

**THE IMPACT OF PROMOTIONAL STRATEGIES ON GROWTH OF
CUSTOMER BASE OF THE TOURISM INDUSTRY IN TANZANIA: A
CASE STUDY OF KILIMANJARO NATIONAL PARK (KINAPA)**

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ABSTRACT

Tanzania's tourism sector is among the sectors with great economic growth potential. However, the nation has yet to exploit this sector's full potential. The industry is yet to be discovered by many. Statistics of tourist arrivals shows the country receives fewer tourists when compared to other tourism destinations in Africa like South Africa, Kenya, and Mauritius. There is a need to devise strategies to make Tanzania's immense potential and tourist products better known to adventurers and travel-lovers in all over the world¹. The impetus is to assess, analyse and recommends proper promotional strategies. This study has been carried out to assess the impact of promotional strategies on growth of customer base of tourism industry in Tanzania. The study has been carried out in Kilimanjaro National Park (KINAPA). The park comprises the great mountain Kilimanjaro as the metaphor for the compelling beauty of East Africa. With effective promotional strategies, the park is expected to attract many tourists to visit the country. The research methodology employed was both quantitative and qualitative. It was revealed that KINAPA has good strategies for promoting the park worldwide. Lack of fund, lack of knowledge and poor implementation of policies were found to be major constraints to the proper implementation of promotional strategies. Implementation of recommendations given by the researcher contribute to the growth of customer base assuming that a well defined promotional strategy will reach targeted market in right time with right message and at low cost.

¹ National Tourism Policy, September 1999