

**EMERGING CHALLENGES OF USING INFORMATION
TECHNOLOGY IN MARKETING THE ZAMBIAN TOURISM
SECTOR: A CASE STUDY OF ZAMBIA TOURISM AGENCY
AND TRAVEL AGENTS IN LIVINGSTONE DISTRICT,
ZAMBIA**

**By
Nawa Liswaniso**

716811917

**A DISSERTATION SUBMITTED
TO
THE UNIVERSITY OF ZAMBIA / ZIMBABWE OPEN
UNIVERSITY IN FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF A MASTER IN BUSINESS
ADMINISTRATION**

Lusaka. Zambia

Year: 2020

DECLARATION

I do hereby declare that this work is my own, and that all the findings and work of others used in this report has been duly acknowledged.

Signature:

Date:

Nawa Liswaniso

COPYRIGHT

The author reserves other publication rights and neither the project nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

SIGNED:

DATE: April 2020

APPROVAL FORM

The undersigned certify that they have read and recommended to the University of Zambia and Zimbabwe Open University for acceptance; a dissertation entitled “Emerging Challenges of using information technology in marketing the Zambian tourism sector - a case study of Zambia tourism agency and travel agents in Livingstone district, Zambia” submitted by Nawa Liswaniso in partial fulfillment of the requirements for the Master of Business Administration (MBA) Degree.

.....

Dr TAMBULUKANI

SUPERVISOR

DEDICATION

This Research report is dedicated to my wife Ethel M Johnstone, my 4 children: Promise Liswaniso, Heart Liswaniso, David Liswaniso and Joshua Liswaniso who are the source of my motivation, and to my friends for their confidence in me.

I thank my whole family for the encouragement and support. May God richly bless you!

ACKNOWLEDGEMENTS

I would, first of all, thank my supervisor Dr Tambulukani for the guidance rendered to me throughout the report writing.

I further pass my gratitude to my friends and anyone who rendered help to me. I say thank you and God Bless you all.

Abstract

The study examined the emerging challenges of using information technology in marketing the Zambian tourism sector by Zambia tourism agency and travel agents in Livingstone district, Zambia. Using a descriptive research design in nature, qualitative data method was used to collect data by means of primary and secondary sources from a population of travel agents and employees from the Zambia tourism agency involved in marketing activities from which 40 respondents were selected using purposive sampling procedures. Data were collected using questionnaires containing both open-ended and closed questions; an interview guide with semi-structured questions was also used.

The results of this study indicates that there were challenges in marketing the tourism sector using information technology despite most respondents having the abilities, skills and knowledge of using information technology. Challenges include, lack of information security, lack of latest technology, slow internet connectivity, high cost of using information technology, and lack of trainings on IT and marketing. The results of this study outlined that from a sample of 40 respondents, 18 respondents said yes there were some challenges being faced and represented 45%, 16 respondents said there were no challenges and represented 40% and 6 respondents were not sure there were some challenges representing 15%. Coefficient of determination: $R^2 = 1$ implied that all of the data points fell perfectly on the regression line. The Regression predictions perfectly fit the data.

Based on the research findings, the following recommendations emerged: the government to allocate more funds for information technology development to the tourism sector in training and development, there should be continues updating of tourism information and the travel agents should work hand in hand with the Zambia tourism agency in marketing the tourism sector. Special incentive schemes such as tax holidays, free computers and other ICT resources should be implemented to encourage small medium enterprises in the tourism sector.

Table of Contents

| | |
|---|------|
| Declaration | ii |
| Copyright | iii |
| Approval | iv |
| Dedication | v |
| Acknowledgement..... | VI |
| Abstract | vii |
| List of Tables..... | xi |
| List of Figures..... | Xii |
| Abbreviations | Xiii |
| Appendices | xiv |
| CHAPTER ONE | |
| 1.0 Introduction | 1 |
| 1.1 Background of the study | 1 |
| 1.1.1 Reason for ZTA | 2 |
| 1.1.2 Measures by ZTA | 3 |
| 1.2 Statement Of the problem | 3 |
| 1.3 Purpose of the Study..... | 4 |
| 1.4 Specific Objective | 4 |
| 1.5 Main Research Question..... | 4 |
| 1.6 Sub Research Questions..... | 5 |
| 1.7 Significance of the study | 5 |
| 1.8 Conceptual Framework | 5 |
| 1.9 Porters Five forces analysis | 8 |
| 1.9.1 Threats of new entrants | 9 |
| 1.9.2 Bargaining power of Suppliers | 10 |
| 1.9.3 Bargaining power of Consumers | 10 |
| 1.9.4 Threat of Substitutes of Service | 11 |
| 1.9.5 Bargaining power of competitors | 11 |
| 1.10 The economic importance of Tourism | 12 |

| | |
|--|----|
| 1.11 Delimitation of the Study..... | 12 |
| 1.12 Limitation of the Study | 13 |
| 1.13 Definition of operational terms | 13 |
| 1.14 Summary of Chapter..... | 14 |

CHAPTER TWO

Literature Review

| | |
|-------------------------------------|----|
| 2.0 Introduction | 15 |
| 2.1 Global literature review | 15 |
| 2.1.1 Research Gap | 20 |
| 2.2 African literature review | 20 |
| 2.2.1 Research Gap | 22 |
| 2.3 Zambian literature review | 22 |
| 2.4 Research Gap | 25 |
| 2.5 Summary of Chapter | 26 |

CHAPTER THREE

Research Methodology

| | |
|---|----|
| 3.0 Introduction | 27 |
| 3.1 Research Design..... | 27 |
| 3.2 Description of the study area | 27 |
| 3.3 Study Population..... | 27 |
| 3.4 Sample Size | 28 |
| 3.5 Sampling procedures | 28 |
| 3.5 Data Collection methods | 28 |
| 3.6 Data Collection Instruments..... | 28 |
| 3.7 Data Analysis..... | 28 |
| 3.8 Ethical Consideration | 29 |
| 3.9 Summary of chapter | 29 |

CHAPTER FOUR

| | |
|--|----|
| Research Findings | |
| 4.0 Introduction | 30 |
| 4.1 Findings from Questionnaire | 32 |
| 4.2 Findings from Interview Guide..... | 42 |
| 4.3 Summary of Chapter | 43 |
| CHAPTER FIVE | |
| 5.0 Discussion of Findings..... | 44 |
| 5.1 Summary of Chapter | 48 |
| CHAPTER SIX | |
| Conclusions and Recommendations | |
| 6.0 Introduction | 49 |
| 6.1 Conclusion | 49 |
| 6.2 Recommendation | 51 |
| 6.3 Summary of Chapter | 52 |
| References | 53 |

LIST OF TABLES

Table 1.0 Summary of Key Tourism Indicators for top African markets25

LIST OF FIGURES

| | |
|---|----|
| Figure 1:0 Tourist Map of Zambia | 2 |
| Figure 1.2 CRS and Internet..... | 7 |
| Figure 1.3 The Internet | 7 |
| Figure 1.4 Porter's Five Forces Analysis | 8 |
| Figure 1.5 Map of Livingstone District | 13 |
| Figure 2.1 Trends in arrivals, Zambia and neighbors..... | 24 |
| Figure 4.1 – Gender distribution | 3 |
| Figure 4.2 – Age distribution | 31 |
| Figure 4.3 – Highest level of education | 32 |
| 4.4 Figure – Marital Status | 33 |
| 4.5 Figure – Form of Employment | 33 |
| 4.6 Figure – Distribution for management levels | 34 |
| 4.7 Figure – If IT affects Tourism Marketing | 35 |
| 4.8 Figure – What are ways IT affects Tourism marketing | 35 |
| 4.9 Figure – Challenges faced by employees in Marketing using ICT | 36 |
| 4.9.1 Regression Analysis | 36 |
| 4.10 Figure – Measures to combat challenges of ICT | 38 |
| 4.11Figure – Challenges reported by Tourists in accessing information | 39 |
| 4.12 Figure – Response towards advertisement using ICT | 40 |
| 4.13 Figure – Recommendations by respondents | 41 |

ABBREVIATIONS

| | |
|-------|--|
| ZTA | Zambia Tourism Agency |
| UNWTO | United Nations World Tourism Organizations |
| CRS | Computer Reservation System |
| GDS | Development of the Global Distribution System |
| CRM | Customer relationship management |
| WWW | World Wide Web |
| ICT | Information and communication technology |
| IT | Information Technologies |
| PMSs | Property Management Systems |
| USA | United States of America |
| USAID | United States Agency for International Development |
| WTO | World Tourism Organization |
| WTTC | World Tourism Travel Council |
| ZAWA | Zambia Wildlife Authority |
| ZDA | Zambia Development Agency |

LIST OF APPENDICES

| | |
|--|----|
| Appendix 1 Participants Information Leaflet..... | 57 |
| Appendix II Questionnaire | 58 |
| Appendix III Interview Outline | 61 |

CHAPTER ONE

1.0 INTRODUCTION

This chapter provides the background, statement of the problem, purpose of the study, objectives, research questions, and significance of the study, conceptual framework, and delimitation of the study, limitation of the study and definition of terms.

1.1 BACKGROUND OF THE STUDY

In the First and Second Republics the Government of Zambia did not perceive tourism as a priority industry with export potential. However, upon coming to power in 1991, the new Government of the Movement for Multiparty Democracy (MMD) recognized the social and economic potential of the industry. The reputation of Zambia as a peaceful, land-locked nation of warm, friendly people, offering good services in a clean environment and hospitable climate needed to be exploited.

The Government realized that growth in the tourism industry would require the formulation of guidelines for the industry through clear and well-defined policies. The Government's tourism policy should be seen as a positive statement of the Government's commitment to the industry. From the viewpoint of the Government and individual citizens the tourism industry directly and indirectly provides significant employment and income opportunities for Zambians. It also contributes to the economy in terms of foreign exchange earnings, balance of payments and generates tax revenue for the Treasury. With proper planning and management of the sector, tourism would contribute even more in economic benefits to the country, (Zambia Tourism Policy, 2018)

The Zambian Government has since identified the tourism sector as a priority area in the development of the country and, in this vein; the Government introduced the national tourism policy. The Government has stated that it is aware of the role the tourism sector can play in the development of the country, especially in the generation of foreign exchange, employment and income and other Government revenues. It has since accorded the tourism sector the second priority rating after agriculture because of its importance to the economic development of the country.

Figure 1:0 Tourist Map of Zambia



Source: Zambia Tourism Website, 2020

The Zambia Tourism Agency (ZTA) formed by an Act of Parliament (No.13 of 2015) and assented to on 14th August, 2015 is the organization responsible for inspection and licensing of tourism facilities, research as well as marketing. In addition ZTA is responsible for ensuring that service and operational standards are enforced. The 2015 Act mandates ZTA to effectively market and promote Zambia as a tourism and travel destination of choice and to regulate the tourism industry. The ZTA is headed by the Chief Executive Officer (CEO) who reports to a Board of Directors. The new 2015 Act mandates ZTA ‘to effectively market and promote Zambia as tourism and travel destination of choice and to regulate the tourism industry’. (ZTA, 2015).

1.1.1 Reasons for ZTA

According to (African Travel and Tourism Association, 2015), the main aim/reasons for establishing this agency are outlined below:

- To promote throughout Zambia on the importance and benefits of tourism and create maximum awareness of Zambia’s tourism attraction.
- Issuing tourism providers with operating licenses and other legal formalities.

- To carry out market research to ensure the appropriate positioning of Zambia's tourist attraction within the international and local markets.
- Act as custodians of information on infrastructure in areas of tourist attraction.
- To design and implement suitable marketing strategies for the promotion of tourism industry.

1.1.2 Measures by ZTA

The Zambia Tourism Agency has strategically put in place certain measures as captioned below in order to effectively promote and market tourism through the use of technology:

- Set up a website showcasing the various tourism sites in the country.
- Set up a Facebook page that is updated on a daily basis so as to keep tourists both locals and those abroad informed of approaching events in the tourism sector e.g. traditional ceremonies.
- Introduction of social marketing Medias with interactive tools such as feedback forms which enable persons needing clarity on certain tourism information on the internet to file in their questions which are responded to promptly.
- Set up advertisements on Media such as television, radio stations, and newspapers.
- Set up the E-platform that allows tourists to make reservations through the use of the internet on things like accommodation and transport.

This study was taken to establish the emerging challenges of using information technology in marketing the Zambian tourism sector by ZTA and travel agents in Livingstone district, Zambia.

1.2 STATEMENT OF THE PROBLEM

According to the Travel and Tourism Economic Impact 2017 Zambia report, the direct contribution of Travel & Tourism to GDP in 2016 was ZMK6.9bn (3.2% of GDP). This was forecasted to rise by 5.2% to ZMK7.2bn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation. The direct contribution of Travel & Tourism to GDP is expected to grow by 5.6% pa to ZMK12.5bn (3.1% of GDP) by 2027. Zambia has some world class tourist attractions, most notably the remarkable Victoria Falls, the diverse wildlife in her National Parks and historical heritage sites.

However, the problem is that Zambia again failed to meet its annual target of attracting 1 million tourist arrivals in 2015. This is according to figures contained in the 2015 Tourism Statistical Digest released by the United Nations World Tourism Organizations (UNWTO). Zambia recorded a total of 931,782 international tourist arrivals in 2015 compared to 946,969 tourists in 2014 resulting in a decline of 1.6 percent. Out of the 53.3 million international tourists' arrivals to Africa, Zambia received only 1.7 percent of the total tourists' arrivals in Africa.

This was despite the ZTA adopting the use of ICT to market tourism attractions in the country. The use of ICT should have improved the inflows of tourists in the country. The study arrived at establishing the emerging challenges of using information technology in marketing the Zambian tourism sector by ZTA and travel agents in Livingstone district, Zambia.

1.3 PURPOSE OF THE STUDY

The purpose of this study was to examine the emerging challenges of using information technology in marketing the Zambian tourism sector by ZTA and travel agents in Livingstone town. The study explored the extent of the challenges to which travel agents and the Zambia tourism agency face in marketing the tourism sector in Zambia using information technology.

1.4 SPECIFIC OBJECTIVES

- To identify the extent of using ICT in the marketing of the Zambian tourism sector by the Zambia tourism agency and travel agents in Livingstone town .
- To establish the emerging challenges tourists face in accessing the tourism information for Zambian Tourism sector in Livingstone town.
- To determine the relationship between IT based measures and inflow of tourist in Livingstone town.

1.5 MAIN RESEARCH QUESTIONS

What are the emerging challenges of using information technology in marketing the Zambian tourism sector by the Zambia tourism agency and travel agents in Livingstone town?.

1.6 SUB RESEARCH QUESTIONS

- What is the extent of using ICT in the marketing of the Zambian tourism sector by the Zambia tourism agency and travel agents in Livingstone town
- What are the emerging challenges tourists faces in accessing the tourism information for Zambian Tourism sector in Livingstone town?
- How is the relationship between IT based measures and inflow of tourist in Livingstone town.

1.7 SIGNIFICANCE OF THE STUDY

The results from this study may be useful to tourism operators and all stakeholders in the Tourism sector of Zambia. These stakeholders include travel agents, the Zambia Tourism agency, the ministry of tourism, and tour operators. The study may help managers, stakeholders see information technology based facilities as a tool that will provide greater competitive advantage or to direct the advantage enjoyed by its competitors, increase profits/revenue, improve in efficiency and effective service delivery. Once the managers/management understand the importance of ICT infrastructures, it will enable them create employment opportunity for graduates in IT and IT experts, who will handle, install, manage and train users of these infrastructures in the various tourism sectors that will adopt it.

1.8 CONCEPTUAL FRAMEWORK

According to (Shanker, 2008), Technological progress in the recent decades has made tourisms enterprise across the globe more innovative than even before. The three important innovations, which have redefined the organizational structure of world tourism industry, which are the following.

1. Development of the Computer Reservation System (CRS)
2. Development of the Global Distribution System (GDS)
3. The Internet.

CRRS is a database which allows a tourism organisation to manage its inventory and make it accessible to its partners. Principals utilise CRSs to manage their inventory and distribute their

capacity as well as to manage the momentous expansion of the global tourism. CRSs allows for flexible pricing and capacity alterations in order to adjust supply to demand fluctuations as they often charge competitive commission rates. Airlines pioneered this technology, although hotel chains and tour operators followed by developing centralized reservation systems. CRSs can be distinguished as the “circulation system” of the tourism product.

GDS refers to the network connection integrating the automated booking systems of different organizations which enables the user to access it through the intermediation of a travel agency.

The supply of services is presently concentrated with four global suppliers owned by airline companies namely Sabre, Amadeus, Galileo International and World span. The functioning of these companies depends upon a network of agreements with local partners which ensures access to travel agencies all over the world. Global Distribution Systems (GDSs) have been a vital tool for business travel agencies to access information and make reservations on scheduled airlines, hotel chains, car rentals and a variety of ancillary services. GDSs assist in construction of complicated itineraries, while they provide up-to-date schedules, prices and available information, as well as an effective reservation method. Also, they offered internal management modules integrating the “back office” (accounting, commission monitor, personnel) with “front office” (customers’ history, itinerary construction, ticketing and communication with suppliers). Mupfiga, (2015) observed that multiple travel agencies experienced more benefits by achieving better coordination and control between their remote branches and headquarters.

Important features include:

1. Network which is based on proprietary system accessible only to professional users
2. High cost of implementation and maintenance.
3. Involvement of multinational players (network of hotel chains and airline companies).
4. Invisible in the market and unknown to the final users as they are not commercial brands.

However its non-visibility does pose constraints, as it cannot be the successfully exploited by the end user’s market. GDS technology has also broadened the gap between large and medium or small suppliers of tourist services as the former are more benefited. (European e- business market Watch, 2003).

The advantages and evolution of CRS and Internet are well known. Internet strategy has provided all players in the industry an easy access to the end user. Exploitation of opportunities through Internet depends upon marketing strategy, communication strategy, pricing strategy etc. Direct communication with the clients, which is facilitated by the Internet, has made the industry more effective and efficient. For instance, following figures demonstrates the transformation in the industry. Figure 1.2 presents the traditional values of chains while figure 1.3 represents the Internet based value chains. They represent the changing face of tourism in recent years.

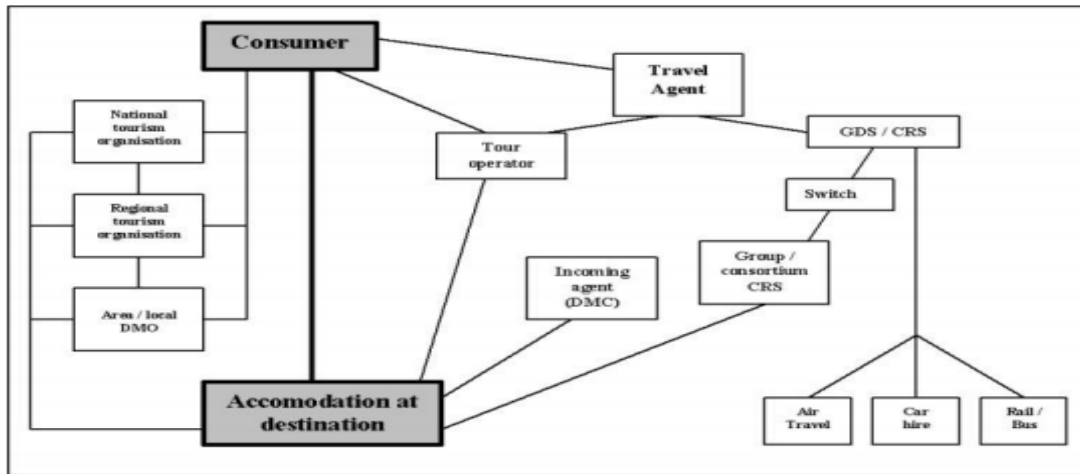


Figure 1.2 CRS and Internet (Source: Werthner and Klein (1999))

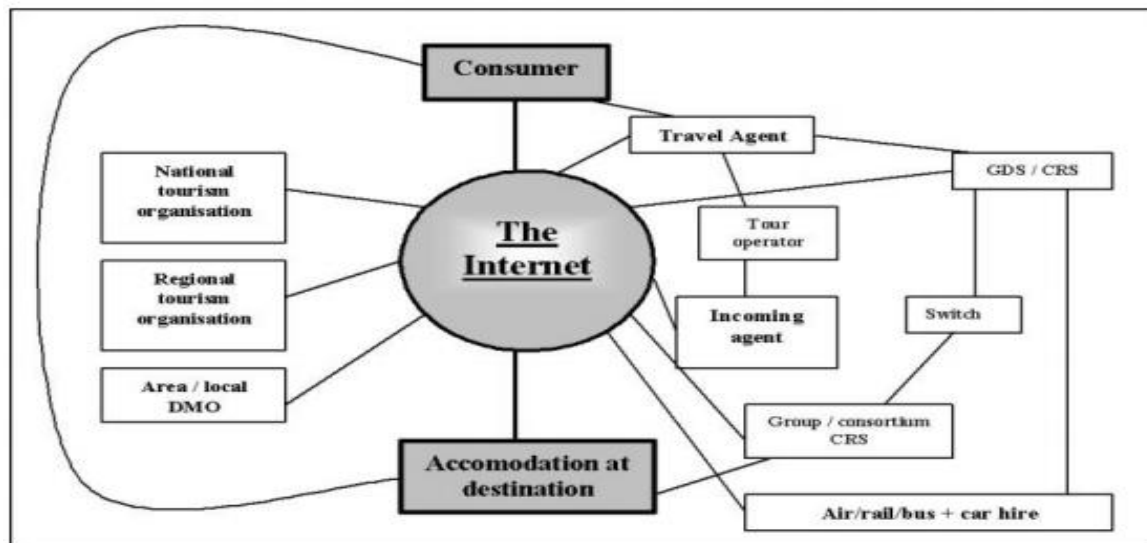


Figure 1.3 The Internet (Source: Werthner and Klein (1999))

GDS: Global distribution system

CRS: Central reservation system

DMC: Destination Management Company

DMO: Destination Marketing Organization.

The overall structure of the industry has been transformed ever since Internet has been the essential communication tool for the industry. Several new developments can be noted.

1. Direct selling to the customer has increased
2. Increase in new intermediaries such as Internet portals specialized in selling tourism products. Customers have access to the distribution channels traditionally used by tour operators through Internet.
4. Companies can regularly alter products and services based on the needs and expectations of clients through regular interaction through Internet.
5. Increase in the transparency and the efficient relationship between customer and management.
6. Change in the consumer behavior. Consumers are now asking better services. They are more specific with regard to content and the details of the arrangement. They are more cost conscious and often tend to make comparisons between two products.

1.9. Porter's Five Forces Analysis

Porter's Five Forces Analysis is an important tool for understanding the forces that shape competition within an industry. It is also useful for helping you to adjust your strategy to suit your competitive environment, and to improve your potential profit.

Figure 1.4 Porter's Five Forces Analysis



Source: https://www.mindtools.com/pages/article/newTMC_08.htm

1.9.1 Threat of New Entrants

New entrants tend to bring new capacity, the desire to gain market share and substantial resources. The threat of entry depends on the seriousness of barriers to entry and on the reaction from the existing providers. For example, the internet as a distribution source has relatively high entry barriers, constraining all new entrants.

Lashley and Rowson (2005) observed that recent IT developments, offer new opportunities for tour operators. For example, most tour operators distribute electronic brochures and booking forms through the Internet directly to consumers. This approach provides a number of notable benefits to tour operators. This enables tour operators to concentrate on niche markets by offering customized packages and to be able to update brochures regularly. It also greatly reduces the costs of incentives, bonuses and educational trips for travel agencies. The policies made by governments for reducing buyers' power and pricing wars limit entry to the distribution sector with controls such as licenses and limitations on access to technical procedures and information.

1.9.2 Bargaining Power of Suppliers

The Internet provides a platform for the global distribution and inexpensive delivery of tourism-related multimedia information. It also allows the consumer through the provision of custom-made products which meet their individual needs as a result closing the gap between the consumer and destination/supply in a flexible and interactive way. The Internet enables organizations to skip over parts of the value chain. The perfect strategy would expand a supplier's website to offer competitors' products and to enter into joint ventures.

1.9.3 Bargaining Power of Customers

The Internet as a mode of distribution has become one of the most useful channels used by consumers to research travel options, compare prices and make reservations for airline tickets, hotel rooms and car rental. This facilitates the provision of online travel services. As this is the most successful business-to-consumer (B2C) segment on the internet.

According to Collins et al, (2003) observed that the overall percentage of hotel rooms booked online grows rapidly each year and will be increased by 20 per cent in 2005. Furthermore, Cheng and Piccoli (2002), stated that the Internet has a profound effect on the internal and external operating procedures within the hospitality industry

The Internet assists to access new customers on a global basis and enables to simplify operating procedures. Thus, combining daily operations such as sales, marketing and distribution as well as aggregating demand to drive down prices on the procurement side are some of the major benefits of the Internet. According to Collins et al (2003), the greater number of tourism and hotel

organizations are currently present in the global distribution systems (GDSs). The Internet enables tourism and hospitality companies to overcome their challenge of being globally represented through the distribution channels.

1.9.4 Threat of Substitute Products of Services

The main substitutes to the Internet sales are the travel agencies, when it comes to buying hotel bedrooms or tourism packages. Direct advertising and other sources of media also serve as a promotional or informative means which can be used instead of the internet. The internet makes it possible to gain permission to discuss the products, as opposed to interruption marketing, such as television commercials.

1.9.5 Bargaining Power of Competitors

The global competitive environment and the internet era impacts on the tourism and hospitality industries. The hospitality industry has been recognized as being complex, dynamic and highly segmented. The hotel chains are increasingly competing directly with one another in the same locations. The notable change for an industry reliant on specific locations to limit the threat of competition. Currently, major hotel chains are entering the Internet market for sales and communications. Organizations are dependent on their environments for resources and to manage their dependency by developing and maintaining strategies. Hotel groups are made to follow other sectors by implementing marketing strategies. This is done based on product differentiation, growth in new markets, high value for money, or emerging brands. These strategies are formulated and implemented within the premise of environmental uncertainty and require an understanding of industry structure and environmental change.

1.10 The Economic Importance of Tourism

Tourism business development has taken the centre stage in the recent studies (Lee and Chang, 2008). Tourism is identified as “one of the most promising areas of growth for the world economy” (Scheidegger, 2006). Many countries have now become conscious of economic significance of the tourism industry now are adopting tourism-oriented policies and increasingly focusing on the promotion of innovation (Keller, 2006).

According to Deegan and Moloney (2005), the World Tourism Organization defines tourism “as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. The definition of tourism given above does not allow us to identify specifically which activities tourism comprises.

Tourism is mainly distinguished from other sectors by the fact that the activities within tourism are defined in terms of tourist demand (Keller, 2006). Therefore, the tourism sector is a cross-cutting sector. It embraces a wide range of heterogeneous activities such as accommodation, restaurants, travel agencies, transportation and entertainment (INE, 2007a), i.e., such activities directly related to the tourist, but also comprises other activities such as telecommunications, banking, health services among other services used during the stay of tourists (Jones and Munday, 2004), other indirectly related activities linked with tourists. This means that there is not one “tourism industry”, but many “tourism industries” (Baum and Szivas, 2008).

Essentially, tourism industries are service industries (Otto and Ritchie, 1996). According to the World Travel and Tourism Council (2008), the world travel and tourism will contribute to 9.9% of the world’s GDP in 2008, and will increase to 10.5% in 2018, and more than 238.3 million people (or 8.4% of total jobs world-wide) will be employed in tourism, in 2008 (WTTC, 2008). Consequently, the World Tourism Travel Council (WTTC, 2008) expects that the total world exports to be generated by travel and tourism, in 2008 will only be 11%.

1.11 DELIMITATION OF THE STUDY

This research was confined to both male and female employees of the Zambia Tourism Agency office in Livingstone and local travel agents in Livingstone district. The study did not cover other parts of the country Zambia. In terms of resources, the study was not funded from any external sources, therefore the researcher could not hire research assistants. In this regard, the researcher individually collected the data; used personal resources and personal time. Below is the map of Livingstone district.

Figure 1.5 Map of Livingstone District



Source: Google Maps 2020

1.10 LIMITATION OF THE STUDY

The limitation of this study was that respondent were limited to the tourist capital Livingstone district, to acquire a more data, more respondent from other parts of Zambia could have been involved, hence making it very difficult to generalize the findings. Other than that, the researcher also was constrained with time for his office work and data collection.

1.11 DEFINITION OF TERMS

Tourism – this is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.

Travel Agent - A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, and package tours, (Camilleri, 2018).

Information Communication Technology (ICT) - ICT, or information and communications technology (or technologies), is the infrastructure and components that enable modern computing.

IT Marketing - refers to an array of strategies and activities Information Technology firms must undertake to convince potential customers to choose their products or services.

1.12 SUMMARY OF CHAPTER

The chapter has introduced what tourism marketing using information technology is. Many definitions have been given, it was clear that Information Technology in tourism is of special significance. Information technology is used for marketing the transport sector, accommodation sector, attraction sector in the tourism industry.

This chapter has also articulated the statement of the problem and the purpose of the study. The chapter also brought out the research objectives to be met and the research questions to be answered. The significance of the study was also discussed in this chapter. A number of reasons were brought out that may make this study important to be undertaken. Some limitations that the researcher faced have equally been highlighted in the chapter. Among the limitations cited, sample size and finances were highlighted. Lastly, this chapter defined some terms that were used in this study. The next chapter looked at the literature review on this topic.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter consists of the global literature review, African and Zambian literature review. The theoretical review of porter's five forces was outlined as well as the economic importance of tourism. The research gap was also outlined in this chapter.

2.1 Global Literature Review

The study from the United Kingdom by Professor (Buhalis, 1998) from the department of Tourism at the University of Westminster, London stated that marketing personnel operating in the tourism sector are inadequately trained to use the information technology infrastructure to market the various tourism products and services. His study in the United Kingdom on marketing personnel further outlined that information technology provides the information backbone that facilitates tourism. Unlike durable goods or tangible services cannot be displayed or inspected at the point of sale before purchasing as they are bought before their time of use and away from the place of consumption. Hence, tourists depend upon representation and descriptions provided to them by marketing personnel.

Having highlighted the above points, the study went on to recommend the implementations of a continuous program aimed at training and educating marketing personnel so as to develop and maintain information technology usage considering that things are changing on a daily basis and also to keep them aware and make them capable to use the current technology on the market.

According to the International Labor Organization (2010), travel and tourism is one of the largest and most dynamic industries in today's global economy. Tourism has been seen to be a major contributor to offering jobs of global employment, it has been revealed that the tourism sector suffered a decline beginning in the second half of 2008 and intensifying in 2009 after several consecutive years of growth.

A sharp reduction in tourist flows, length of stay and business travel expenses, led to a significant contraction of economic activities in the sector worldwide. Despite the crisis, global employment in the tourism industry increased by about 1 per cent between 2008 and 2009, as per

report. It was further identified that governments hold an important role in developing the tourism sector, and in order to become an attractive destination for tourists, the location requires a wide range of services including infrastructure and effective destination marketing.

Further at the meeting secretary of International Union of Food (IUF) so that depending on what kind of tourism and employment tourism brings to the poorest parts of the world, it can contribute to the reduction of poverty. Hence encouraged governments to support the tourism sector and that more funding must be allocated to the sector.

According to Morello (2009), tourism is unlike any other because, instead of a product, you are selling a place and all the things it has to offer. He further commented that every time you promote tourism, you are actually competing with the entire world in a given destination. This high level of competition demands a creative and unique approach, he therefore recommended that, to be successful, marketing should be constantly put forth the best possible image of your destination, while creating interest on a broad scale in as many ways as possible.

Furthermore, Cosper (2009) commented that the tourism industry is propelled by a mix of local returning customers as well as visitors from around the world. And while printing and broadcast marketing still have an impact on the tourism business, internet and mobile advertising have grown dramatically in the recent years, helping governments and business organizations connect directly with tourists. He further encouraged small business proprietors to come into partnership with the tourism sector in order to fully promote and market the sector both locally and internationally as this will help them market their products.

Furthermore, a study conducted by Carlos Rompante, Joao Paulo, Arlindo Costa dos Santos, (2016), from the polytechnic Institute of Braganca Mirandela Portugal on the topic of “information and communication technology in tourism: challenges and trends” outlined that the integration of information and communication technology (ICT) in the tourism industry is an essential element for the success of any tourism enterprise. ICTs provide access to information of tourism products from anywhere and at any time. Tour companies may also reach out to target customers around the world through a series of emerging technologies. Their study reviewed the main factors of ICT in tourism to be: “quality of website, digital marketing, social networking, multimedia, mobile technologies and intelligent environments.

Their study concluded that the survival of touristic organizations depends in large part on the appropriate use of new technological application. However, the biggest challenge these will overcome is the traditionalist view that these new applications serve only large companies, focusing all their attention on applications and solutions appropriate to its size and its position in the market. ICT plays a crucial role in the operation of the internal management of the organizations, however, establishing relations with its external environment, allowing in the case of tourism coordination between all stakeholders in the tourism system is possible. The future of tourism will naturally be focused on technologies centered on the user that will support organizations to interact with customers in a dynamic way.

Another study conducted by Wayne Pease from the University of Southern Queensland, and, Michelle Rowe, from Edith Cowan University, on the topic “An overview of Information Technology in the Tourism Industry”, outlined that Tourism is an important sector in the economy contributing around 10% to worldwide GDP, projected to rise to nearly 11% by 2014 (World Tourism Council (2004).

Furthermore, the study outlined that tourism was one of the first sectors to embrace Information Technology (IT). IT is crucial to the tourism industry and its success. IT has brought with it a number of changes and challenges that affect business and tourism. IT developments that have taken place with respect to the tourism industry are overviewed in this paper. Challenges they pose for the sector and tourism operators generally are also identified as the provision of accurate, localised data, increasingly via IT by travel operators, whilst maintaining a relationship with the tourist. Rather than being just transaction based longer term relationships need to be fostered and IT can play a role in this relationship building.

Their study further outlined that the tourism industry can be seen as one of the first business sectors where business functions are almost exclusively using information and communications technologies (ICT) (Garzotto et al. 2004). Information Technology (IT) and ICT has played an important role in the development of tourism. Computerized reservations Systems (CRS) were among the first applications of IT worldwide. The industry is one of the more successful areas of e-commerce because it is largely consumer oriented and since services and the provision of information is at its centre.

Werthner & Klein (1999) suggest tourism is a hybrid industry since even though it is dominated by the provision of information, essentially it is about a physical product. This requires the ‘seamless integration of information and physical service, with flexible configurations of the physical and the informational parts’ (Werthner & Klein, 1999). ICT facilitates this integration and enables customization of tourism products to suit the needs of individuals. Due to changes in consumer behavior of the tourist the market is becoming more segmented with each potential consumer belonging to a number of market segments simultaneously. Tourist operators need to be aware of these changes and be equipped to respond, or better still, take a proactive approach.

Another study by Timothy H Jung and Richard Butler (2000) on “the measurement of the marketing effectiveness of the internet in the tourism and hospitality industry”, outlined that the subject of the use of Information Technology (IT) in the tourism industry has become increasingly important in recent years and Information Technology (IT) has already begun to have a great influence on the tourism industry. In its various forms, the advent of the Internet and its remarkable growth has enabled tourism organizations to reach customers worldwide with both ease and cost effectiveness.

Basically, as the number of Internet user’s increases and the size of the electronic market grows, tourism organizations, such as National Tourism Organizations (NTOs), Hotels, Airlines, and Travel Agencies are developing an Internet presence and adopting the Internet as a mainstream marketing strategy. It is meaningful, therefore, to investigate the perception by marketing managers of the Internet as a marketing tool and to identify how they measure the success rate of any websites they have established in the tourism and hospitality industry, (Jung & Butler, 2000).

A marketing study by Hauser and Simmie (1981) concerning use perceptions of alternative communication technologies similarly derived two underlying dimensions: ease of use and effectiveness, the latter being similar to perceived usefulness. Both ease of use and effectiveness were influential in the formation of user preferences regarding a set of alternative communication technologies. The human computer interaction (HCI) research community has heavily emphasized ease of use in design (Branscombe and Thomas, 1984; Card, et al., 1983; Gould and Lewis, 1985).

Several studies by (Gabot & Colgate, 2008), (Litan, Mocanu, Olaru, & Apostu, 2011), have mentioned that IT has a confident influence on some global companies' relationships because of technology competition and great technology create relationships much more operative. To succeed the economic advantage, the worldwide trades should use different information technologies. The period of old fashion samples or print advertising has passed. Presently, online advertising, mobile marketing and other statistical analysis involved together to support global and local companies to achieve success in business.

(Gabot & Colgate, 2008) Stated that IT can recognize and appreciate clients, marketers also can use IT to recognize supplier's coworkers, sponsors, staffs and suppliers. Using information technology in all types of companies can have a significant impact on improving productivity.

Some studies by, (Hobijn & Jovanovic, 2011), have suggested that universal businesses can hire various types of information technology to promote products to the audiences. However, this way is very costly and if companies don't have a good experience and knowledge, the applied pricing methods lead to major marketing problems since most of the services are expensive beyond the affordability of many clients in the target market.

Most significant technological variation like the information technology uprising extinguishes longstanding capitals and old firms. The nature of IT creativity enforced on marketing and exchanging or informing a current purpose or procedure. There are some major principles about technology markets. Technology variation is a dissimilar procedure. Technology innovations need dissimilar marketing approaches. Confirming client satisfaction is a more important experiment for a product or service, (Gabot & Colgate, 2008).

Only a small minority of companies currently see themselves as great operators of IT, conversely this proportion grows significantly when managers are examined to check the viewpoint usage of IT in 5 years' time. In business-to-business marketing, the goal of going online is to interchange products, services, and information through what is called a virtual private network, (Antioco & Lindgreen, 2003).

In other studies by (Litan, Mocanu, Olaru, & Apostu, "Modern Information Technologies used in marketing research," , 2011). have mentioned that E-Marketing, includes a comprehensive set of interaction-enabling technologies that are commonly applied in developed business-to-business

(B2B) markets involving customer relationship management (CRM) software, sales force automation (SFA), E-Commerce websites, and extranets. Normally information technology in marketing can be categorized as online marketing, mobile marketing and customer relationship management (CRM) software.

2.1.1 Research Gap

From the global literature, the studies are mostly based on advanced information technology systems which are rarely used in developing countries like Zambia.

2.2 African Literature Review

Furthermore, according to the study by (Kazoba, Massawe, & Matokeo, 2016), they assessed the role of internet in tourism marketing in Mwanza City of Tanzania. The objectives which guided the research were to identify the status of tourism marketing through internet usage in Mwanza City, to analyse the use of internet in marketing tourism in Mwanza City, to identify the relationship between tourism growth and the use of internet in Mwanza City and to identify the challenges facing the internet usage in marketing tourism in Mwanza City. The sample size of the study was 16 marketing or communication officials whose companies or organizations have registered and have the websites.

Basically, the research used qualitative and quantitative methods in the presentation of data and research data were collected through interview and content analysis and the use of the secondary data. Data was analyzed using thematic analysis, SPSS and Microsoft Excel and findings were presented in narrations, frequencies, percentages and charts. Findings of this research described that internet doesn't play much role as it should. Also the researcher discovered that there is no harmonization within tourism sector in electronic environment as well. But the government has played a major role to ensure that the harmony is built within tourism industry by creating a tourism marketing portal which is incorporated by every recognized tourism company information needed by customer (s) or consumer(s) and which will ensure that there is cooperation and collaboration among stakeholders.

Study by Albert Kimbu (2011), from the University of Surrey, on "the challenges of marketing tourism destinations in the central African Sub-region: the Cameroon example," outlined that during the last decade, sub-Saharan Africa has consistently posted one of the highest tourism

growth rates averaging approximately 6% per annum between 2007 and 2010. However, not all countries have profited from this growth.

Countries in the Central African sub-region, even though recognized internationally as potential hot spots for sustainable ecotourism development, are still lagging behind those located in Western, Eastern and Southern Africa. His study identifies some challenges inhibiting the development and marketing tourism destinations in the Central African sub-region in general and Cameroon in particular and proposes some concise measures whose implementation would help in redressing the situation, (Kimbu, 2011).

Furthermore, another issue that Kimbu outlined in his study is linked to the poor image of Cameroon is the challenge in marketing the country as a tourism destination. Kimbu (2011) notes an array of challenges, some of which include the non-prioritisation of the tourism industry by the government, the absence of a National Tourism Office (NTO), the non-implementation of marketing plans, and a lack of human resources. The lack of professionalism among the immigration, customs and police officials, for example, has been cited by tourists as a major deterrent to them visiting the country.

Another study by Mohammad, Surborg, and Pdraig (2013), with the study topic “The Diffusion and Impacts of Information and Communication Technology on Tourism in the Western Cape, South Africa” outlined the two features of the globalising economy are its technological dynamism and its increasing service orientation. International tourism is an important element of the “new economy” of globalisation, as are new information and communication technologies. The relations between these two central elements of the reconfiguring world system have been under-theorised. Based on extensive primary fieldwork in Western Cape Province, South Africa, this study explored the impact of new information and communication technologies on tourism development. It finds that, while these new technologies are extensively used in marketing and booking, in particular, foreign-owned websites have established a dominant command and control function, thereby replicating previous patterns of economic extraversion.

Furthermore, with the study by Mohammad, Surborg, and Pdraig (2013), arguably, in the specific South African case, the growth of new ICT usage and infrastructure has facilitated the growth of tourism as a sector. This situation has brought employment benefits as well as linkage and multiplier effects. Nevertheless, the dominance of foreign-owned websites and the value

which they capture is a cause for concern as this replicates previous patterns of economic extraversion by offshoring or extracting social surplus, thereby potentially reducing domestic investment (in other sectors). Consequently, companies in core countries of the global economy can exert increasing dominance in the sector, even if indirectly. Furthermore, new ICTs are implicated in the reproduction of segregation, poor containment and labour control. This said, as a whole, there is only a weak link between ICTs and the politico-economic development of Africa. Accordingly, it is difficult to imagine how the deeper integration of ICTs in tourism industry can result in the economic development of most of sub-Saharan Africa. Arguably, it must be acknowledged that only a handful of advanced states in Africa (including South Africa) which can substantially and substantively use ICTs for wider economic development.

Mohammad, Surborg, and Pdraig (2013) study concluded that ICT has in many ways transformed the tourism sector in the Western Cape, but at the same time this transformation was not ubiquitous across all aspects of the industry, but largely limited to marketing and the administration of bookings and reservations. The technology has thus helped businesses to work across large distances and, given South Africa's location in relation to traditional and new tourist markets, helped to acquire new business and better compete in the global market, because distance became less relevant in attracting clients. In all likelihood, the liberalisation and expansion of commercial air traffic has worked in South Africa's favour in combination with the development of ICT.

2.2.1 Research Gap

From the African Literature, the studies were looking at the role of internet in general on tourism sector and also on the impacts ICT has brought on the tourism sector. This study aimed at outlining the emerging challenges of using information technology in marketing the tourism sector.

2.3 Zambian Literature Review

A study by Sheba (2005) from the Stellenbosch University on the topic "Marketing Zambia as a tourism destination: e-challenges, e-strategies and opportunities for the Zambia national tourist board" outlined that tourism is emerging as one of the most important socio-economic sectors for developing as well as developed countries. Tourism incorporates features of the information

society such as globalisation, mobility, and information reach and richness. A national Tourist Office or as commonly referred to Destination Marketing Organization is the core tourism product of any nation. The new forms of e-business are offering major opportunities for all tourism destinations and suppliers, whether large or small, to improve their business and re-model such in a more cost-effective manner.

Furthermore, the study discussed the impact and existing relationship between ICT and tourism as an emerging e-commerce sector in the Zambian tourism industry. It focused on the tremendous changes in consumer expectations for the Zambia tourism sector caused by the impact of Internet revolution. The World Wide Web through Information and Communication Technology (ICT) is the driving force that is changing the tourism landscape and affecting the production, distribution and consumption of its products. This symbiotic relationship existing between ICT and the tourism sector provides an opportunity for the Zambian tourism industry to create a competitive advantage for the 21st century, (Sheba, 2005).

In another research conducted by Misozi (2010) in Zambia on her LinkedIn post she concluded that government should partner with service providers to have information technology facilities in rural areas so as to fully give the Zambian people information regarding tourism. It was noted that very few people are aware about the products and services that are being offered in Zambia's tourism sector especially people far from the line of rail simply because they have no media reception. The study also pointed out that journalists and media stations have not helped in disseminating information regarding tourism by not writing articles or broadcasting on a large scale Zambia's culture, history, national parks and the people at large so as to make both the local and international tourists and of the various tourism products and services that are across the country.

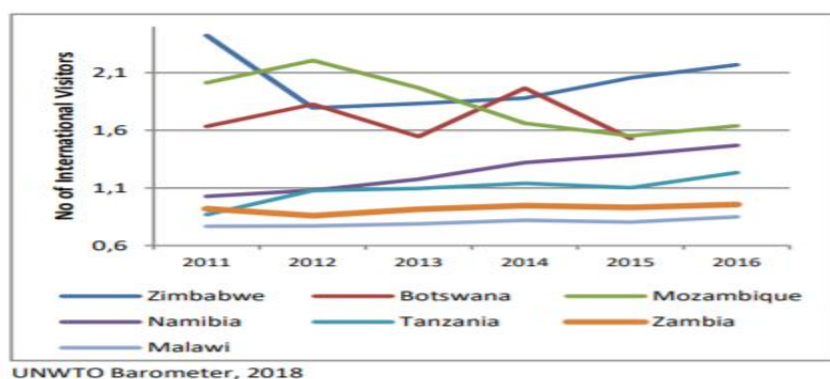
Having highlighted the above findings in Misozi's study, she concluded that very few people who rely on electronic media to access information are aware of the tourism products and services that are available due to poor coverage of the tourism sector and recommended that more efforts should be put especially the media houses in the advertising the tourism sector so as to make available information regarding to tourism products and services so as to reach many people as possible both on the local and international markets.

According to the study by (Nyamsamba, 2016) with the study topic of investigating communication strategies on touristic attractions and other historical heritage sites in Lusaka, Zambia (2014-2016), her objective was to establish dissemination, and investigating tourism communications on tourist attractions and other heritage sites in Lusaka. The tourism sector has seemingly not done well in exposing and advertising most of the heritage and monuments and is currently underperforming. Based on agenda setting, communication and knowledge gap theories, her study was carried out to investigate communication strategies on tourist attractions and historical heritage sites in Lusaka.

From this study, it tried to establish dissemination, consumption and tourism communications on tourist attractions and other heritage sites in Lusaka. It was divided into 4 parts namely questionnaire survey involving 150 respondents, direct observation and physical visits of 5 tourist and heritage sites, in-depth interviews with 5 key informants and document review. A multi-stage cluster sampling design was employed for high, medium, and low communities represented by Matero, Libala and Roma, respectively. Simple random sampling was done for direct observation of heritage sites was established that even though efforts were being made to communicate tourism information through electronic and print media, communication strategies of government line ministries, agencies and commissions are out-dated, inadequate or absent. There was poor knowledge and consumption of the local touristic scene by respondents which may partly be explained by reduced interest by consumers, and lack of information and understanding of the touristic potential in Lusaka. Secondly, there was disconnecting between the expectations of disseminators of information and the consumers arising from a weak and disjointed communication strategy by many stakeholders. In conclusion, to offer an effectively and efficient communication for tourism development in Lusaka, the key players must facilitate different levels of user engagement that promotes more community outreach activities and involvement of different age groups.

Basically, International tourist arrivals in Zambia increased from 815,000 to 956,000 between 2010 and 2016, growing 17.3% over the period. Growth rates have however fluctuated year-on-year throughout the period. Between 2011 and 2012 and between 2014 and 2015, they declined by almost 7% and 2% respectively, while over the last three years the average rate of growth has been modest, at under 1%. (Analysis of the Tourism Value Chain in Zambia, 2018).

Figure 2.1 Trends in arrivals, Zambia and Neighbors'



Tourism is not just about people travelling on holiday but also involved business investments and the economic multiplier effect. In countries many such as Botswana, Namibia and Zimbabwe, tourism has proved to be successful and has played a cardinal role in economic development. However, it is uncertain what role tourism has played in creating employment, income generation, development of infrastructure, let alone in sustaining development in Zambia. It can also be argued that the status of forward and backward linkage of the tourism sector in the Zambian economy at large is hardly at the level that can positively impact on the tourism industry (Hospitality sector). The challenge of creating sustainable information communication technologies (ICTs) in tourism industry in order to impact positively on hospitality sector is a daunting task.

Below is the table showing the Key tourism indicators for the top African markets and Zambia is not on the list.

Table 1.0 Summary of Key Tourism Indicators for top African markets

| | Annual Tourism Receipts (billion US\$) | GDP share of tourism (% total exports) | Arrivals, millions | Air passengers, millions | Hotels in the pipeline |
|--------------|--|--|--------------------|--------------------------|------------------------|
| Angola | 0.63 | 2% | 0.40 | 1.48 | |
| Egypt | 3.31 | 10% | 5.26 | 11.84 | 18 |
| Ethiopia | 2.14 | 36% | 0.87 | 8.24 | |
| Kenya | 1.62 | 16% | 1.27 | 4.85 | 8 |
| Mauritius | 1.82 | 35% | 1.28 | 1.59 | |
| Morocco | 7.92 | 23% | 10.33 | 7.74 | 31 |
| South Africa | 8.81 | 10% | 10.04 | 19.74 | 13 |
| Tanzania | 2.16 | 23% | 1.23 | 1.18 | |
| Tunisia | 1.71 | 10% | 5.72 | 3.61 | 12 |
| Uganda | 0.77 | 16% | 1.32 | 0.05 | 9 |

Source: World Development Indicators, 2018, Africa Tourism Monitor (2015). All data are from 2016.

2.4 Research Gap

For all these past years, the tourism industry in developed countries has implemented many ICT tools; therefore, the majority of research on the effects of ICT on the tourism sector was mainly conducted in these developed states, (Sirirak et al. 2011). Moreover, these kinds of studies in a developing country context like Zambia are rarely done and documented.

2.5 Summary of the Chapter

The literature review focused on the aspect of marketing the tourism sector using information technology. Furthermore the literature review was based on the global literature, African and Zambian literature. The research gap was also outlined in this chapter.

Previous studies from the global perspective have indicated that the subject of the use of Information Technology (IT) in the tourism industry has become increasingly important in recent years and Information Technology (IT) has already begun to have a great influence on the tourism industry. From the African studies, the literature studies recommended the implementations of a continuous program aimed at training and educating marketing personnel so as to develop and maintain information technology usage considering that things are changing on a daily basis and also to keep them aware and make them capable to use the current technology on the market. Some studies have outlined that information technology has helped businesses in the tourism sector to work across large distances.

From the Zambian studies, some studies have indicated that the tourism sector has seemingly not done well in exposing and advertising most of the heritage and monuments and is currently underperforming; hence, the key players must facilitate different levels of user engagement that promotes more community outreach activities and involvement of different age groups. The knowledge gap has indicated that these kinds of studies in a developing country context like Zambia are rarely done and documented hence this study. The next chapter looks at the methodology of the study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is the blueprint of how the research was carried out. It discusses the method used in order to undertake the study. This comprises identifying a research design used, study population, sampling method and size, data sources, data collection instruments, description of the study area, and data processing analysis.

3.1 RESEARCH DESIGN

Orodho (2008) defines research methodology as the framework within which facts are placed so that meaning can be extracted from them. It gives the direction that a researcher must follow in order to get the answers to issues with which he or she is concerned. The research design for this study was descriptive in nature. Qualitative data collection methods was used to collect data. The qualitative data was collected through primary and secondary sources in order to investigation on the challenges of using information technology to market the Zambian tourism sector: a case study of the Zambia Tourism agency and travel agents in Livingstone town.

3.2 DESCRIPTION OF THE STUDY AREA

Located in Southern Province, Livingstone Town is a Tourist capital of Zambia. It is also a nerve centre for visitors to the mighty Victoria Falls. The adjoining the Victoria falls is the Mosi-Oa-Tunya National Park which surrounds the Zambian side of the falls lying 10 km (6.2 mi) to the north of the Zambezi River. The town is a border town with road and rail connections to Zimbabwe on the other side of the Victoria Falls. The border post is located about 15KM South-East of the central business Town.

3.3 STUDY POPULATION

The research targeted all employees of Zambia Tourism Agency particularly those at the Livingstone office and Travel agents. Employees included Top level Management, Middle level Management and Operational level management. Data got from the targeted population was used to generalize the findings to this research.

3.4 SAMPLE SIZE

A sample size composed of 40 respondents which was represented from the Zambia Tourism agency Livingstone office and travel agents in Livingstone town. The population of workers involved all 10 from the Zambia Tourism Agency and all 30 from travel agents, the numbers used was sufficient for the researcher to obtain valid views of the study in order to come up with comprehensive and accurate results.

A sample can be defined as a sub group or part of a large population. The study population consists of tour agents and the employees of Zambia tourism agency based in Livingstone district of Southern province of Zambia.

3.5 SAMPLING PROCEDURES

Purposive Sampling procedure was used. The sample will be generated from sampling the frame provided by the organization which lists the employee.

3.6 DATA COLLECTION METHOD

The data to be used in this research was collected using Questionnaires. Questionnaires contained both open-ended and close-ended questions. The inclusion of open-ended questions was intended to dig into as much insight as possible. The respondents comprised of two different groups in the study, the first group is the employees at the Zambia Tourism agency and the second group was consultants from travel agents in Livingstone town.

3.6 DATA COLLECTION INSTRUMENTS

The research instruments that were used to collect data were questionnaires. This was the most time efficient and flexible tool in collecting data. The questionnaires included both open and closed ended questions. An Interview Guide was also used. Interviews were semi-structured, meaning that the respondents had an opportunity to express their own thoughts while answering the questions of the questionnaire.

3.7 DATA ANALYSIS

This research used qualitative techniques to analysis the data obtained such as categorization and thematization. These types of data were purposely used to ensure accuracy and completeness. Data was analyzed using excel and explanatory method.

3.8 ETHICAL CONSIDERATION

- Consent was obtained from the respondents before administering the questioner and names of the respondents were not used.
- The researcher worked to ensure that everything done at each and every step was within the confines of the law. For example none of the Participants was bribed as a way of inducing them to be part of the sample or give information in a pre-determined manner.
- The researcher strove for honesty at each and every stage of this study. It reports data, results, methods and procedures, and publication status in an honest manner by avoiding fabrication, falsifying, or misrepresentation of data. The study also avoided bias in research design, data analysis and data interpretation.
- The researcher strove to maintain his integrity throughout this research process for example by keeping appointments with Participants.
- The works that do not belong to this author of the paper have been acknowledged using Harvard Referencing System in an appropriate format.
- The researcher avoided careless errors and negligence by keeping good records of research activities, such as data collected correspondences and journals. All data was backed up on both the computer and external drives

3.9 SUMMARY OF CHAPTER

This chapter detailed the methodology framework of the study. The research design for this study was descriptive in nature. The research targeted all employees of Zambia Tourism Agency particularly those at the Livingstone office and Travel agents. The population of workers involved all 10 from the Zambia Tourism Agency and all 30 from travel agents. The data used in this research was collected using questionnaires and interview guide. This research used qualitative techniques to analysis the data obtained such as categorization and thematization. The ethical consideration was also outlined in this chapter.

CHAPTER FOUR

RESEARCH FINDINGS

4.0. Introduction

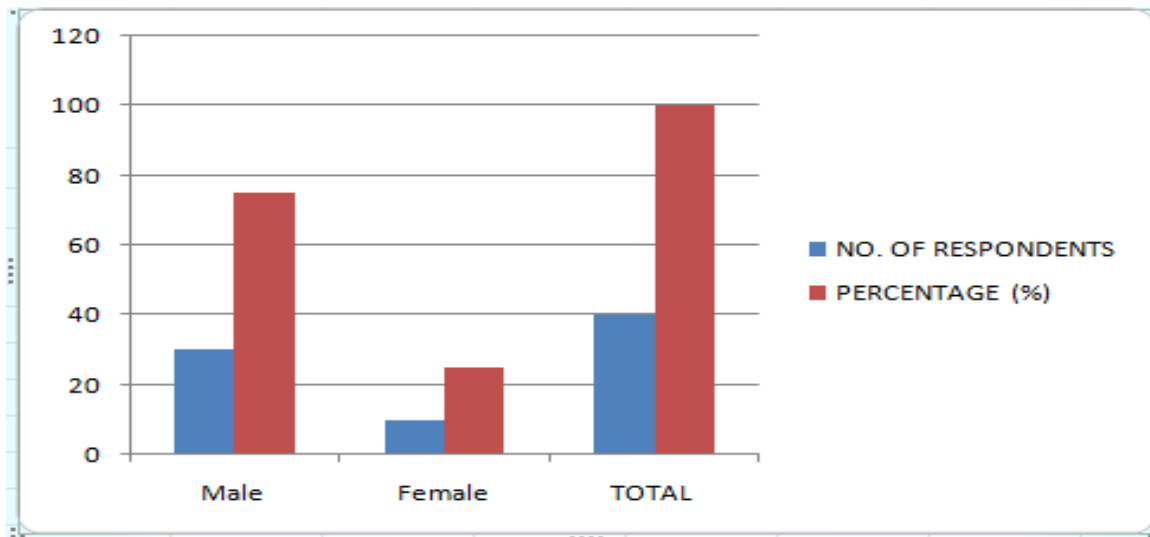
This research study was aimed at highlighting the challenges of using information technology in marketing the Zambian tourism sector: a case study of Zambia tourism agency and travel agents in Livingstone town.

Data was collected through the use of questionnaires and an interview guide from who were gotten from a sample size of 40 respondents which was represented from the Zambia Tourism agency Livingstone office and travel agents in Livingstone town.

Findings from questionnaire Section A

4.1 Presentation of findings on gender

Figure 4.1; Gender distribution

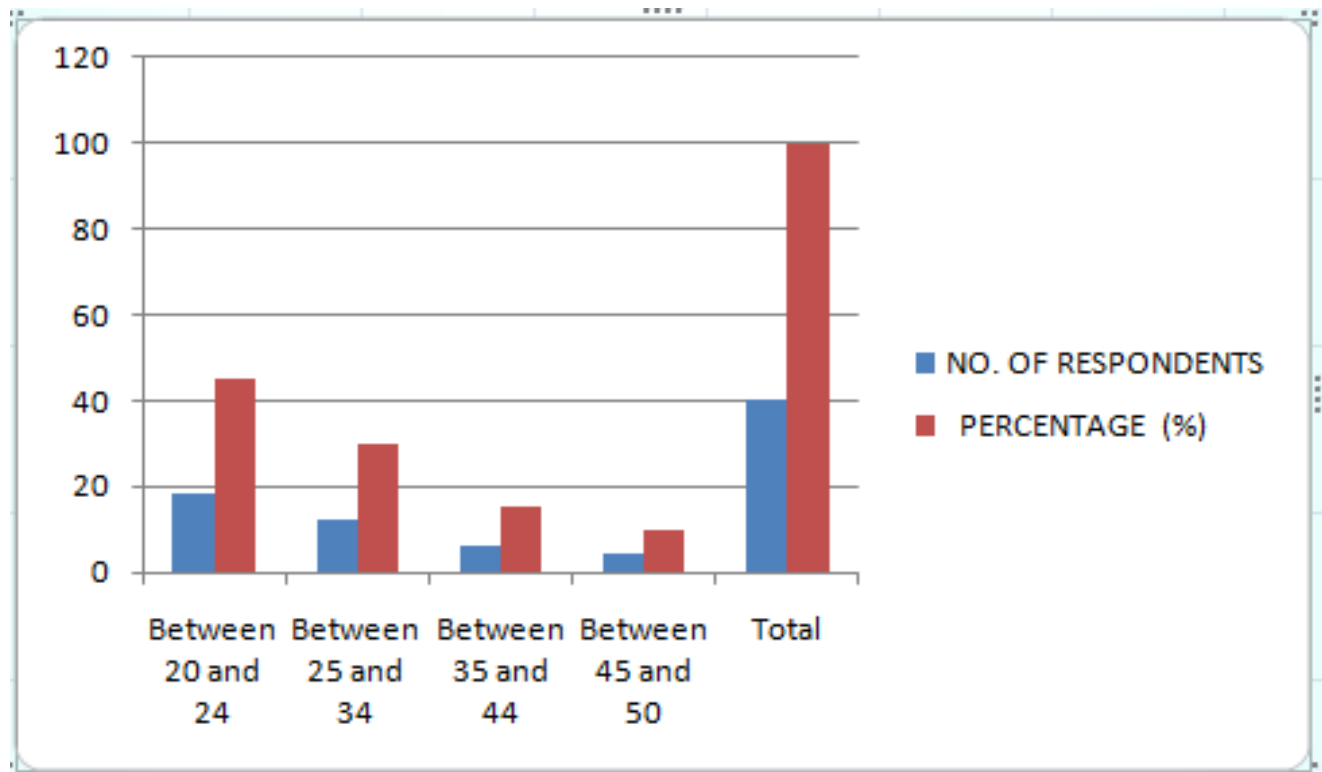


Source: Field data, 2019

Out of the sample size of 40 respondents, 30 respondents were male who represented 75% while 10 female respondents represented 25%. These percentage figures clearly show that the females were in the minority as depicted in the figure above

4.2 Presentation of findings on Age of the respondents

Figure 4.2; Age



Source: Field data, 2019

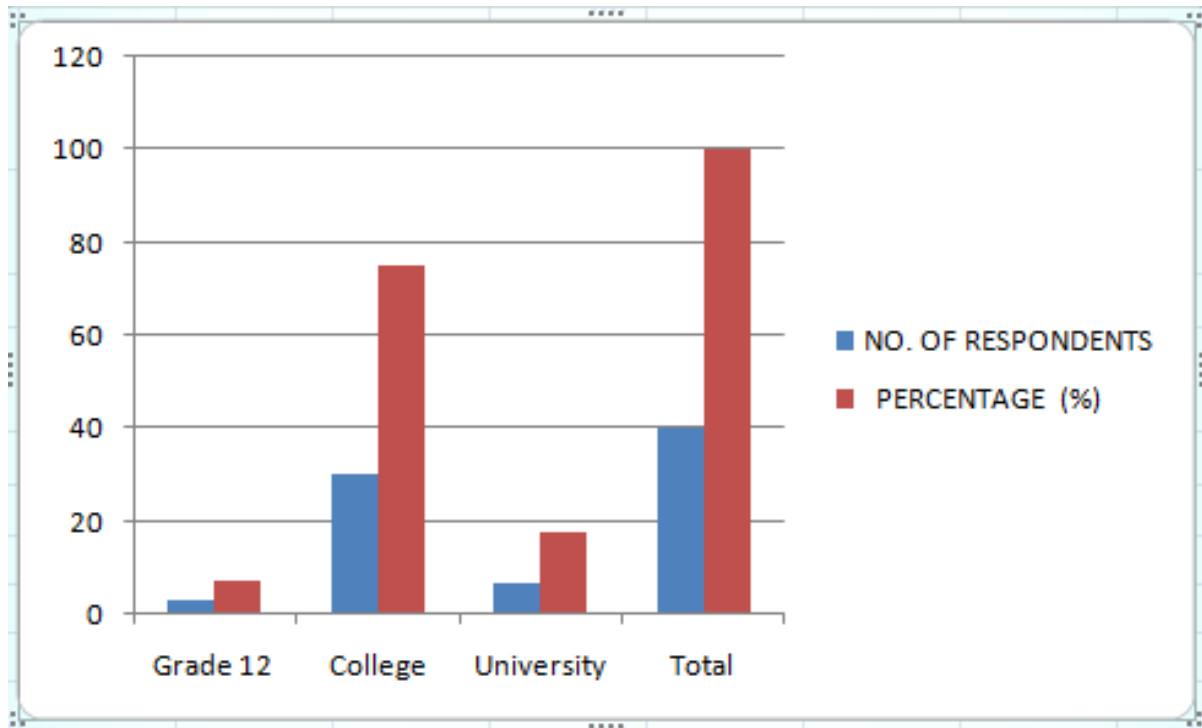
In every population, the age distribution is very important as it is the base on which many decisions of the population are made.

From the sample, the age distribution of the respondents was as follows: between (20) and (24) there were (18) respondents. Between (25) and (34) there were (12) respondents. Between (35) and (44) there were (6) and between (45) and (50) there were 4 respondents.

Those in the majority (18) according to the figures highlighted above were aged between (20) and (24) and accounted for 45% while those in the minority (4) were aged between (45) and (50) who accounted for 10% as depicted in the table above.

4.3 Presentation of findings on respondent's highest level of education attained

Figure 4.3 Highest level of Educational attained



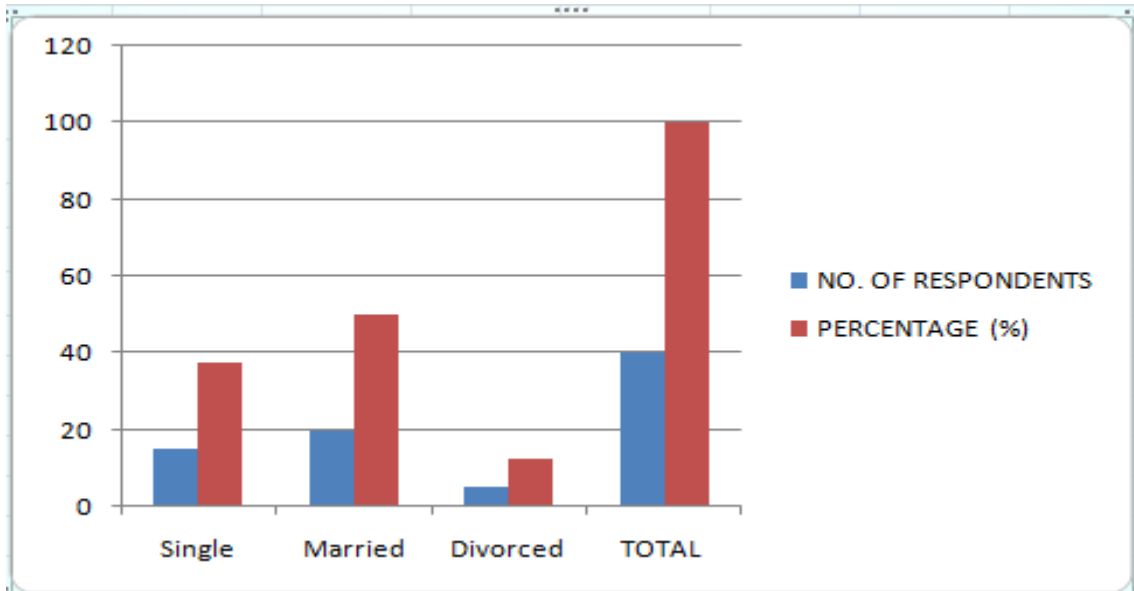
Source: Field data, 2019

Out of the sample size of 40 respondents, 30 respondents highest level of education attained is college who represented 75% while 7 respondents attained university who represented 17.5%, and 3 respondents highest level of education attained is grade 12 who represented 7.5%.

These percentage figures clearly show that the majority of respondent's highest educational level is college.

4.4 Presentation of findings on Marital Status

Figure 4.4; Marital Status



Source: Field data, 2019

The figure above shows that the majority of the respondents: (20) were married and represented 50% of the sample size while (15) were single and represented 37.5% lastly (5) were divorced and represented 12.5%

4.5 Presentation of findings on respondent's form of employment

Figure 4.5; Employment Form

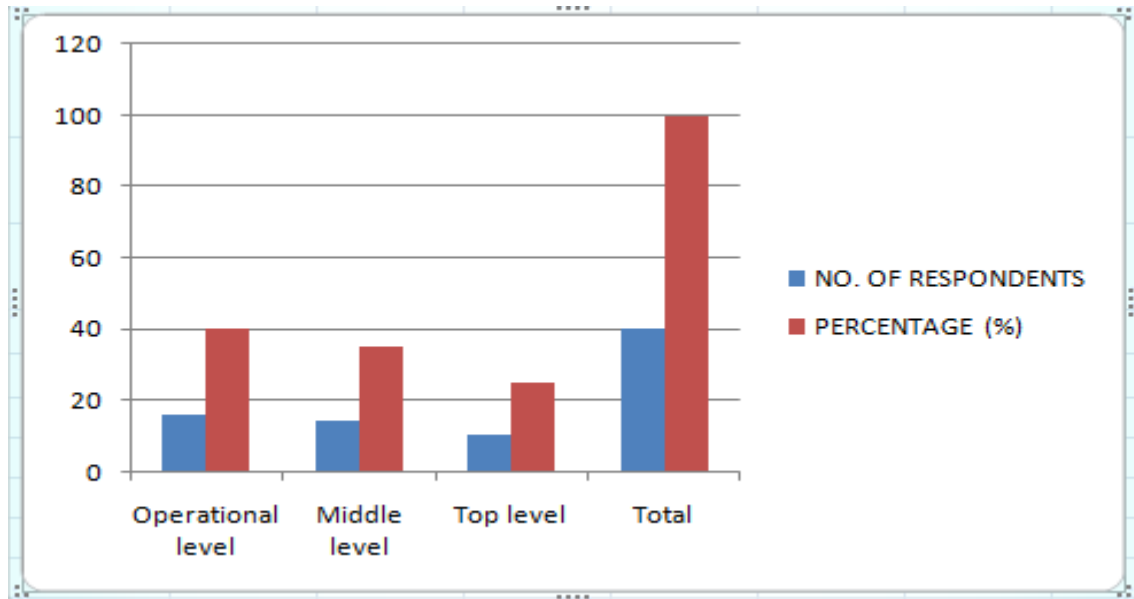


Source: Field data, 2019

The figure above shows that none of the respondents was on part time basis as all the 40 respondents were in full time employment thus representing a percentage of 100.

4.6 Presentation of findings on respondent's level of management

Figure 4.6; distribution for management levels

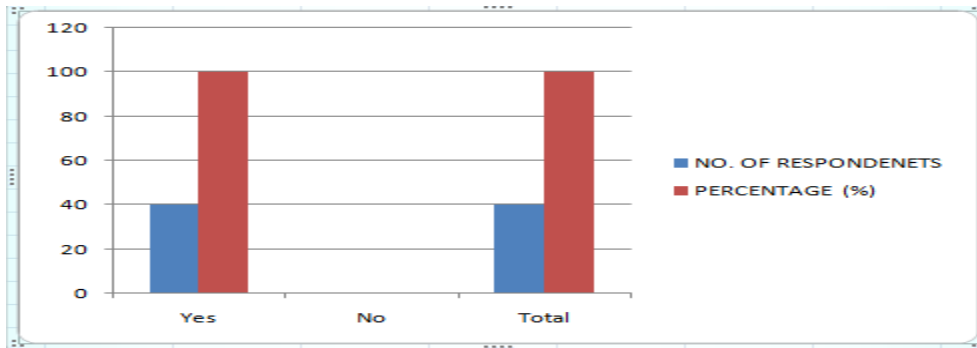


Source: Field data, 2019

Each and every organization has got a hierarchy and from the respondents in this research that was conducted; 16 of them work at the operational or lower level and represented 40%. 14 of them work at the middle level and represented 35%. 10 of the respondents work at the top management level and represented 25% as captured in the figure above

4.7 Presentation of findings if information technology has affected marketing of products in the Tourism sector

Figure 4.7; IT on Marketing



Source: Field data, 2019

The figure above shows that none of the respondents said no, all the 40 respondents agreed that information technology has affected marketing of products in the tourism sector thus representing a percentage of 100.

Figure 4.8 Effects of IT on Marketing Tourism

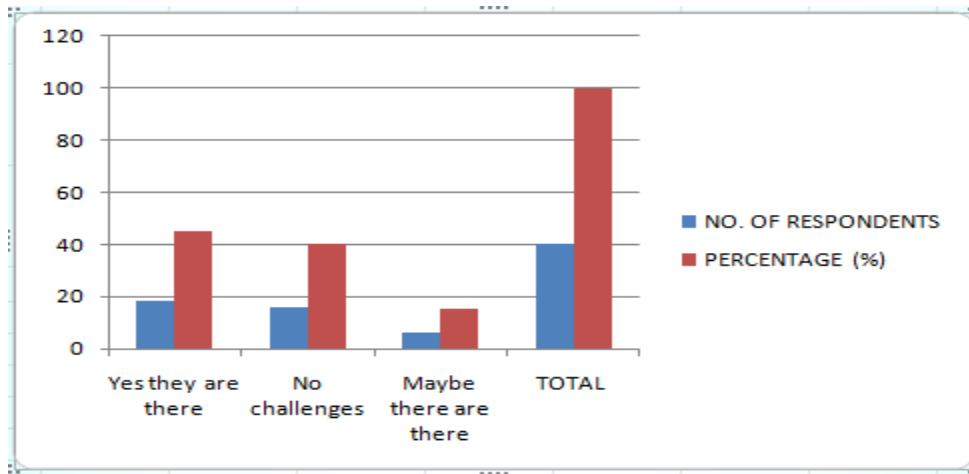


Source: Field data, 2019

The figure above depicts the ways in which information technology has affected marketing of products in the tourism sector. 14 respondents said the effects were in a good way and represented 35%. 10 respondents said the effects were in a bad way representing 25%, and 16 respondents said the effects were both good and bad representing 40% respectively.

4.8 Presentation of findings if there are any challenges being faced by employees in marketing through information technology.

Figure 4.9 Challenges faced by employees



Source: Field data, 2019

The figure above depicts answers to the question of whether there are any challenges being faced by employees in marketing the tourism sector using information technology. 18 respondents said yes there were some challenges being faced and represented 45%, 16 respondents said there were no challenges and represented 40%. And 6 respondents were not sure there were some challenges with 15%.

4.9.1 Regression analysis

| | x | y | Calculated y | Error |
|----|----|-----|--------------|-------|
| 1. | 18 | 45 | 45 | 0 |
| 2. | 16 | 40 | 40 | 0 |
| 3. | 6 | 15 | 15 | 0 |
| 4. | 40 | 100 | 100 | 0 |

Calculate

Result: $y = 2.5x + 0$

Correlation Coefficient: $r = 1$
 Residual Sum of Squares: $rss = 0$
 Coefficient of Determination: $R^2 = 1$

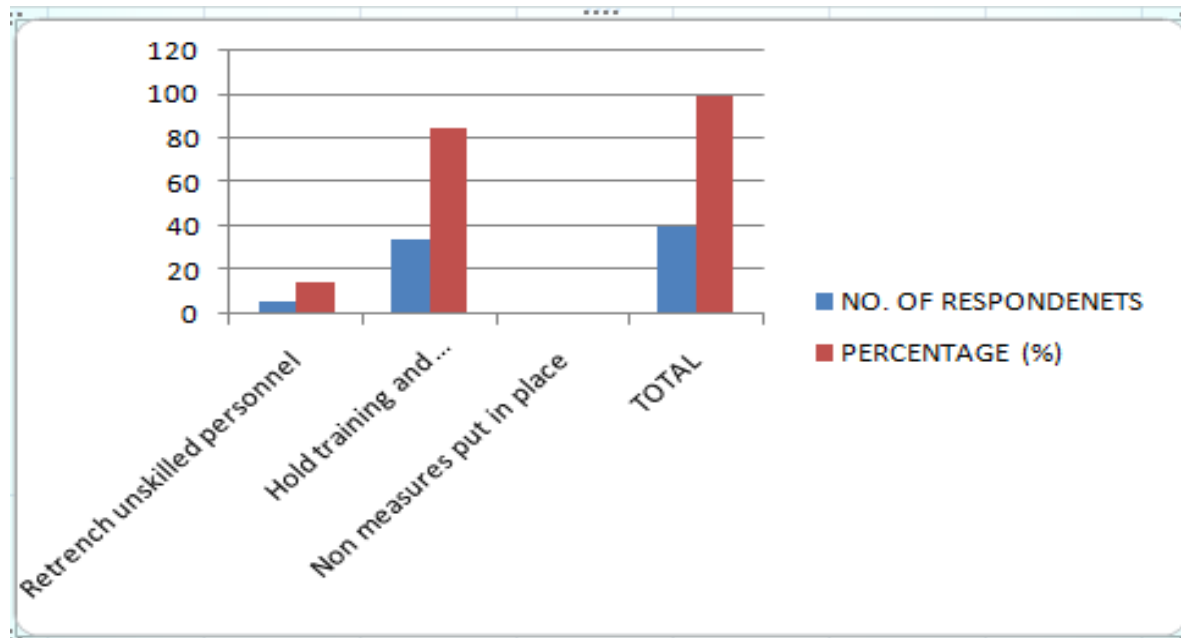
Coefficient of determination: $R^2 = 1$ this implies that all of the data points fall perfectly on the regression line. The predictor x(number of respondents) accounts for all of the variation in y (the percentage).

4.9 Presentation of findings on what challenges have been faced by employees when using information technology in marketing the tourism sector.

- Respondents from the travel agents and from the ZTA outlined one of the challenges to be that of the provision of accurate, localized information via IT on the internet whilst maintaining a relationship with the tourist. Information on the internet is sometimes highly fragmented
- Respondents from the travel agents and from the ZTA outlined that there is a challenge of building trust and rise interest to tourism consumers, there is lack of readiness of the target groups because of perceived risk
- Respondents from the travel agents and from the ZTA outlined that they have challenges with the knowhow, on how to use the information technology systems.
- Respondents from the travel agents and from the ZTA outlined that there is lack of communications and skills development in the organizations
- Respondents from the travel agents and from the ZTA outlined there is lack of understanding of how the internet and online marketing works
- Respondents from the travel agents and from the ZTA outlined that there is lagging behind in adopting the internet systems to use for marketing online
- Respondents from the travel agents and from the ZTA outlined that there is lack of reliable ICT system providers, hence issues of slow internet
- Respondents from the travel agents and from the ZTA outlined that ICT systems are expensive to acquire.

4.10 Presentation of findings on what measures to put in place to combat challenges of information technology use on employees.

Figure 4.10 Measures to combat challenges in IT

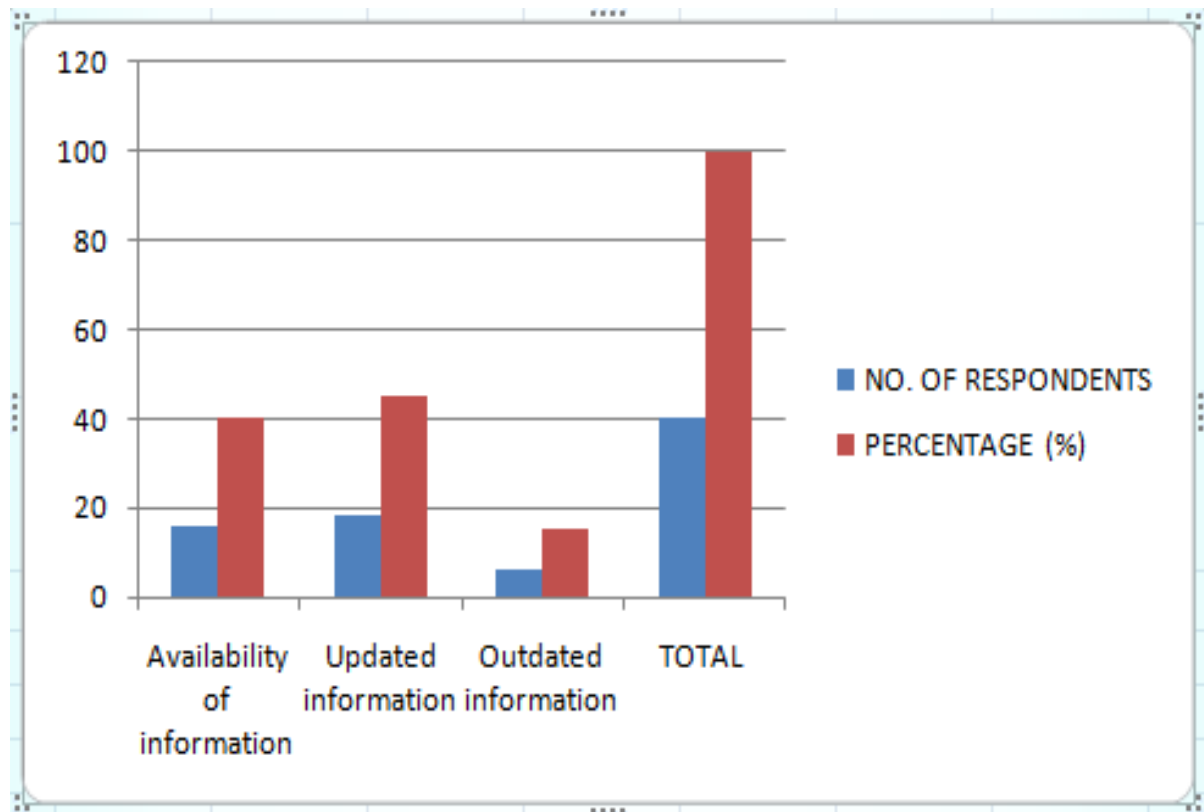


Source: Field data, 2019

The figure above depicts what measures have been put in place by management to combat the challenges of information technology use on employees. 6 respondent said unskilled personnel are retrenched and represented 15%, 34 other respondents said training and development workshops are conducted or held for employees and represented 85%. None of the respondents said no measures had been put in place as shown.

4.11 Presentation of findings on challenges reported by tourists in accessing the information.

Figure 4.11 Challenges faced by Tourist

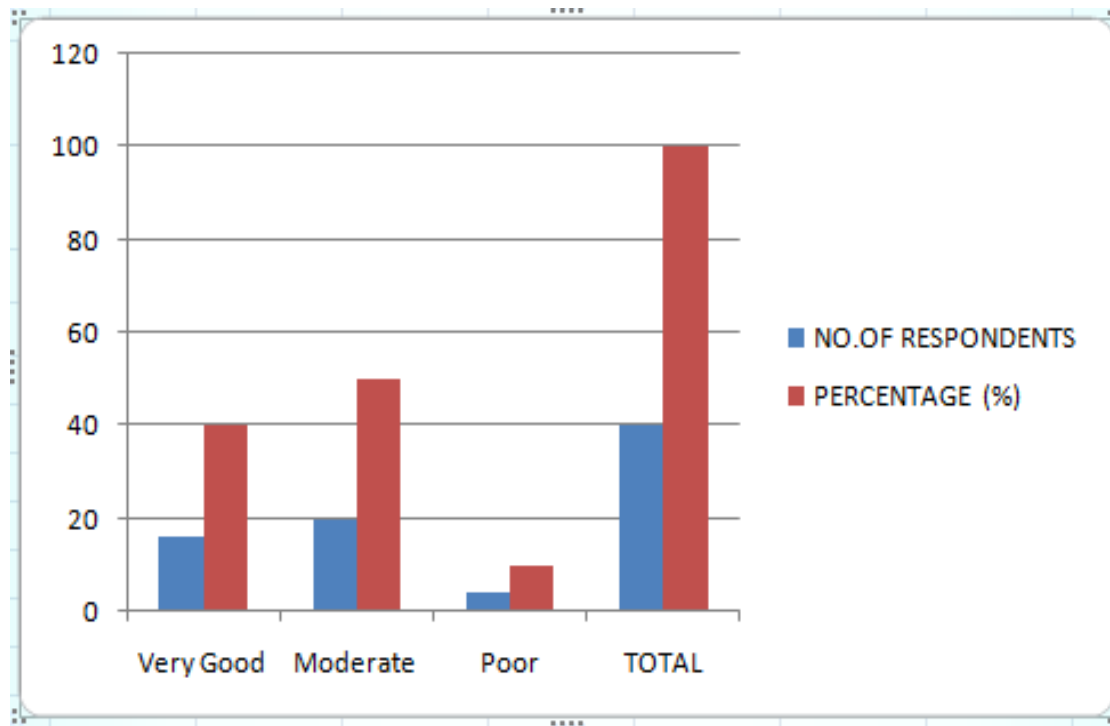


Source: Field data, 2019

The information above shows the problems that tourists face in accessing tourism related information. From the sample size of 40, 16 respondents said the information is available who represented 40%, 18 respondents said the information was up to date who represented 45%. And 6 respondents said the information was outdated who represented 15% respectively as shown in the figure above.

4.12 Presentation of findings on the responses towards the advertisement

Figure 4.12 Responses towards Advertisement

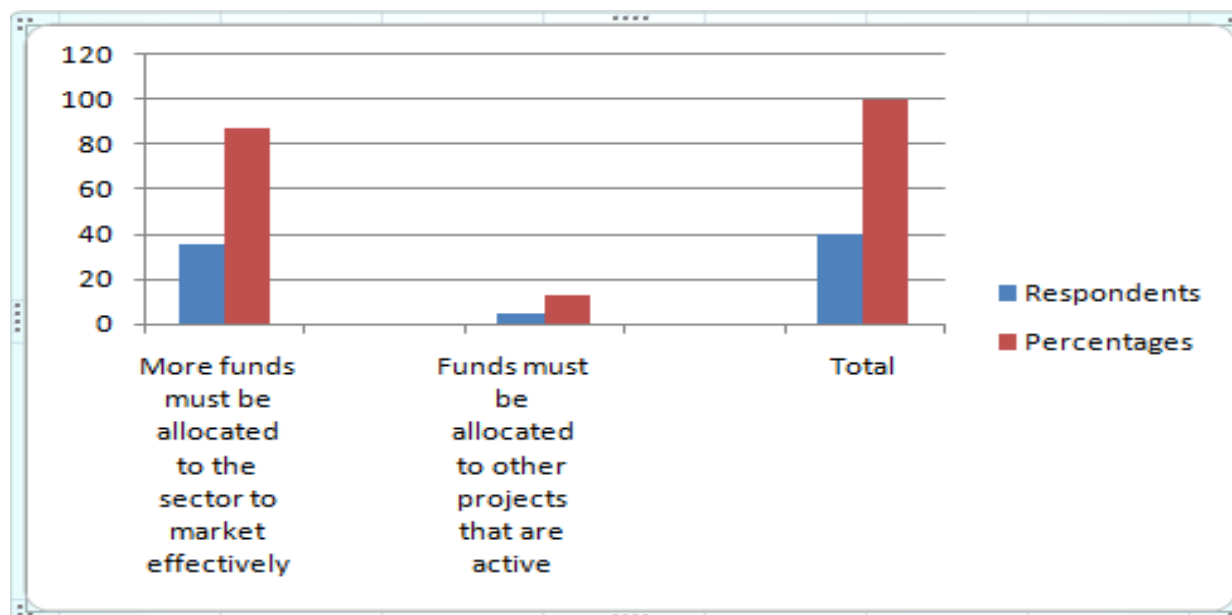


Source: Field data, 2019

The information above shows how effective the adverts have been in marketing the tourism sector. Out of the sample size of 40, 16 respondents said the adverts were very good representing 40%, while 20 respondents said the adverts were moderate representing 50%. 4 respondents said the adverts were poorly done who represented 10% as shown above.

4.13 Presentation of findings on the recommendations as regards to the use of information technology in marketing of the tourism sector.

Figure 4.13 Recommendations on IT in Marketing Tourism



Source: Field data, 2019

The information above shows that out of the sample size of 40, 35 respondents said more funds must be allocated to the sector to market effectively representing 87.5%, while only 5 respondents said funds must be allocated to other projects that are active representing 12.5%.

Travel agents to work with the Zambia tourism agency in collaborating and implementing ICT by using technology module with enriched tourist experiences delivered by internet, high performance computing systems with artificial intelligence for the purpose of solving most complex challenges involving data.

Providing more innovation, research and development of practices and methodologies to raise the level of competences among all stakeholders in the tourism sector

To build an interactive platform based on the state of the art technology infrastructure, guaranteeing the sustainable development of services and products, in the tourism sector accessible to everyone at any time.

Data presentations and analysis

- 4.14 Most of the respondents outlined that the information communication technology activities in the tourism sector that they do, are the marketing of the catering, accommodation and leisure in hotels and lodges and other activities like game drives, boat cruises, group meetings and conferences. Respondents use ICT for storage, retrieval, manipulation, transmission and receipt of digital data in the organization. Respondents use it for electronic mail, video conferencing.
- 4.15 Respondents outlined that ICT has developed in their organization but with a number of barriers which are often beyond the control of the managers. The barriers for development of ICT are: poor telecommunication infrastructure, and inadequate skilled manpower. Most respondents outsource the ICT services and some organizations have an ICT personnel in charge of ICT activities.
- 4.16 The respondents outlined that e-commerce involves digitally enabled commercial transactions among the organizations and the customers. The most popular medium of e-commerce are: electronic data interchange, electronic mail (e-mail), world wide web (WWW), internet applications and network applications. The common application are e-mail, enterprise content management, instant messaging, newsgroups, online shopping and order tracking and online banking.
- 4.17 Respondents outlined that ICT affects the growth of production. The growth in the use of ICT results in economic growth. Increase in productivity can lead to high incomes in the tourism sector. Productivity in the tourism sector if diffused throughout the economy have an effect on prices, increase in productivity tend to lower the cost of operations, because more output can be produced with the same amount of inputs.
- 4.18 Respondents outlined slow speed of computers, signal problems in internet, virus threat, poor working conditions of computers, load shedding and lack of access of internet are the problems faced by the majority of respondents. Cyber crimes are also some of the problems. The solution would be more investments in the ICT
- 4.19 Respondents outlined that the benefits of having a website are for cost effective – online advertisement is cost-effective compared to print advertisement. There is wider demographic reach and the business is credible if one has a professional looking and user-friendly website, consumers will likely have a greater chance of considering your business credible

over companies who either do not have a web presence or have a poor website presence. The website provides your consumers with around the clock availability in terms of access to products and information. Website increases sales, consumers are more convened, website fosters customer rapport and it increase competitive opportunity and the target market is met.

4.20 Respondents outlined that they market online by connecting with others on linkedin, using facebook ads and strategically-targeted landing pages, leverage the power of instragram influencers, the use of youtube, developing a relationship with customers through email marketing. The use of TripAdvisor.

4.21 Respondents outlined that they update their website on a regular bases and this is done by the IT personal and some organizations, the manager does the updates.

4.3 SUMMARY OF CHAPTER

This chapter presented the findings of the study from the data which was collected through the use of questionnaires and an interview guide from who were gotten from a sample size of 40 respondents which was represented from the ZTA Livingstone office and travel agents in Livingstone town.

CHAPTER FIVE

DISCUSSION OF FINDINGS,

5.0 Discussion of Findings

This chapter will discuss the findings and analysis of the data that is captioned in chapter four, which was collected through the use of questionnaires from employees of Zambia Tourism Agency Livingstone office and Travel agents in Livingstone.

In regards to the ability of the marketing personnel to be able to market the Zambia tourism sector using information technology, the Information was collected from respondents who were represented from the ZTA Livingstone office and travel agents in Livingstone town. It is very clear from the findings that most of the respondents were male as they dominated with a bigger percentage while the female respondents were in the minority with a lower percentage. These statistics were biased considering that we are fighting for gender equality in all economic sectors of the country and a balanced gender rate was required to have an equal opinion from both male and female employees, the researcher strongly recommend that more female workers must be employed as to balance up the ratio of woman to men.

The age profile of the participants shows that the study was undertaken among a valid adult population. Most of the participants were in the active economic age of 20 to 34 years. These statistics proved to be helpful in an organization in the sense that young employees are more productive considering the fact that they have very little pressure arising from problems at home or at work since they sometimes stay on their own and are free to work over time. Because of the things highlighted above, they are able to dedicate most of their time to work so as to quickly adapt to the changes of marketing the tourism sector using Information technology, this is true as most young people are too much in the use of technology in their day to day activities. Having this kind of diverse workforce in terms of age enables the sharing of ideas and experience and awareness on how to go about marketing products or the sector at large so as to carter the vast variances of all age groups since most of them are represented or fall in the same group as the respondents.

Considering the fact that part time and casual workers working in various industries are doing extremely well in terms of marketing products and services using Information technology infrastructure and so bringing them on board would make things easier as they will bring in their broad expertise and experience and in turn eliminate some of the challenges that are currently being faced. Very rich information was collected from the respondents as each level of management had representation from among the employees interviewed who individually gave their own independent views on the ways in which they see things as depicted in the distribution figures. It is apparent from the education of the participants that the majority had highest educational level of a college certificate.

The respondents had different perceptions as regards to ways in which the use of information technology had affected the marketing of products and services in the tourism sector. Some respondents said the use of Information technology had positive effects while the majority said the use of Information technology in marketing had both positive and negative effects. This was so because very few employees are able to do marketing using information technology infrastructure and so they definitely could not say its effects were in a good or bad way and that is the reason to why most of them said their marketing was being affected both in good and bad ways, since most of them were still adapting and learning how to use Information technology infrastructure. This can also be viewed that, most of the employees agreed to have challenges in marketing the tourism sector using information technology, and some respondents said that there were no challenges due to the fact that they had the skills and knowledge of using Information technology in marketing products and services which the majority of the respondents were still acquainting themselves to.

As per the above, which is in line with the literature review, study from the United Kingdom by Professor (Buhalis, 1998) from the department of Tourism at the University of Westminster, London stated that marketing personnel operating in the tourism sector are inadequately trained to use the information technology infrastructure to market the various tourism products and services. His study in the United Kingdom on marketing personnel further outlined that information technology provides the information backbone that facilitates tourism. Unlike durable goods or tangible services cannot be displayed or inspected at the point of sale before

purchasing as they are bought before their time of use and away from the place of consumption. Hence, tourists depend upon representation and descriptions provided to them by marketing personnel.

Because of the challenges that are being faced by employees in carrying out marketing using Information technology, it is of great importance to put measures in place so as to combat the challenges being faced. Respondents had therefore embarked on training and development workshops for their marketing personnel so as to keep them equipped with the latest form of Information technology infrastructure. This will help them sell their products in a more convenient and attractive manner. The move enables them to compete on the international market which can generate lots of Foreign Rate Exchange (FOREX) for the nation which is quite good for the sustenance and improvement of the economy.

In regards to the scope in the tourism industry that can be reached through the use of information technology by marketing the Zambian tourism sector, respondents outlined that the benefits of having a website are for cost effective – online advertisement is cost-effective compared to print advertisement. There is wider demographic reach and the business is credible if one has a professional looking and user-friendly website, consumers will likely have a greater chance of considering your business credible over companies who either do not have a web presence or have a poor website presence. The website provides your consumers with around the clock availability in terms of access to products and information. Website increases sales, consumers are more convinced, website fosters customer rapport and it increases competitive opportunity and the target market is met.

From the literature review, Lashley and Rowson (2005) observed that recent IT developments, offer new opportunities for tour operators. For example, most tour operators distribute electronic brochures and booking forms through the Internet directly to consumers. This approach provides a number of notable benefits to tour operators. This enables tour operators to concentrate on niche markets by offering customized packages and to be able to update brochures regularly. It also greatly reduces the costs of incentives, bonuses and educational trips for travel agencies. The policies made by governments for reducing buyers' power and pricing wars limit entry to

the distribution sector with controls such as licenses and limitations on access to technical procedures and information.

In regards to the problems tourists face in accessing the tourism information, the study outlined that the fact that there were a number of challenges faced by tourists in accessing the information relating to tourism, as some respondents said the information is available, some said the information was up to date, some said the information was outdated. Despite these different views on challenges in accessing the information, the majority of respondents said the response towards the advert was neither poor nor very good but just moderate according to the statistics presented in the findings.

From the literature, review study by (Nyamsamba, 2016) with the study topic of investigating communication strategies on touristic attractions and other historical heritage sites in Lusaka, Zambia (2014-2016), her objective was to establish dissemination, and investigating tourism communications on tourist attractions and other heritage sites in Lusaka. The study outlined that there was poor knowledge and consumption of the local touristic scene by respondents which may partly be explained by reduced interest by consumers, and lack of information and understanding of the touristic potential in Lusaka. Secondly, there was disconnecting between the expectations of disseminators of information and the consumers arising from a weak and disjointed communication strategy by many stakeholders. In conclusion, to offer an effectively and efficient communication for tourism development in Lusaka, the key players must facilitate different levels of user engagement that promotes more community outreach activities and involvement of different age groups.

Furthermore, the response towards the tourism advertisement indicated that, there is need to improve on advertisement and invest more in the tourism sector as data presented revealed that out of the sample size, most respondents said more funds must be allocated to the sector to market effectively while some respondents said funds must be allocated to other projects the government is active with.

From the literature review, a study by Sheba (2005) on the topic “Marketing Zambia as a tourism destination: e-challenges, e-strategies and opportunities for the Zambia national tourist board”

outlined that tourism is emerging as one of the most important socio-economic sectors for developing as well as developed countries. Tourism incorporates features of the information society such as globalization, mobility, and information reach and richness.

5.1 SUMMARY OF CHAPTER

This chapter discussed the findings of the study based on the objectives set for the study. The objectives discussed included the ability of the marketing personnel from ZTA and travel agents in Livingstone town in using information technology to market the Zambian tourism sector, the identifying of the scope in the tourism industry that can be reached through the use of information technology by marketing personnel's, the problems tourists face in accessing the tourism information for Zambian was discussed and finally the response towards the tourism advertisement which are placed by the marketing teams on the World Wide Web, (www) was also discussed.

CHAPTER SIX

CONCLUSION AND RECOMMENDATION

6.0 INTRODUCTION

This chapter presented the conclusion, recommendation and summary of the chapter.

6.1 CONCLUSIONS

This research was aimed at establishing the challenges of information technology use in marketing the tourism sector and also establishing possible mitigation plans to these challenges. The usage of information technology can lead to lower cost of operations and an improvement in the efficiency of workers in executing their work.

The first objective was to determine the ability of the marketing personnel from Zambia tourism agency and travel agents in Livingstone town in using information technology to market the Zambian tourism sector. This was an area of great importance, the impact of information technology on employees as they market the sector. The study revealed that there were some employees who are computer illiterate and thus many challenges being faced as they conduct their marketing using information skills, this development therefore prompted management to initiate a training and development exercise for their employees as depicted. However, most of the employees had the skills and know how to use information technology in marketing.

The second objective was to identify the scope in the tourism industry that can be reached through the use of information technology by marketing the Zambian tourism sector by the Zambia tourism agency and travel agents in Livingstone town. The use of the internet enables the marketing of the tourism products to the whole world. The use of websites, social media, bloggers, allow the tourism information to reach all corners of the world. For the Zambian tourism products and services to reach the all world, there is need to adopt the use of information technology in marketing the sector.

The information that was gathered in this research highlighted the fact that in as much as information technology leads to lower cost of operations, there are possible challenges that the sector would face as they try to market themselves. For instance the introduction of marketing the sector on the international markets using various electric platforms has paved way for fraud

stars who pretend as employees of the tourism agency and trick people into paying for services before they actually get to their preferred tourism destination. This has prevented in some ways the tourism agency from generating much revenue from the services it offers.

The third objective was to state the problems tourists face in accessing the tourism information for Zambia Tourism sector in Livingstone town. Most tourists face a challenge of not having access to the updated tourism information.

The fourth objective was to determine the response towards the tourism advertisement which are placed by the Zambia tourism agency and travel agents on the World Wide Web, (www) in trying to market the Zambia Tourism sector in Livingstone town. Evidence in this research showed that the sector also had problems with the adverts that were made as part of the information was not up to date, hence causing tourists to lose confidence in the board and therefore get to shun certain products and services that are being offered thinking they are fake. Other researchers highlighted that sometimes employees charged with responsibilities of updating the information pioneer in this bad practice.

Finally, the response towards the advertised information was revealed to be moderate when the in actual sense the sector can do better than that, Zambia has a vast number of tourist attraction sites which can help raise even more revenues. It is high time that even tourism sites that are located in rural areas are taken care of and advertised massively both local and internationally for our country to continue enjoying the trading on the international market through tourism, but investing in the infrastructure enables the tourism board to enjoy a good market share both locally and internationally. However, this is a big challenge especially the aspect of sourcing for finances to invest in the Information technology infrastructure.

In as much as the tourism sector faces these challenges, they cannot do without information technology in conducting their marketing in an efficient and effective manner hence, my humble appeal to the government is that more funds must be allocated to the sector as it has saved as a revenue realization campaign, creation of employment among Zambian people and has helped Zambia receive the honor of being among the best countries that offer good tourism attraction.

Computers have enabled the board to conduct marketing on the international markets, without them, it would be difficult to market the sector day in day out. Computers also helps the sector save time and money.

6.2 RECOMMENDATIONS

The use of information Technology broadly refers to computers and its peripheral devices. The use of information technology has seen as a tremendous growth in the recent past, nevertheless, most researchers has highlighted some abnormalities that raise in the use of these technologies. From the facts gathered in this research, it is understandable that the usage of information technology has surely brought about some challenges.

Basically, one of the findings in this study was that routine physical has been replaced by computers and this has affected the job holders as most of them are not computer literate. It is therefore recommended that more funds by travel agents and ZTA should be set apart for training and development workshop purposes so as to keep the employees equipped with the latest technology and make them capable of using these technologies.

Furthermore, the study also revealed that the sector was lacking consistence in updating the information on the sector's wall and only concentrated on marketing a few pronounced tourist sites leaving out other sites in rural areas. Some of these vices are committed by staff members who have become lazy and reluctant, it is therefore recommended that management monitor and conduct routine checkups on its employee's attitude towards work by using electronic log in devices when reporting for work and by using the balance score card and key performance indicators.

Furthermore, this study also noticed that issues of information security are a serious challenge. The sector gets to lose vital information which may be due to computer theft and viruses that attack the computer system which may lead to a standstill of marketing work. It is to this fact that a recommendation that the sector updates its computer systems with the latest antivirus and also to tighten security around the work premises by coding up the doors to prevent theft.

Furthermore, the government on its part, initiate special incentive schemes such as tax holidays, free computers and other ICT resources to encourage small medium enterprises in the tourism sector.

Finally, a special loan scheme should be initiated jointly by the government and the various commercial and investment banks to provide easy access to credit facilities that will absorb the initial high investment cost of implementing ICT project in the tourism Sector. It is recommended that travel agents should have easy access to these loans for them to boost there ICT operations.

6.3. SUMMARY OF THE CHAPTER

This chapter had combined some of the findings during the study and recommendations made by the researcher to ZTA and travel agents in Livingstone district.

References

- African Travel and Tourism Association*. (2015, 11 12). Retrieved 06 10, 2019, from ZTB Transforms Into ZTA!: <https://www.atta.travel/news/2015/11/ztb-transforms-into-zta/>
- Ahn B., Lee. B and Shafer. C. S., (2002). “Operationalising Sustainability in Regional Tourism Planning: An Application of the Limits of Acceptable Change Framework,” *Tourism Management*, Vol. 23, No. 1, pp. 1-15. [http://dx.doi.org/10.1016/S0261-5177\(01\)00059-0](http://dx.doi.org/10.1016/S0261-5177(01)00059-0)
- Ali S. and Nsenje C. (2017). *The Impact of Exchange Rate Volatility On Hospitality Industry – A Study In Lusaka Province Of Zambia*, Mulungushi University, Kabwe, Zambia
- Ansah, A.K., Blankson, V.S. And Kontoh, M., (2012). “The Use of Information and Communication Technologies (ICTs) In Front Office Operations of Chain Hotels in Ghana”. *International Journal of Advanced Computer Science And Applications*. Vol. 3, No. 3, Pp. 72-77.
- Aziz, A.A., Bakhtiar, M., Syaquif, M., Kamaruddin, Y. And Ahmad, N., (2012). “Information And Communication Technology Application’s Usage In Hotel Industry”. *Journal of Tourism, Hospitality, and Culinary Arts*. Vol. 4, No. 2, Pp. 34-48.
- Baum, T., Szivas, E. (2008), HRD in tourism: A role for government?, *Tourism Management* 29, 783–794.
- Berezina, E. And Cobanoglu, C., (2010). “Importance-Performance Analysis of In-Room Technology Amenities In Hotels”. In: U. Gretzel, R. Law and M. Fuchs Eds., “*Information And Communication Technologies In Tourism 2010*”. New York: Springer Wien, Pp. 25-37.
- Bethapudi, A. (2013). “The role of ICT in tourism industry”. *Journal of Applied Economics and Business*, 1(4), 67-79.
- Buhalis, D. (1998). *Strategic use of information technologies in the tourism industry*, *Tourism Management*, Vol.19(5), pp.409-421. . London: Dept of Tourism University of Westminster.

Camilleri, M. A. (2018). *Tourism Planning and Destination Marketing*. Emerald Group Publishing,.

Cheng C. and Piccoli G. (2002) “Web-Based Training in the Hospitality Industry: a Conceptual Definition, Taxonomy and Preliminary Investigation”, *International Journal of Hospitality Information Technology*, Vol. 2 Issue 2, pp.19-33;

Chevers, D.A., (2015). “Evaluating the Impact of ICT Usage on The Performance Of Jamaican Hotels: A Conceptual Perspective”. *Journal of Tourism and Hospitality Management*. Vol. 3, No. 1-2, Pp. 22-31.

Collins C., Buhalis D. and Peters M. (2003), *Enhancing SMTEs' Business Performance Through the Internet and U-learning Platforms, Education and Training*, Vol. 45 Issue 8/9, pp. 483-494;

Chiutsi. S, Mukoroverwa. M, Karigambe. P, and Mudzengi. B. K, (2011).“The Theory and Practice of Ecotourism in Southern Africa,” *Journal of Hospitality Management and Tourism*, Vol. 2, No. 2, pp. 14-21.

Connolly, D.J., 2000. “Shifting Paradigms: Using Information Technology To Enhance Service Dyads In Luxury Hotels”. *Journal Of Hospitality & Leisure Marketing*. Vol. 7, No. 2, Pp. 3-38.

Clark, C. (2015, 07 27). *Zambia Tourism Board to widen its reach*. Retrieved 06 10, 2019, from Zambia Tourism: <https://www.zambiatourism.com/zambia-tourism-board-to-widen-its-reach/>

Cudny, W. (2017). *Car Tourism*. Springer.

Deegan, J., Moloney, R. (2005), “*Understanding the Economic Contribution of Tourism to Economic Development*” – The Case of Ireland West, Report undertaken by the National Centre for Tourism Policy Studies and the Centre for Policy Studies (NUI Cork) on behalf of Ireland West Tourism, the Regional Tourism Authority for Galway, Mayo, Roscommon.

Kazoba, H., Massawe, D., & Matokeo, M. (2016). *Assessment on the Role of Internet in Tourism Marketing A Case Study of Mwanza City-Tanzania*. Mwanza: St. Augustine University of Tanzania, Department of Tourism and Hospitality.

Keller, P. (2006). "Innovation and Tourism Policy", in OECD (Eds.), *Innovation and Growth in Tourism*. OECD: Paris, 17-40.

Kim, T.G., Lee, J.H. and Law, R., 2008b. "An Empirical Examination Of The Acceptance Behaviour Of Hotel Front Office Systems: An Extended Technology Acceptance Model". *Tourism Management*. Vol. 29, No. 3, Pp. 500-513.

Lenny, K. S. (2009). *Information and Communication Technologies Management in Turbulent Business Environments*. IGI Global,.

Leong, C., (2001). "Marketing Practices and Internet Marketing: A Study Of Hotels In Singapore". *Journal Of Vacation Marketing*. Vol. 7, No. 2, Pp. 179-187.

Li, Y. (2012). *ICT, the single greatest force affecting change in the hospitality industry*. Retrieved from <http://jhuyili.blogspot.com/2012/04/ict-single-greatest-force-affecting.html>

Litvin, S.W., Goldsmith, R.E. and Pan, B., (2008). "Electronic Word-Of-Mouth In Hospitality And Tourism Management". *Tourism Management*. Vol. 29, No. 3, Pp. 458-468.

Lucey, T. (2005). *Management information systems*. Britain: Book Power.

Mupfiga Simbarashe Paul (2015). "Adoption of ICT in the Tourism and Hospitality Sector In Zimbabwe", Midlands State University, www.theijes.com, *The International Journal Of Engineering And Science (IJES)*|| Volume || 4 || Issue || 12 || Pages || PP -72-78|| 2015 ||ISSN (e): 2319 – 1813 ISSN (p): 2319 – 1805

Mutati, F. (2018). *Zambia National Budget*. Lusaka: Government of The Republic of Zambia.

Nyamsamba, C. G. (2016). *Investigating communication strategies on touristic attractions and other* . Lusaka: The University of Zambia.

Shanker, D. (2008). *ICT and Tourism: Challenges and Opportunities*.

Sirirak, S., Islam, N., and Khang, D. (2011). Does ICT adoption enhance hotel performance? *Journal of Hospitality and Tourism Technology*, 2(1), 34-49.

APPENDIX I

PARTICIPANT INFORMATION LEAFLET

Dear Respondent

RESEARCH TOPIC: CHALLENGES OF USING INFORMATION TECHNOLOGY IN
MARKETING THE ZAMBIAN TOURISM SECTOR: A CASE STUDY OF ZAMBIA
TOURISM AGENCY AND TRAVEL AGENTS IN LIVINGSTONE DISTRICT, ZAMBIA

As part of the requirements for obtaining my Masters in Business Administration programme that I am pursuing with the University of Zambia / Zimbabwe Open University, a research study on a selected topic needs to be undertaken. My selected topic is as stated above.

The purpose of my study is to determine the challenges of using information technology in marketing the Zambian tourism sector: a case study of the Zambia Tourism Agency and travel agents in Livingstone.

This letter requests for your participation in this study. You will be asked to complete a questionnaire containing multiple choice questions and open ended questions. Completion of the questionnaire may take up to 10 minutes.

The information collected will be strictly for academic purpose and no information pertaining to individuals or office bearers will be revealed. Please note that your participation in this study is voluntary and you can refuse to participate, or withdraw at any time without stating a reason.

Please do not hesitate to ask the researcher any questions you may have.

Thank you for deciding to participate in the study

Kind regards

Nawa Liswaniso

APPENDIX 2 QUESTIONNAIRE

SECTION A

Please answer all the following questions to the best of your ability, by marking an X to the appropriate answer.

Demographic data (this is the information needed to tell the researcher about the ages, gender and more of the study participants)

1. What is your gender (sex)?
 - a) Male []
 - b) Female []
2. How old are you?
 - a) 20-24 years []
 - b) 25-34 years []
 - c) 35-44 years []
 - d) 45-50 years []
3. What is your highest level of education attained?
 - a) Grade 12 []
 - b) College []
 - c) University []
4. What is your marital status?
 - a) Single []
 - b) Married []
 - c) Divorced []
 - d) Other specify []
5. What form of employment are you in?
 - a) Full time []
 - b) Part time []
 - c) Other specify []

6. What level of management are you in?
- a) Top level []
 - b) Middle level []
 - c) Operation level []

SECTION B

This section contains very sensitive information, but you are requested to please answer it very honestly. No person will see these questionnaires, except the researcher. Also: you have not written your name on this, so it will not be possible to know who answered which questionnaire.

7. In this section, the researcher looks at issues surrounding the tourism sector. Please indicate your answer again by making a (cross) X next to your answer. Take note: there are some questions where you may want to make more than one X: please do so if more than one possibility is applicable.
8. Has information technology affected the marketing of products in the tourism sector?
- a) Yes []
 - b) No []
9. If yes, explain how.....?
10. Are there any challenges being faced by employees in marketing the tourism sector using the information technology?
- a) Yes []
 - b) No []
 - c) Not sure []
11. If your answer in question 10 is” yes”, what challenges have been faced by employees?
-
-
-

12. If your answer in question 10 is “yes”, what measures have been put by management to combat the challenges of information technology use faced by employees?

- a) Retrench unskilled personnel []
- b) Hold training and development workshop for employees []
- c) Recruitment of staff with knowledge []
- d) No measures have been put in place []

13. Are there any difficulties reported by tourists in accessing the information?

- a) Yes []
- b) No []
- c) Not sure []

14. If your answer in question 13 is “yes” what are some of the challenges reported by tourists?.....

.....

.....

15. How is the response towards advertisements for tourists?

- a) Poor []
- b) Average []
- c) Very good []

If other
(specify).....

.....

16. What are your recommendations as regards to the use of information technology in marketing of the tourism sector?

- a) More funds must be allocated to the sector to market effectively []
- b) Funds must be allocated to other projects that are active []

Other (specify)
.....

APPENDIX 3 INTERVIEW OUTLINE

- 6 What are the information communication technology activities in the tourism sector? Tell me about how you have been using ICT in your organization
- 7 Tell me about the development of ICT in your organization? - Who manages ICT activities?
- 8 What are the benefits of e-commerce activities? Does ICT help in achieving your business goals?
- 9 How does ICT affect your business or help in achieving your targets?
- 10 What impact does ICT have on your business?
- 11 What are the problems you face in using ICT? Can you give me an example? - What could be a solution for this?
- 12 What are the benefits of having a web site, and how do the tourism organizations make sure potential clients can find their products?
- 13 How do you market online?
- 14 How often do you update your website? Who is responsible for it?
- 15 Does the Tourism sector environment reinforce information technology usage and development in the tourism organizations? Recast

THANK YOU FOR THE TIME SPENT ON COMPLETING THE QUESTIONNAIRE!

