefore refers to the application of marketing principles and techniques via electronic media. The research adopted the survey to gathering data using the questionnaire and in-depth interview as instruments for data collection. The survey targeted population of 100 tour operators in Lusaka and Livingstone. The researcher managed to secure 80% of the responses from the 100 questionnaires given out. The SPSS (Statistical Package for Social Scientists) was used to analyse the data. Measures of central tendency, Pearson Correlation, Multiple regression and Cronbach alpha were the tools that the research used. The research revealed that most tour operators use E-marketing tools in the marketing of tour products and services and that there has been a positive impact on the growth of their businesses because of applying E-marketing tools. Further the research revealed that there is a positive correlation relationship between E-marketing and Tourism Growth. However, the research also revealed other constraining factors that the tourism industry in Zambia is suffering from, among these factors includes; policy inconsistency by the Government offices charged with the regulating of the Tourism industry in the Country, lack of proper marketing strategies of the tourism industry in Zambia. A comparison was mainly given in relation to the Zimbabwe Tourism industry which has seen tremendous growth over the years due to vigorous marketing strategies and Government prioritisation of the sector as a foreign exchange earner. In conclusion, the research revealed that E-marketing has become the modern marketing tool of tourism across the global. This therefore means that tourism operators or destination markers need to adopt E-marketing as a strategic tool in the marketing of tourism.

**Key words: E-marketing, Social Media, E-business, E-commerce, Culture, Tourism,**

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## **CHAPTER ONE**

### **1.0. INTRODUCTION**

#### **1.1. Overview**

This Chapter begins by giving an overview of the Tourism industry from the Global perspective highlighting some of the trends in World Tourism. The Chapter further highlights the Tourism trends in Africa and the Southern African Development Commission of which Zambia is a member. Thereafter, the chapter presents the problem under investigation, the motivation, the main objective of the study in addition to the explicit objectives and research questions. The chapter also defines E-marketing as tool in the marketing of tourism and examines the development and use of ICTs in the tourism industry. In addition, the chapter defines the variables of E-marketing that impact on Tourism Growth. The Chapter also presents the background of the research and its significance. The chapter ends with the thesis layout.

#### **1.2. Background**

Tourism has become one of the most popular economic activities around the Global. According to the African Development Forum report of the World bank authored by Christie, Fernandes, Messerli, and Twining-Ward (2014) , it highlights that, the tourism sector is directly and indirectly responsible for 8.8 percent of the world's jobs (258 million), 9.1 percent of the world's gross domestic product (GDP) (\$6 trillion), 5.8 percent of the world's exports (\$1.1 trillion), and 4.5 percent of the world's investment (\$652 billion) (WTTC 2011). The World Travel & Tourism Council (WTTC) estimates that 3.8 million jobs (including 2.4 million indirect jobs) could be created by the tourism industry in Sub- Saharan Africa over the next 10 years (WTTC 2011). The tourism sector in 2016 accounted for 10.5% of the world's GDP (WTTC 2016).

From just being an incredible socio-economic phenomenon of the twentieth century, tourism has evolved to become a major economic and business activity across the whole World. It singly started from an action “enjoyed by only a small group of relatively well-off people” during the first half of the last century, it gradually became a mass popular activity during the post-World War II, particularly from the 1970s and onwards. Tourism now reaches wider scale and larger numbers of people throughout the world and is a source of employment for a

significant segment of the labour force. The total export value from international tourism amounted to US\$ 1.4 trillion for the World economy. In 2000 according to the World Tourism Organization (WTO 2000), foreign exchange earnings from international tourism reached a peak of US\$ 476 billion, which was larger than the export value of petroleum products, motor vehicles, telecommunications equipment or any other single category of product or service making it an important economic development sector of the World economy.

The surge in the Tourism industry can be attributed to the vigorous E- marketing and promotional strategies that different tourism players in the industry are using in getting customers to buy their products or services. The internet revolution over the past decade has facilitated the use of different E- Marketing tools to exchange information with customers and other stake holders. Developments in ICTs have undoubtedly changed both business practices and strategies as well as industry structures (Porter, 2001).

E- Marketing has become an important aspect of tourism development and growth. Growth in the tourism sector is indicative of how well the E-marketing functions have performed which translates in the increased number of arrivals. Most tourists now use the internet to plan and buy their holiday destinations. The table below shows the number of international arrivals according to the regions indicating the steady growth in tourism arrivals over the years.

**Table: 1:1: Global Tourism Arrivals - UNWTO barometer 2016**

DESTINATIONS	INTERNATIONAL ARRIVALS							
	YEAR	2010	2011	2012	2013	2014	2015	2016
EUROPE		488,864	540,229	566,445	581,769	581,769	607,600	
AMERICAS		150,105	162,525	167,520	180,965	180,965	278,615	
MIDDLE EAST		54,700	49,991	48,442	51,041	51,041	53,300	
AFRICA		49,522	51,909	54,370	55,683	55,683	53,300	
ASIA AND PACIFIC		205,377	233,774	249,780	263,305	263,305	278,650	

### 1.2.1. Tourism in Africa.

Africa is endowed with a diversity of natural resources which have become part of the tourists preferred criteria to see and experience when choosing a destination. The availability of diverse cultures, wildlife, natural beauty, heritage, historical sites, safaris, beaches, deserts, and many more, makes Africa the most preferred destination (UNWTO 2015).

According to UNWTO, Africa has become one of the world's fastest growing tourism destinations, growing a small base of just 14.7 million visitors in 1990, to 26 million international tourists in 2000 and 56 million in 2014. International tourist arrivals in Africa are estimated to have increased by 2% in 2014. The Continent welcomed a total of 56 million international tourists. Many other countries in Sub-Saharan Africa are on the verge of tourism success. In 2011, tourism directly generated 2.7 percent of the GDP and directly and indirectly accounted for more than 1 in 20 jobs in the region (12.8 million; WTTC 2012). Sub-Saharan Africa has abundant tourism resources. It has expansive beaches, plentiful wildlife, and extensive nature, culture, and adventure opportunities. As disposable incomes rise, domestic travel for leisure purposes is also expected to rise. Between 2001 and 2010, GDP grew an average of 5.2 percent a year, and per capita income grew 2 percent a year, up from -0.4 percent in the previous 10 years. Already more than 10 million people are traveling

across international borders every year within Sub-Saharan Africa for shopping, medical needs, sports, religious gatherings, business meetings and conferences, and visits with friends and relatives. For example, 58 percent of all arrivals to Namibia in 2010 were from South Africa and Angola. Regional arrivals to South Africa increased 12.8 percent between 2009 and 2010 (South African Tourism 2010).

The Northern and the Southern regions of Africa enjoy most of international tourism arrivals, whereas the rest of the continent records' modest increases. Therefore, the analysis of the tourism industry in Africa will show that it is growing. In 2014, a total of 65.3 million international tourists visited the continent around 200,000 more than in 2013. Back in 1990, Africa welcomed just 17.4 million visitors from abroad. The sector has therefore grown in less than 15 years. The influx of tourists means more money coming into the continent. In 2014 alone, Africa recorded US \$43.6 billion in revenue. According to the UK's World Travel and Tourism Council (WTTC, 2014), the international tourism sector now accounts for 8.1% of Africa's GDP.

### **1.2.2. Tourism in the Southern African Development Commission - SADC**

Zambia belongs to the Regional Tourism Organization of Southern Africa (RETOSA) which is a Southern African Development Commission (SADC) institution responsible for tourism growth, development, promotion and marketing of tourism for the region comprising 15-member states namely Angola, Botswana, Congo DRC, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

The total number of tourist arrivals within the SADC region in 2015 was 21,594,648. The top 5 tourist destinations in the region were South Africa with (8,903,773); Zimbabwe, (2,423,280); Botswana (1,913,981); Mozambique (1,633,935) and Seychelles (1,387,773) as shown in Table 1:2: below. (Ministry of Tourism paper 2015).

**Table 1:2: Tourist Arrivals SADC Region - Member States, RETOSA and UNWTO Compendium**

Country	Tourist Arrivals - RETOSA Member States					
	YEAR	2011	2012	2013	2014	2015
Angola		225,000	255,942	198,816	222,374	244,000
Botswana		766,892	770,341	789,000	819,166	-
Congo DRC		964,642	965,441	993,106	1,038,968	1,151,723
Lesotho		2,012,640	2,205,853	1,969,716	1,750,562	1,633,935
Madagascar		225,000	255,942	198,816	222,374	244,000
Malawi		766,892	770,341	789,000	819,166	-
Mauritius		964,642	965,441	993,106	1,038,968	1,151,723
Mozambique		2,012,640	2,205,853	1,969,716	1,750,562	1,633,935
Namibia		1,027,230	1,078,935	1,176,041	1,320,062	1,387,773
Seychelles		194,476	208,034	230,272	232,667	276,233
South Africa		8,339,354	9,188,368	8,961,565	9,549,236	8,903,773
Swaziland		879,000	888,000	968,000	939 000	873 000
Tanzania		867,994	1,077,058	1,095,885	1,140,156	1,102,169
<b>Zambia</b>		<b>920,299</b>	<b>859,088</b>	<b>914,576</b>	<b>946,969</b>	<b>931,782</b>
Zimbabwe		2,423,280	1,794,230	1,832,570	1,880,028	2,056,588
<b>Total</b>		<b>21,265,502</b>	<b>23,079,292</b>	<b>22,990,925</b>	<b>22,365,874</b>	<b>21,594,648</b>

### **1.3. Tourism in Zambia**

Zambia is endowed with many tourist attractions. These tourist attractions are scattered across the country offering the tourist a variety to choose from. The country boasts of hosting one of the five wonders of the world as declared by UNESCO in 1989. The Victoria Falls is a natural phenomenon that stretches over 1.9km in width towards the southern part bordering Zimbabwe and a height of 108m. Other attractions include National parks, Game Parks, Wetlands, Archaeological sites, National museums, Lakes, Cultural Festivals, Modern Shopping complexes, good transport and communication facilities.

The Ministry of Tourism and Arts are tasked with the responsibility of managing the Tourism sector. The ministry has a statutory body – The Zambia Tourism Authority that has been tasked with the marketing of different tourism destinations and plays a regulatory role in the regulating of different players in the sector. The Ministry undertook a review of the 1997 policy on tourism. The purpose of the revised National Tourism Policy is to provide a strategic framework for the sustainable development of tourism in Zambia so that the sector realizes its full potential. This policy spells out the roles of all players in the sector to facilitate close cooperation with line Ministries and Agencies in Government, as well as a broad cross-section of stakeholders in the industry. This policy document is meant to position the tourism sector as one of the country's major contributors to job creation and foreign exchange earnings. Zambia has tremendous natural and cultural heritage to share with its citizens and the world. However, Zambia is not fully leveraging its tourism potential for the benefit of the country. These resources can offer a range of benefits and opportunities for local and national social and economic development, especially if developed and managed sustainably through careful tourism planning and partnerships with civil society and the private sector. In the new global tourism environment, Zambia is emerging as an attractive tourist destination with huge potential to exploit hence the need for a refocused policy that also has the role of ensuring global and regional share of Zambian tourism increases.

At the national level, the need to revise the policy has arisen from the shift in focus of tourism not only being viewed as a source of foreign exchange earnings but also as a catalyst for job creation which is a major developmental objective of the current Government according to the (World Bank Report on Tourism Development in Africa (2013)).

The policy direction paper highlights fourteen strategic areas of focus for tourism development in Zambia. The fourteen areas include:

- Policy Coordination, Consultation and Inter-Sectoral Linkages** – Whole of Government Approach.
- Gender Issues** – Equal Opportunities
- Tourism Planning and Development** – Sustainable Tourism Planning and Development
- Domestic tourism** – Develop Domestic Tourism
- Tourism related infrastructure** – Infrastructure Development and Maintenance serving tourism sector.
- Tourism Investment** - Increased tourism investment – Promote Responsible Tourism
- Empowerment of Local Communities in tourism development** - Increase community participation in tourism development
- Public Awareness, Sensitization and Education** – Raise public awareness about tourism
- Product Development and Diversification** – Develop and diversify products and experiences
- Tourism Marketing and Research** – Position Zambia in the international market space.
- Skills in Tourism and Hospitality Industry** – Enhance tourism education.
- Quality Assurance** – Enhance the Quality of Tourist Accommodation Facilities.
- Management of the Tourism Sector** – Streamline the Regulatory Functions.

For the Tourism strategic policy to achieve its purpose, marketing and promotional of the Tourism sector needed to be given more prominence in the new strategic direction. Marketing

in tourism plays a major role in ensuring that the products and services being offered by a country /destination are known by the wider tourist market. The use of E-marketing strategies in the tourism sector becomes very crucial to the growth of the tourism industry.

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

The main objective of this study is to understand the impact of E-Marketing on the growth of Zambian Tourism industry, examine the challenges that stakeholders in the tourism industry in Zambia are facing in the use of E-marketing tools as a means of competitive advantage in the industry and to analyse and recommend some of the E-Marketing tools that the tourism industry in Zambia can use to promote the industry and remain competitive. The research will be restricted to the period 2010 to 2016. The Specific purpose includes:

- i) To determine the impact of E-Marketing on the growth of the Tourism Industry in Zambia.
- ii) To determine the extent to which E-Marketing strategies are being used among the key players in the Tourism sector in Zambia.
- iii) To examine the challenges that the key players are facing in the adoption of E-marketing in the Tourism industry.
- iv) To make policy recommendations to relevant institutions/ authorities on how E-Marketing can improve the growth of the Tourism sector in Zambia.

#### **1.5. Statement of the Problem**

Despite the abundant natural resources, wildlife and appealing traditional ceremonies, Zambia's tourism sector have continued to underperform. In 2015, Zambia was one of the least visited countries in Africa with international arrivals of only 931,782 out of the 53,300,000 international arrivals to the continent representing a dwindling 1.7% (Ministry of Tourism & Arts – Tourism Statistical Digest 2015). Zimbabwe, despite its international isolation, received 2,056,588 tourist arrivals during the same period. Additionally, while Government is touting the Tourism Sector as a growth area, its contribution to GDP has relatively remained low at 3.1% (ZDA report 2014). Zambia's tourism sector has tremendous potential to significantly contribute to the National Revenue Base, employment creation,

poverty reduction, foreign exchange earnings, as well as catalysing economic growth and development.

According to the Zambia Development Agency (ZDA) report (2016), Zambia's tourism sector has the right impetus for growth and contributing to Zambia's comparative advantage as a preferred tourism destination. This is supported by Government's vision and plans of integrating the various value-chain opportunities that lie in the sector. However, in order to unlock this latent tourism potential, Zambia needs to adopt E-marketing. Countries like Singapore, Egypt and South Africa have seen a sharp increase in international arrivals as a result of E-marketing adoption. According to the World Bank report (2013), South Africa has leapfrogged several countries becoming one of the top ten favourable tourist destinations globally. This feat was attained after E-marketing adoption.

The continued underperformance of the Tourism Sector raises serious concerns especially amid declining copper resources, global warming and increasing youth unemployment. Therefore, there is consensus among stakeholders that the relationship between E-marketing and Tourism be explored. However, there is lack of information on the impact of E-Marketing on Zambia's Tourism growth. Specifically, there is no documented information available on what constitutes E-Marketing for the Tourism sector. To date, there has been no formal evaluation of the impact of E-Marketing on Zambia's Tourism Sector. Therefore, the purpose of the present study was to fill this knowledge gap. In order to understand these factors, a quantitative survey will be conducted.

The research will focus on Tourism Stakeholders in Lusaka and Southern Provinces and explore with them on the effort and readiness for E-Marketing adoption. It is expected that the study will uncover some possible weaknesses in the Tourism Sector on use of technology for marketing. Based on the findings, specific recommendations will be made on how to further strengthen the Tourism Sector in Zambia.

## **1.6. Research Objectives**

1. To establish the relationship between E-marketing (**EM**) and Tourism Growth (**TG**) in  
Zambia
2. To investigate the extent of ICT use in the Tourism Industry

3. To investigate factors affecting E-marketing adoption in Zambia's Tourism Industry.
4. To recommend E-marketing tools suitable for Zambia's Tourism Industry

### **1.7. Research Questions**

1. What is the relationship between E-marketing and Tourism growth in Zambia?
2. To what Extent are ICTs used in Zambia's Tourism Sector?
3. What are the Factors affecting E- marketing adoption in Zambia's Tourism industry?
4. What are the growth E-marketing recommendations for Zambia's Tourism Industry?

### **1.8. Research Methodology**

The study is a mixed research study that adopted the use of both quantitative and qualitative approaches in gathering data. The mixed methods research represents research that involves collecting, analysing, and interpreting quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon (Onwuegbuzie and Johnson 2004). This mixed method will combine both the quantitative and qualitative data. The researcher adopted this type of method due to multiple dynamics in the study.

The researcher adopted the survey method of gathering data using the questionnaire as an instrument for data collection. The questionnaire was arranged into a simple Likert scale with a targeted population of 100 tour operators in Lusaka and Livingstone. The researcher managed to secure 85% of the responses from the 100 given out. The SPSS (Statistical Package for Social Scientists) was used to analyse the data.

### **1.9. Significance of the Study**

The significance of the study will be as follows:

**1.9.1. Government:** Through the ministry of tourism, Arts and culture the government will be able to implement and improve on the current ICT usage in Marketing and be able to grow the tourism industry and apply E- marketing in other sectors.

**1.9.2. Tourist:** If E-marketing is implemented, virtually the whole world would be the target market. People will be able to have information about Zambia, the wonders to see and hospitality services through social media, internet pop ups, redirects etc.

**1.9.3. Economy:** The growth of the tourism industry would have a direct positive impact on the economy of the country. The impact of the growth of the tourism industry will reduce poverty especially in the rural areas of the country where most of the tourist attractions are based. Further the tourism sector will be able to create more employment and help advance the socioeconomic status of many young people who may be employed. The country will also be able to increase its foreign earnings.

**1.9.4. Hospitality Services:** The hospitality sector would also be directly affected by the growth of the tourism industry. Lodges, motels and hotels will have business with the rise in the number of tourist arrivals in the country this would lead to a rise in competition and possibly low prices and better services. Further the Hospitality will be able to attract foreign direct investment once there is growth in the industry.

**1.9.5. Researchers, Academicians and Scholars:** – it will create in them self-awareness about the performance of the tourism industry when armed with E – Marketing strategies. Furthermore, research in the areas such as the impact of E- marketing and the need for policy framework for growth of the tourism industry in line with ICT can be conducted. It will also equip the researcher with both theoretical and practical knowledge in managing a research project.

## **1.10. Research Scope**

The study covered the tour and travel operators, Zambia Tourism Agency, Zambia Development Agency and the Ministry of Tourism and Arts. The research was conducted in Lusaka and Livingstone for the reason being that the former is the capital city of Zambia where most tourists arrive first and the latter being the tourist capital of Zambia.

## **1.11. Definition of Variables**

In order to systematically address the purpose of the study, which focused on the impact of E-marketing on Tourism Growth, variables have been identified by the researcher. According to Kerlinger (1986), defines a variable as a property that takes on different values and a concept that can be measured. A variable is any entity that can take on different values. Anything that can vary can be considered a variable. For instance, age can be considered a variable because age can take different values for different people or for the same person at different times. Similarly, country can be considered a variable because a person's country can be assigned a

value. A variable is a concept or abstract idea that can be described in measurable terms. In research, this term refers to the measurable characteristics, qualities, traits, or attributes of a particular individual, object, or situation being studied. Variables are properties or characteristics of some event, object, or person that can take on different values or amounts. For this research, variables are defined as objects that have a measurable value where a meaning can be drawn. There are several variables in research. For this research, the researcher has restricted himself to those variables that are important to the research.

### **1.11.1. Types of Variables in Research**

The following are the variables that the researcher used in communicating the impact of E-marketing on the growth of Tourism in Zambia.

#### **1.11.1.1. Independent variables:**

Independent variables are variables which are manipulated or controlled or changed. In using the independent variable, the research is trying to determine whether there is a cause-and-effect relationship.

#### **1.11.1.2. Dependent variables:**

Dependent variables are the outcome variables and are the variables for which the researcher calculates statistics. The variable which changes on account of independent variable.

#### **1.11.1.3. Extraneous variable:**

Independent variables that are not related to the purpose of the study, but may affect the dependent variable are termed as extraneous variables.

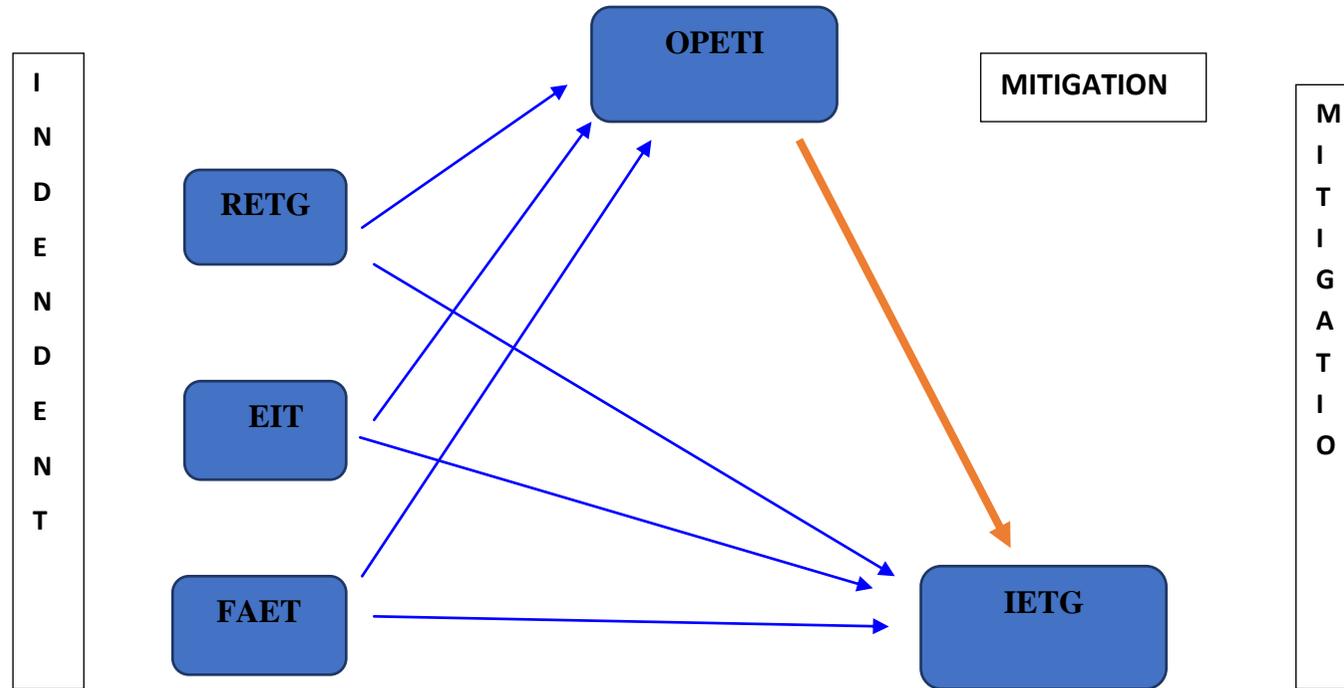
#### **1.11.1.4. Intervening variables:**

They intervene between cause and effect. It is difficult to observe, as they are related with individuals' feelings such as boredom, fatigue excitement at times some of these variables cannot be controlled or measured but have an important effect upon the result of the study as it intervenes between cause and effect. Though difficult, it has to be controlled through appropriate design.

#### **1.11.1.5. Moderator variable:**

A third variable that when introduced into an analysis alters or has a contingent effect on the relationship between an independent and a dependent variable. A moderator variable is an independent variable that is not of primary interest that has levels, which when combined with the levels of the independent variable of interest produces different effects.

In the study dependent variable is identified as **The Impact of E-marketing on Tourism Growth – IETG**, while independent variables have been identified as **Relationship of E-marketing on Tourism Growth, Extent use of ICTs in Tourism – EIT** and **Factors affecting the Adoption of E-marketing - FEA**. The mitigating factor has been identified as **the Operating Environment in the Tourism Industry – OETI**.



**Figure 1:1: Defining Variables**

### **1.12. Limitations of the Research**

Due to the cost involved in carrying out this research, the researcher restricted the study to the Tourism capital Livingstone and the Capital City Lusaka. The time factor was also a limiting factor as the researcher would not go around the country hence the restricted number of respondents to a sample of 100.

### **1.13. An outline of the Research**

The outline of the thesis is lighted as shown below;

**Chapter 1:** This chapter highlights the contribution of tourism to global economic and social development, the chapter also indicates, the purpose of the study, statement of the problem, research objectives, research questions, research methodology, the significance of the study, the research scope, definition of variables, limitations and research background. The chapter concludes with outlining of the Tourism Marketing.

**Chapter Two:** Chapter two gives the perspective of the Zambian Tourism industry, the growth, impact and challenges.

**Chapter Three:** Chapter three highlights the Literature review that focuses on the impact of E-Marketing on the growth of the tourism industry in Zambia. The chapter further gives the Definition of Tourism, the Tourism Industry in Perspective, ICTs in the Tourism sector, E-marketing of Tourism.

**Chapter Four:** Research Methodology. The chapter focuses on specifying the nature / type of the study, research design, research approach, target population, sample size and selection, sampling technique, instrument design, and the procedures for data collection and analysis.

**Chapter Five:** This Chapter highlights the statement of the findings, sample, the research instrument, reliability of the data, analysis of data, testing the assumption/ hypothesis, conclusion with the

**Chapter Six:** The chapter gives the conclusions and the recommendations to the study. It further highlights the rational of the study and the findings and proposes some recommendations and further study areas.

## **CHAPTER TWO**

### **2.0. ZAMBIAN TOURISM INDUSTRY**

#### **2.1. Overview**

The previous chapter introduced the study by providing relevant background information on the impact of E-marketing on Tourism Growth in the Zambia as well as Global Tourism Industry. It also presented the problem under investigation, the objectives, the research questions, the purpose and the limitation. The current chapter primarily presents an overall picture of the Zambia Tourism Industry. It highlights the statistical figures of the tourist arrivals and the contribution of the Tourism industry to economic growth and poverty reduction. Further the chapter gives different types of Tourism that Zambia is endowed with. The chapter also highlights the Tourism strategy for Zambia and concludes by presenting the factors that affects the tourism industry in Zambia.

#### **2.2. Tourism Development**

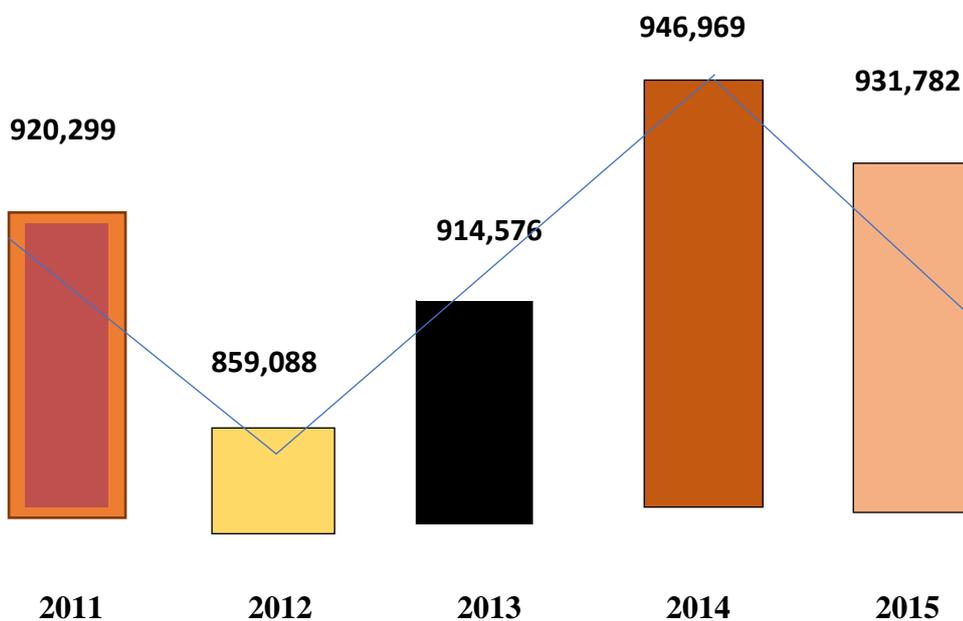
Zambia is endowed with many tourism attractions, politically stable environment and abundance in natural resources. Its location in the central southern part of Africa and a population of more than 15million people makes Zambia the most preferred tourism destination. Zambia boasts of its connectivity to the major Tourism Markets in Africa and across other World destinations. It's link to major sea ports and air connectivity gives Zambia a comparative advantage in attracting Tourists inflows.

According to the Bank of Zambia report (2007), Tourism is one of Zambia's main foreign currency earners. It accounts for over 3% of foreign Currency brought into the country and contributes about 7 % to the GDP annually.

The Government of the Republic of Zambia has identified tourism, including arts and culture as one of the priority growth sectors of the national economy (ZDA Report 2015). It has the potential to be a major contributor to socio-economic development as an important source of jobs, prosperity and competitiveness, particularly in rural areas. Key assets include national parks and game management areas, which are home to a great diversity of wildlife and flora. Tourism has also been singled out by the Government as one of the priority areas for investment due to its numerous forward and backward linkages to various other sectors of the

economy. These forward and backward linkages include those in transport business, accommodation, tour operators themselves, local communities based in the tourism sites offering different local genius products such as handcrafts, carpentry. Tourism as an industry is seen to offer opportunity for revenue generation in both the private and public sectors, whilst at the same time, stimulating economic activities that deliver conservation, social and financial benefit to the communities where the facilities are based, as well as the nation. This potential has been recognized by the Government of Zambia (GRZ) and as such in the Industrialization and Job Creation Strategy (2013), tourism has been defined as a priority sector, with the target to create 300,000 jobs by 2016. This represents significant growth from the tally of 57,337 jobs in the Tourism sector counted in 2013.

Zambia therefore stands out as one of the prime tourist destinations in Africa offering a wealth of natural tourism assets – waterfalls, lakes and rivers holding about 35% of Southern Africa’s total natural water resource, ‘wildlife protected areas’ occupying about 10% of the country’s total land area, and a tropical climate – a passport to sunshine almost throughout the year (ZDA 2015). The figure below shows the number of international arrivals in Zambia from 2011 to 2015.



**Figure 2:1: International Tourist Arrival - Ministry of Tourism and Arts**

The potential of Zambia becoming a power house in travel and tourism cannot be underestimated. The unexploited natural resources in the Tourism Industry can act as major driver in the advancement of the industry. Although Zambian authorities recognize the importance of tourism, the sector suffers from preconceived ideas. It is underperforming and only attracts 3% of tourists visiting Sub-Saharan Africa. And yet a detailed analysis indicate that financial leakages are overestimated, economic spill over effects are not clearly grasped and that tourism could make an even greater contribution to economic development and poverty reduction.

Tourism in Zambia was given a formal role in the economy in 1996 when it was reclassified from a social to an economic sector, a role that was strengthened in the Poverty Reduction Strategy Paper (2012), in which tourism was classified as a driver to economic diversification, poverty reduction, and economic development. In its various planning documents, including the Fifth National Development Plan (FNDP) of 2010, the Zambian Government identified tourism as one of four sectors (the others being agriculture, mining and manufacturing) essential to economic development.

Compared with competing countries, the private sector in the Zambian tourism sector is small and fragmented and largely distrustful of the government, citing inconsistent policies, a weak incentive structure and a poor business climate in the tourism sector. Tourism operators frequently complain that Zambia is a high-cost destination, in terms of operating costs (fuel and vehicle expenses), fiscal charges (taxes, levies, licence fees) and input costs (raw materials). Many Tour operators have developed tourism fatigue, believing that the current rate of growth is unsustainable without improved government commitment and a clear strategic focus.

The overall consequence is that Zambia's tourism is underperforming, capturing only 3% of Sub-Saharan African tourists. However, tourism in Zambia is a rich vein of revenues and jobs and is therefore being unjustifiably neglected. The Zambian Government can remedy this situation and further exploit the sector's potential by providing stronger financial support and implementing simple reforms to improve the sector's public governance and encourage private sector participation.

Tourism (nature tourism in particular) contributes substantially to the economy. Although Zambia had 668 862 international visitors in 2005, only 176 000 could be characterised as

nature tourists. Yet, each spent about USD 1,100, generating a direct and indirect impact of nearly USD 2,300 in GDP, USD 1,300 in wages and net income of unincorporated business, USD 420 in tax revenue, and USD 425 in imports (Natural Resources Consultative Forum report 2007). Further the forum highlighted that, every three nature tourists that come to Zambia, they generate one full-time job.

When considering its direct impact only, the level of spending by nature tourists represented an export value of USD 194 million or 3.1% of GDP (World Bank report, 2007). Consequently, when considering tourism, its contribution was much higher, around 6% to 10%, in comparison to mining that contributed 8.6%, agriculture 6.5% and manufacturing 10.6% (World Bank 2007). In total, nature tourists contributed nearly 16% of Zambian exports, 6.5% of GDP, more than 6% of wages and 7% of government revenues, and nearly 10% of formal sector employment, equivalent to 54,000 jobs (NRCF report 2007). The direct contribution to employment was an estimated 19,000 jobs, stimulated by enterprises directly connected to nature tourism because of only one quarter of all international visitors in 2005, yet it compares favourably with other growth sectors such as agriculture (56 000 jobs), mining (46 000 jobs) and manufacturing (48 000 jobs) Zambia Central Statistical Office (2007).

### **2.3. Types of Tourism Applicable to Zambia**

Zambia offers different types of tourism. The following are the major types of tourism found in Zambia;

#### **2.3.1. Nature Tourism**

Nature tourism is not a term commonly used by visitors. It is not seen to be a holiday type in its own right – almost no-one speaks of taking a “nature-based holiday. Nature tourism involves experiencing natural places, typically through outdoor activities that are sustainable in terms of their impact on the environment. These can range from bushwalking and adventure tourism experiences to sightseeing, scenic driving, beach experiences and wildlife viewing. In many instances a visitor may combine several of these in one trip. According to National Tourism Policy report (2011), Tourism in Zambia is dominated by nature-based activities. The key attractions are wildlife and the Victoria Falls locally known as Mosi-o-

Tunya. The Victoria Falls are among the seven wonders of the natural world and have been designated a UNESCO World Heritage Site.

Zambia has a vast wildlife estate consisting of 20 National Parks and 36 Game Management Areas (GMAs) which cover 236,376 square kilometres, equivalent to 31.4% of the country's national territory. The wildlife-based tourism is categorised into consumptive and non-consumptive tourism, where consumptive tourism refers mainly to hunting conducted in GMAs and non-consumptive tourism refers to the conventional tourist activities. Much of the non-consumptive tourism activity is concentrated in a few national parks mainly the South Luangwa, Kafue, Lower Zambezi, Mosi-o-Tunya, and Kasanka National Parks, leaving most of the national parks and GMAs under developed. Zambia is endowed with vast untouched wilderness areas such as the Rift Valley of the Luangwa river, the Zambezi river system and its escarpments; mountain highlands such as the Nyika and Mafinga; vast wetlands such as the Bangweulu, Kafue and Zambezi flood plains and waterfalls. The country has over 7000 natural and cultural heritage sites which include archaeological, historical, geo-morphological, geological and anthropological sites. In Zambia, nature tourism appears not to be fully exploited. A number of households that live around areas where nature tourism takes place have remained relatively poor (World Bank, 2007). This is as a result of lack of exploitation of nature tourism as a vehicle that can help reduce poverty. Nature tourism could therefore contribute to poverty alleviation only if a greater exploitation and economic value is added to the development of these areas so that the revenues remain with the communities living in the Game Management Areas (GMAs) or areas where Nature Tourism is present.

### **2.3.2. Arts and Culture**

Culture is described as a way of life of a group of people or tribe, or a country. Culture is said to be dynamic because it changes with time. Culture and arts can be a good source of income if well managed and taken as tourism business. Culture creates authenticity and distinctiveness in the global tourism market. In this regard, "tourism experiences" that can connect people and visitors to local cultures are important

The involvement of the local communities is an important factor for visitor satisfaction and a prerequisite for product development. Local communities are not just the hosts for tourism, but they are also participating directly in the tourism experience, helping to define the sense

of place and atmosphere of regions. Originating from the great Bantu migration, Zambia has similar culture practises and beliefs with those of some of its neighbouring countries. Zambia's population is predominantly rural with only about 40% of the population being in urban areas while the remaining 60% lives in the rural parts of the country. The population is quite diverse with a total of 73 languages. However, the major and most commonly spoken languages are Bemba, Lozi, Nyanja, Tonga, Lunda and Luvale. Each is distinguished from the other by unique and colourful traditional customs and lifestyles. Of great significance among the local customs, and 'must visits' are the several cultural festivals (traditional ceremonies) held annually to celebrate various events and seasons. Of these, there are six (6) major ones namely Kulamba (- Eastern Province), Kuomboka (- Western Province), Umutomboko (Luapula Province), Likumbi Lya Mize (- North Western Province), and Shimunenga (- Southern Province) and Ukusefya pa Ng'wena (- Northern Province) ceremonies (Zambia development agency report2016).

### **2.3.3. Music Tourism**

Music tourism plays an important role in the life of a travelling tourist. A body of scholarship, at the interface of music and tourism (e.g., Gibson and Connell 2005; Kruger and Trandafoiu 2013; Waitt and Duffy 2010). These scholars have illustrated that music provides an important and emotive narrative for tourists, as an expression of culture, a form of heritage, a signifier of place, and a marker of moments. Indeed, it is increasingly difficult to imagine tourism 'in silence', outside of the scores and songs which accompany and punctuate journeys. From touristic performances of traditional dance, pilgrimages to the homes and graves of composers and singers, impromptu street entertainments, tours to concerts, attending festivals, to the sounds of the car radio, travelling with iPods and the 'music' of hotel lifts, music can both activate and shape journeys, and passively permeate its duration. Music both defines and transcends the borders of destinations, while it emphasises and challenges notions of tradition, provides opportunities for liminal play, transgression and resistance, and helps define the identities of visitors and the visited (Sharkey 2011).

In Zambia, music tourist is on an increase. Most tourists that visit Zambia, don't want to go back without hearing or seeing a local Zambian band play live music either at a musical function or at a bar or drinking spot. This is a sign that Zambian music can be a pull factor for tourism. Some of the favourite musicians that tourists mostly prefer to listen to are those

musicians that give the originality of the true Zambian music. The likes of the Amanyenge, Mumba Yache, the mashombe blue jeans in the tourist capital of Livingstone, the lima jazz band in the northern part of Zambia.

#### **2.3.4. Agriculture Tourism**

Agritourism refers to any activity or act of visiting a farm or any agricultural, horticultural or agribusiness enterprise for pleasure, education or active involvement in specific activities (Petroman 2010).

Other researchers have defined agritourism as a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generate supplemental income for the owner (Jolly 2012).

The activities and nature of agritourism enterprises might include:

- Outdoor recreation – fishing, hunting, wildlife study, horseback riding.
- Educational experiences – cannery tours, cooking classes, or wine tasting.
- Entertainment – harvest festivals or barn dances.
- Hospitality services – farm stays, guided tours or outfitter services.
- On-farm direct sales – you pick operations or roadside stands.

In Zambia, Agritourism has grown over the years. The Agriculture and Commercial show and the Agritec Expo have proved to be the most attended agritourism shows. Since its initial establishment in 1919, with 20 commercial farmers who gathered to share ideas, the Agriculture and Commercial Show has grown from strengthen to strengthen with 1,123 exhibitors both international and local at the 2018 show (Agriculture and Commercial Show report 2018). The Agritec Expo has equally become a famous business and tourism event attracting over 20,000 visitors annually with more than 2,000 international visitors and exhibitors.

#### **2.3.5. Eco-Tourism**

Eco-Tourism is defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and

education” (TIES 2015). According to the International Ecotourism Society (TIES 2015), Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioural, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

The Zambian Ecotourism is still in its infancy stages. However, the Ministry of Tourism and Arts through the Zambia Tourism Agency has set up a framework that will promote sustainable tourism in the country by encouraging tour operators and tourists to conserve the environment while enjoying the tourist attractions. The recent declaration of Mfuwe National park as an ecotourism park by the Secretary General of the UNWTO needs to be promoted and awareness created.

### **2.3.6. Disaster Tourism**

According to National Geographic report - Disaster Tourism takes you to the heart of the disaster – to see beyond the writings and pictures in the history books, beyond the coverage in the media, to the actuality of the circumstance, be it past, present or future. Planet Earth has been plagued by disasters throughout its history from the death of the dinosaurs, to the lost Kingdom of Atlantis, the destruction and burial of Pompeii by Mount Vesuvius, to the modern-day catastrophes that blight our World.

Disaster Tourism offers a unique experience for those who want to experience and learn about some of the worst disasters that this world has experienced over the decades. In Zambia, we have no major disaster sites apart from historical site where certain bad activities or events might have taken place such as the Kanvulamanja disaster where a fierce fighting for rebellion took place. The site is in Luangwa district and has been declared a national monument.

### **2.3.7. Archaeological Tourism**

Refers to visits to archaeological and historical sites. According to the Archaeological Institute of America (2005), the Archaeological sites and historic places are major tourist attractions worldwide. In the last few years, visits to historical sites have ranked third—after dining in restaurants and shopping—among activities undertaken by tourists especially Americans traveling abroad. The number of people that visit archaeological sites rises every year and the increase in traffic can result in damage to sites. In extreme cases, sites have been closed to the public to prevent further damage. In Zambia, we have many Archaeological and historical sites, these include;

- Gwisho Hot Springs
- Kalambo Falls,
- Victoria Fall,
- Chundu curves,
- Kalemba Rockshelter,
- Mwela Rock paintings,
- Nyamwezi Falls,
- Ingombe Ilede etc.

### **2.3.8. Sex Tourism**

According to Burns (2014), most people plan holidays with a variety of fun activities in mind, from sightseeing to sampling exotic food to absorbing some culture at local museums. However, playing it safe and engaging in family fun isn't everyone's cup of tea: some people

are looking for more of a thrill. Sex tourism, in which the main goal of a trip is to engage in sexual activity, often with prostitutes, is a booming global industry. Most clients involved in sex tourism are men, while most of the sex workers are women. Although, female sex tourism exists in smaller numbers. Sex tourism is an industry worth billions of dollars that is estimated to have millions of sex workers involved worldwide, and the practice can be legal or illegal, depending on regional laws, whether the activity is consensual, and whether children or sex trafficking are involved. In Zambia, Sex Tourism does not publicly exist but privately exists and is being practised among some of the travelling public whether international or domestic. The top ten countries in the world where sex tourism exists as listed by the Richest magazine (2010), include the following; (according to their ranking):

- |               |                       |
|---------------|-----------------------|
| i. Thailand   | vi. The Philippians   |
| ii. Brazil    | vii. Kenya            |
| iii. Spain    | viii. The Netherlands |
| iv. Indonesia | ix. Cambodia          |
| v. Colombia   | x. Dominican Republic |

### **2.3.9. Investment and Business Tourism.**

The investment and business tourism involve investors and business people who visit the country for exploring for investments. Investors will come into a country and while conducting their investigations on possible business ventures, they want to sample some of the country's tourism products and services. These investors may also attend different investment meetings, conferences and engagements which may expose them to tourist attractions, this may also promote business engagements with different stakeholders. In Zambia, Investment and business tourism attracts quite a significant number of tourists. According to the Ministry of Tourism & Arts- statistical digest (2015), over 550,000 arrivals were recorded for business and conferences combined making it one of the most common tourism arrivals. With improved conference infrastructure and business environment, Zambia can become a business and conference hub. Figure 2:2 belong shows the purpose of Tourists' visit to Zambia. The figure shows that most tourists that come to Zambia come for business

purposes which are represented by 54%, while leisure and holiday stands at 25% with the rest between 10% and below.



**Figure 2:2: Purpose for Visits to Zambia - Ministry of Tourism & Arts**

#### **2.4. Zambia Tourism Strategy**

The Ministry of Tourism and Arts undertook a review of the 1997 policy on tourism. The purpose of the revised National Tourism Policy is to provide a strategic framework for the sustainable development of tourism in Zambia so that the sector realizes its full potential. This policy spells out the roles of all players in the sector to facilitate close cooperation with line Ministries and Agencies in Government, as well as a broad cross-section of stakeholders in the industry. This policy document is meant to position the tourism sector as one of the country's major contributors to job creation and foreign exchange earnings. Zambia has tremendous natural and cultural heritage to share with its citizens and the world. However, Zambia is not fully leveraging its tourism potential for the benefit of the country. These resources can offer a range of benefits and opportunities for local and national social and economic development, especially if developed and managed sustainably through careful

tourism planning and partnerships with civil society and the private sector. In the new global tourism environment, Zambia is emerging as an attractive tourist destination with huge potential to exploit this opportunity hence the need for a refocused policy that also has the role of ensuring global and regional shares of Zambian tourism increase.

At the national level, the need to revise the policy has arisen from the shift in focus of tourism not only being viewed as a source of foreign exchange earnings but also as a catalyst for job creation and economic development which is a major developmental objective of the current Government according to the (World Bank report 2013).

The policy direction paper highlights fourteen strategic areas of focus for tourism development in Zambia. The fourteen areas include:

**2.4.1. Policy Coordination, Consultation and Inter- Sectoral Linkages** – Whole of Government Approach

**2.4.2. Gender issues** – Equal Opportunities

**2.4.3. Tourism Planning and Development** – Sustainable Tourism Planning and Development

**2.4.4. Domestic tourism** – Develop Domestic Tourism.

**2.4.5. Tourism related infrastructure** – Infrastructure Development and Maintenance serving tourism sector.

**2.4.6. Tourism Investment** - Increased tourism investment

**2.4.7. Environmental Management and Conservation** – Promote Responsible Tourism

**2.4.8. Empowerment of Local Communities in tourism development** - Increase community participation in tourism development

**2.4.9. Public Awareness, Sensitization and Education** – Raise public awareness about tourism

**2.4.10. Product Development and Diversification** - Develop and diversify products and experiences

**2.4.11. Tourism Marketing and Research** – Position Zambia in the international market space.

**2.4.12. Skills in Tourism and Hospitality Industry** – Enhance tourism education

**2.4.13. Quality Assurance** – Enhance the Quality of Tourist Accommodation Facilities.

**2.4.14. Management of the Tourism Sector** – Streamline the Regulatory Functions.

The Tourism strategic paper or policy by the Ministry possesses many challenges especially in the Marketing and Promotional of Tourism Products. The ministry should have paid much more attention on the marketing of tourism because that's a key area of modern tourism. Marketing of tourism plays a major role in ensuring that the products and services being offered by a destination are known by the wider tourism market. The facilitation of tourism marketing and promotion to the Zambia Tourism Agency (ZTA) without highlighting tangible measures such as use of different marketing principles or strategies like the role of ICTs and E-marketing in the promotional and marketing of tourism needed to be given much more thought and direction.

## **2.5. Factors Affecting Tourism in Zambia**

The Zambian Tourism industry has experienced its own challenges which have affected the growth of the industry. According to the Ministry of Tourism and Arts report (2015), the following present some of the factors that affect the Tourism industry in Zambia;

**2.5.1. Infrastructure- Inadequate tourism infrastructure:** The sector is characterized by inadequate physical infrastructure particularly roads, bridges, buildings, railways, airports and airstrips, telecommunications, sanitation and accommodation facilities. Further, Air Transport Connectivity; Zambia operates an open sky policy which allows other countries to fly to and over Zambia. However, air transport to and from source markets has remained expensive due to various factors including lack of the national airline and dependence on other airlines for connectivity to and from other country.

### **2.5.2. Limited Tourism Products:**

The product base of Zambia's tourism sector is narrow because the sector's focus 7 over years has been on nature-based tourism. Further, lack of differentiation and diversification in the sector has impeded the optimisation such activities as adventure, backpacking, cultural

tourism, medical and mining tourism and business travel; In addition, the packaging of tourism products and attractions has not been well established resulting in shorter lengths of stay of 3 days in most tourism destinations in the country.

#### **2.5.3. Domestic Tourism:**

The lack of development in the domestic tourism has rendered the industry vulnerable to external shocks.

#### **2.5.4. Community Participation:**

The tourism industry is characterised by marginalisation of the locals especially at community level to effectively engage themselves in gainful tourism enterprises. This has resulted in limited spread of tourism earnings.

#### **2.5.5. Marketing and promotion:**

The marketing and promotion of tourism products attractions in the sector has not been well planned and implemented due weak marketing plan and market research capable of facilitating effective understanding of the needs of the different niche markets. Further, the sector does not have a marketing strategy that includes appropriate branding of the supply and segmentation of the demand. The international tourism market is diverse and therefore, segmentation and understanding of market characteristics is key in the overall destination marketing. In addition, the participation of local tour operators at international Fairs/tourism Exhibitions has been reducing over time. This has in turn contributed to the reduction in the number of tourists visiting the country.

#### **2.5.6. Perceived High Cost of the Destination:**

Zambia as a tourist destination is perceived to be more expensive relative to competing 8 destinations in the region due to high cost of accommodation and other services. Other competitive challenges include imported fuel as well as high financing costs and operational fees charged by various government statutory bodies. To increase the length of stay and change the perception of being a high cost destination, there is need to diversify the tourism product experience, infrastructure development, creation of one stop shops under Zambia Development Agency (ZDA) and increased investment incentives in the sector.

### **2.5.7. Inter-ministerial and Institutional Coordination:**

Weak inter-ministerial and inter-agency collaborations and linkages on tourism-related issues have slowed down growth and understanding of tourism in other ministries and agencies, resulting in the following effect:

**2.5.7.1.** Inadequate management and protection of natural resources, especially wildlife, forests, habitats and landscapes throughout Zambia resulting in poaching, deforestation and encroachment in protected areas such as national parks and game management areas.

**2.5.7.2.** Untapped potential for greater participation among local communities in providing tourism products and services.

**2.5.7.3.** lack of local community awareness of the benefits of sustainable wildlife-based tourism for improved livelihoods;

**2.5.7.4.** Difficulties in obtaining access to secure land rights, particularly on customary land and protected areas.

**2.5.7.5.** Limited institutional capacity and reforms that enable the tourism industry and related sectors to grow with increased demand.

### **2.5.8. Sector Investment:**

The sector does not have a Tourism Master Plan to guide investments in the sector. Therefore, investments in the sector are guided by fragmented action plans and some integrated development plans (IDPs). While the greater Livingstone and the Casaba Bay have Integrated Development Plans, (IDP) the rest of the areas with tourism potential do not have. The absence of IDPs in these areas excludes them from being packaged for investment purposes. Other factors that have led to insufficient investment in the sector include the following:

- Costly and difficult access to financing for micro enterprises and small businesses.
- Untapped potential for greater participation among local communities in providing tourism products and services.

- Insufficient incentives and opportunities for attracting tourism investment.
- Poorly packaged investment sites with incomprehensive data; and
- Lack of one stop shops that will facilitate the ease of doing business, registration and renewal.

#### **2.5.9. Standards, Inspections and Licensing:**

One of the mandates of the Ministry is to regulate tourism establishments. Before the enactment of the 2007 Tourism and Hospitality Act, the regulatory function was the responsibility of the Zambia National Tourism Board. This function was transferred to the Ministry in 2007 without the attendant human resource capacity to execute this function. The hotel establishments in the hospitality industry increased from 1,000 in 2010 to 1,139 in 2013. Inadequate enforcement of standards has resulted in most establishments operating below the minimum standards making the destination uncompetitive in terms of quality. In addition, the Ministry has no capacity to issue licenses in time due to its being highly centralised resulting in most establishments operating without licenses. Currently, most hotel establishments are not graded due to a lack of a grading and classification system which has impacted negatively on competitiveness of the destination.

#### **2.5.10. Skills Training in Tourism and Hospitality Industry:**

The sector has both public and private institutions that provide tourism training. Currently, there is only one specialized public tourism training institute, called the Hotel and Tourism Training Institute (HTTI). HTTI offers a total of 8 courses with 3 diploma courses, 3 Advanced Certificate and 2 Certificate courses. The Diploma in International Travel and Tourism is internationally subscribed (through IATA/UFTAA in Montreal). However, there are other smaller training facilities in the sector with capacity to produce over 200 students a year in all tourism and hotel subject areas.

In addition, there are two universities, one public and one private, offering tourism studies at degree level. Tourism education and training programs are not meeting the needs and international competitive standards required of the industry which is leading to the following:

- Inadequately trained and skilled work force available for the tourism sector in both the public and private sectors as well as in both rural and urban areas.

- There are few graduates therefore not meeting the market demand due to low production capacity.
- Low quality training institutions that do not meet international standards.
- Lack of an industry standard qualification system for both employees and employers.
- Outdated student curriculum that is not responsive to market trends.
- Low level participation of women, especially in rural areas, in tourism.
- Negative social impacts with gender dimensions, such as the risk of HIV/AIDS, gender-based violence, prostitution and human trafficking that impact availability of potential employees.

#### **2.5.11. Institutional Capacity:**

□ The portfolio function of National Parks and Wildlife management is the responsibility of the Zambia Wildlife Authority (ZAWA) which was established in 1998 under the Zambia Wildlife Act No. 12 of 1998. The main objective of establishing ZAWA was to promote an efficient and effective management of the wildlife estate to generate enough revenue for its operations and contribute the surplus to the Treasury. Since its establishment, the institution has faced numerous challenges due to inadequate finance. Critical among them include inadequate numbers of Wildlife Police Officers, limited infrastructure, poor institutional image, high indebtedness, loss of community support for wildlife management and inadequate capacity to collect and account for revenue from the wildlife sub-sector. Arising from these challenges, the sector has witnessed phenomenal loss of biodiversity which is inimical to the growth of the tourism sector. This is evidenced in increased poaching and encroachment. Furthermore, ZAWA as a statutory body has not had the desired legal capacity to meet the challenge of proliferation of mineral exploration in protected areas.

□ The Zambia Tourism Board was transformed into a marketing body by the enactment of the Zambia Tourism Board Act No. 24 of 2007. This was done to improve the tourism marketing to enhance the Zambian tourism product on the regional and international markets. However, there is a weak link between the Zambia Tourism Board and the institutions managing tourism attractions. A recent tourism market study (2014) suggests that Zambia is

still a relatively unknown destination on the international tourism market. The coming into power of the Patriotic Front in 2011 saw the establishment of a new Ministry of Chiefs and Traditional Affairs with the mandate for Cultural and Natural Heritage preservation and conservation, among others. With this development, the National Heritage and Conservation Commission (NHCC) and the National Museums Board (NMB) were transferred from the Ministry responsible for tourism to the new Ministry of Chiefs and Traditional Affairs. This policy shift resulted in the fragmentation of the Cultural Sector and reduced the control and overall coordination by the new Ministry of Tourism and Arts established in July 2012, of significant assets that contribute to tourism development.

#### **2.5.12. Gaming Industry:**

The gaming industry is characterized by overlap of responsibility among MTA, Move and MLGH although Gazette Notice No. 561 of 2012 assigns responsibility for Casinos to the Ministry of Tourism and Arts. This overlap has resulted in very ineffective oversight of the industry resulting in the emergence of the unlicensed businesses. Because of this, gaming establishments have proliferated in undesignated areas and a good number are not licensed. Some of them are attracting minors, who abscond from school, steal from parents to go and gamble. Furthermore, lack of counselling services has resulted in adults getting addicted to gambling thereby increasing destitution among families. At national level, lack of effective oversight of gaming activities in the country has made the sector a conduit for money laundering which is a grave danger to national security.

Figures 2:3 to 2:8: below show the different tourists' attractions that Zambia has to offer. These attractions include; game parks, game reserves, waterfalls, cultures, archaeological sites and overview of the attractions in the Tourist Capital – Livingstone.



Figure 2:3: Zambia Tourist Attractions



Figure 2:4: Zambia's Waterfalls

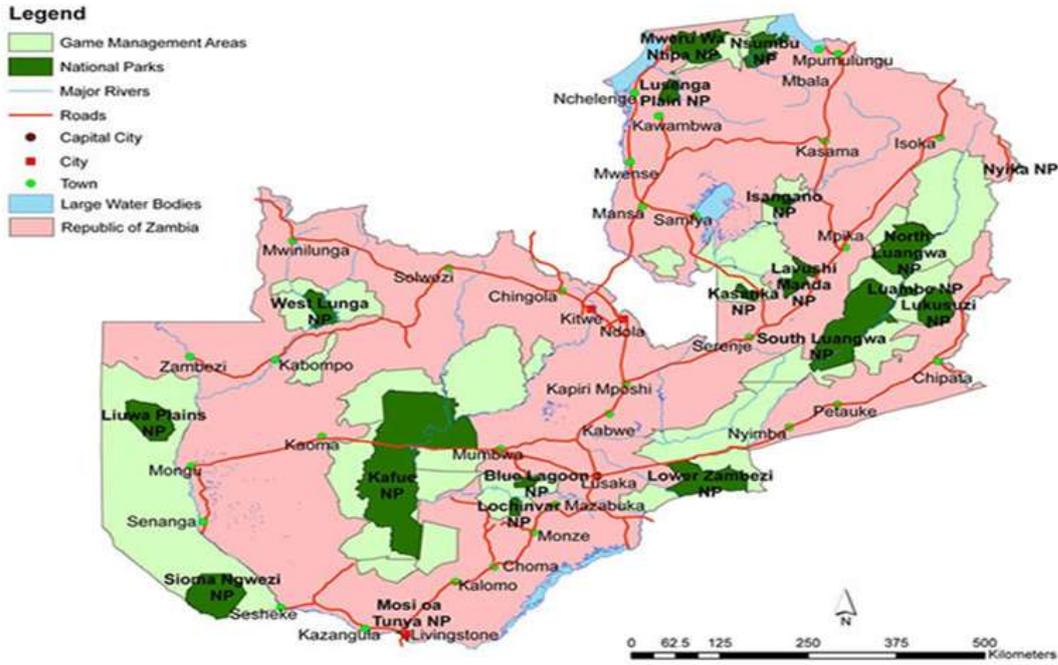


Figure 2:5: Map of Zambia showing different Tourism Sites.

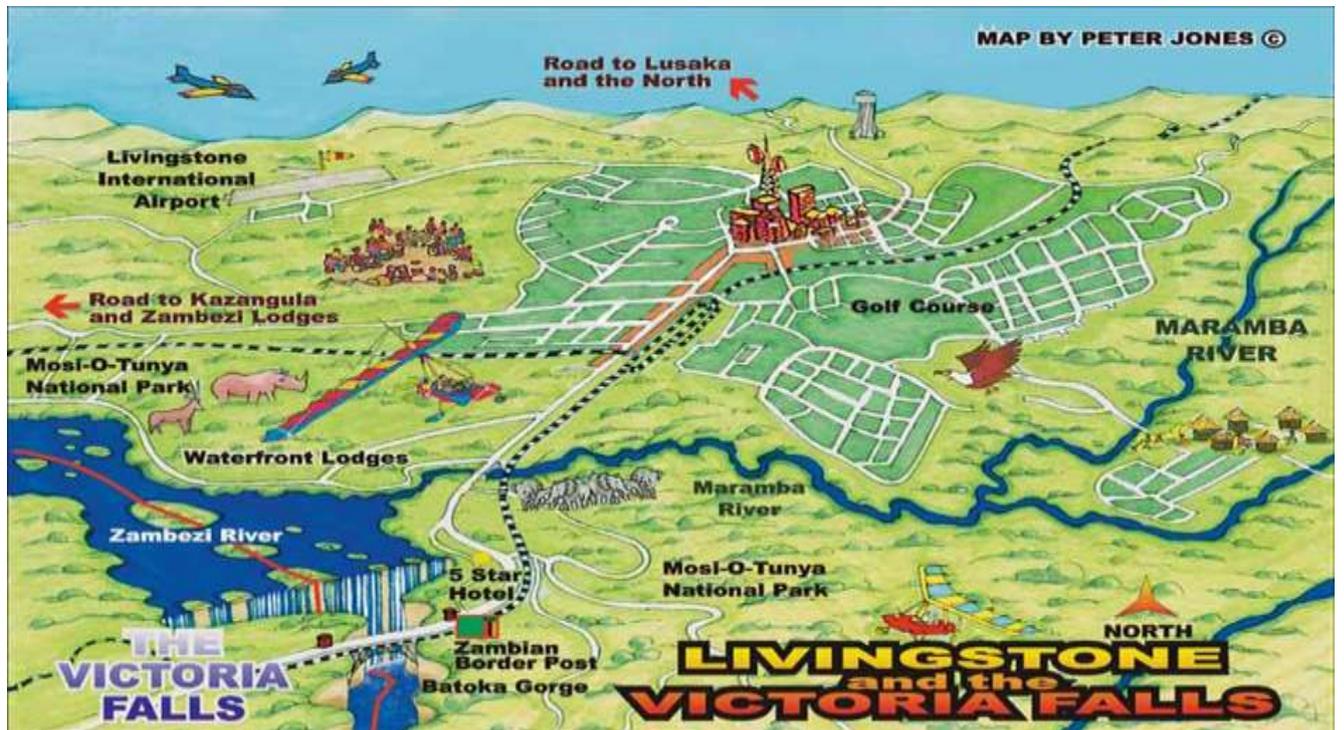
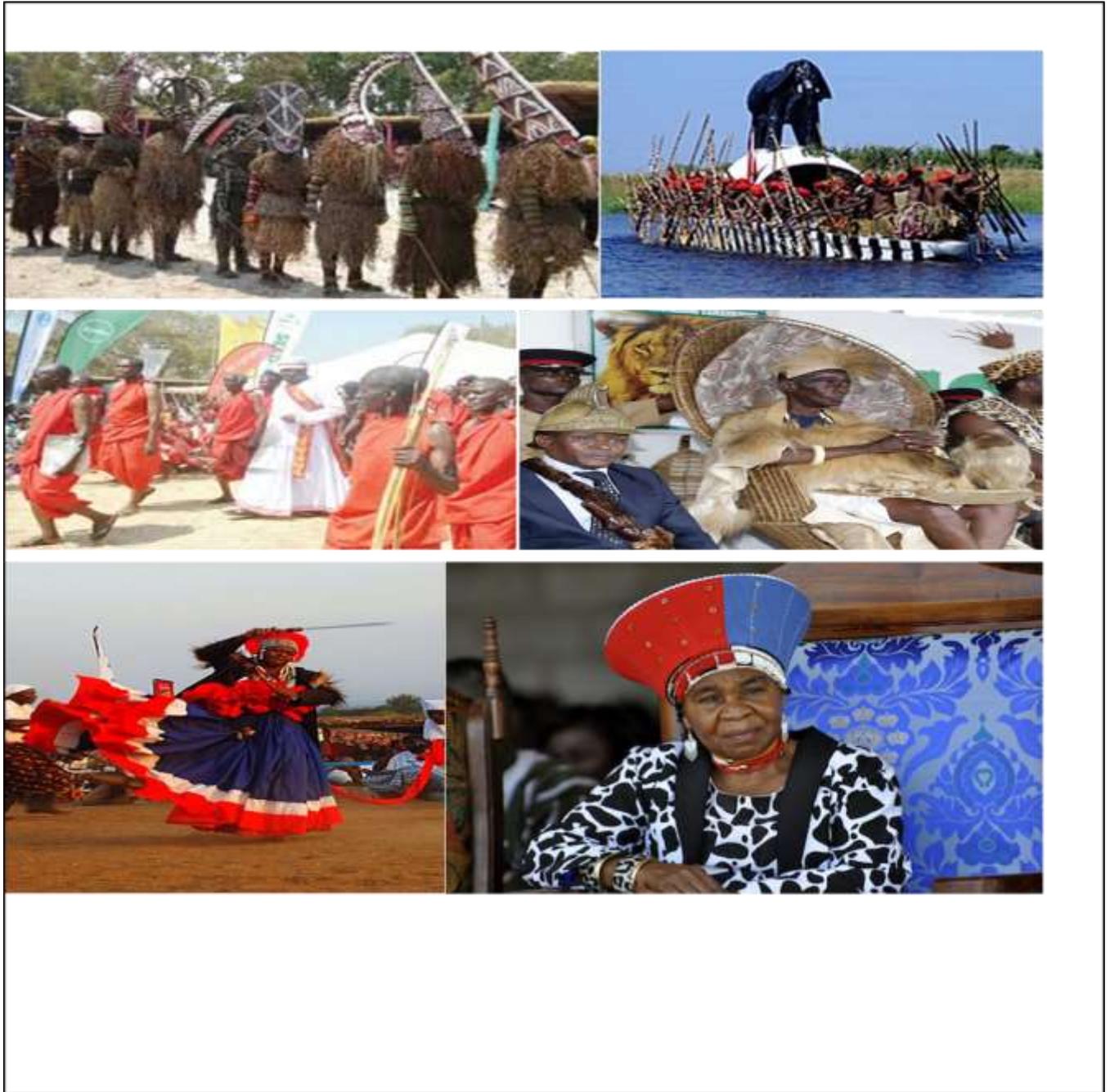


Figure 2:6: Map of Zambia showing the different Tourist Attractions in the Tourist Capital-Livingstone (Map drawn by Peter Jones)





**Figure 2:8: Showing Different Traditional Ceremonies in Zambia.**

### **2.5.13. Conclusion:**

Tourism plays an important role therefore in the Development of the National Economy. According to the World Travel and Tourism Council report of 2016, Tourism has become a major player in the economic and development of countries especially those in the Sub - Sahara Africa. Many countries have developed their Tourism sector which has attracted huge investment hence contributing to national development and reduction of poverty. Travel & Tourism has become an important economic activity in most countries around the world. The report further indicate that Travel & Tourism generated 107,833,000 jobs directly in 2015 (3.6% of total employment) and this is forecast to grow by 1.9% in 2016 to 109,864,000 (3.6% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. In Zambia, the Tourism Sector has continued to be given priority as seen in the 7<sup>th</sup> National Development Plan, where tourism has been put as the driver of diversification of the economy from mining dependant. This reflects the seriousness that Government has placed to develop tourism.

## **CHAPTER THREE**

### **3.0. LITERATURE REVIEW**

#### **3.1. Overview**

The previous chapter gave an overview of the Zambian Tourism Industry with emphasis on the Tourism attractions that Zambia has and the Strategies that different stakeholders are employing into to promote the Industry. This chapter reviews the Literature available regarding the study topic. The chapter defines what tourism is and gives the Global perspective of the tourism industry and the use of ICTs in the tourism industry and what impact ICTs have brought in the way of doing business. Further the chapter defines E-marketing and analyses some of the E-marketing tools that are used in the tourism sector. E-marketing has become the most powerful tool in the promotional and marketing of the tourism industry. The adoption of E-marketing strategies has witnessed a direct increase of international arrivals hence impacting positively directly on the growth of the sector. This Chapter further reviews some of the studies that have been under taken in relationship to the research topic at hand and puts in context how the E-marketing has impacted directly on the growth of the tourism sector. The previous Literature has indicated that no study has been undertaken in the area of investigating the impact of E-marketing on the growth of the tourism industry. While evidence shows that many studies have been under taken on the impact of technology and the advent of internet on tourism, but assessing how technology and internet using modern marketing tools has positively impacted on the growth of the industry has left a number of gaps which this research will try and fill. Further the study will add to the already existing body of knowledge on Tourism.

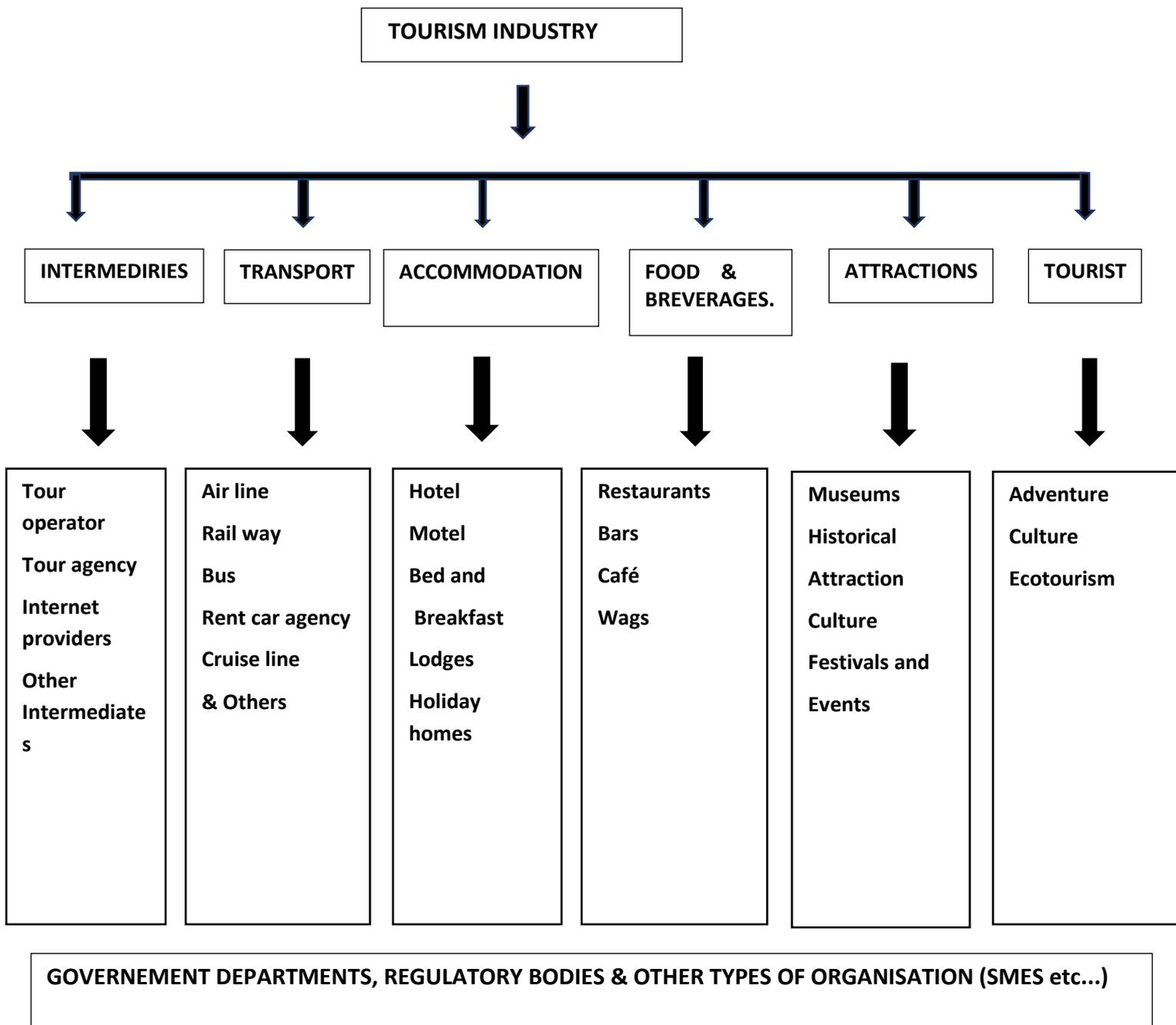
#### **3.2. Definition of Tourism**

Tourism is one of the most incredible socio-economic phenomena of the twentieth century. It singly started from an action “enjoyed by only a small group of relatively well-off people” during the first half of the last century, it gradually became a mass popular activity during the post-World War II, particularly from the 1970s and onwards. It now reaches wider scale and larger numbers of people throughout the world and is a source of employment for a significant segment of the labour force.

Goeldner and Ritchie (2006) defined tourism as the processes, activities and outcomes arising from the relationships and the interactions among tourists, tourism operators, host governments, host communities, and surrounding environments. According to Campos (2017), the tourism industry involves the activities, services and industries that deliver a travel experience, including transportation, accommodation, eating and drinking, shopping, entertainment and other hospitality services available for individuals and groups traveling away from home. Morrison (1998), introduced a tourism system model, which consists of four parts: demand, travel, marketing and destination (supply). For this research, tourism has been defined as the process of selecting a destination that meets the tourists' needs. A process because tourists goes through a certain process before finally settling for a particular destination. This process aids them in selecting the suitable holiday destination. However, according to Kotler (1998), he recognises that buying decision process of a consumer starts long before actual purchase and continues long after, an indication that even tourists who want to visit a particular destination, will start the process of choosing this destination way before the actual visit is undertaken. This will include the need recognition for a holiday, moreover many tourists plan for holidays years or months before they undertake that holiday. Further the tourists begin to search for information about the different holiday destinations and evaluating all the available alternatives and make a choice of the preferred destination by making contacts and bookings. According to Kotler (1998), this process does not just end at the contacting and booking, consumers also do a post-purchase evaluation. This can be crucial for those in the tourism industry as the industry relies heavily on post-purchase evaluations that the tourists do. In the post – purchase evaluations, the tourists may want to come and revisit or share their experiences with others who would like to come and stay at the destination as well. The good management of this whole process is what makes tourism a process that tourists undertake. The researcher therefore insists that tourism is a process that involves different processes that help the tourists to select a particular destination.

According to the figures compiled by the United Nations World Tourism Organisation (2015) annual report, tourism has become a leading economic sector, contributing 10% of global Gross Domestic Product (GDP) and 7% of the world's total exports. The international tourism receipts in destinations around the world grew by 3.6 percent in 2015, in line with the 4.4 percent increase in international arrivals. The total export value from international tourism amounted to US\$ 1.4 trillion. In 2000 according to the World Tourism Organization

(WTO 2000), foreign exchange earnings from international tourism reached a peak of US\$ 476 billion, which was larger than the export value of petroleum products, motor vehicles, telecommunications equipment or any other single category of product or service. Tourism is divided into different types of segments. According to Mousavi (2012), tourism is the largest industry worldwide. Besides the traditional tourism, it also includes a broad range of businesses like transport firms, entertainment firms, destination organizations, recreational enterprises, hotels, restaurants and accommodations etc. Each of these parts is composed of different subparts. For example, transport sector may include the airlines, railways, bus, car rent and cruises etc. Further there are other players in the tourism industry that work directly in relation to the tourism sector. These include among others, hotels, tour operators, government (travel and tourism administration) etc. Others may also include; internet and telecommunication companies, marketing companies, indirect businesses that provide products and services that are used by tourists. Figure 3:1: below shows the different business stakeholders or segments that are key players in the industry as compiled by the UNWTO report (1999).



**Figure 3:1: The different business stakeholders or segments that are key players in the Tourism industry – UNWTO 1999.**

### **3.3. Tourism Industry in Perspective:**

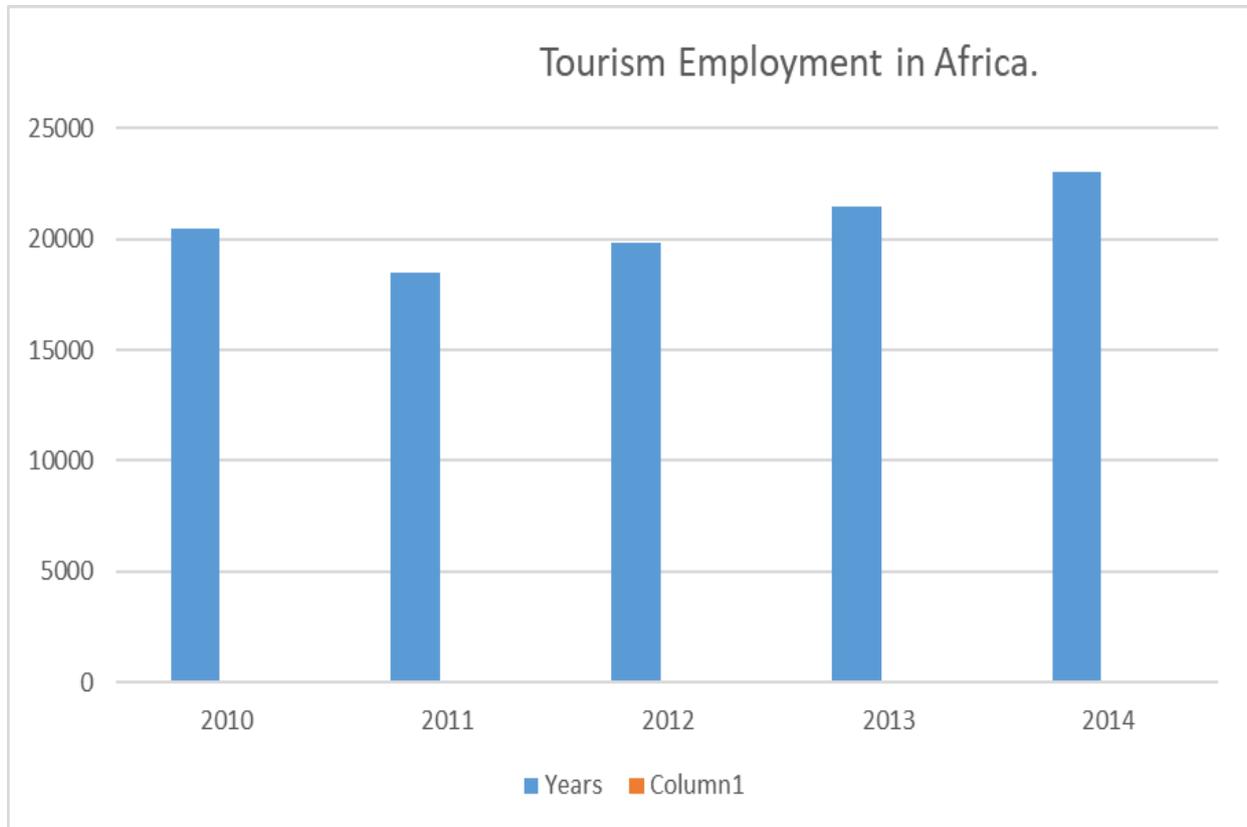
#### **3.3.1. Global Tourism Overview**

According to the WATO report (2015), the tourism industry accounts for half a billion of the Worlds' revenue annually becoming the fastest growing industry across the World. Tourism continues to be the key to development, prosperity and well-being of different nationals across the global. An ever-increasing number of destinations worldwide have opened to, and investment in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development. Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America. Tourism has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. The increase in Tourism arrivals over the past decade has robust the sector with nations maximising on the growth to remain competitive.

According to the UNWTO report of 2017, demand for international tourism remained robust in 2016 despite the many challenges that the industry faced. International tourism arrivals grew by 3.9% to reach a total number of 1,235 million. Some 46 million more tourists (overnight visitors) travelled internationally in 2016 compared to 2015. The report is indicative of the role of tourism in the global economy. Tourism provides jobs, source of income and helps in the reduction of poverty especially in the areas or surrounding communities to tourism destinations. In the African Context, tourism has become one of the major employers, creating over 25,000 jobs in the last five years. The UNWTO report (2016) indicates that tourism has become the major employer as can be seen in figure 3:2: on the number of permanent jobs created overly the Tourism industry in Africa. Therefore, the growth witnessed in 2016, was the seventh consecutive year that tourism has shown robust growth after the world economic meltdown.

Tourism is therefore an economic and development speed boat that can help the world communities to improve its revenues and development necessary mechanism or strategies that may support and sustain growth of the tourism sector. Such strategies may include, the development of modern marketing strategies that will meet the needs of the growing tourism

industry. According to Bethapudi (2013), the tourism industry is now being influenced by the use of information communications technology (ICTs). Information communications technologies (ICTs) have transformed the tourism business globally.



**Figure 3:2: Tourism contribution to employment in Africa (jobs in thousands) - UNWTO 2016 report.**

### **3.4. Use of ICTs in the Tourism Industry**

In the last ten years, the world's economic and social structure has undergone some important transformation. This is as a result of the introduction of information and communications technologies (ICTs). ICTs have transformed the tourism industry globally giving raise to different and new opportunities for innovation and development. The use of ICTs has become important in the tourism sector. Many markets have now gone global due to the advent of Information Communications Technologies. ICTs have effectively and efficiently helped to sharp the current trends in the tourism sector. The entire Consumerism network in the tourism sector has been impacted positively because of the introduction of ICTs. Tourists can now use ICTs enabled devices to directly connect with tour operators and search or share information about destinations and experiences.

ICTs provide a powerful tool that can bring advantages in promoting and strengthening of the tourism industry's strategies and operations (Bethapudi, 2013).

According to the UNWTO report for (2016), it highlighted that the information and communications technologies have impacted on the growth of the tourism industry across the world. Buhalis and Mihalik (2013) cited that the tourism industry has undergone some important changes, due to innovative developments brought about by ICTs.

The organisation for economic cooperation and development (OECD) report 2015, further highlighted that tourism, has been impacted by the emergency and use of ICTs by SMEs in the OECD countries, that have been active in fostering cross-border Internet e-commerce using ICTs. The information and communications technologies (ICTs), have influenced the competitiveness in the tourism industry. The introduction of ICTs in the management of business including tourism has seen the implementation of other ICT aided functions performed online or via the internet. The internet has become one of the tools that has emerged due to the use of ICTs. The internet has therefore emerged as the main means through which travel-related information and promotion is used and shared. Many tourists now use the internet to search for information and share experiences about a particular destination. In the United States alone, on-line travel sales grew rapidly from USD400 million in 1997 to USD 22.7 billion in 2002 (Forrester, 2002). The United States has become the country with the largest number of internet users with over 64million people using the Internet for travel planning and other business-related activities. In the Euro market, many countries embraced the use of ICTs in the marketing and management of businesses including tourism. According to the European Union report (2016) on the use of ICT in travel business, 65 % of Europeans in 2015 used the internet to buy or ordered goods or services online. More than half of those who shopped online bought or ordered holiday accommodation and or other travel arrangements such as transport tickets or car hire. 40 % of those who bought or ordered any goods or services online booked holiday accommodation, while 37 % bought or ordered other travel arrangements online. Ficarelli et al (2013), have highlighted that countries like Spain have invested heavily in the use of ICTs in the management and marketing of tourism. The Spanish government and "Tourespaña- Insituto del Turismo de España" (Tourism institute of Spain), have developed a new marketing strategic plan in collaboration with tour operators and autonomy Regions, which included the positioning of the Spain Tourism Brand via online marketing and policy adaptation on new

technologies. According to figures of the Ministerio de Energía, Turismo y Agenda Digital (Ministry of Energy, Tourism and Digital Agenda), Spanish tourism has set a new record of 82 million international visitors in 2017. The record has put Spain as second best in the world Tourism rankings with only neighbouring France having received more visitors compared to 2016 this means an increase of 8.9% according to estimated figures of Turespaña and the Spanish National Institute of Statistics. This has boosted the tourism inflows with international tourism expenditure valued at 58.9 billion euros. The growth of the tourism sector in Spain is attributed to the increase in the marketing and promotional of Spain as a preferred destination with the use of the ICTs via the internet. Spain has over the years seen the use of the ICTs in the business administration and management especially in the tourism sector.

In the Asian Pacific, countries like China have emerged as one of the most preferred tourist destinations in the world. With the advancement of ICTs, China has invested in the use of technology especially in the marketing of the tourism industry which has seen international arrivals grow. China inbound tourism maintained a steady growth in 2016. About 138 million inbound trips were made into China, a 3.5% rise over the same period of the previous year. Overnight visitors also showed an increase of 4.2% to 59.27 million. The corresponding income increased to USD 120 billion, an increase by 5.6% over the same period of 2015. Though China had restrictions in terms of business and generally use of ICTs, the country has emerged as a super power in ICTs implementation especially in the business environment tourism included. China today can boast of advanced Hi tech equipment and processes that have helped shape the country's tourism industry.

In the sub-Saharan Africa, the penetration of ICTs has brought about a shift in the way business is handled especially in the tourism sector. Many countries in Africa have invested in the ICTs hence facilitating the business processes that have brought about effectiveness and efficiency. Among the countries that ICTs have impacted positively on the tourism industry is South Africa. The tourism industry in South Africa has grown with over 8 million international arrivals annually. This growth has been attributed to the integration of the ICTs in tourism management. Many tour operators in South Africa have embraced ICTs for management and marketing of their tour businesses. Further the Department of Wildlife has applied Information and Communication technology (ICTs) to monitor and conserve wild life in a more efficient manner than the traditional methods. The information and communication

tools like remote sensing, satellite tracking, Global positioning system (GPS) mapping, Global information system (GIS), radio tracking, automated footprint identification techniques, Image sensor network, advance mobile technology have been applied in the protection and management of wildlife especially in the management of threatened species to prevent their extinction and to revitalize their population.

In the last ten years many tour operators have taken their businesses online offering a competitive advantage and through the use of internet tools such as social media for marketing and customer interaction, the sector has seen tremendous development and innovation. South African tourism industry has continued to growth with an average of over 2.9% contribution to GDP (Department of Tourism report 2016). International arrivals are expected to grow from the current 8millions to 10 million arrivals in the next one year. This growth is mainly as a result of ICTs use in the industry.

With the foregoing, ICTs have revolutionised the tourism industry. Many tour operators have adopted the use of ICTs which are now facilitating other computer related functions or applications that are necessary for the growth of the tourism sector. According to the UNWTO (2001), ICTs play a pivotal role in competitiveness, in improving profits, and in growing the tourism industry. Tourism being an information base business, ICTs become conduits of transmitting this information to various stakeholders. Tour Operators that have invested heavily in the ICTs have managed to stay afloat in the business where consumer and preferences tests keep on changing. According to (Tahayori and Moharrer 2010), ICTs play an important role in the exchange of information at every stage of the sales cycle in the tourism product. Information must be quick and accurately between the client, intermediaries and each of the tourism suppliers. ICTs have become a universal feature of the world tourism business as such Tourism businesses and other stakeholders need to manage this feature and use it more effectively and efficiently to achieve the desired goal. In Conclusion, ICTs have enabled other computer or internet-based functions to be carried. Functions such as E-marketing have taken a centre stage in the marketing and promotional of tourism products and services.

### **3.5. E-marketing**

#### **3.5.1 – Definition of E-Marketing**

E- Marketing is defined as the marketing of goods and services online using the internet. According to Khan (2012), E-marketing refers to the application of marketing principles and techniques via electronic media and more specially, the internet. E-Marketing can further be defined and referred to as the use of information technology to market and promote tourism products or any other business products and services. According to Makuni (2007), the use of the Internet for communicating and transacting with customers has been growing rapidly world over especially in the Tourism industry. However, there is a large variation in the intensity of the use of E-marketing in the travel and tourism industry. While the internet usage varies across countries, even within a country there are large variations among different enterprises. These variations are mainly due to the impact of several factors associated with the internal and external environment of the enterprises. Tourists and travel agents alike turn to the Web as their first source of information on a potential destination for themselves or their clients, and they use e-mail, social media and other online platforms for efficient and inexpensive communication to have their questions answered and their impressions confirmed. According to Onyeocha and Iwuagwu (2015), E-marketing is the application of marketing principles and techniques using the internet. They argue that E-Marketing is the process of marketing a brand using the Internet.

According to Banerjee (2016), E-marketing often referred to as online marketing or internet marketing is a marketing technique where we are channelizing the marketing and promotion online with the aid of internet that further incorporates online advertising, using emails and social networking for promotion, here every aspect is been marketed and promoted online and in totality connected to distribution and sales. Since E-marketing mainly uses the internet, it therefore makes it the most effective strategy of reaching out to millions of customers and markets. E-marketing is the ideal model of doing business. The use of social media tools such as Facebook, Twitter, whatsapp etc has rendered E-marketing to be the most effective mode of marketing in the modern age.

### **3.5.2. Adoption of E-marketing in the Tourism industry**

E-marketing was mainly adopted around the 1990s because of the emergency of the internet. The theories concerning E-marketing had not been unified yet, due to a large diversity in specialists' opinions. Still, one of the aspects that was established and has ceased being discussed in contradictory is the fact that electronic marketing first appeared under the form of various techniques used by companies distributing their products through online channels (Internet – based). That happened back in the pioneering age before 1995.

The companies that opened the road to E-marketing were called-tailors”, as opposed to the traditional retailers (also known as brick-and-mortar retailers). During their limited life, these electronic retailers began to develop and introduced new marketing techniques based on the support offered by the internet. The early adopters of E-marketing were merely concerned with the selling of goods and services for profit; they did not bother much about other issues such as customer service, customer retention, brand loyalty and many other modern marketing practises.

The coming of the internet has made E-marketing to be a major undertaking for most businesses especially those in the tourism sector. Early studies have suggested that the emergency of internet has brought about a revolution in the way marketing of goods and services is conducted (Rayport and Sviokla (1994); Hoffman and Novak (1997); Aldridge et al. (1997); Hamel (1998); Nour and Fadllala (2000); Kenny and Marshall (2000). This revolution implies that E- marketing has become a major function or factor of any business in this competitive environment. Porter (2001), highlighted that when implementing internet technology, it is not a matter of an option but is vital if businesses want to remain competitive. He explains that companies should start thinking about how to complement their traditional marketing strategies with internet technology in order to gain competitive advantage in the electronic marketplace.

The Tourism industry is one of the earliest industries to be affected by the emergency of the internet. Before the internet, tour operators had challenges to directly connect with the customers. Information about the products and destinations in the sector was mainly handled by third party agents such as the travel agencies, tourism destination promoters who acted as

gatekeepers between the Tour operators and the customers. This made business very difficult to conduct. But in this modern age, the emergency of E-marketing tools such as Social media has made it easier for tourists to travel around the world due to accessibility to information and communication. The growing role of social media in the Tourism industry has changed the way the tourism industry is managed and marketed. According to Zeng (2013), social media has become one of the most powerful online marketing tools. Social media plays an increasingly important role in many aspects of tourism, especially in information search and decision-making behaviours and tourism promotion (Zeng 2013). The internet therefore has facilitated the effective use of E-marketing as a strategy to reach out too many individuals or groups who want to travel and sample tour products across the world. The adoption of E - marketing in the tourism industry was initially adopted in the western countries, Europe and America for over 30 years ago (Xiaoqiu, Buhalis and Song 2003). This was because of the new technologies and communication systems that emerged on the market. In general, travel products (for example, holiday packages) engage a higher level of involvement, intangibility and higher level of differentiation than any other tangible consumer goods and therefore, are more easily sold through the internet (Bonn et al., 1998). Marcussen (1999) suggested that services like travel and tourism are ideal for selling over the Internet since there are no transportation costs. The ease of description and commodity like nature of many travel products (that is, airline seats or hotel rooms) also favour the development of electronic commerce (Lewis and Semeijn, 1998). It can therefore be concluded that the adoption of E-marketing in the tourism sector was influenced by the changes in the consumer behaviour of the tourists. Because of their exposure to the internet, many travels, and tourism businesses adopted the use of the internet to attract and capture this market of tourists, which mainly comprised of young people such as students, young professionals like junior managers, executives and single mothers who may be well exposed to the internet and may want to plan for a holiday. According to (Kaplan and Haenlein 2010), 75% of Internet surfers used Social Media by joining social networks, reading blogs, or contributing reviews to shopping sites. This represents a significant rise from 56% in 2007 to 75% in 2010 number of people who had access to social media. It is therefore reasonable to say that Social Media represent a revolutionary new trend that should be of interest to companies operating online especially the travel and tourism industry.

Countries that have adopted E-marketing include almost all the leading tourism countries in the world. According to Unwto Guilin, China report (2015), E- marketing was listed as one of the game changers in the tourism industry among other ICTs related tools such as social media, Smart Phones, Online Booking. This confirms the importance of E-marketing in the tourism sector. International Tourism Arrivals figures confirm the increase of arrivals as a result of E-marketing.

Singapore, one of the worlds preferred destinations. Through the Singapore Marketing Strategy of Tourism, the Singapore Tourism Board has reversed its marketing strategies by embracing Technology in the marketing of the country's tourism. The adoption of E-marketing strategies in 2016 through the reversed marketing Plan helped the industry to record positive growth and increased the revenue base and the tourism industry's contribution to the country's GDP. According to the tourism report (2015-2016), by the Singapore Tourism Board, A Technology transformation Group was set up that was tasked to digitalise the tourism industry in Singapore so that the industry was able to change the way tourism stakeholders worked with data, the visitor experience and the interface with them, and to support the industry partners to embrace technology in a bigger way. The digital and mobile revolution has drastically changed the way visitors research and consume travel products. Further the report highlights that Singapore international arrivals increased to 15.2 million with total receipts of \$21.8 billion.

Another country that has adopted Technology for marketing of the tourism industry is South Africa. Ranking second of the top ten destinations in the Sub-Sahara African region, South Africa boosts of heavy investment in E-marketing strategies with the country marketing and promoting its tourism online. This has positively impacted the industry that has witnessed the growth of international arrivals in 2016 to over 8 million arrivals. The Figures 3:3: and 3:4: show the top ten international highest tourism arrivals in the World and in Sub-Saharan region as a result of E-marketing Adoption.

<b>RANK</b>	<b>INTERNATIONAL</b>	<b>INTERNATIONAL</b>	<b>CHANGE</b>	<b>CHANGE</b>	
<b>DESTINATION</b>	<b>TOURIST</b>	<b>TOURIST</b>	<b>FROM</b>	<b>FROM</b>	
	<b>ARRIVALS (2017)</b>	<b>ARRIVALS (2016)</b>	<b>2016 TO</b>	<b>2015 TO</b>	
			<b>2017</b>	<b>2016</b>	
<b>1.</b>	France	<b>86.9 million</b>	<b>82.7 million</b>	<b>Increase 5.1</b>	<b>Decrease 2.1</b>
<b>2.</b>	Spain	<b>81.8 million</b>	<b>75.6 million</b>	<b>Increase 8.6</b>	<b>Increase 10.5</b>
<b>3.</b>	United States	–	<b>75.6 million</b>	–	<b>Decrease 2.1</b>
<b>4.</b>	China	<b>60.7 million</b>	<b>59.3 million</b>	<b>Increase 2.5</b>	<b>Increase 4.2</b>
<b>5.</b>	Italy	<b>58.3 million</b>	<b>52.4 million</b>	<b>Increase 11.2</b>	<b>Increase 3.2</b>
<b>6.</b>	Mexico	<b>39.3 million</b>	<b>35.1 million</b>	<b>Increase 12.0</b>	<b>Increase 9.3</b>
<b>7.</b>	United Kingdom	<b>37.7 million</b>	<b>35.8 million</b>	<b>Increase 5.1</b>	<b>Increase 4.0</b>
<b>8.</b>	Turkey	<b>37.6 million</b>	<b>30.3 million</b>	<b>Increase 24.1</b>	<b>Decrease 23.3</b>
<b>9.</b>	Germany	<b>37.5 million</b>	<b>35.6 million</b>	<b>Increase 5.2</b>	<b>Increase 1.8</b>
<b>10.</b>	Thailand	<b>35.4 million</b>	<b>32.6 million</b>	<b>Increase 8.6</b>	<b>Increase 8.9</b>

**Figure 3:3: International Tourism arrivals – Top Ten countries in the World – UNWTO**

<b>RANK</b>	<b>INTERNATIONAL</b>	<b>INTERNATIONAL</b>	<b>CHANGE</b>	<b>CHANGE</b>	
<b>DESTINATION</b>	<b>TOURIST</b>	<b>TOURIST</b>	<b>FROM</b>	<b>FROM</b>	
	<b>ARRIVALS (2017)</b>	<b>ARRIVALS (2016)</b>	<b>2016 TO</b>	<b>2015 TO</b>	
			<b>2017</b>	<b>2016</b>	
<b>1</b>	Morocco	<b>10.3 million</b>	<b>10.2 million</b>	<b>Increase 1.5</b>	<b>Decrease 1.0</b>
<b>2</b>	South Africa	<b>10.0 million</b>	<b>8.9 million</b>	<b>Increase 12.8</b>	<b>Decrease 6.8</b>
<b>3</b>	Tunisia	<b>5.7 million</b>	<b>5.4 million</b>	<b>Increase 6.8</b>	<b>Decrease 25.2</b>
<b>4</b>	Egypt	<b>5.3 million</b>	<b>9.1 million</b>	<b>Decrease 42.5</b>	<b>Increase 5.1</b>
<b>5</b>	Zimbabwe	<b>2.2 million</b>	<b>2.0 million</b>	<b>Increase 5.4</b>	<b>Increase 9.4</b>
<b>6</b>	Algeria	<b>2.0 million</b>	<b>1.7 million</b>	<b>Increase 19.2</b>	<b>Decrease 25.7</b>
<b>7</b>	Nigeria	<b>1.9 million</b>	<b>1.3 million</b>	<b>Increase 50.5</b>	<b>–</b>
<b>8</b>	Mozambique	<b>1.6 million</b>	<b>1.6 million</b>	<b>Increase 5.6</b>	<b>Decrease 6.6</b>
<b>9</b>	Ivory Coast	<b>1.6 million</b>	<b>1.4 million</b>	<b>Increase 9.9</b>	<b>Increase 205.9</b>
<b>10</b>	Namibia	<b>1.5 million</b>	<b>1.4 million</b>	<b>Increase 5.8</b>	<b>Increase 5.1</b>

**Figure 3:4: International Arrivals for Top Ten destinations in Africa – UNWTO 2016.**

## 3.6. E-marketing Models

### 3.6.1. 7Cs Model

According to Banerjee (2016), he identifies, 7 Cs as being the model of E-marketing. These include;

**C No.1 Contract of the online campaign:** The first and foremost rule of E-marketing is to develop and communicate the basic promise to the target customers about the value proposition offered by the respective E-marketer.

**C No.2 Content of the campaign:** refers to the content that will appear on the digital space, the content material must be decided judiciously considering the fact, that content decide the mere browsers to possible buyers.

**C No.3 Construction of the campaign:** It is important that the contract communicated by the E-marketer is translated into appropriate interactive functionalities along with the web-based features so that the target customers have an overall wonderful experience which will also ensure greater participation and sales.

**C No.4 Community of the customers:** Through proper digital space designing and creating appropriate awareness; E-marketers can create their own set of core customers, which in turn will act as the marketers for their website.

**C No.5 Concentration of consumer interest:** Through online feedback mechanism of behavioural interest of the customers, E-marketers know, how behaviour targeting is an important aspect to know the interest of the customers in terms of demographics pattern and apparently this information will help marketers to come up with a product align to customer interests, also post online purchase experience records of the customers will help marketers to come up with a better product promotional strategy.

**C No.6 Convergence of the promotion:** With the development in broadband technology and its appeal to the masses, E-marketing is working on a model to converge the online web-based applications with direct marketing practices which not only minimize the cost of promotion and marketing but also increase the reach to global markets. The advancement of broadband will help to develop new ways of advertising in terms of creativity and enhance the features in traditional marketing practices

**C No. 7 Commerce of the campaign:** The last and most important principle of E-marketing is commerce, comprises the way of offering products or services to customers either directly or marketing to another company based on a fee agreement, which helps them to cover the fixed costs involved like site operations and cost of client acquisition.

### **3.6.2. 4C E-marketing Strategy**

The 4 Pillars of E-marketing Models describes the use of the most efficient E- marketing technologies and the tactics, according to particular client's needs. The main goal of this model is to connect the direct response effects of particular e-marketing strategy, with the elements of online branding strategy. In other words, 4 Pillars e-marketing methodology should be used as the "bridge" between direct response strategies and online branding (Ivan Surjanovic and Dragan Varagić 2003). The model was developed based on the four pillars of E-marketing.

#### **3.6.2.1. 4 Pillars of E- marketing strategy:**

**P No1. Content** - The uniqueness of the Web site content and the concept, facilitate direct and indirect (e-branding) effects of an organization's online presence. The key to the success is the original concept (Unique Selling Proposition – USP), where the content accomplishes online goals.

#### **P No2. ClickStream**

According to Surjanovic and Varagić (2003), ClickStream is the observation of all users' activities on the Web site – e.g., where did he/she come from, what he/she did (visited) on the site, where he/she went (...). ClickStream activities enable the site interaction improvement. The precise analysis of user behaviour on the Web site represents the strongest weapon of an online presence.

#### **P No3. Communication**

As the on-site activity, RSS feeds, chat functionality, and another communication tools, with the appropriate use, are able to magnify the most wanted response of the Web site (**Web page**). In addition, click stream analysis (P2) should empower the content (P1), to reach better communication results (on-site, as well as off-site).

#### **P No4. Conversion**

Using effectively the first three pillars of E- marketing strategy, the result should be better direct effects (the conversion from visitors to customers). The goal of this online strategy element is to additionally improve the Web site conversion.

The variation of this model by Surjanovic and Varagić is **W.I.S.E.**, meaning the following:

**i. Web Site Content** – Enables customers to search for vital information according to their needs. Website content can increase the traffic of customers on the Website. Customers especially Holiday makers or business customers are interested in getting information which is correct, precious and meets their desires or aspirations.

**ii. Interactivity** – Most customers look for interaction in the process of gathering information. The Website must therefore provide that window for customers to interact with the business. In the travel and hospitality industry, this interaction gives customers an assurance and aids them in their decision-making process.

**iii. Search Engine Visibility** – The visibility of Search Engine Optimises the ability of customers to search for information on the Website and most of them would share this information with others. Search Engine helps in creating the business brand and can effective in the promotion of the products and services to a wider range of customers who loge in online.

**iv. Effectiveness** – The Website can effectively market the business online and results or impact can immediately be seen through Website visits.

According to Surjanovic and Varagić (2003), the best results (until now) were accomplished, with the complete implementation of this model, on the [www.ipipi.com](http://www.ipipi.com) project (2004). The traffic to the project was raised in six months from 60.000 visitors/month, to 120.000 visitors/month. This was achieved as a result of:

**a. Web site redesign**

**b. The creation of several micro sites**

**c. Landing Pages Strategy**

**d. SEO**

**e. Link Building Strategy**

**f. Banner Advertising Strategy**

**g. Search Engine Advertising budget increase**

While Banerjees' model sounds workable, the researcher concluded that it lacked the very practical approaches of conducting a successful E- marketing campaign. The model does not incorporate some of the tools that are needed for E-marketing to be functional or be successful. The Zambia tourism industry has become sophisticated and needs tools that will help the industry to grow and adopt technology in the marketing, promotional and management of the industry. With the foregoing, Banerjees model cannot work in a versatile industry like the Zambian Tourism industry where technology is fast changing the way business is carried out. In modern digital space, it's important that online interaction with customers must be precious and convenient to the customers; Banerjees' model does not offer this. The researcher has therefore adapted the model **4 Pillars of E- marketing strategy** which fits very well with the Zambian Tourism landscape. Further the researcher has incorporated certain E-marketing elements in the 4 pillars of E-marketing to include;

**i. Electronic Customer Relationship Management (E-CRM)**

ECRM refers to the organizational strategy that makes integrated people, processes and technology. This work is performed in order to maximize communications with organizations, daily customers, distribution channels of internal customers, and suppliers. (P. Greenberg 2002). Customer relationships both intra and extra have become very important in the world of business. In the tourism sector E-CTRM has become a common practise by most tour operators because good relationship determines how the operator will be able to retain customers. For Zambia, tour operators can use E-CRM as a tool of managing information about customers. Such information like the frequency of visit by the customers, amount and nights spent, etc. This tool can help the operators to develop future contacts and innovate the product range or offers.

**ii. Geographical Information System (GIS)**

Is the system for the Management, Analysis, Visualization and Dissemination of Geographic Information. GIS in tourism can have advantages to both tourists and for the tourism

development authorities. The use of Geographical Information Systems (GIS) and the Internet has changed the way organizations use geographic information, the processes of accessing, sharing, disseminating and analysing data. The proposed GIS should be a visual and analytical tool that will help tourism companies to understand, visualize and export its geographic information in interactive web- based maps via the Portal, information kiosks, mobile devices etc. They enable tourists to manage this information interactively and analytically in order to plan and undertake a trip or to make a potential decision. Using this system, the tourism industry will be able to integrate tourism information, visualize complex scenarios, present powerful ideas and derive effective solutions, which would otherwise be impossible to achieve. Advantages of using such a system in the Zambian Tourism Industry especially for tourists include;

- Visualization of tourist sites.
- Seeing what's available in the area they want to travel.
- Valuable information on tourist locations can be embedded in the GIS e.g.
  - In form of Videos, Photos, Product brochures etc
- Selective information e.g. route planning, accommodation, cultural events and other special activities may be included in the GIS.
- Easily accessible information over the internet (Web Based GIS)
- Interactive maps that respond to user queries knowing where your customers are coming from.
- Planning purposes
  - Regional marketing
  - Community Infrastructure
- Transportation system and other Utilities available.

### **iii. Multimedia**

Multimedia refers to the ability by the tour operator or a business to deliver information using different kinds of methods; it's the capability of dealing with and delivers information in several ways. Tourism being an information-based business, requires that information is disseminated in several forms in order to research the desired cliental. This can equally apply to the Zambian Tour operators. They can use several forms of sending information to the customers or potential customers. Some of the multimedia tools include; text, graphics, sounds, and video etc.

The inclusion of the elements will enable the complementarity with the 4 pillars of Surjanovic and Varagić too effectively and address some of the gaps in the E-marketing of Tourism in Zambia.

### **3.7. Impact of the Model on the Zambian Tourism Industry**

In order for the Tourism industry in Zambia to grow, the adoption of the above model would be crucial in creating awareness about the different tourist attractions that Zambia has and this will catalyst the international arrivals. Once this model is successfully implemented. Zambian tourism industry will generate revenue and the country will witness growth rates of between 7% to 9% with an annual estimated international arrival of above 3 million and a GDP contribution of 6 to 7% as compared to the current 3.1%. But for this to be realised, a number of reforms in the Zambian tourism sector needed to be done. Such reforms may include;

- Structural reforms - for the model to be successful, all players in the tourism sector need to be involved. These may include, Government departments dealing with tourism matters, tour operators, travel agencies and destination marketing companies etc.
- Regulatory reforms – reforms or regulations governing the tourism sector to bring in tedium with the changing environment in the tourism sector.

#### **3.7.1. The Impact of E-marketing on Tourism**

The integration of E -marketing in the marketing of tour products and services has become the most critical function of the tourism industry. Customers are ever searching for information about their next preferred destination to visit. E-marketing has therefore enabled

the businesses to directly get in touch to the customers and offer their services and products as quickly as possible via the internet. According to Holden, Bellew and Elda (2009), E-marketing has impacted the tourism industry in the following ways:

**i. Online and immediate availability** – that's 24- hour availability, directly connect buyers and sellers. This creates time independence and enables customer service to grow and available almost 24/7.

**ii. Ubiquity: Global information networks (fixed and mobile, satellite)** promise to offer worldwide, large- scale and low- cost, access to electronic commerce.

**iii. Global:** E-marketing has made global trade easier. Tour operators can get access to customers / tourists globally.

**iv. Digitalisation - E-marketing** helps in digitalising marketing functions and integrates them into the entire communication and computer systems. E- Marketing can further allow the connection of all processing digital and digitized information. Digital information can be easily stored, transmitted, processed, mixed, transformed, and in short manipulated in many ways, independent of its source or carrier.

**v. E-marketing has also impacted the tourism industry by allowing some marketing tools such as Multimedia** to be used. Multimedia allows tour operators to share information in several ways which include; texting, graphics, sounds, and videos, etc.

**vi. E-marketing has further impacted positively on the tourism industry by facilitating effective interaction** between the tour operators and customers. This has created good relationships that have seen the exchange of information between persons to persons.

**vii. E-marketing has made customer profiling (Segmentation)** easier by incorporating the customer details or information on to the E-marketing system. This is done by capturing and analysing customer characteristics such as sales volumes, or frequent visits, referrals etc.

**viii. E-marketing has helped to reduce costs.** Compared to Traditional marketing methods, E-marketing has helped to reduce costs such as operational costs, communication costs, transportation costs and postage/ mailing costs etc.

**ix. E-marketing offers real time updates to customers** giving almost instant updated information.

**x. E-marketing has increased productivity:** Tourism companies, especially those in the Airline business and Destination Marketing Organisations, have gain significant productivity improvements by using business- to- business, and business to customers E-marketing functions that have helped to streamline and improve the supply chain processes. This has saved time and money by purchasing supplies via the Web. Similarly, they also can use E-marketing functions to communicate and transact with distributors and customers in a more cost- effective and timely manner than through traditional channels.

**xii. E-marketing has impacted positively on the level of customer service.** Tourism companies have improved their levels of customer service by allowing customers to access "help" information, complete application forms, pay invoices, or change their account details via Web site, at their own convenience.

**xiii. E-marketing has also Strengthened customer relationships:** Tourism companies have strengthened relationships with existing customers by allowing them to access via the Web sites certain information that might be have been previously inaccessible especially decision- support information, such as detailed research reports, product specifications and price comparisons, market trends, financial reports etc.

**xiv. E-marketing has Enhanced business intelligence:** Tourism operators can use Web sites to collect valuable intelligence information about customer needs, buying habits and preferences. Especially with online customers, they have sophisticated consumer habits. This intelligence information can be a valuable input to the development of new tour products, activities, services and hence increase profitability. E-marketing can similarly help tour operators, to research on new markets and intelligence about competitors via the Websites.

**xv. E-marketing has increased direct sales of products or services:** The Web enables tour operators to reach customers all over the world, 24- hours per day, and 7- days per week. Tour operators can create a "self- service" portal on the Website. This can create an environment that allows them to offer lower prices and provide more detailed product information than that which competitors can offer.

**xvi. E-marketing has further generated advertising, sponsorship or brokerage revenue:** Many content and intermediary sites generate revenue through advertising or sponsorship

arrangements with other sites. Intermediary sites provide useful information and act as springboard to sponsoring Web sites. Intermediary sites offer earn brokerage fees on transactions that result from the information or service they provide.

According to UNWTO (2015), India is one of the most successful stories of the tourism industry that has successfully embraced the use of E-Marketing in the development and promotion of the industry. In 2016, Indian Tourism industry grew by 8.5%. This growth has mainly been attributed to the different marketing strategies that the country has employed to remain competitive. With over one third of the population having access to internet, India has managed to use E-Marketing tools to create awareness about its Tourism potential. Tourism has become the third largest foreign exchange earner after gems, jewellery and readymade garments. In India tourism contributes 6.2% to the national GDP (Gross Domestic Product) and 7.7% of total employment. World Travel and Tourism Council has predicted an annual growth of 8.8% between 2011 to 2021. All these successes have been attributed to the Marketing strategies that India has put in place especially the use of ICTs to market the tourism sector. The impact of these strategies is the increase in the number of international arrivals to 14.57 million in 2016 from as low as 5.6 to 7.6 around 2011.

### **3.8. E-Marketing Tools**

Marketing plays a particularly important role in any business. The role of marketing in the Tourism industry is to create awareness about the product and service that a tour destination is offering. According to Hussunga (2016), Marketing creates a strong brand for the business, it also creates awareness, attracts new customers and promotes customer loyalty. In the tourism industry, customer retention is overly critical to the growth of the sector. Consumers of Tourism products will usually share their experiences with others and themselves, if they were satisfied with what they paid for and experienced, they are able to come back to the business and recommend the destination to others. The marketing of tourism industry is much more different from others. The tourism marketing deals with both the tangible and intangible perspectives of the product and service. Because the hospitality industry is mostly made up of tourism and other experiential services, a consistent brand identity is also particularly important. E-marketers need to ensure that brand recognition exists so that there is customers retention. E-marketing tools then become important in helping the marketers of tour products and services. E-marketing Tools need to be combined in such a way that they are to meet the

E-marketing strategies of the company so that the company remains competitive. Apart from the traditional marketing mix of 4Ps, E-marketing incorporates other tools that are necessary in reaching the different segments of the tourism market. The tools especially important when applied in the tourism business include;

**3.8.1. Online Advertising:** This is the most known technique which is followed under e-marketing, where the marketer uses virtual space to convey and promote the marketing content on exclusively designed web pages to attract the attention of the internet users, here the major objective is to increase brand awareness and propagate sales. This method involves promotional messages on computer screen, it is more like a TV commercial, but online campaigns are more creative.

**3.8.2. Mobile Marketing:** Increasing features in smart phones created an opportunity for the customers to use and connect with online possibilities of advertising. Advancement of technology in mobile phones increases the avenues for mobile marketing in random fashion. The trend of mobile marketing has been welcomed by restaurants and movie theatres and with each passing year banks and financial institutions also using this method of marketing.

**3.8.3. E-mail marketing:** This mode of online marketing is considered one of the most effective ways of marketing where emails are being used for sending promotional messages to internet users. The major benefit of this method is lower costs and broader reach, but this method has its limitations as the online customer can easily ignore the received advertising content or the customer can put these emails in a spam folder.

**3.8.4. Video Marketing:** In this mode of e-marketing, video is being added to the website to increase the website traffic in higher rate. In this mode, it is important that the relevant message need to be conveyed to the target audience thus the video needs to be designed in a manner where it will be able to understand and explain the needs of the customer else the entire initiative will be futile.

**3.8.5. Blogging:** Over the years, blogging is very much popular across the globe with no barrier of age groups, through blogging public can express their views and thoughts and this feature of this method is being monetized by marketers where small enterprises presenting and marketing their ideas in minimal cost price.

**3.8.6. SEO (search engine optimization):** This method is more like an art of creating web traffic to the desired websites and this can be achieved by adopting the techniques to place the websites in higher ranking in the search engine websites thus ensuring greater number of visitors.

**3.8.7. Affiliate marketing:** It is package of online marketing methods where different website owners come together and build their networking relationship to increase their market reach and financial benefits. In this method specialized kind of software's being used to reward their affiliate for every site visitor.

**3.8.8. Social media marketing:** This technique creates brand awareness and boost the product by using social networking sites by creating unique content that attracts the attention of the social networking users and they share it with their set of friends.

**3.8.9. Corporate Video:** This method comprises the usage of online interactive video and thus more successful to convey the desired message to the target audience and have the feature of easy sharing and cost effectiveness in terms of creation and can be accessed across the globe.

For the Zambian Tourism Industry to attract more international arrivals, the above E-marketing tools need to be adopted in the entire strategy of tourism development and marketing. Once these tools are adopted, the industry will see positive growth. The integration of these tools is a necessary and agent requirement since the tourism industry has now become dynamic with most tourists searching for information using the above tools.

### **3.9. Social Media – Definition**

Social media refers to the use of electronic social sites for sharing information. Social media is the most popular marketing strategy presently. Social Media is an internet tool for sharing information and hosting discussion forums amongst the online community. It is also a tool for the companies to obtain more traffic through interacting with the customers (Admin, 2010). Kaplan and Haenlein (2010: 61) state that social media is a group of applications based on the Internet that build on the technological and ideological foundations of Web 2.0, and it allows the creation and sharing of use-generated content. This is supported by Howson et al. (2014: 74) who similarly highlight that social media became evident through Web 2.0 developments and conceptualised it as the second stage of Internet development.

Social media has influenced the way communication is done in the tourism industry. Tour operators can communicate with their clients and exchange vital information about the destination. It offers a platform which is easily accessible by most tourists using the Internet. By using this platform, people can communicate and interact with each other, share information, and it also provides wider opportunities for tour operators to reach customers and build tourism brands through their various tour products and services.

### **3.9.1. Application of social media in the Tourism Industry**

Social media has revolutionised the way tourism is marketed. Many tour operators have resorted to social media as their preferred mode of marketing. This implies that social media marketing should be incorporated in the online marketing plan for tourism businesses as suggested by Gay et al. (2007: 3). Tourism operators need to raise their level of online commitment and transform their marketing strategies to the online environment. Tourism being information searching or sharing business, social media becomes an important tool for business interaction with customers. According to Carnoy (2017) Social media has fundamentally changed the way that many companies communicate with and market to their target audiences. For the travel and hospitality sector the rise of the Internet and the increased popularity of social channels have altered travel marketing. From the way that traveller's research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish.

### **3.9.2. Travel research transformed**

The most profound effect that social media has had on the tourism industry to date is the democratization of online reviews. Today's travellers go online to research their future travel destinations and accommodations. When booking travel, 89% of tourists plan travel activities based on content posted by their peers online. From social sharing sites such as Instagram to crowd-sourced review sites such as TripAdvisor, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other travellers' photos, check-ins, ratings and more. This is easy-to-attaining, real guest feedback serves to preview the in-person experience that the destination has to offer from a viewpoint other than that of the brand. As you might assume, this social media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to book.

### **3.9.3. Rise in social sharing**

Many tourists or travellers like to share photos and videos taken of their travels. Social media has facilitated and expanded people's ability to share travel experiences with a wider audience than ever before. Over 97% of tourists, share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests. Further many tour operators have turned to running social media as a platform for sharing their destination packages through photos, videos to generate interest from potential tourists/customers and to marketing their brands and destinations.

### **3.9.4. Enhanced customer service**

Customer service management has also been transformed because of social media. Many brands have a social media presence that is being used to become aware of and, when necessary, to provide help to unsatisfied or confused customers. The companies that respond to complaints in a sincere and genuine manner develop a strong reputation among current and potential customers. This is important especially in the tourism industry. Tour operators now place a lot of emphases on the post- purchase experience because this is what will bring them business in the future. Management of customer feedback will humanise the tourism offers or destinations and tourists will feel well cared and may come back or recommend to their peers. Social media has also become a tool that tour operators are using as a social listening tool. They try to find out information about the guests. Are they visiting for an anniversary or a special occasion? Listening to customers through social media can help tour operators to create the brand exceptional experience that is sure to delight the guests.

### **3.9.5. Reshaping travel agencies**

Social media has also had a major impact on the travel agency model. The availability of information and ease of self-service booking have forced travel agencies to adapt from a brick-and-mortar model to a more digital one. Travel agencies are not obsolete – they are still responsible for 55% of all airline bookings, 77% of cruise bookings, and 73% of package bookings (UNWTO, 2017). But many agencies have shifted their focus from in-person to online experiences as they adapt to new technology and market trends.

Agents working with Tourists should consider the generation's preference for "experiences over materials." Instead of trying to upsell them on flight upgrades and lodging, consider

presenting unique experiences guaranteed to create a lasting memory (and to inspire a great Instagram post.) While travel agencies may struggle to remain relevant as self-booking options increase, their advantage is that many tourists still prefer the personal touch.

### **3.9.6. Changing loyalty programs**

As most marketers know, acquiring new customers is far more expensive than retaining existing ones. Loyalty programs have become a core piece of the travel business model, and social media has had a massive impact on how Tourism loyalty programs are constructed. Many customers understand that the opinions that they share with their individual networks have tremendous influence. As a result, these guests feel entitled to compensation for the positive word-of-mouth marketing that they are doing for a brand. More than 25% of tourists that participate in loyalty programs are very likely to post about a brand in exchange for loyalty points. Tour operators then must therefore be able to innovate and introduce packages that have rewards for customers who recommend the products or services to others.

With the availability of technologies that allow mention and hashtag tracking across social media channels, it is easier than ever for tour operators to discover passionate guests and to reward them accordingly. Integrating social media sharing and posting can be worked into existing tier loyalty programs to encourage brand promotion across social media platforms. When loyal guests share the easy to redeem perks and benefits offered by a brand's loyalty programs on social media, other guests see that the benefits are attainable and desirable, and they will be encouraged to participate.

In conclusion, Social media has altered the landscape of marketing in the leisure and hospitality industry. Most travellers determine their travel plans based on reviews and social media shares, making online customer service a crucial part of building a positive brand reputation. The prevalence of social media has disrupted traditional customer service models for tour operators alike. By curating positive reviews and encouraging social shares, tourism brands can leverage social media to build positive brand awareness, increase brand loyalty, and display just how much their tour activities have to offer. Social media plays an increasingly important role in many aspects of tourism, especially in information search and decision-making behaviours and tourism promotion (Zeng 2013).

### **3.10. Types of Social Media Tools**

According to Curtis (2017), people use different types of social media to connect with people and brands online. These can benefit businesses in so many ways, e.g. Market research, brand awareness, lead generation, relationship building, customer service, marketing etc.

Some of the social media tools mostly used in the tourism industry include the following:

#### **3.10.1. Facebook**

Started in the early 2000s, Facebook has grown to arguably the most recognizable name in social media. It's a social utility that helps people communicate more efficiently with their friends, family, co-workers, businesses (Facebook, 2011). It has become a medium of advertising, promoting, marketing, information sharing and video sharing. The tourism industry being an information industry has benefited a lot because of the use of face book. Many tour operators use face book now to promote their tour products and services. Destination Management Organisations have also used face book to promote and market certain destinations as preferred destinations for tourist. According to Bradbury (2010), Facebook has more than 800 million active users, more than 50% of whom log on to Facebook once or more per day (Facebook, 2011). Facebook offers businesses and organizations several tools to reach their target audience and foster positive relationships between brand and consumer. Businesses can create a facebook "Page" for free; Facebook defines a Page as "a space to interact with your fans, get to know potential customers and build a community." Consumers and brands take part in a virtual conversation via posts to the "wall" of the business/organizations Facebook Page. Pages can also be customized with photos, videos, and textual information about the business or organization; additionally, apps can be added to Pages for added features and capabilities to engage Page visitors (Facebook, 2011).

Facebook offers free analytics tools for owners of Pages; information includes demographic information about fans, traffic rates for Page visits, user engagement and activity, and tips for improvement (Facebook, 2011a).

Because of the prevalence of Facebook among internet users of all ages, Facebook is becoming almost a necessity for building brands and operating a business. Consumers use Facebook as a means of gaining information about a product or service and rely on Facebook

for interaction with the brand. Benefits of customer-brand interaction via Facebook go beyond the sharing of information; when someone is a Facebook fan of a product/service, he/she is 41% more likely to recommend that product/service to friends (Karr, 2011).

The tourism industry has therefore seen the increase in tour arrivals due to the use of social media tools such as facebook. Tour operators can interact with customers and potential customers and they can also brand their tourism products and services, bookings can also be done via facebook using the page for the particular tour operator. Facebook has therefore become an important tool in the tourism industry.

### **3.10.2. Instagram**

This is the social media platform for sharing videos and photos. For tourism, most tourists want to share their experiences hence many of them use Instagram to share their photos and videos. It has become one of the most used social media tools in the tourism industry.

### **3.10.3. Twitter.**

This is the kind of social media tool that helps organisations or individuals share information or twit about an event or experience. The tour operators use twitter to twit about a destination. But most importantly, the beneficiary of an experience or service would like to share that experience as it happens, and twitter has proved to be the most effective tool to use.

### **3.10.4. YouTube**

You tube is mainly used in the tourism industry for sharing videos about a destination. Most tour operators have turned to You Tube as a preferred mode of video sharing.

### **3.10.5. LinkedIn**

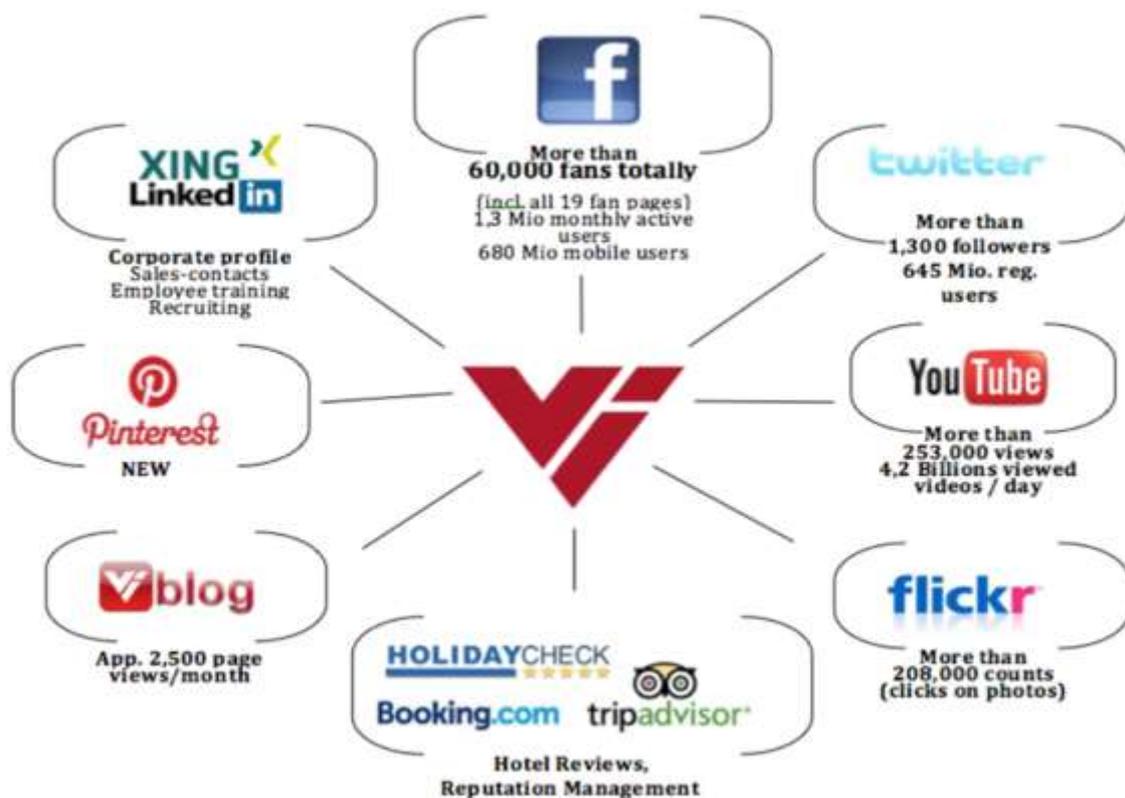
It's a social media tool that helps users share their professional background. This is a useful tool in the tourism industry; because it can help tour operators share the preferred destinations for busy people such as professionals. It helps to promote the individual s' professional acumen. Marketers in the tourism industry can use LinkedIn to offer certain incentives as a way of enticing the busy professionals to visit certain destinations.

### 3.10.6. WhatsApp

This is a photo, video and instant messaging social media tool. Tour operators are now using this tool to share information, videos and photos to would be customers and to royal customers. Tour operators have created WhatsApp groups for royal customers and are using these groups to offer personalised and customised services to returning customers. WhatsApp has proved to be effective especially in instant messaging and video sharing.

### 3.10.7. Skype

Skype is a video conferencing call that helps to share information about the products and services that a tour operator is offering. The face to face interaction with the customer helps to create confidence in them and encourages them to grow the trust that the offering of the destination activities is genuine.



**Figure 3:5: Social Media Tools – UNWTO - Statistics on social media (February 2014)**

According to the research, the E-marketing tools that would be most important to the Zambian Tourism industry include; Facebook, Instagram, Twitter and YouTube to market

and promote tourism products and services. Others especially for those in the accommodation and airline businesses include tools like TripAdvisor and booking.com to market and promote the products and services. However, due to accessibility to information, others have chosen to incorporate almost all the available E-marketing tools.

### **3.11. Requirements for E-marketing Strategies in the Tourism Industry**

While tourism industry has been the first adopters of E-marketing due to new technologies, the implementation has been slow in many aspects. In order for E-marketing to be undertaken effectively, certain parameters or requirements need to be in place to facilitate E-marketing. The implementation of E-marketing in the tourism industry is determined by several factors. According to El-Gohary (2012), factors such as ICT skills, availability of resources, the culture of an institution or organisation, the level of E-marketing adoption, the cost of implementing E-marketing, competition in the market, market environment, ICTs infrastructure, Government policy on ICTs, ICTs used by targeted customers. While tourism industry has been the first adopters of E-marketing due to new technologies, the implementation has been slow in many aspects. In order for E-marketing to be undertaken effectively, certain parameters or requirements need to be in place to facilitate E-marketing. These include;

**3.11.1.** Adequate infrastructure to carry out E-marketing functions.

**3.11.2.** ICTs skills to conduct E-marketing strategies.

**3.11.3.** The business environment that will support the adoption of E-marketing strategy.

**3.11.4.** Enough bandwidth to facilitate E-marketing activities to take place.

**3.11.5.** Good connectivity to facilitate E-marketing functions.

**3.11.6.** ICTs equipment affordability by most tour operators.

**3.11.7.** Government policy on ICTs that will encourage and help facilitate E-marketing.

The survey revealed that most Zambian Tourism Operators have been affected by some of the above points. Some of respondents indicated that there are a lot of gaps in the ICT skills and ICT infrastructure in order for E-marketing to take place. Since most tour attractions are found in rural areas of the country, some tour operators / respondents indicated that there is

inadequate connectivity and bandwidth to facilitate E-marketing and Further the Governments inconsistency in policy formulation or implementation was also viewed as one of the hindrances.

### **3.12. Positive Impacts of E-marketing**

- **Cheaper to market Destination**

E-marketing has proved to be an effective strategy in marketing tourism destination across the globe. Most tour operators have now resorted to online Marketing as an easy and cheaper way of marketing destinations. This so because many tourists and potential tourists are always online checking for destination information.

- **Speed of Disseminating the Marketing Messages**

E-marketing has allowed tour operators to disseminate marketing information in record time. Millions of customers or potential customers can receive the marketing information in a flash of a minute and this can aid quick decision making in those tourists who may have been searching for information.

- **Availability**

E-marketing information is available 24/7. This helps tourists to access the information anytime anywhere.

- **Pushing sales**

E-marketing is used in the tourism business industry to push sales by attracting more tourists' arrivals to different destinations. According to Strauss and Frost (2014: 68). E- Marketing helps to create awareness of tourist attractions available and provides information which persuades tourists to visit a destination. The use of social media tools in E-marketing strategy, leads to the increase in sales that eventual increases the revenue base of the organisation through new arrivals to the destination.

- **Innovativeness**

E-marketing has brought innovation in the way Marketers offer their online marketing strategies. According to Porter (1985), he distinguishes some of Electronic Marketing strategies that have added value to the E- marketing function. He identifies nine value chain

elements that Electronic Marketing has helped to change. These include; inbound logistics, operations, outbound logistics, marketing, sales, services, technology development, procurement, human resource management and corporate infrastructure. Because of innovation, these functions can be integrated with the E-marketing function to add value. In the tourism industry, all functions play an important role in ensuring that the tourist is satisfied with; the entire circuit of activities at the destinations and the above elements are critical to achieve this.

- **Converting prospective tourists to tourists**

E-marketing tools such as social media are an effective tool for customer service in the tourism industry, communications, and public relations. According to Irina et al., (2014: 1291) as cited by Madondo (2013), suggests that the use of social media for marketing and sales is partially responsible for converting prospective tourists to tourists who will visit or plan to visit a destination. The success of a marketing effort is largely seen in its ability to convert prospective customers into actual customers.

- **Brand recognition**

E-marketing helps tour operators to promote their brand as a preferred brand among tourists. Brand recognition in the tourism industry plays an important role especially in returning tourists to the destination. Tourists will always return to destinations where their expectations were most met and their felt satisfied.

- **Internet Marketing Results are Measurable**

Unlike traditional mass media marketing strategy, E- marketing strategy offers results to be easily measurable and available in real time. Each click or visit to a landing page or websites, sign ups, and online purchases can be measured accurately by tour operators. This can help the tour operators to assess which E- marketing tool will work for them and bring the best results. Other than that, tour operators can also have a better understanding about their targeted E-marketing markets and an analysis of the tourists purchasing behaviour.

### **3.13. Challenges of E-marketing**

- **Copyright**

E-marketing strategies/ tools are vulnerable to copyright. Some Tour operators (competitors) may copyright E-marketing strategies of others hence affecting the entire Tourism industry. These can just copyright the E-marketing strategies, but they can also use the copyrighted material to perpetuate negative publicity of their competitors hence affecting the operators' online reputation and lose of targeted valuable customers and brand reputation.

- **Technology Problems**

Since E-marketing relies on the availability of Technology in a specific area, the practice of E-marketing may be hampered by the lack of such facilities in the area to help tour operators to use E-marketing strategies in marketing their tour products and services.

- **Security & Privacy Problems**

Most Tourists are concerned with matters of security and privacy as they book for their preferred destination. This may affect the E-marketing Strategies especially if tourist decide to withhold their details and other information that maybe key in promoting E-marketing strategies.

- **E-marketing strategies may not reach everyone.**

E-marketing strategies or tools may not be effective to reach everyone as some of the tourists or customers may not have access to technology that facilitates E- marketing. Therefore, there may be gab in promotional information reaching certain sectors of the market. Inconclusion therefore, the problem at hand of stagnant growth that Zambia has faced over the years can be solved through fully usage of E-marketing to create awareness of the abundant resources and natural wonders that the country has to offer to the entire world. The importance of E-marketing is growing in the realm of the tourism industry. More and more researchers are undertaking studies in the areas of the impact of E-marketing on the tourism industry although existing Literature on E-Marketing has shown that little study has been done to determine the optimal impact of E-Marketing in the tourism growth in Zambia.

### **3.14. Conclusion**

E-marketing plays a very important in the promotional and marketing of Tourism. Since Tourism is an information-based business, E-marketing strategies must be well designed to meet customers' expectations especially in the information search and sharing. The different E- marketing tools have proved to be effective in the leveraging of customers needs. The face to face contact with customer via tools such as face book video call, WhatsApp video calls, Skype and many others has raised trust and confidence among many in the travel and hospitality industry. E- Marketing has therefore become a very important strategy in the marketing and selling of tourism destinations.

## **CHAPTER FOUR**

### **4.0. Research Methodology**

#### **4.1. Overview**

The previous chapter reviewed the Literature available regarding the study topic. The chapter defined what tourism is and gives the Global perspective of the tourism industry and the use of ICTs in the tourism industry and what impact ICTs have brought in the way of doing business. Further the chapter defined E-marketing and analyses some of the E-marketing tools that are used in the tourism sector. This chapter deals with the research methodology of the study, including the research design, setting, population, sample and data-collection instrument. Research methodology has been defined as the process used to collect information and data for making decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include primary and secondary data. According to Kothari (1985), primary data is original information collected for the first time from the source. On the other hand, secondary data is information that has been collected previously and has been used previously by other researchers. It is data that is coming from reliable secondary sources. The chapter highlights the research method used, research objectives, gives the research questions and describes the research design employed. The chapter concludes with the presentation of research instrument for data collection, identifies the target population, sampling selection of population, give the reliability and validity of data.

#### **4.2. Research Method**

A mixed method approach will be applied during the research. The mixed methods research represents research that involves collecting, analysing, and interpreting quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon. Moreover, mixed methods research falls on a continuum from not mixed (i.e. mono method designs) to fully mixed methods, with partially mixed designs occupying regions somewhere between monomethod designs and fully mixed method designs (Onwuegbuzie and Johnson 2004). This mixed method will combine both the quantitative and qualitative data, it will be a fully mixed research with equal status of the two methods and will both be concurrently analysed. According to Johnson et al. (2007, p. 123), mixed

methods research is the type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration.

### **4.3. RESEARCH OBJECTIVES**

Khoo (2015), highlights that, the objectives of any research should be specific and reflect the question that we are asking. Different research questions and objectives will require different methodology. We need to think ahead and plan what Research questions and research objectives are saying. For this research, the researcher, gives the research objectives as follows:

**4.3.1.** To establish the relationship between E-marketing (EM) and Tourism Growth (TG) in Zambia.

**4.3.2.** To investigate the extent of ICT use in the Tourism Industry

**4.3.3.** To investigate factors affecting E-marketing adoption in Zambia's Tourism Industry

**4.3.4.** To recommend E-marketing tools suitable for Zambia's Tourism Industry.

The following are the research questions that the researcher applied to answer the research objectives;

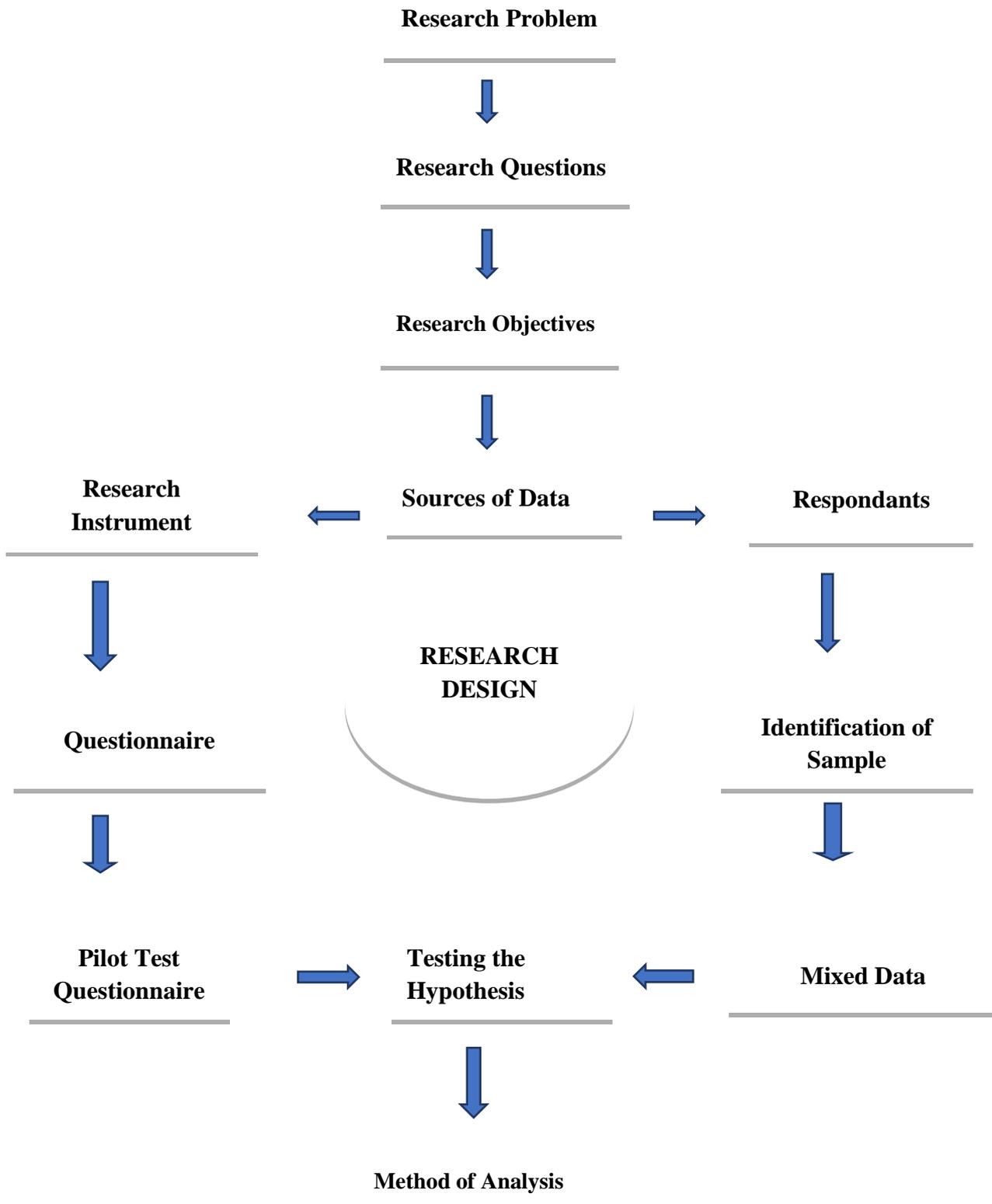
- i. What is the relationship between E-marketing and the growth of Tourism industry in Zambia?
- ii. What are the challenges/factors that are affecting the adoption of E- marketing tools in the Zambian Tourism industry?
- iii. Establish the reasons as to why there's stagnant growth in the Zambian Tourism Industry?
- iv. How can E-marketing tools be used in the Zambian Tourism industry as a growth and development strategy?

#### **4.4. Research Design**

This section will discuss the research design and the different methods used by the researcher to collect data. A research design is a plan, structure and strategy of an investigation so conceived as to obtain answers to research questions or problems. The plan is the complete scheme or programme of the research. It includes an outline of what the investigator will do from writing the hypotheses and their operational implications to the final analysis of data (Kerlinger 1986).

Thyer, describes a research design as a blueprint or detailed plan for how a research study is to be completed – operationalizing variables so they can be measured, selecting a sample of interest to study, collecting data to be used as a basis for testing hypotheses, and analysing the results (1993).

According to Selltiz, Deutsch and Cook, a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose (1962). Polit and Hungler (1999) describe the research design as a blueprint, or an outline, for conducting the study in such a way that maximises control over factors that could interfere with the validity of the research results. The research design is the researcher's overall plan for obtaining answers to the research questions guiding the study. Through a research design, the researcher, decides for themselves how to communicate to others regarding what study design they propose to use, how they are going to collect information from their respondents, how they are going to select the respondents, how the information they are going to collect, analyse and how they are going to communicate their findings. For this study, the researcher adopted the mixed methods research design that concurrently collects both the qualitative and quantitative data. Qualitative and quantitative data are collected concurrently, such that weaknesses of one kind of data are ideally offset by strengths of the other kind (Creswell 2003). The collected data typically has an equal weight which is given to the two kinds of data in mixing the findings, although one kind of data can be weighted more heavily. The qualitative and quantitative data are collected separately, and mixing takes place when the findings are interpreted.



**Figure 4:1: Research Design**

#### **4.5. Research Instrument**

There are various procedures of collecting data. The main instruments used in the collection of data in mixed method researches consist of closed-ended, open-ended questionnaires, interviews and classroom or group observations. Quantitative data are obtained through closed-ended questionnaires and the qualitative data through open-ended questionnaires, interviews and classroom observations. According to Saunders et al. (2007) the research instruments that can be used for primary data collection are; interviews, observations, questionnaires, standardised tests, archival records, and documentations. The items of the questionnaires are mainly developed based on the research objectives and research questions. The main objective of this study is to establish the relationship between E-marketing (EM) and Tourism Growth (TG) in Zambia, to understand the impact of E-marketing on the growth of the Tourism Industry and to understand factors that affect E-marketing adoption in Zambia's Tourism Industry. For the purpose of this research, the researcher adopted the questionnaire as a tool of obtaining primary data. According to Abawi (2013), he describes a questionnaire as a data collection instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. A questionnaire is a document which contains questions developed to solicit appropriate information for analysis. It can be used to provide both qualitative and quantitative data (Burns and Bush (2010). For this research, the researcher adopted a semi – structured questionnaire with both closed and open-ended questions. According to Pillai (2007), Semi-structured questionnaire contains both open-ended and closed ended questions. The questionnaire was structured on a Likert scale of 1 to 5.

The questionnaire had four sections.

**4.5.1. Section one** - dealt with the respondents profile details which was subdivided into 5 different sections which included; Gender, Age, Educational level, Years of experience as tour operator and type of tour operator.

**4.5.2. Section two** - was the question on the importance of E-marketing to the growth of Tourism Industry in Zambia. In this segment, E-marketing elements or responses were predetermined with a Likert scale of 1-5 with the following Key:

<b>1.</b>	<b>2.</b>	<b>3.</b>	<b>4.</b>	<b>5.</b>
<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>

Questions in this section included questions on ICT skills, infrastructure, cost of ICTs and E-marketing tools.

**4.5.3. Section three** – dealt with the E-marketing impact and the growth of the Tourism Industry in Zambia. Responses to the questions were also put on a Likert scale of 1- 5 as guided by the scale above.

**4.5.4. Section four-** mainly is a general section that is trying to assess some of the factors apart from E-marketing that affected the growth of the Zambian Tourism industry both positively and negatively.

#### **4.6. Target Population**

The target population for the survey is the entire set of units for which the survey data are to be used for the research (Lavrakas 2008). Alvi (2016), defines target population as referring to all the members who meet the criterion specified for a research investigation. For this study, the targeted population is all tour operators who were randomly selected from Lusaka and Livingstone. Lusaka being the capital city where most tourists arrive and Livingstone being the tourist’s capital. The respondents were mostly people in charge of E-marketing strategies within the tour operators, either sales or marketing managers, online communication managers, and assistant of marketing managers, general managers and in some cases owners of the business. 100 tour operators were selected; 70 from Livingstone and 30 from Lusaka. The latter was apportioned more because Livingstone is a Tourism Capital City where you find a variety of different tour operators and tour activities.

#### **4.7. Sampling & Selection of Population**

Sampling is the process of selecting units (e.g. people, organizations) from a population of interest, so that by studying the sample we may fairly generalize our results back to the population from which they were chosen (Trochim 2006). Sampling can be referred to as the process used to select a sample from the population. Sampling methods are used to select a sample from within a general population. Proper sampling methods are important for

eliminating bias in the selection process. They can also allow for the reduction of cost or effort in gathering samples.

#### **4.7.1. Mixed Methods Sampling Designs**

According to Tashakkori and Teddlie (2003), there are currently, many mixed methods research designs in existence. They estimate approximately 35 mixed methods research designs that are available for researchers to use. Creswell, (1994, 2002); Creswell and Plano (2003) highlight that there are many typologies that have been developed to help mixed method researchers to get the most of the use of these methods. However, Onwuegbuzie & Johnson (2004) highlight that these typologies differ in their levels of complexity. Most mixed method designs utilize time orientation dimension as its base. Time orientation refers to whether the qualitative and quantitative phases of the study occur at approximately the same point in time such that they are independent of one another (i.e., concurrent) or whether these two components occur one after the other such that the latter phase is dependent, to some degree, on the former phase (i.e., sequential).

For this research, the researcher adopted the mixed methods research designs which treat both the quantitative and qualitative data, concurrently in the process of the research with mixing occurring both at the collection and analysing stages. Therefore, the researcher employed the mixed methods sampling processes in which both probability and non -probability sampling (purposive sampling) methods are used.

#### **4.7.2. Probability random sampling and None Probability random sampling**

##### **4.7.2.1. Probability Random Sampling**

It is a method that uses experimental designs which are used in physical sciences survey, mostly social sciences for instance a survey for choosing a patient to be included in medical research or interviewing consistent survey. This scientific sampling is quantitative in nature, it involves selecting a fairly great number of units from a given population or from strata (subgroup). Probability sampling is based on the fact that every member of a population has a known and equal chance of being selected (Stephanie 2015). For example, if you had a population of 100 people, each person would have odds of 1 out of 100 of being chosen. Probability sampling gives you the best chance to create a sample that is truly representative of the population. The sample is generated to address quantitative research with sampling

questions. Probability random sampling is used for the principle of randomization distribution in deriving a result from sample and to obtain the problem in sampling.

#### **4.7.2.2. Non -Probability Random Sampling (Purposive Sampling)**

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. In any form of research, true random sampling is always difficult to achieve. Most researchers are bounded by time, money and workforce and because of these limitations, it is almost impossible to randomly sample the entire population and it is often necessary to employ another sampling technique, the non-probability sampling technique (Saunders, Lewis and Thornhill 2012).

In contrast with probability sampling, non-probability sample is not a product of a randomized selection processes. Subjects in a non-probability sample are usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher.

According to Creswell and Clark (2011), mixed methods research offers a practical approach to addressing research problems and questions and the potential for increased applicability because these problems and questions are examined in different ways. The use of both probability and non-probability sampling then becomes possible in mixed methods research. For this research, the researcher adopted both the probability and non-probability sampling methods.

#### **4.8. Data Collection**

The researcher used a semi-structured questionnaire that dealt with the subject matter with selected tour operators in the tourism industry. Both qualitative and quantitative approaches to collecting data were used. The Likert scale self-explanatory questionnaire was administered and divided into four sections to gather both qualitative and quantitative research findings. The collection of data in research is very important, according to Oppenheim (1992), there are two decisions that must be made by the researcher regarding data collection. These are, the first being which data is relevant to the research purpose and from which sources? Secondly which tool is the most suitable to collect data? For this research, the researcher, valued the relevance of obtaining data regarding understanding the impact of E-marketing on the growth of the tourism industry. As mentioned above, the

researcher adopted a semi structured questionnaire which was divided into four main sections; these included section A, which provided biographical data of the respondent and company profile regarding years of experience or operation and type of tour operator. Section B dealt with the importance of E-marketing to the growth of tourism in Zambia, while section C dealt with the E-marketing impact and growth of the tourism industry in Zambia and lastly section D dealt with the general aspects of tourism in Zambia which was mainly qualitative in nature with open ended questions. The questionnaires were distributed using the drop and pick later system where the researcher with the help of four students from a higher learning institution conducted the research. Participation in the research was entirely voluntary and the whole process was carried out with great courtesy. 100 questionnaires were distributed. From the 100, 82 questionnaires were received representing a response rate of 82%.

#### **4.8.1. Qualitative Data**

Qualitative data was collected through in-depth interviews with semi - structured questions. According to Holland et al. (2004), the researcher has a list of questions or series of topics they want to cover in the interview - an interview guide but there is flexibility in how and when the questions are put and how the interviewee can respond. The interviewer can probe answers, pursuing a line of discussion opened up by the interviewee. In general, the interviewer is interested in the context and content of the interview, how the interviewee understands the topic(s) under discussion and what they want to convey to the interviewer. In this research, the researcher adopted semi – structured approach for in-depth interviews and the interview was targeted at officials in strategic positions at the Ministry of Tourism, Zambia Tourism Agency (ZTA) and Tour Operators associations. Out of the Four targeted, 3 responded to the request for the interview.

#### **4.9. Reliability**

Reliability refers to the researcher's approach in ensuring that there is consistency in the research and that data obtained across different researchers and different projects is reliable enough. You need a good framed and reliable instrument in data gathering so that results measured are considered highly valid. According to Blumberg et al., (2005), reliability refers to the extent a measurement can be said to be consistent with the results obtained with equal values. Reliability measures consistency, precision, repeatability and trustworthiness of a research Chakrabarti (2013). Further, Shuttleworth and Wilson (2008) define reliability as the

degree of consistency of a measure. A test will be reliable when it gives the same repeated result under the same conditions. According to Blumberg et al., (2005), Reliability is mainly divided into two categories. These are internal consistency reliability and Stability.

#### 4.9.1. Internal Consistency Reliability

According to DeVellis (2006), internal consistency reliability is the measure of reliability used to evaluate the degree to which different test items that prob the same construct produces similar results. It examines whether or not the items within a scale or measure are homogeneous. Kimberlin and Winter (2008), define internal consistency reliability as the estimate of equivalence of sets of items from the same test. The coefficient of the internal consistency provides an estimate of the reliability of measurement and assumes that items measuring the same values must correlate.

For this research, the researcher used the Cronbach’s alpha coefficient as the method of measuring the internal consistency reliability. According to Shuttleworth and Wilson (2008), Cronbach’s alpha coefficient is a statistic tool generally used as a measure of internal consistency or reliability of a psychometric instrument. The researcher conducted the Cronbach Alpha method; this is a reliability measure that assesses the consistency of the entire scale. It calculates the mean reliability coefficient estimates for all possible ways of splitting the total set of measurement items. Any considerably weak correlation of an item with other items in the scale is an indication that the particular item does not correlate very well with the scale overall and may have to be dropped (Field, 2005). The Cronbach Alpha Values range from 0 to 1 with the 0.7 being the generally acceptable lower limit (Shuttleworth and Wilson 2008).

The following table shows the Cronbach Alpha Values Obtained.

**Table 4:2: Cronbach’s Alpha reliability table.**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.896	15

The Cronbach alpha value obtained was 0.890 which is more than the recommended value of 0.7. Therefore, the Cronbach Alpha reliability coefficient of the research instrument or questionnaire can be said to be reliable.

#### **4.9.2. Stability**

Is defined as the ability of the measurement to remain the same over time despite uncontrollable testing conditions (Allen & Yen, 1979). According to Kimberlin and (2008), Stability is defined as the of measurement, or test–retest reliability, which is determined by administering a test at two different points in time to the same individuals and determining the correlation or strength of association of the two sets of scores. For this research, the researcher subjected the study to a pre-study among the peers for review and to ensure that there was reliability of the instrument and that questions asked were consistent with the research objectives.

#### **4.10. Data analysis**

In the mixed methods research, data analysis involves the use of a mixed analysis using both quantitative and qualitative data analysis techniques within the same study (Onwuegbuzie and Combs 2011). The researcher used methodically triangulation where both qualitative and quantitatively data are concurrently given the equal status throughout the research process and the convergence of the two data sets is done at the collection and interpretative or analysis levels. The speciality of this method is to investigate and to yield the results out by triangulating the tourist operators' responses via the questionnaire and expert interviews. In this survey qualitative and quantitative research is conducted simultaneously hence for reasonable output both data were analysed together carefully.

As a research tool the author chose in-depth interview and a questionnaire which both hold qualitative and quantitative data.

#### **4.11. Validity**

According to Merriam (1998, p202), reality or validity of data is holistic, multi-dimensional and ever-changing. Therefore, it's up to the researcher and research participants to build validity during the different phases of research starting from the data collection through to

data analysis and interpretation. The validity is concerned with whether the research is believed to be true and it is evaluating what it is supposed to be researched or purporting to be researched (Burns, 1999). Further, Beard, Niemeier and Haws (2011), describe validity as the process of determining truthfulness or extent to which the researcher truly measured what was intended to be measured. For this research, the researcher ensured that all the parameters safeguarding validity were considered when conducting the research. One such measure was the thorough consultation taken in drafting research questions with the supervisor and other experts to ensure that research questions are well framed and tailored towards the main objectives of the research.

#### **4.12. Anonymity and Confidentiality**

Anonymity and confidentiality of participants are Winterstein's creed and central to ethical research practices in social research. According to Crow and Wiles (2008), the researchers must ensure where possible to assure the participants in the research that every effort will be made to ensure that the data, they provide is safe guarded and cannot be traced back to them. In this research, the researcher ensured that the participants were ensured of anonymity and confidentiality by assuring them that the information obtained was purely for research purposes and that the participants in the research were all to remain anonymous. Care was taken not to include provision of names on the research instruments.

#### **4.13. Ethical issues and limitations**

The study composed of all tour operators in the tourism industry in Zambia based in Lusaka the capital city and Livingstone the Tourist Capital. The study was conducted in the most professional manner with participants opting whether to participate or not. An open-door policy approach was used by the researcher where participants were free to accept to take part or not. Drop and collect strategy was used in the distribution of the questionnaires in cases where participants were busy or didn't want direct contact with the researcher.

The limitations of the study included, time, cost and limitation of the sample. Secondly being that the study of E-marketing in relation to the impact in the growth of the tourism industry is relatively new, the researcher was limited to in the Literature review component.

#### **4.14. Conclusion**

The chapter examined the research methodology the researcher used. It presented research design for mixed methods, highlighted the targeted population, mixed methods sampling designs, the sample size, data collection methods in mixed research, mixed methods analysis of data and aspects of validity and reliability of the research. A semi-structured questionnaire was used in the collection of data with pre-determined responses on a Likert scale. The following chapter will show or present the research results or findings and how the data was analysed.

## CHAPTER FIVE

### 5.0. Statement of Findings, Interpretation and Discussion of Primary Data.

#### 5.1. Overview

The last chapter examined the research methodology that the researcher used. It presented research design for mixed methods, highlighted the targeted population, mixed methods sampling designs, the sample size, data collection methods in mixed research, mixed methods analysis of data and aspects of validity and reliability of the research. A semi-structured questionnaire was used in the collection of data with pre-determined responses on a Likert scale. This chapter will present the results of the study conducted. The questionnaire was used as an instrument to gather primary data from the field. 100 questionnaires were distributed to different tour operators in Lusaka and Livingstone with 82 questionnaires successfully filled in.

#### 5.2. Data analysis

The researcher used the SPSS system to analyse data of the research. The following represent the data analysed:

##### 5.2.1. Respondent Profile data – Section A

Section A comprised respondent profile data. This consisted of Gender, Age, Educational level, years of experience as a tour operator and type of tour operator

**Table 5:1: Gender Frequency Distribution Table – Tembo 2018**

	Freq	%
Female	37	45.1
Male	45	54.9
Total	82	100

Table5:1: shows the gender distribution of the respondents. Out of a total of 82 respondents, 37, representing 45.1 percent were female whilst 45, representing 54.9 percent were male. It was discovered that a lot of respondents in the survey were male. Therefore, there is need to further investigate why this is so. However, from the researchers' point of view this is

attributed to the nature of tour activities in the population that involve such activities as walking safaris, transportation and handlers which many female compatriots may not desire to get involved.

**Table 5:2: Age distribution – Tembo 2018**

Age group	Less than 25 years	26-40 years	41-50 years	51-60 years	61 years and above	Total
Frequency	16	16	45	3	2	82
Percentage	19.5	19.5	54.9	3.7	2.4	100.0

Table 5:2: above shows the age distribution of respondents. Out of a total of 82 respondents, 16, representing 19.5% were less than 25years of age. Another 19.5% percent were between the ages 25-40, 45 respondents, representing 54.9% were between 41 and 50, 3 respondents, representing 3.7 percent of the respondents were between ages 51 and 60 and two respondents, representing 2.4% of the respondents were above 61years. The above survey results show that the majority of people working in the tourism industry are in the ages of 41 to 50 years. The conclusion therefore is that this represents the most productive, and stable age in the industry. The average age of the population is as shown below in table 5:3:

**Table 5:3: Average age – Tembo 2018**

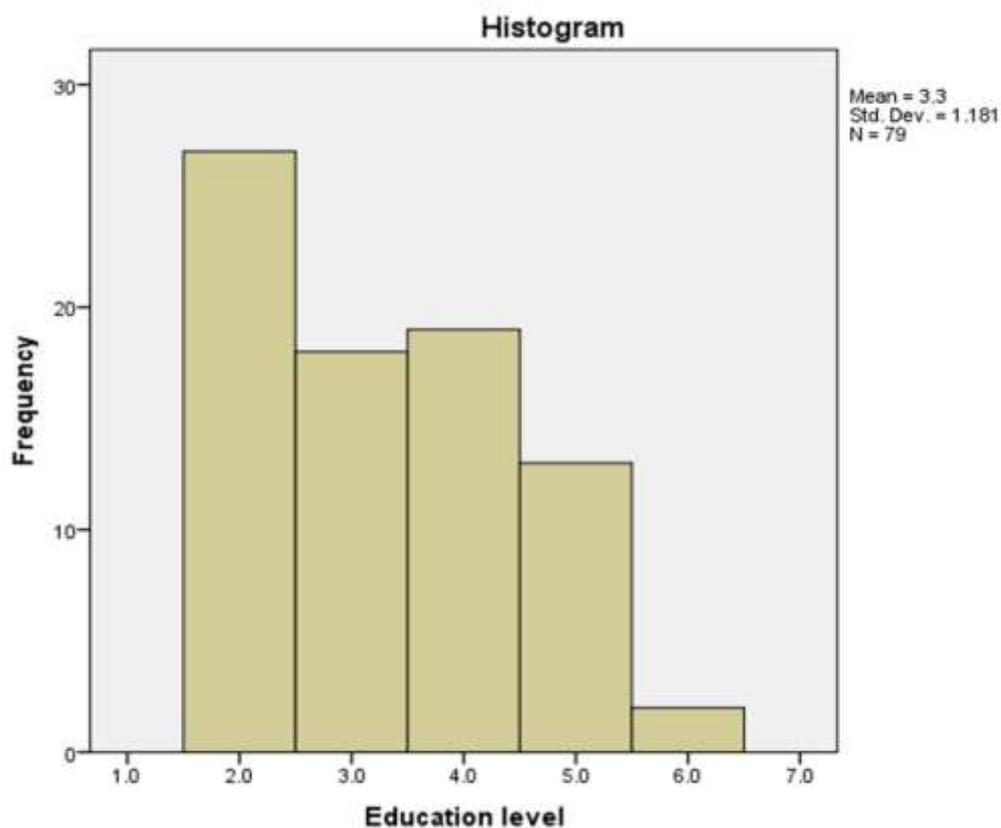
Age group	Frequency (f)	Mid value(X)	Fx	Average Age
Less than 25.5 years	16	12.75	204	$\frac{\sum Fx}{N}$ $\frac{3084.5}{82}$ $= 37.615$ $= 38 \text{ years.}$
36.5 – 40.5 years	16	38.5	616	
40.5 – 50.5 years	45	45.5	2,047.5	
50.5 – 60.5 years	3	55.5	166.5	
Above 60.5years	2	25.25	50.5	
	<b>N = 82</b>		<b><math>\sum Fx= 3084.5</math></b>	

This therefore means that the average number of respondents who responded to the questionnaire was 38 years. The survey therefore indicates that the majority of respondents in the survey were This therefore represents that the majority of the respondents were relatively young.

**Table 5:4: Educational Level – Tembo 2018**

Educational Qualification	Frequency	Percentage	Valid Percentage	Cumulative Percent
Certificate	27	32.9	34.2	34.2
Diploma	12	22.0	22.8	57.0
bachelor’s degree	19	23.2	24.1	81.0
master’s degree	13	15.9	16.5	97.5
other qualifications	2	2.4	2.5	100.0
		96.3	100.0	
Missing in the system	3	3.7		
<b>Total</b>	<b>82</b>	<b>100</b>		

Table 5:4: above present’s data on the educational levels of respondents.

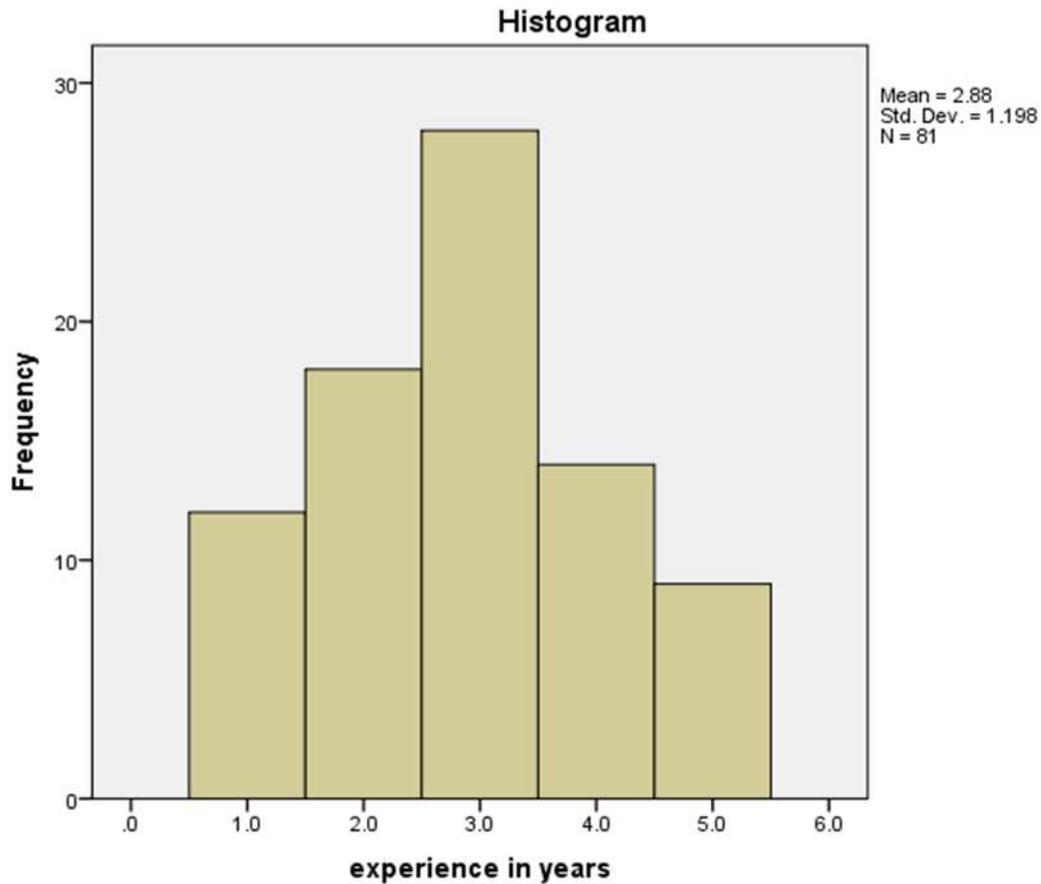


**Figure 5:1: Educational qualifications of respondents – Tembo 2018**

Table 5:4: and Figure 5:1: above present's data on the educational levels of respondents. Out of 82 respondents, 79 filled their educational qualifications and out of a total of 79, 27 respondents had general certificates, 18 had diplomas, 19 had bachelor's degrees, 13 has master's degrees and 2 indicated that they had other qualifications that were not listed on the options. The findings also reveal that the respondents of the study were relatively well-educated, considering the percentage of 96.3% with a postgraduate degree, degree, diploma or certificate. This high level of education can be attributed to the up grading of the tourism industry by the Zambian Government from a social sector to that of an economic development sector which is being treated like a business. This high level of qualification can also be attributed to the competitiveness in the industry globally with qualified personnel being the driving force of the business. The mean of the qualification was **3.3** meaning that the minimum qualification in the tourism industry is a diploma with a Standard deviation of **1.181**.

**Table 5:5: Experience as Tour Operator in Years – Tembo 2018**

<b>Experience in years</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>
0-5 years	12	14.6	14.8
6-10years	18	22.0	37.0
11-15years	28	34.1	71.6
16-20years	14	17.1	88.9
21 years and above	9	11.0	100.0
Missing in system	1	1.2	
<b>Total</b>	<b>82</b>	<b>100.0</b>	



**Figure 5:2: Experience of Tour operators – Tembo 2018**

Table 5:5: and Figure5:2: show the experience of tour operators in the business. The survey showed that most businesses have been in the tourism industry for more than 2 years. The results from the survey indicate that the percentage of businesses that had been in operation for a period of between 0 – 5 years was 14.6%, 6 -10 years was 22%, while 11 – 15 years was 34% and 16 – 20 years 17 %, 21 years and above was 11%, representing a total percentage of 98.8 %. This therefore means that most of the tour operators had a fairly good experience in the industry with the mean or average number of years being **2.88years** with Standard deviation of **1.198**.

The following set of questions as mentioned previously try to answer Objectives 1 and 2 which focus on the relationship between E-marketing (EM) and Tourism Growth (TG) in Zambia and factors that affect E-marketing adoption in Zambia’s Tourism Industry.

**Table 5.6: Tour operator has ICT skills – Tembo 2018**

<b>Tour Operator has ICT skills</b>	<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	disagree	9	11.0	11.0	11.0
	neutral	14	17.1	17.1	28.0
	Agree	39	47.6	47.6	75.6
	strongly agree	20	24.4	24.4	100.0
	<b>Total</b>	<b>82</b>	<b>100.0</b>	<b>100.0</b>	

Table 5:6: above shows responses on the tour operators ICT qualifications and skills. A question was asked on whether the tour operators had qualified ICT skills, out of a total of 82 respondents, 9 disagreed, 14 were neutral, 39 agreed and 20 strongly agreed. This indicated that 67% of the respondents agreed to have ICTs skills to run E-marketing functions.

**Table 5:7: The ICT professional has adequate skills and experience – Tembo 2018**

<b>ICT person has experience</b>	<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	neutral	13	15.9	15.9	24.4
	agree	38	46.3	46.3	70.7
	strongly agree	24	29.3	29.3	100.0
	<b>Total</b>	<b>82</b>	<b>100.0</b>	<b>100.0</b>	

Table 5:7: above shows responses on the experience that the respondents had with ICT skills, out of the 82 respondents, 7 disagreed, 13 were neutral, 38 agreed and 24 strongly agreed to

have experience with ICTs. The survey results show that two thirds of the respondents had ICT experience to carry out E-marketing functions. This represents 64% of the respondents.

**Table 5.8: There is internet connection in the area of operation – Tembo 2018**

<b>There is internet connectivity in my area</b>	<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	strongly disagree	3	3.7	3.7	3.7
	disagree	5	6.1	6.1	9.8
	neutral	21	25.6	25.6	35.4
	agree	33	40.2	40.2	75.6
	strongly agree	20	24.4	24.4	100.0
	<b>Total</b>	<b>82</b>	<b>100.0</b>	<b>100.0</b>	

A question was asked on whether there was internet in the area of operation of the respondents. Out of the 82 respondents, 3 strongly disagreed, 5 disagreed, 21 were neutral, 33 agreed whilst 20 strongly agreed. Internet connectivity facilitates E-marketing functions, therefore the majority of respondents indicated that the internet connectivity was available.

**Table 5.9: The internet speed is adequate for e-marketing – Tembo 2018**

The internet speed is adequate for e-marketing		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	3.7	3.7	3.7
	disagree	4	4.9	4.9	8.5
	neutral	27	32.9	32.9	41.5
	agree	36	43.9	43.9	85.4
	strongly agree	12	14.6	14.6	100.0
	<b>Total</b>	<b>82</b>	<b>100.0</b>	<b>100.0</b>	

In order for E-marketing functions to be effective, the speed of internet connectivity is of paramount importance. During the survey a question was asked on whether the internet speed was adequate for E-marketing in the respondent’s respective areas? The results showed that 3 respondents strongly disagreed, 4 disagreed, 27 were neutral, 36 agreed and 12 strongly agreed. The results showed that half of the number of respondents answered confidently that the speed of the internet was adequate in their area of operation. Internet speed cannot be deviced from E-marketing functions. The two go hand in hand. Therefore, good connectivity facilitates E-marketing.

**Table 5:10: The internet is available everyday throughout the year – Tembo 2018**

<b>Internet is available throughout the Year.</b>	<b>Liker Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	strongly disagree	1	1.2	1.2	1.2
	disagree	3	3.7	3.7	4.9
	neutral	22	26.8	26.8	31.7
	agree	37	45.1	45.1	76.8
	strongly agree	19	23.2	23.2	100.0
	<b>Total</b>	<b>82</b>	<b>100.0</b>	<b>100.0</b>	

Table 5:10: above indicates responses on the availability of internet connection throughout the year in the area of operation for the respondents. 1 respondent strongly disagreed, 3 disagreed, 22 were neutral. 37 agreed whilst 19 strongly agreed. The results showed that 45% of the respondents agreed about the availability of internet. However, it was interesting to see 22 respondents not being sure about the availability of internet connection. This could be another area of research to ascertain, the factors or reasons for the non-availability of such facilities in the areas of operations of some tour operators.

**Table 5.11: The internet cost is affordable in my area – Tembo 2018**

<b>Internet cost is affordable</b>	<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	strongly disagree	8	9.8	9.8	9.8
	disagree	9	11.0	11.0	20.7
	neutral	17	20.7	20.7	41.5
	agree	34	41.5	41.5	82.9
	strongly agree	14	17.1	17.1	100.0
	<b>Total</b>	<b>82</b>	<b>100</b>		

The cost of internet plays a very important role in the facilitation of E-marketing functions which depend entirely on the cost of internet. Table 5:11: shows the responses from the respondents. A question was asked on the affordability of internet in the respondent's respective areas of operation. Out of a total number of 82 respondents, 8 strongly disagreed, 9 disagreed, whilst 17 remained neutral. 34 agreed and the other 14 strongly agreed. The survey results show that internet cost is affordable to the majority of the tour operators.

**Table 5.12: The internet cost is affordable to local tourists in my area – Tembo 2018**

The internet cost is affordable to local tourists	Likert scale	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	4.9	4.9	4.9
	disagree	22	26.8	26.8	31.7
	neutral	34	41.5	41.5	73.2
	agree	16	19.5	19.5	92.7
	strongly agree	6	7.3	7.3	100.0
	Total	82	100.0	100.0	

A question was asked on the affordability of internet to local tourists. Table 5.12: above shows the responses. Out of the 82 respondents, 4 strongly disagreed, 22 disagreed whilst 34 remained neutral. 16 agreed and 6 strongly agreed. Local tourism plays an important role in the development of sustainable tourism. However, many countries have not invested in the promotion of local tourism. E-marketing can be a boost to local tourism promotion if only the cost is affordable to the local people. In order for the locals to appreciate local tourism, the affordability in terms of the cost is of greater importance. As shown by the respondents only one third felt that the internet was affordable to the local tourism. This can be manifested by the lack of knowledge about local tourism attractions by the locals due to insufficient information especially through accessibility to the sources of information like the internet.

**Table 5:13: I know most of the e-marketing tools – Tembo 2018**

Knowledge of E-marketing tools	Likert scale	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.2	1.2	1.2
	disagree	4	4.9	4.9	6.1
	neutral	24	29.3	29.3	35.4
	agree	28	34.1	34.1	69.5
	strongly agree	25	30.5	30.5	100.0
	<b>Total</b>		<b>82</b>	<b>100.0</b>	<b>100.0</b>

Table 5:13: above shows data on the knowledge on e-marketing tools. A question was asked on whether the respondents knew what e-marketing tools were, 1 strongly disagree, 4 disagreed and 24 were neutral while 28 agree and 25 strongly agreed. The respondents showed knowledge of E-marketing tools. This showed an indication of over 60% as having knowledge of E-marketing tools in the Zambian Tourism Industry.

**Table 5:14: I use e-marketing tools – Tembo 2018**

Use of E-marketing tools	Likert scale	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.2	1.2	1.2
	neutral	20	24.4	24.4	25.6
	agree	32	39.0	39.0	64.6
	strongly agree	29	35.4	35.4	100.0
	<b>Total</b>		<b>82</b>	<b>100.0</b>	

A question was asked on whether the respondents use E-marketing tools. Table 5:14: show the responses. Out of the 82 respondents, 1 strongly disagreed. 20 were neutral, 32 agreed and 29 strongly agreed. The survey showed that many respondents use E-marketing tools in their business.

The last set of questions answer to the objectives 3 and 4 of the research which are; To investigate factors affecting E-marketing adoption in Zambia’s Tourism Industry and to recommend E-marketing tools suitable for Zambia’s Tourism Industry. Table 5:15: below, shows that the 65% respondants agree to the statement that E-marketing tools are extensively used in the Zambian Tourism industry and that the E-marketing functions have a direct impact on the growth of the tourism industry.

**Table 5:15: E- marketing is extensively used in the tourism sector in Zambia – Tembo 2018**

<b>E-marketing is extensively used in Tourism sector in Zambia</b>	<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	disagree	5	6.1	6.3	6.3
	neutral	24	29.3	30.0	36.3
	agree	16	19.5	20.0	56.3
	strongly agree	35	42.7	43.8	100.0
	Missing Values	2	2.4		
	<b>Total</b>		<b>80</b>	<b>100</b>	<b>100.0</b>

**Table 5:16: There is a relationship between E-marketing and tourism growth – Tembo 2018**

<b>There is a relationship between E-marketing and tourism growth</b>	<b>Likert scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	neutral	7	8.5	8.8	8.8
	agree	25	30.5	31.3	40.0
	strongly agree	48	58.5	60.0	100.0
	Missing Values	2	2.4		
	Total	80	97.6	100.0	

A question was asked on whether there was a relationship between E-marketing and tourism growth in Zambia, 7 respondents remained neutral in their responses whilst 25 agreed. 58 respondents strongly agreed. This represents 60% of the respondents in agreement that there is a strong relationship between E-marketing and the growth of the tourism industry. Table 5:16: above shows the results of the respondents.

**Table 5:17: There is an increase in growth of business because of E-marketing – Tembo 2018**

<b>There is an increase of business because of E-marketing</b>	<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	disagree	6	7.3	7.5	7.5
	neutral	16	19.5	20.0	27.5
	agree	25	30.5	31.3	58.8
	strongly agree	33	40.2	41.3	100.0
	Missing Values	2	2.4		
	Total	80	97.6	100	
<b>Total</b>		<b>82</b>	<b>100</b>		

Table 5:17: shows the responses on the question which was asked on whether there was an increase in business because of E- marketing. 6 respondents disagreed. 16 remained neutral, 25 agreed and 33 strongly agreed. Using the Pearson correlation index, the survey showed that 70% of the respondents felt that there was an increase in the business as a result of E-marketing.

**Table 5:18: There is an increase of tourists’ arrival because of E-marketing – Tembo 2018**

There is an increase of tourists’ arrival because of e-marketing	Likert scale	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.2	1.3	1.3
	disagree	6	7.3	7.5	8.8
	neutral	27	32.9	33.8	42.5
	agree	24	29.3	30.0	72.5
	strongly agree	22	26.8	27.5	100.0
	Total	80	97.6	100.0	
	Missing Values	2	2.4		
<b>Total</b>		<b>82</b>	<b>100.0</b>		

E-marketing has a direct impact on the growth of the tourism industry. The E-marketing tools have influenced the selection of destinations by some tourists hence directly affecting the international arrivals figures which directly reflects the earning of foreign currency which eventually translates into a contribution to GDP. A question was asked on whether there is an increase in tourist’s arrival as a result of e-marketing. 1 respondent strongly disagreed. 6 disagreed and 27 remained neutral. 24 agreed and 22 strongly agreed. As can be seen from the survey results shown on Table 5:18: 60% of the respondents felt that there has been an increase in the number of international arrivals after the application of e-marketing tools.

**Table 5:19: Tourists learn about tours because of E-marketing – Tembo 2018**

<b>Tourists learn about tours because of E-marketing</b>	<b>Likert scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	strongly disagree	1	1.2	1.3	1.3
	disagree	5	6.1	6.3	7.5
	neutral	25	30.5	31.3	38.8
	agree	28	34.1	35.0	73.8
	strongly agree	21	25.6	26.3	100.0
	Total	80	97.6	100.0	
	Missing Values	2	2.4		
<b>Total</b>		<b>82</b>	<b>100.0</b>		

The Table 5:19: above shows the responses on the Tourists’ knowledge of tour products as a result of E-marketing. About half of the respondents responded that most tourists knew about tours because of E-marketing. While there was no valid proof, it’s definitely another area of interest that researchers can undertake. The question on whether tourists learn about tours because of E-marketing, the responses were that only about 50% confirmed that most tourists know about the tour offers while the rest of the respondents strongly disagreed, 5 disagreed and 25 remained neutral. 28 agreed and 21 strongly agreed.

The Table 5:20: below indicates the E-marketing tools that the Zambian Tourism industry are using. Out of 82 respondents, almost all of the respondents indicated the most common E-marketing tools that tourists use as indicated by the Table 5:20: below.

**Table 5:20: Most common Social Media tools used in the Zambian Tourism Sector**

<b>Most common Social Media tools used in the Zambian Tourism Sector</b>		<b>Frequency</b>	<b>Percentage</b>
1.	Facebook	29	35
2.	SEO	14	17
3.	Mobile Applications	13	16
4.	Instagram	10	12
5.	Trip Adviser	7	9
6.	Booking.com	5	6
7.	Expedia	4	5
<b>Total</b>		<b>82</b>	<b>100</b>

The survey results showed that the most used E-marketing tool was facebook as indicated in the table 5:20: above. Facebook can broadcast different messages both targeted and mass media. It has become the most famous tool even among the small-scale operators. Through Facebook, tour operators may advertise for their tour products and services and further can target certain customers with a certain message in order to entice them to come and visit Zambia. Facebook is therefore seen as a many in one (can be used in so many ways or situations) tool that most businesses use to promote and create awareness about their products and services.

### 5.3. Qualitative Data:

#### Expert Interview

Expert interview was used also in answering the questions below as indicated in table 22.

**Table 5:21: Factors positively affecting the growth of tourism in Zambia – Tembo 2018**

Responses	Frequency	Percentage
Good Infrastructure	22	26.9
Economic Stability	7	8.5
Political Stability	16	19.5
Policy Consistency	3	3.6
Social and Cultural Preservation	11	13.4
Good ICT Infrastructure	6	7.3
Proper Modern marketing strategies	4	5
Friendly and responsible citizenry	5	6
Good Management of the environment	8	9.8
<b>Total</b>	<b>82</b>	<b>100.0</b>

The table 5:21: above shows data on the factors that positively affect tourism growth in Zambia. Out of 82 respondents, 22 indicated good infrastructure, 7 indicated economic stability, 16 political stability whilst 3 indicated policy consistency, 11 other respondents indicated social and cultural preservation, 6 indicated good ICT infrastructure, 4 indicated proper modern marketing strategies, and 5 indicated friendly and responsible citizenry and 8 indicated good management of the environment. However, it is clear to mention that factors that affect the tourism industry are not restricted to the above.

**Table 5.22: Factors negatively affecting the growth of tourism in Zambia – Tembo 2018**

<b>Responses</b>	<b>Frequency</b>	<b>Percentages</b>
Political Instability	12	15
Lack of proper Infrastructure	36	43
Poor ICT Infrastructure	19	23
Cost of goods and services	7	9
Ecological-Global warming issues	3	4
Inconsistent policy direction	5	6
<b>Total</b>	<b>82</b>	<b>100</b>

Table 5:22: above shows data on the factors that negatively affect tourism growth in Zambia. Out of 82 respondents, 12 indicated political instability, 36 indicated lack of proper infrastructure and 19 indicated poor ICT infrastructure. 7 respondents indicated cost of goods and services, 3 indicated ecological global warming issues and 5 indicated inconsistent policy direction. With the fore going therefore, there are many factors that affect the tourism industry however the researcher restricted himself to the ones that the respondents brought out.

## LIKERT SCALE ANALYSIS

1.	2.	3.	4.	5.
Strongly disagree	Disagree	Neural	Agree	Strongly Agree

**TABLE 5:23: Relationship between E-marketing and Tourism Growth – Tembo 2018**

Objective 1	Mean
<b>To establish the relationship between E-marketing (EM) and Tourism Growth (TG) in Zambia</b>	
(i) E-marketing is extensively used in the tourism sector in Zambia.	3.914
(ii) There is a relationship between E-marketing and tourism growth. (The more we use E-marketing, the more growth we experience).	4.402
(iii) There has been an increased growth of business because of the use of E-marketing tools.	3.963
(iv) The number of Tourist arrivals in your company has increased because of E-marketing.	3.658
(v) The number of Tourists who know about your tour organisation is because of E-marketing.	3.695
(vi) I know most of the E-Marketing tools.	3.878
(vii) I use / my company uses E-marketing tools.	4.073
<b>TOTAL MEAN</b>	<b>3.940</b>

Table 5:23: above shows the results of the respondents indicate that there is a relationship between E-marketing and Tourism growth. The overall mean of **3.940** is skewed towards 4 on the Likert scale giving a positive indication that the more E-marketing is applied the more growth the industry experiences.

**Table 5: 24: Investigate extent of ICT use in Tourism – Tembo 2018**

<b>Objective 2.</b>	<b>Mean</b>
<b>To investigate the extent of ICT use in the Tourism Industry</b>	
(i) The Tour operator has a qualified ICT professional who does E-marketing of tour products.	3.853
(ii) The ICT Professional has adequate skills and experience to undertake E-marketing Tourist activities?	3.963
(iii) There internet connection in the area I am operating from	3.756
(iv) The speed of my internet connection is adequate for E-marketing. (breadth).	3.609
(v) The internet in my area is available everyday throughout the year (24/7).	3.853
(vi) The internet cost is affordable in my area.	3.452
(vii) The internet cost is affordable by local tourist in my area.	2.975
(viii) I don't have any outstanding internet bills neither does my institution or company have any outstanding internet bills.	4.268
<b>TOTAL MEAN</b>	<b>3.716</b>

Table 5:24: above shows the results on Objective two that show that there is fairly a good number of tour operators that use ICTs in the industry. The average mean **3.716** is leaning towards 4 on the Likert scale an indication that most respondents use ICTs in promoting, managing and marketing of tour products.

**Table 5:25: Factors that affect E-marketing adoption in Zambia’s Tourism – Tembo 2018**

<b>Objective 3.</b>	<b>Mean</b>
<b>To investigate factors affecting E-marketing adoption in Zambia’s Tourism Industry.</b>	
(i) The Tour operator has a qualified ICT professional who does E-marketing of tour products.	3.853
(ii) The ICT Professional has adequate skills and experience to undertake E-marketing of Tourism activities.	3.963
(iii) The internet connection in the area I am operating from	3.756
(iv) The speed of my internet connection is adequate for E-marketing. (Breadth).	3.609
(v) The internet in my area is available everyday throughout the year (24/7).	3.853
(vi) The internet cost is affordable in my area	3.452
(vii) The internet cost is affordable by local tourists in my area.	2.975
<b>TOTAL MEAN</b>	<b>3.637</b>

Table 5:25: shows that the overall mean **3.637** of the factors that affect the adoption of E-marketing is skewed towards 4 on the Likert scale a sign that there has been an improvement in addressing factors that affect the adoption of E-marketing however , Question (vii) in indicated a mean value of **2.975** skewed between two and three on the Likert scale a conclusion that the cost of internet is still a big factor that affect many of the local tourists.

**Table 5.26 Summary of The Likert Scale Analysis.**

<b>Objectives (Independent Variables)</b>	<b>Mean</b>
Relationship between E-marketing and Tourism Growth	3.940
Investigate extent of ICT use in Tourism	3.716
Factors that affect E-marketing adoption in Zambia’s Tourism	3.637
<b>Grand Mean of Independent Variables</b>	<b>3.764</b>

## Likert Scale



The grand mean of the respondents is **3.763**, indicating that there is a relationship between E-marketing and Tourism Growth. The **3.763** is skewed towards 4 on the Likert scale indicating that E-marketing has a positive impact on the Tourism growth.

### 5.4. Pearson Correlation

Pearson correlation refers to the extent in which two variables are linearly related. The Pearson correlation coefficient (Pearson's correlation, for short) is a measure of the strength and direction of association that exists between two variables measured on at least an interval scale.

For example, you could use a Pearson's correlation to understand whether there is an association between exam performance and time spent revising. You could also use a Pearson's correlation to understand whether there is an association between depression and length of unemployment.

A Pearson's correlation attempts to draw a line of best fit through the data of two variables. According to Prion & Haerling (2014), they argue that the Pearson product-moment correlation coefficient, better known as the correlation coefficient, or as  $r$ , is the most widely used correlation coefficient to study degree of association between two variables by providing the strength and direction of association between them. The "rule of thumb" for interpreting Pearson results are as follows: 0 to 0.20 is negligible, 0.21 to 0.35 is weak, 0.36 to 0.67 is moderate, 0.68 to 0.90 is strong, and 0.91 to 1.00 is considered very strong (Taylor, 1990; Shavelson, 1996). A Pearson correlation is a number between -1 and 1 that will indicate this relationship. Pearson correlations are suitable only for metric variables (which include dichotomous variables). Statistically, it is the cross products of the Z-scores (of the two variables X, Y) divided by the degree of freedom ( $n-1$ ) where  $n$  is the sample size. The Pearson's correlation coefficient (Pearson Product Moment Correlation) is:

$r = \frac{\sum (ZX \cdot ZY)}{n - 1}$  But for computational purpose, the formula can be presented as:

$$r = \frac{\{n \sum XY - (\sum X) (\sum Y)\}}{\sqrt{\{[n \sum X^2 - (\sum X)^2] [n \sum Y^2 - (\sum Y)^2]\}}}$$

A Pearson correlation test was conducted to establish whether there was a linear relationship between the Dependent Variable (The Impact of E-marketing on the Tourism Growth (IETG) and each of the Independent Variables and the Pearson correlation coefficient, r, indicates how far away all these data points are from this line of best fit (i.e., how well the data points fit this model/line of best fit).

**Table 5:27: Pearson Correlation showing positive linear relationship of various strength across all variables:**

		RETG	EIT	FAET
IETG	[r] Pearson Correlation	.714	.554	.317
	Sig. (2 tailed)	.000	.000	.004
	N	82	82	82

From table 5:27: above, the following results were obtained; RETG r = .714 (with a p value of 0.000 and N at 82); EIT r = .554 (with a p value of 0.000 and N at 82) and FAET r = .317 (with a p value of .004 and N at 82). The results therefore show that there is a strong positive linear relationship between Impact of E-marketing in Tourism Growth at 5% percent of significance for all independent variables except FAET. We, therefore conclude that there exists a statistically and scientifically significant positive moderate linear relationship between E-marketing and Tourism Growth. The Correlation is significant at the 0.01 level (2-tailed) and at the 0.05 level (2-tailed). Since the values are above - 1, the variables are therefore significantly correlated. E-marketing is therefore correlated with Tourism growth.

### 5.5. Multiple Regressions

Multiple regressions is a statistical tool that allows you to examine how multiple independent variables are related to a dependent variable. When the researcher has identified how these multiple variables relate to dependent variable, information about all of the independent Variables can then be taken and conclusions made. This tool can be used to make much more powerful and accurate predictions about why things are the way they are.

**Table 5.28 Linear Regression**

Model	Unstandardized		Standardised	T	Sig
	Coefficients				
	B	Std Error	Beta		
(Constant)	1.443	.373		3.870	.000
RETG	.450	.065	.580	6.925	.000
EIT	.250	.091	.247	2.751	.000
FAET	.031	.032	.078	.961	.339

Based on the test result, the following predictor variable is not significant:

**FAET (t = .961; b = 0.031; p = 0.339),**

While the following predictor variables are significant: **RETG (t = 6.925; b = 0.450; p = 0.000)** and **EIT (t = 2.751; b = 0.250; p = 0.000).**

### **5.6. linear Relationship**

R is called the Multiple Correlation Coefficient. The strength of the relationship between the dependent variable and the independent variables is measured by the Multiple Correlation Coefficient; R. R can be any value from 0 to +1. The closer R is to one, the stronger the linear relationship is. If R equals zero, then there is no linear relationship between the dependent variable and the independent variables. Unlike the simple correlation coefficient, r, which tells both the strength and direction of the relationship, R tells only the strength of the relationship. R is never a negative value. This can be seen from the formula below, since the square root of this value indicates the positive root. Formula for two independent variables, X1 and X2:

$$R = \frac{\sqrt{r_{yx_1}^2 + r_{yx_2}^2 - 2r_{yx_1}(r_{yx_2})(r_{x_1x_2})}}{\sqrt{1 - r_{x_1x_2}^2}}$$

**Table 5:29: Multiple Regression Model Summary Table:**

Model	R	R Square	Adjusted R Square	Std Error of the Estimates
1	.759a	.576	.560	.34772

This table 5:29: provides the R, R<sup>2</sup>, adjusted R<sup>2</sup>, and the standard error of the estimate, which can be used to determine how well a regression model fits the data. The "R" column represents the value of R, the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case, **IETG**. A value of **0.759**, in this case, indicates a good level of a moderately strong positive linear relationship between the dependent variable; Impact of E-marketing on Tourism Growth (IETG) and the two independent variables; Relationship between E-marketing and Tourism Growth (RETG) and Extent of the use of ICTs in Tourism (EIT).

### 5.7. Overall Fit of Regression Equation (Use of Coefficient of Determination)

In statistics, the coefficient of determination, denoted R<sup>2</sup>, is used in the context of statistical models whose main purpose is the prediction of future outcomes on the basis of other related information. R<sup>2</sup> is most often seen as a number between 0 and 1.0, used to describe how well a regression line fits a set of data. An R<sup>2</sup> near 1.0 indicates that a regression line fits the data well, while an R<sup>2</sup> closer to 0 indicates a regression line does not fit the data very well.

R<sup>2</sup> is the proportion of variability in a data set that is accounted for by the statistical model. It provides a measure of how well future outcomes are likely to be predicted by the model. The table above shows R<sup>2</sup> = 0.576 This means that 57.6 % of the Impact of E-marketing on Tourism Growth (IETG) can fully and jointly be explained by the three independent variables RETG, EIT and FAET. The implication here is that we still have about 42.4% percent of the Impact of E-marketing on Tourism Growth can be explained by other factors other than RETG, EIT and FAET.

## 5.8. Regression Equation- ANOVA ANALYSIS

ANOVA was used in order to test the significance of the results. The results of ANOVA analysis are presented in Table 5:30: below.

**Table 5:30: ANOVA ANALYSIS**

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	12.813	3	4.271	35.323	.000b
Residual	9.431	78	.121		
Total	22.244	81			

The Analysis of Variance (ANOVA) consists of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance. The basic regression line concept,  $DATA = FIT + RESIDUAL$ , is rewritten as follows:

$$(y_i - \bar{y}) = (\bar{y} - \bar{y}) + (y_i - \bar{y}).$$

The first term is the total variation in the response  $y$ , the second term is the variation in mean response, and the third term is the residual value. Squaring each of these terms and adding over all of the  $n$  observations gives the equation

$$(y_i - \bar{y})^2 = (\bar{y} - \bar{y})^2 + (y_i - \bar{y})^2.$$

This equation may also be written as  $SST = SSM + SSE$ , where  $SS$  is notation for sum of squares and  $T$ ,  $M$ , and  $E$  are notation for total, model, and error, respectively.

The square of the sample correlation is equal to the ratio of the model sum of squares to the total sum of squares:  $r^2 = SSM/SST$ .

This formalizes the interpretation of  $r^2$  as explaining the fraction of variability in the data explained by the regression model. The sample variance  $s_y^2$  is equal to  $(y_i - \bar{y})^2 / (n - 1) = SST/DFT$ , the total sum of squares divided by the total degrees of freedom (DFT).

For simple linear regression, the MSM (mean square model) =  $\sum (y_i - \hat{y}_i)^2 / (1) = SSM/DFM$ , since the simple linear regression model has one explanatory variable  $x$ .

The corresponding MSE (mean square error) =  $\sum (y_i - \hat{y}_i)^2 / (n - 2) = SSE/DFE$ , the estimate of the variance about the population regression line (2).

What are F-tests are named after its test statistic, F, which was named in honour of Sir Ronald Fisher. The F-statistic is simply a ratio of two variances. Variances are a measure of dispersion, or how far the data are scattered from the mean. Larger values represent greater dispersion. Variance is the square of the standard deviation. For us humans, standard deviations are easier to understand than variances because they're in the same units as data rather than squared units. However, many analyses actually use variances in the calculations.

F-statistics are based on the ratio of mean squares. The term "mean squares" may sound confusing but it is simply an estimate of population variance that accounts for the degrees of freedom (DF) used to calculate that estimate. Despite being a ratio of variances, you can use F-tests in a wide variety of situations. Unsurprisingly, the F-test can assess the equality of variances. However, by changing the variances that are included in the ratio, the F-test becomes a very flexible test. For example, you can use F-statistics and F-tests to test the overall significance for a regression model, to compare the fits of different models, to test specific regression terms, and to test the equality of means. F-statistics and the F-test. The F-statistic is a statistic for testing the hypothesis that the graph overall is a good fit. The F-statistic is a ratio of Mean Square Model (MSM) term to that of Mean Square Error (MSE) term. If the MSM is large relative to MSE, then the ratio is large and there is evidence against the null hypothesis. In general, F-statistics with significance value of 0.05 (5%) or less are generally a good fit. In our case here, the value of 0.000 is less than 0.05 and we say that the graph overall is a good fit.

## **5.9. Analysis of the Multiple Regression Data**

The beta variable is a measure of how strongly the independent variable influences the dependent variable. It is measured in 'standard deviation' units. A beta of 3 means that a change in one standard deviation in the independent variable leads to a 3 standard deviation change in the dependent variable. Thus, it implies that the higher the beta, the greater the impact of the dependent variable on the independent variable. According to Pedhazur (1997),

sole reliance on using beta weights to interpret MR is only justified in the case where predictors are perfectly uncorrelated. A beta weight for an independent variable indicates the expected increase or decrease in the dependent variable, in standard deviation units, given a one standard-deviation increase in independent variable with all other independent variables held constant.

Whereas, the correlation coefficient reflects both the magnitude and direction of the relationship in independent variables. Its values range from -1.0 to 1.0 -If a correlation coefficient is negative, the values of the two variables that are correlated are inversely related; as one variable 's scores increase, the other variable 's scores decrease. If a correlation coefficient is positive, an increase (or decrease) in one variable is related to an increase (or decrease) in the other variable in the coefficient. Table 5.32 below presents results of co-efficient analysis.

**Table 5:31: Coefficient Analysis**

Model	Unstandardized Coefficient		Stand Coefficient	T	Sig
	B	Std Error	Beta		
<b>1 (Constant)</b>	1.443	.373		3.870	.000
<b>RETG</b>	.450	.065	<b>.580</b>	6.925	.000
<b>EIT</b>	.250	.091	<b>.247</b>	2.751	.007
<b>FAET</b>	.031	.032	<b>.078</b>	.961	.339

Beta Value Regression Analysis involves A standardized beta coefficient that compares the strength of the effect of each individual independent variable to the dependent variable. The higher the absolute value of the beta coefficient, the stronger the effect. For example, a beta of -.9 has a stronger effect than a beta of +.8. Standardized beta coefficients have standard

deviations as their units. This means the variables can be easily compared to each other. In other words, standardized beta coefficients are the coefficients that you would get if the variables in the regression were all converted to z-scores before running the analysis. Beta value analysis was undertaken to assess the relationship between the Impact of E-marketing on Tourism Growth (dependent Variable) and the relationship of E-marketing in Tourism Growth (Independent Variable). The results of the test are shown in the table 5:32: below.

**5:32: Relationship of E-marketing on Tourism Growth (RETG)**

RETG	Multiple Regression Test		Pearson Correlation Coefficient	
	Beta Value	Sig	Correlation Coefficient (r)	Sig
	.580	.000	.714**	.000

The table shows that there is a positive relationship between E-marketing and Tourism Growth. This can be seen by a positive beta value of 0.580 representing 58 % of the Impact of E-marketing on Tourism Growth. Furthermore, the Significant test shows that the p-value is 0.000 i.e.  $p < 0.05$  thus indicating a very strong significant relationship between Relationship of E-marketing on Tourism Growth and the Impact of E-marketing on Tourism Growth. This result is further confirmed by the Pearson Correlation test [  $r = 0.714$  ] which reveal a moderately strong linear relationship between Relationship of E-marketing on Tourism Growth and the Impact of E-marketing on Tourism Growth. The p-value is 0.000 i.e.

$p < 0.005$  confirms the fact that IETG is linearly correlated to the RETG.

**5:33: Extent of use of ICT in Tourism**

Regression and Pearson correlation coefficient tests were conducted to check the relationship between the Extent use of ICTs in Tourism and the Impact on E-marketing on Tourism Growth. The results are presented in Table 5:33:

**Table 5:33: Extent of use of ICT in Tourism**

EIT	Multiple Regression Test		Pearson Correlation Coefficient	
	Beta Value	Sig	Correlation Coefficient [r]	Sig
	.247	.000	.554**	.007

The results above indicate that there is a moderately positive beta value of 0.247 which represents 24.7% of the Impact of E-marketing on Tourism Growth. The Significant test indicate that the p-value is 0.000 i.e.  $p < 0.05$  thus revealing moderate strong significant relationship between Extent of use of ICTs and the Impact of E-marketing on Tourism Growth. Further the Pearson Correlation test [  $r = 0.554$ ] which reveal a moderately strong linear relationship between Extent of use of ICTs and Impact of E-marketing on Tourism Growth.

#### 5:34: Factors Affecting Adoption of E-marketing in Tourism

The Regression and Pearson correlation coefficient tests were carried out on Factors affecting adoption of E-marketing in Tourism in order to ascertain the relationship between Factors Affecting Adoption of E-marketing in Tourism and the Impact of E-marketing on Tourism Growth. The results are presented in the table 5:34: below;

**Table 5: 34: Factors Affecting Adoption of E-marketing in Tourism**

FAET	Multiple Regression Test		Pearson Correlation Coefficient	
	Beta Value	Sig	Correlation Coefficient [r]	Sig
	.078	.339	.317	.033

Table 5:34: above shows that Factors affecting Adoption of E-marketing in Tourism has a value of .078 which implies that it accounts for only 7.8% of the Impact of E-marketing on Tourism Growth, Furthermore, the Significant test shows that the p-value is 0.339 i.e.  $p >$

0.05 thus showing that no relationship exists between Factors affecting the Adoption of E-marketing and the Impact of E-marketing on Tourism Growth. The Pearson Correlation test [  $r = 0.317$ ] reveals no linear relationship between Factors affecting Adoption of E-marketing and Impact of E-marketing on Tourism Growth.

### **5.10. The Line of Best Fit: Multiple Regression Analysis**

The following equation is an idea model used in statistics to capture the relationship of independent variables and can be used for predicting the contribution of these independent variables to the dependent variable. This multiple linear regression equation helps to optimally predict the phenomenon of the Impact of E-marketing on the Tourism Growth in Zambia. The goal is not to understand why Zambian Tourism is not growing but to create best equation that supports the overall objective of the research which is to investigate the Impact of E-marketing on Tourism Growth. To this end, the Impact of E-marketing on Tourism Model suggests the following;  $IMETG = B_0(OPETI) + (B_1*RETG) + (B_2*EIT) + (B_3*FAET)$

**IETG = represents the Dependent Variable (DV); what is being predicted or explained**

**$B_0(OPETI)$  = is the Constant or intercept**

**$B_1$  = the Slope (Beta coefficient) for RETG; where RETG is the first Independent Variable (IV) that is explaining the variance in IETG**

**$B_2$  = is the Slope (Beta coefficient) for EIT; where EIT is the second Independent Variable (IV) that is explaining the variance in IETG**

**$B_3$  = is the Slope (Beta coefficient) for FAET; where FAET is the third independent variable (IV) that is explaining the variance in IETG**

Assuming that all the independent variables (**X1, X2, and X3**) are zero, then the Dependent Variable (Y) will be equal to  **$B_0(OPETI)$** . Implying it can only be explained by  **$B_0(OPETI)$** .

For the study, the implication is that if all the independent variables (**RETG, EIT and FAET**) are zero, then Impact of E-marketing on Tourism Growth can only be explained or estimated by the **Operational Environment in Tourism Industry (OPETI)**.

$$\text{IETG} = 0.580\text{RETG} + 0.247\text{EIT} - 0.078\text{FAET}$$

The equation above shows that Impact of E-marketing on Tourism Growth (IETG) will increase by 0.580 units or 58% for each increase in the relationship of E-marketing and Tourism Growth. Meaning that the more E-marketing is implemented the more Tourism Growth will be experienced holding both the Extent of ICT use in Tourism and Factors affecting Adoption of E-marketing constant. The implication of this therefore is that, E-marketing is synonymous with Tourism Growth. If Tour Operators embraced E-marketing, Tourism Growth becomes automatic.

Further, the same conclusion can be said for EIT, that's the Impact of E-marketing on Tourism Growth will increase by 0.247 units or 24.7% for each increase in the Extent of use of ICTs in Tourism Industry holding the rest of the independent variables constant. The Extent use of ICTs in Tourism will result in the positive Impact of E-marketing on Tourism Growth. Therefore, there is a direct positive impact between the Extent use of ICTs in Tourism (EIT) and the Impact of E-marketing on Tourism Growth (IETG). For Factors affecting the Adoption of E-marketing in Tourism Industry, the Impact of E-marketing on Tourism Growth will decrease by 0.078 units or 7.8% for each increase in Factors affecting Adoption of E-marketing.

### **5.11. Hypothesis Testing**

A hypothesis may be precisely defined as a tentative proposition suggested as a solution to a problem or as an explanation of some phenomenon Ary, Jacobs and Razavieh (1984). According to Paiva. A (2010) a hypothesis is a statistical hypothesis is an assertion or conjecture concerning one or more populations. Creswell (1994), highlights that a hypothesis is a formal statement that presents the expected relationship between an independent and dependent variable. To prove that a hypothesis is true, or false, with absolute certainty, we would need absolute knowledge. That is, we would have to examine the entire population. Instead, hypothesis testing concerns with the use of a random sample to judge if it is evidence that supports or not support the hypothesis.

Hypothesis is therefore a testing method of a claim about a parameter in a population, using data measured in a sample. In this method, we test some hypothesis by determining the likelihood that a sample statistic could have been selected, if the hypothesis regarding the

population parameter were true. Based on the theoretical research framework and hypothesis development that highlighted in the earlier chapter, the following hypotheses will be fully examined and tested. The Pearson correlation ( $r$ ) and multiple regression were used to compute the hypotheses assumption.

Hypothesis 1: There is a relationship between E-marketing and Tourism Growth

Hypothesis 2: Extent of use of ICTs in Tourism has an Impact on E-marketing and Tourism Growth.

Hypothesis 3: Factors affecting adoption of E-marketing has an Impact on Tourism Growth.

**Table 5:35: Summary of Tested Hypothesis**

Hypothesis	Multiple Regression		Pearson Coefficient			Interpretation
	Beta Value	Sig (p-values)	r = Correlation value	Sig (p-value)	Correlate Results	
There is a relationship between E-marketing and Tourism Growth (Hypothesis 1)	.580	.000	r = .714	p =.000	Since p = 0.000 < .05, there is a strong positive relationship between E-marketing and Tourism Growth	The result therefore confirms hypothesis one that there is a relationship between E-marketing and Tourism Growth.
Extent of use of ICTs in Tourism has an Impact on E-marketing and Tourism Growth. (Hypothesis 2)	.247	.000	r = .554	p = .007	Since p = 0.007 < 0.05, The results indicated a moderate significant positive linear relationship between Extent of the use of ICTs in Tourism and the Impact on E-marketing and Tourism Growth.	From the results, Hypothesis two can be confirmed that there is a moderate significant relationship between Extent of the use of ICTs in Tourism and the Impact on E-marketing and Tourism Growth.
Factors affecting adoption of E-marketing has an Impact on E-marketing and Tourism Growth. (Hypothesis 3)	.078	.339	r = 0.317	p =.033	p = 0.033 > .05 The results show a greater value of p meaning that there is no relationship between the Factors	From the obtained results, Hypothesis 3 is rejected because there is no relationship between the Factors affecting the Adoption of E-

					affecting the Adoption of E-marketing and Impact of E-marketing on Tourism Growth.	marketing and Impact on E-marketing and Tourism Growth. However further examination of the results may show a slight relationship.
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## CHAPTER SIX

### 6.0. Qualitative Data

#### 6.1. Overview

The previous chapter gave a detailed statement of the findings and results of the study. The chapter gave the data analysis processes and further highlighted tools that were used in the analysis. Tools like Pearson correlation, multiple regression, linear relationship and Anova analysis were highlighted. This chapter discusses the qualitative data obtained in this research. The data consisted of in-depth interviews with key strategic personnel in Tourism industry. These included General Managers, Tourism Marketing Directors / Managers, Tourism Policy analysts, Tourism management managers. According to Lindqvist, Johansson and Karlsson (2008), Qualitative data collection is a method that is used to collect data that can help researchers to generate new and interesting research questions and hypotheses. Qualitative data can also provide rich and detailed descriptions of human behaviour in the real-world contexts in which it occurs. Similarly, qualitative research can convey a sense of what it is actually like to be a member of a particular group or in a particular situation—what qualitative researchers often refer to as the “lived experience” of the research participants (Lindqvist, Johansson, and Karlsson, 2008). The qualitative analysis data provides evidence which can be used by it to evaluate the hypothesised model. More significantly, triangulated with the quantitative data it can be used to provide a more complete understanding of the investigated phenomenon by combining different research strategies (Erzberger and Prein, 1997).

The analysis that follows discusses individual respondents’ opinions regarding the Impact of E-marketing on Tourism Growth. This chapter is divided as follows. Section 6.2. Provides a profile of the respondents interviewed. Section 6.3. Provides a discussion of respondents’ opinions regarding the questions posed. Finally, a conclusion is provided in the last section 6.4.

The most common approaches in the collection of qualitative data is conducting in-depth interview. Interviews in qualitative research can be unstructured - consisting of a small number of general questions or prompts that allow participants to talk about what is of interest to them—or structured where there is a strict script that the interviewer does not

deviate from. Most interviews are in between the two and are called semi-structured interviews, where the researcher has a few consistent questions and can follow up by asking more detailed questions about the topics that do come up. According to Saunders, M., Lewis, P. & Thornhill, A. (2012) Purposive or judgemental sampling enables the researcher to use their judgement to select cases that will best enable them to answer research question(s) and to meet the objectives of the research. This form of sampling is often used when working with very small samples and when you wish to select cases that are particularly informative. Therefore, Purposive sampling can also be known as judgmental, selective or subjective sampling technique in which the researcher relies on his or her own judgment when choosing members of population to participate in the study with a predetermined aim of ensuring that specific answers answer the research questions and objectives. For this research, the researcher chose purposive sampling in order to obtain specific information that helps in answering the research questions and objectives from a selected sample of key respondents in the Tourism industry. The researcher adopted Semi-structured questions with a small sample of respondents consisting of 10 respondents who were purposively selected.

The qualitative data was therefore obtained mainly through in - depth interviews with relevant officials.

## **6.2. Profile of the Respondants:**

The profile included Name, Sex / Agenda, Educational qualification, Age, years of experience, years of experience as tour operator and lastly specific duties being performed. From the profile data 6 interviewees female while 4 were male. The average age of the respondents was 37.5years while the minimum qualification was a Bachelors Degree with an average of 5 years working experience in the tourism industry.

## **6.3. Discussion of respondents' Feedback**

The in-depth interview was mainly based on the research objectives. All the respondents acknowledged and strongly agreed that E-marketing has impact on the growth of tourism. Further the respondents highlighted that some of the factors that affect positively the tourism growth in Zambia include; Good infrastructure, Economic stability, political stability, policy consistency, Cultural preservation, Good ICT infrastructure, Proper modern marketing strategies and planning, Good management of the Environment. And those that affect

negatively the tourism industry includes; Political instability, Global warming, Poor ICT infrastructure, lack of ICT skills, cost of ICT equipment, cost of internet connectivity and lastly lack of proper physical infrastructure to support tourism etc.

#### **6.4. Data Validation**

E-marketing plays an important role in the marketing and promotion of tourism. The practise of E-marketing helps to increase tour arrivals hence directly affecting the revenue base and which eventually fosters growth. Tourism being information-based business, the Tourists will look to different sources of information for them to plan their next destination. The E-marketing tools therefore play a significant role in influencing the tourists to choose the destination. Tour operators need therefore to investment more in E-marketing functions as a way of reaching out to the tourists who are planning and searching for information about their Holiday. The E-marketing strategy must help the tour operators to optimise on their ability to use different available E-marketing tools and strategies. The use of social media as a preferred means of getting information about what tourists consider necessary in choosing the destination must help operators to improve the service delivery and product quality and differentiation to meet the needs of different cliental. Tourism business has become competitive, only the businesses that will adopt E-marketing strategies will survive the hash competition in the market. For E-marketing to take place, certain factors must be in place.

The Government of Zambia acknowledges the importance of Tourism marketing. In the national tourism policy, Government mandated the Zambia Tourism Board (Zambia Tourism Agency) to leverage the marketing of Zambia tourism online with the use of E-marketing tools such as social media in order to create a tourism brand for the Country. According to the National Information and Communication Technology Policy (2006), Hon. Abel M. Chambishi, MP. Minister of Communications and transport at the time, emphasised the need for the national to embrace ICTs as an enabler of social and economic development. He emphasised the need for the Travel and tourism sector of the country to embrace the use of ICTs in marketing of tourism products. More recently Government has adopted the Smart Zambia drive, which seeks to automat all Government processes and procedures including the Tourism business. According to Mr. Roland Msiska, the Secretary to cabinet said that the introduction of Smart Zambia has seen the launch of e-visa services which will allow citizens of various countries to obtain visas on arrival after obtaining the e-visa which has been rated

as one of the best in the world. He hopes that the introduction of e-visa will help in increasing the number of international arrivals. And Minister of Finance, Hon. Felix Mutati, said that Zambia is one of the most attractive investment destinations in Africa which offered attractive tourism investment opportunities to benefit both the nation and other countries. Therefore, protection and conservation measures need to be considered alongside the developments in ICT. Presenting the 2017 national Budget to Parliament recently, Finance Minister Felix Mutati announced that in 2017, Government will implement the Tourism Development Fund as provided for in the Tourism and Hospitality Act. The Fund will support tourism product development, tourism infrastructure and marketing. This is intended to enhance the sector's contribution to employment and wealth generation and will also enhance the capacity to safeguard wildlife resources. As part of Government's strategy to boost tourism in Zambia, Government will work with the private sector to come up with an integrated approach to develop the sector. This will ensure that initiatives that have commenced are completed before embarking on new ones. Zambia Tourism Agency (ZTA) chief executive officer Felix Chaila highlighted that the changes in the tourism sector presents a foundation for creation of an effective tourism marketing platform for the country. Mr Chaila says ZTA has collaborated with the private sector by holding road shows in various key markets adding that this will give an opportunity to more stakeholders to partner with the agency. He said that ZTA has strengthened its social media and e-marketing efforts in order to boost and reach the global market at minimum cost. Zambia's tourism sector is currently one of the country's growth potential areas. It has been given the non-traditional export status and is receiving a lot of support from the Government by way of infrastructure development, promotion of increased private sector participation, as well as attractive tax incentives for all investments in the sector.

The growth of Zambia's tourism industry can have a significant impact on formal and informal employment and incomes, particularly in rural areas. Zambia currently receives significantly fewer tourists than might be expected, given its fundamental endowments. Zambia recorded 931,782 international tourists' arrivals in 2015 compared to 946,969 tourists in 2014 resulting in a decline of 1.6 per cent. Despite having strong nature tourism attractions, Zambia trails many competing nations in the number of visitors, average length of stay and average visitor expenditure. The tourism industry could come closer to reaching its potential, through increased investment (both domestic and foreign), visitor numbers, length

of stay and expenditure. This could provide more jobs and contribute to increased prosperity. Tourism and Arts permanent secretary Stephen Mwansa says tourism has the potential to create a million jobs in Zambia because it is a money-spinning industry globally. Mr Mwansa explains that the sector currently employs 300,000 people and is a great contributor to the country's GDP. He says Government is determined to make the tourism sector a key contributor to the economy, poverty alleviation and job creation. "Government is committed to ensuring that the tourism sector becomes one of the key contributors to economic growth in the country (Times of Zambia 2016). The Growth of the tourism sector in Zambia can have a significant pro-poor impact, raising prosperity and providing more jobs and better livelihoods for many Zambians, especially in rural areas. The sector has the potential to contribute to the country's GDP more than it is currently.

## **6.5. Conclusion**

From the results obtained, it shows that E-marketing has become an important tool in the promotion of tourism. However, the comparison of traditional marketing tools combined with E-marketing tools has revealed that most tour operators prefer the E-marketing tools as it helps them to be in direct contact with customers, it's easy to use and can be accessed twenty-four seven. Further E-marketing tools have an advantage of reaching out to a million customers at the same time and within a flash of a second. The use of ICTs has enabled many tour operators to appreciate the effectiveness of E-marketing tools in getting tourists to come and visit different destinations. Many tour operators are using E-marketing strategies in advertising for their products and services. Therefore, Tourism being an information-based industry, E-marketing becomes an important marketing strategy or tool in getting the organisation go digital or electronic.

## **CHAPTER SEVEN**

### **7.0. Discussion, Conclusions and Recommendations**

#### **7.1. Overview**

Chapter six gave the qualitative that was mainly obtained through interviews with some key individuals involved in the tourism industry. The chapter gave feedback from the professional point of view regarding the tourism industry in Zambia. Further the chapter gave specific information from the key stakeholders on the subject matter. Some of the stake holders quoted was Government officials and Quasi Government institutions such as the Zambia Tourism Agency- ZTA and Zambia Development Agency - ZDA. This chapter discusses the findings on the Impact of E-marketing on Tourism Growth in Zambia. It highlights the findings on the relationship between E-marketing and Tourism Growth and further examines the Extent of the use of ICTs in the Tourism industry and the challenges or factors affecting adoption of E-marketing. The discussions are here presented under the subheadings derived from the objectives of the research. The chapter also draws conclusions and proposes some recommendations for policy formulation, enhancement of E-marketing and possible areas for further research.

#### **7.2. Major Findings**

##### **7.2.1. Impact of E-marketing on Tourism Growth**

###### **Principal Question**

What is the Impact of E-marketing on Tourism Growth in Zambia?

Findings to Principal Question

The research confirms that E-marketing has an Impact on the Tourism Growth in Zambia.

###### **Discussion**

The statement above indicates the importance of E-marketing for Tourism Growth in Zambia. The findings are validated by the results in chapter 5 (Table 5:26) which indicate an overall Grand Mean of E-marketing impact on Tourism Growth to be **3.764** which according to the Likert Scale (Table 5:26) is skewed towards the agreement that E-marketing has an impact on

Tourism Growth. Secondly, both Pearson Correlation results (Table 5:27) and Multiple Regression (Table 5:29) indicate a moderate positive relationship between E-marketing and Tourism Growth. The research results above indicate the importance of E-marketing for the Growth of the Zambian Tourism Industry. The findings reveal that majority of the respondents were in agreement that there has been an increased growth of business because of the use of E-marketing tools and that a number of Tourists Knew about the Tour Operator as a result of E-marketing. Further, the respondents were neutral with the following statements; “the Tour operator has a qualified ICT professional who does E-marketing of tour products, there is adequate internet connection in the area I am operating from, the internet cost is affordable by local tourist in my area...”, and “factors that affect the adoption of E-marketing...”

The findings of the study are revealing the challenges of lack of ICT skills and insights in the management and promotional of Tourism in Zambia.

E- Marketing is defined as the marketing of products and services via the internet. According to the Literature review on E-marketing in the tourism industry, E-marketing plays an important role in the promotion and marketing of products and services. Onyeocha and Chinonso (2015) define E-Marketing as the application of marketing principles and techniques via electronic media and more specifically the Internet. E-Marketing is therefore the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. With this definition, E-marketing can be said to be marketing done via different electronic media. Electronic media can be described as the use of any ICTs technologies to communicate or conduct business using different ICTs devices or mediums. According to the COMCEC report (2015), Information Communications Technology is increasingly playing an important role in the management and growth of businesses. ICTs have increasingly become an integral function of any business. ICTs facilitate the different business functions and activities to be carried out. Different business segments have come to appreciate the important role that ICTs are playing especially in the management, promotion and marketing of different business products and services. ICTs have changed the landscape of doing business. According to Buhalis (2003), ICTs have changed radically the efficiency and effectiveness of how businesses are conducted in the marketplace, as well as how consumers interact with organisations. Within the past ten years, the world has seen a global

increased in the usage of ICTs which has paved way to the introduction of Internet usage in almost all business sectors. The usage of internet has risen exponentially giving way to a thriving environment of information and commerce. This new landscape has radically changed the way business is conducted by increasing connectivity between consumer and supplier while creating new opportunities for business growth through sales and marketing. In the Tourism sector, Technology is playing an increasingly important role. The Tourism industry has seen a remarkable use of ICTs via the internet. The Internet has changed tourism consumer behaviour dramatically (Mills & Law, 2004). Prospective travellers have direct access to a much greater wealth of information provided by tourism organisations, private enterprises and increasingly by other users/consumers. From information search, to destination/product consumption and post experience engagement, ICTs offer a range of tools to facilitate and improve the process. Customers search for travel related information, make online air ticket bookings, online room reservations, and other online purchases themselves instead of relying on travel agencies to undertake this process for them (Morrison et al., 2001). In order for customers to have this information, E-marketing becomes an important tool that helps to provide customers / tourists with all the necessary information. E-marketing in the Tourism industry ensures that customers have the right information about the different tour products and services at the right time and can aid them in their decision-making process about the next destination of their choice. E-Marketing therefore encompasses all the activities that tour operators or a business conducts via the internet. The research confirmed the positive impact that ICTs have in the Tourism Industry. This is validated by the research of Buhalis (2008) entitled “Twenty years on and 10 years after the Internet: The state of e-Tourism research...” The research was about examining the context of Internet applications to Tourism. The research reveals that internet marketing (E-marketing) has transformed the way business is conducted in the Tourism sector.

The Study found that most Tour Operators in Zambian Tourism industry is beginning to adopt the use of ICTs in the marketing and promotional of Tourism activities. This is validated / confirmed by the favourable response from the respondents on the Extent of use of ICTs in Tourism. Most respondents acknowledge that there has been a raise in the use of ICTs which has led to the adoption of E-marketing strategies in the Industry.

The overall outcomes of the study with regard to the Impact of E-marketing on Tourism Growth indicate that there is a positive relationship between E-marketing and Tourism

Growth. These results show that E-marketing is important in Tourism and hospitality business. E-marketing therefore has a direct impact on the growth of the Tourism industry. Many Tourists get information via E-marketing activities or functions. These results are consistent to those found by researchers; Avinashi B.M, Babu.H and Meghan. B (2016) who investigated the impact of Digital marketing on the Indian Tourism industry. From the results, they concluded that the growth of digital marketing has had an impact and will continue to impact travel & tourism industry. Digital marketing has become an essential tool for managing the business. Understanding the main drivers of travel & tourism that includes geographical diversity, government initiatives, development of customised packages, changing consumer dynamics, easily available finance and benefits of customised packages for the target market are the key towards success in tourism. Digital Marketing has made information access more easily and always available online. This has helped the Tourists to have instant information via the web/mobile app. Further, the study reveals that E-marketing facilitates the management of electronic customer database and electronic customer relationship management which lead to customer retention which is a critical component in the Tourism industry the results consistent with Onyeocha and Chinonso (2015).

### **7.3. Factors and their Relationship on the Impact of E-marketing on Tourism Growth.**

Q1. What is the relationship between E-marketing and the growth of Tourism industry in Zambia? In other terms, identify an independent variable that shows that there is a relationship between E-marketing and Tourism Growth.

#### **Finding 1 (a); Factor Identification**

Discussion From the literature review, the identified relevant independent variable factors were the relationship between E-marketing and Tourism Growth (RETG). The other independent variables identified include; the Extent of the use of ICT in the Tourism Industry (EIT) and the Factors affecting the adoption of E-marketing in Tourism (FAET). Operating Environment in the Tourism Industry (OPETI) was identified as the mitigating variable.

#### **Finding 1 (b); the impact of E-marketing on Tourism Growth.**

There is a positive linear relationship between E-marketing and Tourism Growth (IETG) and all the independent factors collectively.

## Discussion

As stated in Chapter one of the study, the main objectives of the study are; to establish the relationship between E-marketing (EM) and Tourism Growth (TG) in Zambia, to investigate the extent of ICT use in the Tourism Industry, to investigate factors affecting E-marketing adoption in Zambia's Tourism Industry and to recommend E-marketing tools suitable for Zambia's Tourism Industry. In response to the first objective of the study, the data collected indicated that there is a positive linear relationship between E-marketing and Tourism Growth. The findings can be validated by the results in Table 5:32. The results indicate a positive beta value of 0.580 representing 58 % of the Impact of E-marketing on Tourism Growth. Furthermore, the Significant test shows that the p-value is 0.000 i.e.  $p < 0.05$  thus indicating a very strong significant relationship between Relationship of E-marketing on Tourism Growth and the Impact of E-marketing on Tourism Growth. This result is further confirmed by the Pearson Correlation test [  $r = 0.714$  ] which reveal a moderately strong linear relationship between Relationship of E-marketing and Tourism Growth. In response to the first objective of the study, analysis of the data collected showed the existence of a positive linear relationship between E-marketing and Tourism Growth. This finding was evidenced by the Value of R (multiple-correlation coefficient) which stood at 0.759 thereby indicating the existence of a positive linear relationship between E-marketing and Tourism Growth and the other independent variable, Extent of ICT use in Tourism.

The moderate linear relationship between the Impact of E-marketing on Tourism Growth and the independent variables indicates the fact that the Zambian Tourism industry need to invest more in the use of E-marketing in promoting and marketing Zambia's Tourism. The more E-marketing we have, the more growth will be experienced and the opposite will be true, the lesser E-marketing we employ, the lower the growth rate. This development could have an adverse effect on the country's Tourism industry which will eventually see the decline in the number of international arrivals, which further will impact the other sectors of the economy such as unemployment will increase, foreign currency exchange will be affected, FDI will be affected. So, the stagnation of the tourism industry will have repeal effects.

Further, the Coefficient of Determination ( $R^2$ ) with the test value of 0.576 means that 57.6% of the impact of E-marketing on Tourism Growth can be explained by the three independent variables of Relationship of E-marketing and Tourism Growth (RETG), Extent of the use of

ICT in Tourism (EIT) and the Factors affecting the adoption of E-marketing in Tourism (FAET). The implication here is that there is still about 42.4% percent of the impact of E-marketing on Tourism Growth that can be explained by factors other than those represented in the model. A low value of  $R^2$  does not necessarily mean the model is inappropriate (Reisinger, 1997). This is because the other factors (predictors) which have not been included in the model may account for more variability in IETG than those in the model. The factors used in the model are more internal to the Zambian Tourism Industry despite having an international perspective in certain cases.

The study further revealed that the higher the levels of E-marketing in Tourism, the higher the growth rate. This finding is backed by evidence from the specific tests performed on each of the three variables as indicated below;

### **Relationship of E-marketing and Tourism Growth**

The study established the existence of a positive linear relationship between the Impact of E-marketing on Tourism Growth. The study revealed that there is a relationship between E-marketing and Tourism Growth. This result is further confirmed by the Pearson Correlation test [  $r = 0.714$  ] which reveal a moderately strong linear relationship between Relationship of E-marketing and Tourism Growth and the Impact of E-marketing on Tourism Growth. The p-value is 0.000 i.e.  $p < 0.05$  confirms the fact that IETG is linearly correlated to the RETG.

### **Extent of ICT use in the Tourism Industry**

E-marketing has become the most powerful tool in growing the tourism industry. The past ten years marketing of tourism products and services have seen a great shift. The traditional marketing strategies have been complemented with the modern dynamic electronic marketing strategies. This has changed the way of conducting business in the tourism industry. Tour operators have now invested heavily in Electronic marketing tools which have proved to have a huge impact on their tourism business. According to the Forrester Research Report (2003), online Tourism travel business sales jumped to more than \$29 billion by the end of 2003 in the United States.

In order for E-marketing to become effective, the use of ICTs in the industry becomes a cardinal undertaking by the industry. This explains why most Tour operators are beginning to use ICTs in their daily marketing and promotional of Tourism. According to Bethapudi. A,

Information communication technologies (ICTs) have been transforming tourism globally. The ICT driven re-engineering has gradually generated a new paradigm-shift, altering the industry structure and developing a whole range of opportunities and threats. ICTs empower consumers to identify, customize and purchase tourism products and support the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of tourism organizations and destinations. ICTs are becoming a key determinant of organizational competitiveness. The enhancements in ICTs' capabilities, in combination with the decrease of the size of equipment and ICTs' costs, improved the reliability, compatibility and inter-connectivity of numerous terminals and applications. ICTs provide a powerful tool that can bring advantages in promoting and strengthening the tourism industry's strategy and operations. Results from the study indicate the existence of a significant moderate positive linear relationship between Impact of E-marketing on Tourism Growth and the Extent of the use of ICTs in Tourism ( $r = .554$   $p = 0.007$   $N = 82$ ). This finding shows, therefore, Extent of use of ICTs in the Tourism industry is useful for predicting the Impact of E-marketing on Tourism Growth confirming the study results by Shankar (2008) who said that ICT tools are providing new means for analysing the information for the Tourism industry. This was under the study "ICT and Tourism: Challenges and Opportunities".

### **Factors affecting the adoption of E-marketing in the Zambian Tourism Industry**

While E-marketing is a new scenario of Global Tourism Industry, the adoption of E-marketing as a strategic marketing tool has not be fully realised. Tourism industry is one of the growths of the online tourism travel business and is continually projected with rising figures. However, E-marketing in the Zambian Tourism Industry has not being fully exploited. Some of the factors that have led to this include; Security issues, cost of ICT infrastructure, lack of skills in ICTs to perform E-marketing functions, political environment / policy direction. From the results of the study, ( $r=0.317$ ,  $p=0.033$ , i.e.  $p = 0.033 > 0.05$ ). This therefore means that there is no relationship between impact of E-marketing on Tourism Growth and the Factors affecting Adoption of E-marketing in Tourism. However critical analysis of the Factors affecting the adoption of E-marketing and Impact of E-marketing on Tourism Growth can reveal a moderate relationship.

#### **7.4. Extent of ICT use in Tourism**

**Question 2: To what Extent are ICTs used in Zambia's Tourism Sector?**

**Finding 2: In the Zambian Tourism Industry the use of ICT was found to be moderately good. ICT was used sparingly.**

#### **Discussion**

The Regression and Pearson correlation coefficient tests conducted to check the relationship between the Extent use of ICTs in Tourism and the Impact on E-marketing on Tourism Growth indicate that there is a moderate relationship. The results are validated in Table 5:33: The results show a moderately positive beta value of 0.247 which represents 24.7% of the Impact of E-marketing on Tourism Growth. The Significant test indicate that the p-value is 0.000 i.e.  $p < 0.05$  thus revealing moderate strong significant relationship between Extent of use of ICTs and the Impact of E-marketing on Tourism Growth. Further the Pearson Correlation test [  $r = 0.554$  ] which reveal a moderately strong linear relationship between Extent of use of ICTs and Impact of E-marketing on Tourism Growth.

ICTs play a very important role in the world of business today. Information Communication Technologies (ICTs) have taken the world of business by storm. ICTs have become an important undertaking for most organisations due to the important role they are playing in facilitating business transactions and helping information to flow. According to the International Federation for Information Technology and Travel and Tourism [ IRITTT ] (2013), Information Communication Technologies (ICTs) have assumed a central position in the development agenda of most organizations due to their critical role in facilitating business operations. Throughout the world, there has been a paradigm shift where organizations have realised the importance of information and communication technology (ICT) as a strong strategic tool for improving their performance. Similarly, organizations within the travel and tourism industry have not been left behind in ICT usage. In fact, ICT usage within the tourism industry dates back to the early 1960s when the first computer reservation system (CRS) was produced by the American Airline. In the hospitality and Tourism industry, ICTs have continued to play very important role. According to Buhalis and O'Connor (2005), ICTs are transforming tourism globally. The ICT driven reengineering has gradually generated a new paradigm-shift, altering the industry structure and developing a whole range of

opportunities and threats. ICTs empowers consumers to identify, customize and purchase tourism products and supports the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly, ICTs play a critical role for the competitiveness of tourism organizations and destinations. From the study results, Zambian Tourism Industry has fully embraced ICTs in the Development, Promotion and Marketing of Tourism. Results from the study indicate the existence of a significant moderate positive linear relationship between Impact of E-marketing on Tourism Growth and the Extent of the use of ICTs in Tourism ( $r = .554$   $p = 0.007$   $N = 82$ ). This finding shows, therefore, Extent of use of ICTs in the Tourism industry is useful for predicting the Impact of E-marketing on Tourism Growth confirming the study results by Shankar (2008) who said that ICT tools are providing new means for analysing the information for the Tourism industry. This was under the study “ICT and Tourism: Challenges and Opportunities”. Further the results are consistent with the results obtained by Buhalis and O’Connor (2005) who concluded that ICTs have an impact on the marketing, development and promotion of Tourism. They further concluded that ICTs evolve constantly, providing new tools for tourism marketing and management. They support the interactivity between tourism enterprises and consumers and as a result they re-engineer the entire process of developing, managing and marketing tourism products and destinations.

In Summary the Zambian Tourism landscape has seen a drastic changed with the steady adoption of ICTs in the Management, Development and Marketing of Tourism. Many Tour operators small, medium and large can now use E-marketing tools such as Facebook, Twitter etc to market their products and services. The contact between operators and customers has been enhanced due to ICTs.

## **7.5: Factors affecting the Adoption of E-marketing**

**Question 3: What are the Factors affecting E- marketing adoption in Zambia’s Tourism industry?**

**Finding 3: Factors that affect the adoption of E-marketing in Zambian Tourism Industry include Cost of ICT infrastructure, Security issues, Cost of ICT equipment, Cost of internet connectivity and Privacy issues.**

### **Discussion:**

Table 5:34: validates the findings that show the Factors affecting Adoption of E-marketing in Tourism with a value of .078 which implies that it accounts for only 7.8% of the Impact of E-marketing on Tourism Growth, Furthermore, the Significant test shows that the p-value is 0.339 i.e.  $p > 0.05$  thus showing that no relationship exists between Factors affecting the Adoption of E-marketing and the Impact of E-marketing on Tourism Growth. The Pearson Correlation test [  $r = 0.317$  ] reveals no linear relationship between Factors affecting Adoption of E-marketing and Impact of E-marketing on Tourism Growth.

E-marketing is often referred to as online marketing or internet marketing. Its marketing done on line using the internet. Internet facilitates E-marketing as such the important role that internet plays in tourism is to help in the facilitation of different online strategies that aim at enhancing customer and operator contact. According to Banerjee (2016), E-marketing helps to focus on major global reach. E-marketing comprises information management, public relation and customer service with immediacy effect where the response from the set of customers can be obtained in an immediate real time. It therefore improves a two-way communication between the companies and the customer with cost minimization and speeding up the buying cycle with creating immediate leads for business expansion. E-marketing helps to understand and target the niche market by knowing their requirements well and delivering the same with lesser time and cost.

However, the adoption of E-marketing as a strategic tool that can help companies to market, promote and develop their tourism products and services has its own challenges. According to Banerjee (2016), research results, E-marketing was found to have the following limitations / factors that prevented it from being adopted as a strategic tool in the tourism industry. These include; the ability of the consumer to access and use Internet services, though over the years

the importance and usage of Internet increases manifold in the community of developed and issues of Security and privacy is another concern area in e-marketing with equal danger of being copied by the competitor as the level of competition is quite huge in e-marketing credit goes to lower cost in creation and vast reach. According to the research results, E-marketing adoption still faces a lot of uncertainty. However closer examination, indicate that E-marketing adoption is affected by factors such as Cost of Internet, Cost of ICT infrastructure, Security and privacy issues, Lack of adequate skills to carry out E-marketing functions, these are consistent with the research done by Banerjee (2016) entitled “Modern Trends and Practices of E-Marketing: An Overview”. The results confirmed that E-marketing adoption is affected by the above-mentioned factors.

## **7.6. Conclusion**

In conclusion, E-marketing activities can take place on many levels. The Internet gives tour operators plenty of opportunities in using E-marketing tools, but it also forces them to be flexible and adapt to changing market demands. The number of people who favour this form of company promotion is growing dynamically - not only because of the relatively lower costs than traditional marketing, but also because of the high efficiency and the ability to accurately measure the effects and return on investment. Adoption of E-marketing strategies in the tourism sector has therefore become an important undertaking and can help boost tourism activities. Further, the survey considered other factors that may affect the growth of the tourism apart from E-marketing. According to the results from the survey, Good Infrastructure ranked first as the most contributing factor to the growth of the tourism industry. This was followed by political stability as a means to attain growth. The least ranked was policy consistence. The survey also looked at the factors that affect the tourism industry negatively; included is lack of infrastructure ranked first, followed by lack of ICTs to marketing tourism and least ranked was Ecological-Global warming issues.

## **7.7. Limitations**

The survey, showed some limitation especially in the area of questionnaire administration. Some respondents had challenges in understanding what E-marketing was however, the researchers and assistants were able to give an in-depth explanation that helped some respondents to understand. Since the research was restricted to Lusaka and Livingstone, it's possible that many of the tour operators who use E-marketing as a growth strategy of their business may have not been captured.

## **7.8. Specific Conclusions and recommendations.**

ICTs have revolutionised the way business is conducted. Over the past ten years, the business environment has changed and with the introduction of Internet, many businesses have taken their business functions online. The most affected business functions is marketing. According to the Chartered Institute of Marketing (2000), Marketing has been defined as: "The management process responsible for identifying, anticipating and satisfying customer awareness profitably" (p. 4). Since marketing is a management process, it therefore means that its application as a business function has equally be influenced or affected by the advent of technology. The internet has therefore made E-marketing of products and services possible online. The use of technology in the marketing of the tourism business can't therefore be over emphasised. Tourism has become one of the industries that have been revolutionised by the Information Technologies. Unlike durable goods, intangible tourism services cannot be physically displayed or inspected at the point of sale before purchasing. Like no other industry the Tourism has revolutionized every aspect of life including economy and marketing. The marketing of tourism products and services online using E-marketing strategies have impacted directly on the growth of the tourism industry. According to the UNWTO report (2017), the world tourism has grown by over 7%. This growth has been largely attributed to the persuasive E- marketing strategies that have deployed by some of the tourism destination marketing groups or organisations. E-marketing has become a major mover of the tourism industry across the world. Recent reports have shown that many tourism destinations especially those in emerging markets have seen an upwards swing of the use of Information Technology in the application of E-marketing strategies. The results from the study therefore confirm that E-marketing has a direct impact on the growth of the tourism industry. Advanced tourism markets that have integrated E-marketing strategies in their

tourism industry have yielded positive results with increased arrivals of tourists in their destination. For Zambia, E-marketing is still at its infancy stage. From the research results obtained, not all players in the tourism industry have embraced E-marketing strategies as part of the overall marketing strategy. However, it's encouraging to note that the adoption levels of ICTs in promoting E-commerce in many industries such as the financial sector has been on the upswing and it is hoped that this will facilitate the fully complementarity of E-marketing strategies especially in the tourism industry.

The research results have further highlighted future research areas especially in the development of E-marketing tools that the tourism sector in Zambia can adopt which are effective in attracting international arrivals. According to the Southern African Development Survey report of 2015, on tourism, Zambia has been the last visited country in the Southern African block due to inadequate marketing of tourism products and services apart from the Victoria Falls. Zambia's International arrivals were below 900,000 while countries like Zimbabwe had over 2,000,000 arrivals. This can be attributed to lack of serious adoption of E-marketing strategies and robust investments in the marketing of the tourism sector. If Zambia has to ripe, the benefit from the tourism sector, E-marketing becomes a very important business function in the industry. Many emerging economies have seen a robust investment in the information technologies as a way of facilitating effective E-marketing strategies especially in the tourism sector. For Zambia, the investment in information technology has been moving at a slow pace. However, initiative like the Smart Zambia project can be a catalyst in the digitalisation of the economy and hence impact positively to the growth of the tourism sector.

In conclusion, if the Zambian tourism industry needs to see positive growth and improved international arrivals, E-marketing becomes an important strategic business function for the promotion and marketing of the Tourism Industry. With the advancement in technology, Zambian tourism industry needs to move together with the world Tourism trend.

## **7.9. Specific Recommendations**

Based on the research carried out, the following are the specific recommendations:

### **7.9.1. Investment in Technology**

The Tourism industry in Zambia, has great potential to become one of the most competitive in the region and can help to diversify the economy of the country, create jobs and reduce poverty in areas where tour activities are carried out. In order to enhance this, heavily investment in technology is needed. This is important because tourism has now become more technological in nature. All information about tourism is disseminated via technologically enabled devices such as computers, hand held devices like mobile phones, iPads etc. These enable customers to access information at any time and at their convenience. If the Zambia Tourism industry is not technologically tuned it will be difficult for customers to get information about the industry and the country in general. Therefore, the initiatives such as the SMART Zambia Project need to be given the much attention and seriousness it deserves because through this project, most government agencies that deal with tourism can easily share information.

### **7.9.2. E- Marketing of the Tourism Industry**

From the survey, we can conclude so not so much marketing of the Zambia Tourism Industry in marketing online or using the internet. Tourism being an information-based industry, The Zambian Tour operators must be encouraged to market their products online using the E-marketing strategies. This will help the industry to market itself on the international market and increase the international arrivals. Zambia is the only country in the southern Africa block with very low number of international arrivals despite like countries like Zimbabwe that have had economic challenges but managed to attract over two million international arrivals. This can be attributed to the vigorous E-marketing strategies and campaigns that the Government of the Republic of Zimbabwe and another stakeholder. The marketing budget for Tourism is the lowest in the African Continent making Zambia a less known country to most Tourists because of the restricted marketing opportunities. Further, the Stakeholders in the tourism sector must come up with the most effective tourism marketing strategies that will help attract some of the untapped tourism markets such as those in Asia, Central America and others. Therefore, there must be a comprehensive marketing plan that encompasses all

aspects of E-marketing in the promotion and marketing of the industry. The country needs to take advantage of international events and media to market the tourism sector. More recently during the just ended World Cup in Russia, Zimbabwe through its Head of State managed to put up adverts that promoted Zimbabwe as the preferred tourism destination while Zambia had not even put up a single campaign.

### **7.9.3. Policy Consistency**

The tourism industry is one of those industries that are sensitive to the happenings in the business environment. Over the past, ten years, Zambia has seen a shift in many policies that were not in line with the business environment. These inconsistencies in policy, affected the growth of the industry and as a result the industry remained static. From the result, some respondents observed that policy inconsistency was one of the things that affected their businesses over the past years. Government therefore through the Ministry responsible must ensure that governing policies in the tourism sector are consistent and the business can be predictable. Policies like those regarding taxes and other levies must be synchronised or standardised with what is prevailing in the region. For example, more recently Government introduced the tourism levy, which has made Zambia the most expensive destination compared to the countries like Botswana, Zimbabwe, Namibia, etc.

Zambia has some of the most interesting tourist attractions in the Southern African region but much of these are unexploited and not well developed. There is need therefore for the Stakeholders in the industry especially Government to strategise on how best Tourism can be part of an integral development of the National Development Plan and how it can economically contribute to the national treasure through foreign exchange earnings. This demands proper orientation of how the tourism industry must be developed and promoted.

### **7.9.4. Promotion of Domestic Tourism using E-Marketing**

From the survey it can be concluded that many locals have access to internet connectivity. Therefore, it will be good for stakeholders in the tourism industry especially the Government to deliberately embrace and promote the use of E-marketing tools to promote in promoting domestic tourism. This can be done by encouraging Tour operators to adopt E-marketing strategies in the marketing, promoting, and Development of the industry. Segmentation of the tourism sector to involve locals especially in the promotion and marketing can yield a greater

success. This will promote ownership and many locals will have access to different tour facilities.

#### **7.10. Suggested future research**

Tourism is a dynamic industry or business. Its dynamics in terms of packaging, promotion, marketing and development keep changing hence the need for continuous research however, with the advancement of technology, the whole concept of tourism has changed. ICTs as already mentioned have become one of the greatest influencers in the tourism industry. This has affected how the tourism business is conducted. In all aspects of tourism, ICTs have become very important and take a central stage. The future research in tourism however is how there isn't fully embracement of E-marketing tools such as social media and how effective these tools could be used as a marketing strategy for the industry. Further future research, can be on the adoption of ICTs in the Tourism industry for E -marketing function. With the emergency of technology, many tourists now access information about destinations via different hand-held devices that enable them quick access to desired information about a particular destination.

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## QUESTIONNAIRE

E-marketing refers to the marketing of different products and services electronically using the internet. Over the past decade, the world has seen a revolution in the use of the internet to carry out business activities online. The Tourism sector has not been spared as well. Tourists now use the internet more than ever before to search for different destinations of their choice and arrange for their travel.

E-Marketing may have an impact on the growth of the tourism sector in a country or destination. The research is aimed at understanding the impact of E-Marketing tools on the growth of the tourism industry in Zambia. It is part of the Master's Degree program requirement by the University Of Zambia Graduate School Of Business (GSB).

Please answer the questions that follow.

### SECTION A: RESPONDANT PROFILE: TICK [ ]

#### 1. Gender

Male	Female
------	--------

#### 2. Age

<input type="checkbox"/> Less than 25 years	<input type="checkbox"/> 31 years - 35 years
<input type="checkbox"/> 26 years - 30 years	<input type="checkbox"/> 36 years - 40 years
<input type="checkbox"/> 41 years - 45 years	<input type="checkbox"/> 46 years - 50 years
<input type="checkbox"/> 51 years - 55 years	<input type="checkbox"/> 56 years - 60 years
<input type="checkbox"/> 61 years - 65 years	<input type="checkbox"/> 66 years and above

#### 3. Educational Level

<input type="checkbox"/> Grade 12 Certificate	<input type="checkbox"/> Diploma	<input type="checkbox"/> Bachelors Degree
<input type="checkbox"/> Masters Degree	<input type="checkbox"/> PHD	<input type="checkbox"/> Others

#### 4. YEARS OF EXPERIENCE AS TOUR OPERATOR

- 0 – 5 years       6 – 10 years       11 – 15 years
- 16 – 20 years       21 years and above

#### 5. TYPE OF TOUR OPERATOR

- Accommodation tour operator       Cruisers tour operator       Safari tour operator
- Guide tour operator       Transport tour operator       other
- All the above

### SECTION B: IMPORTANCE OF E-MARKTING TO THE GROWTH OF TOURISM IN ZAMBIA.

#### ELEMENTS OF E-MARKETING:

LIKERT SCALE KEY:

1.	2.	3.	4.	5.
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

(Indicate in the space provided your preferred answer.)

**SECTION C: E-MARKETING IMPACT AND THE GROWTH OF THE TOURISM INDUSTRY IN ZAMBIA.**

	Questions	1	2	3	4	5
1.	E-marketing is extensively used in the tourism sector in Zambia.					
2.	There is a relationship between E-marketing and tourism growth. (The more we use E-marketing, the more growth we experience).					
3.	There has been an increased growth of business because of the use of E-marketing tools.					
4.	The number of Tourist arrivals in your company has increased because of E-marketing.					
5.	The number of Tourists who know about your tour organisation is because of E-marketing.					

**SECTION D: GENERAL SECTION**

**1. In your own option, which of the following does positively affect the growth of Tourism in Zambia?**

- Good infrastructure     
 Economic Stability     
 Political stability  
 Policy consistency     
 Social & Cultural preservation     
 Good ICT infrastructure  
 Proper Modern Marketing Strategies     
 Friendly and responsible citizenry  
 Good management of the environment

**2. In your own option, which of the following does negatively affect the growth of the Tourism in Zambia?**

Political instability

Lack of proper infrastructure

Poor ICTs infrastructure

Ecological – Global warming issues

In-consistency policy direction

Cost of goods and services



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16<sup>th</sup> February, 2018

**TO WHOM IT MAY CONCERN**

**RE: LETTER OF INTRODUCTION**

My name is Norbert J Marbin Tembo (GSB150818) a postgraduate student at the University of Zambia – Graduate School of Business (UNZA-GSB). I am in the final stage (dissertation) of the Master of Business Administration (MBA) General.

I am undertaking a research titled "**The Impact of E-Marketing on Tourism Growth: The case of Zambia**". I am therefore requesting your indulgence to complete the questionnaire below, which I am using to collect primary data. The purpose of the research is for:

1. To determine the impact of E-Marketing on the growth of the Tourism Industry in Zambia.
2. To determine the extent to which E-Marketing strategies are being used among the key players in the Tourism Industry in Zambia.
3. To examine the challenges that the key players are facing in the use of ICTs in the Tourism Industry.
4. To make policy recommendations to relevant institutions/authorities on how E-Marketing can the growth of the Tourism sector in Zambia.

Your responses would be used solely for the purpose of this research.

I thank you for your much needed cooperation.

Yours faithfully,

Norbert J Marbin Tembo (GSB150818)