THE EFFECT OF E-COMMERCE MARKETING STRATEGY ON THE TOURISM DEVELOPMENT:

A CASE STUDY OF UGANDA WILDLIFE EDUCATION CENTRE

BY

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A RESEARCH REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT OF UGANDA MARTYRS UNIVERSITY NKOZI.

APRIL 2014

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DEDICATION

I dedicate this work to my father Mr Jonathan Tibisaasa and my mother Mrs Brandina Tibisaasa who have given me such a strong academic, financial and moral foundation which has enabled me to come this far. Thank you for your efforts and sacrifice, may God bless and reward you abundantly.

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I owe praise and honour to the almighty God whose timely provision, good health, knowledge and wisdom has enabled me to complete my studies as well as this dissertation.

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LIST OF ABBREVIATIONS

UWEC- Uganda Wildlife Education Centre

ICT- Information Communication Technology

WTTC- World Travel and Tourism Council

GDP-Gross Domestic Product

SSA- Sub-Saharan Africa

IT- Information Technology

EPSs-Electronic Payment Systems

ABSTRACT

This study investigated the effect of e-commerce marketing strategy on tourism development. The case study used for the research was Uganda Wildlife Education Centre. The major objectives considered were to establish and find out the effect of e-payments on infrastructural development of tourists, to examine the effects of e-advertisement on the number of tourists, to find out how internet affects revenue recognition in tourism development at Uganda Wildlife Education Centre as well as the recommendations to Uganda wildlife education centre regarding tourism development.

The research used a cross sectional survey design employing both the qualitative and quantitative approaches. Data was collected using questionnaires and was analyzed in Excel.

The parent population was of 70 respondents and the sampling techniques were involved in considering their appropriateness. The data collected was sorted and analyzed based on percentages. The findings of the study were that E-advertising has increased the number of tourists in Uganda Wildlife education Centre, UWEC has an accessible internet package which serves as a major marketing and communication tool, Uganda Wildlife education centre has an e-payment system in place which is cost effective to the customers, and from the findings I recommend that the management of Uganda wildlife Education Centre and other similar tourism centers should not underestimate the power of E-commerce marketing strategies and this will help develop tourism in Uganda.

<h1 style="text-align: center;">CHAPTER ONE</h1>

<h1 style="text-align: center;">GENERAL INTRODUCTION</h1>

1.0   Introduction

The rapid advancement of information technology, notably the Internet and the World Wide Web, has created challenges and opportunities for the tourism industry (Chaston, 2001). ICT has considerably changed the role of each player in the value-creation process of the industry. Evidence indicates that effective use of information technology is crucial for tourism businesses' competitiveness and prosperity, as it influences their ability to differentiate their offerings as well as their production and delivery costs (Barnett & Standing, 2001).

Electronic commerce has dominated few continents with the daily increment in internet usage. A decade ago conventional commerce was still in vogue which made consumers to always find it hard to create time in checking various stores for different products or brands, but with e-commerce it was quite easy to check different online stores simultaneously without having to step out of the current location. E-commerce has rapidly spread to many sectors which include among others online retail stores, grocery stores and tourism sectors. Currently the tourism sector is taking the greatest benefit. Conventional travel agencies have followed suit and now issue e-tickets, on line booking and on line check in for travelers. The internet has also been found to be the most reliable in terms of providing information about available flights, holiday destinations and popular tourist spots.

The advent of the Internet to the world as Chaston (2001) stated and its impact is without doubt the biggest in the business sector. Amor (2002) defined the Internet as the ultimate future media which is going to dominate other media (e.g. TV, radio and print media). This has given opportunity to ordinary citizens to become members of the worldwide system through the use their computes and mobile phones.

Barnett & Standing (2001) argue that a rapidly changing business environment, largely brought about by the Internet, requires companies to quickly implement new business methods, develop new networks and alliances, and be creative in their marketing. ICT stimulates radical changes in the operation, distribution and structure of the tourism industry (Buhalis, 2000). Structural changes in the tourism industry involve the necessity to elaborate an appropriate response to communication and transaction needs within a given nexus of market forces and opportunities. Therefore, there is an imperative need for tourism businesses to actively select between business models or frameworks that can best support an effective online strategy.

From a marketing perspective, the Web gives rise to a new and very effective tool and changes the way marketers define marketing mix variables (Kotler, 2003; Siegel, 2003). A plethora of tourism products and services are easily available over the Web. However, tourism is a highly competitive industry and consumers have many choices as to how and where they allocate their time and money.

Basing on the above introduction, this research work seeks to investigate the effect of E-commerce marketing strategy on tourism development, it comprises of five chapters; the General introduction; Literature review; Research Methodology; Presentation of analysis and discussion of findings and finally Summary, Conclusions and Recommendations. This current chapter is the introductory chapter comprising of the general introduction, background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, Hypothesis, scope of the study, justification of the study and finally the conceptual frame work and definition of key terms.

1.1 Background to the study

Tourism is a powerful vehicle for economic growth and job creation all over the world. The tourism sector is directly and indirectly responsible (WTTC 2011) for 8.8 percent of the

world's jobs (258 million); 9.1 percent of the world's GDP (US$6 trillion); 5.8 percent of the world's exports (US$1.1 trillion); and 4.5 percent of the world's investment (US$652 billion). The World Travel & Tourism Council estimates that 3.8 million jobs (including 2.4 million indirect jobs) could be created by the tourism industry in Sub-Saharan Africa (SSA) over the next 10 years.

Vision 2020 of world tourism is a long-term forecast, it has been envisaged that the arrival of tourists will be over 1.56 billion in the year 2020. The past few years (2001-2003) have experienced inconsistency in the sector due to the global recession. However, current projections indicate that the number of tourists is growing to rise in Europe (717 million tourists) and America (282 million). East Asia and the Pacific, South Asia and the Middle East and Africa are expected to register a 5% annual growth.

In Uganda, the Uganda Wildlife Education Centre (UWEC) was opened in 1952 by the colonial government as a reception center for wild animals that were found as casualties (sick, injured, orphaned or/and confiscated from illegal trade). Under the authority of the Game Department, an animal orphanage was created in 1956, to raise the orphaned animals received through the Game Department. With time, this collection became bigger, generating a great interest from the public in the animals. This then prompted the creation and development of a National Zoo in 1962, in which even non-indigenous species like bears and tigers were kept. Unfortunately, the political turmoil in the 1970's and inadequate government funding led to serious breakdown of infrastructure and loss of valuable animals. It continued to run down until the early 1990′s when the government of Uganda recognized the need to set up an institution that would provide leadership in educating Ugandans about the benefits of conserving the country's biodiversity. A development study was then done by the New York Zoological society, which recommended that the Zoo be transformed into a facility for environmental education and tourism. On May 5, 1994 Uganda Wildlife

Education Centre (UWEC) was born and has since grown to be one of the most respected conservation education institutions in Africa and beyond, for successfully carrying out its mandates to educate Ugandans on the importance of conserving the country's biodiversity, to rescue and rehabilitate injured, orphaned and/or confiscated wildlife and to breed endangered wildlife species in captivity with an aim of re-introducing them back in the wild. UWEC is under the umbrella of the Ministry of Tourism.

1.2 Statement of the problem

Over the past years, tourism development has been a major concern to the government of Uganda. This consequently created a need to strategically develop the sector into an institution that would appropriately fit into the evolving and dynamic information technology trends. As a result an E-commerce marketing strategy that involved the use of e-advertising, e-payment systems and the internet was adapted to replace the conventional methods (tour guides, travel agents) whose attempts at reaching the world were dismal. . Today, research has confirmed that the E-commerce marketing strategy has revolutionized the entire business world (Feldman, 2007). The tourism industry in particular has fostered a dependency on E-commerce in their operational, strategic management, distribution strategy and reduction in costs (Gholami 2008).

Despite the increased knowledge about the e-commerce strategy and its advantages, there was still a problem of lack of knowledge on how to make good use of it and this affected the numbers of tourists. Coupled with this, infrastructural development was also slow. Many articles discuss the applications and the extent of using E-commerce but academic studies with a systematic explanation on the effects of E-commerce on the tourism development in Uganda, particularly to Uganda Wildlife education Centre is still lacking.

It is therefore based on the above state of affairs that the researcher sought to establish the effect of E-commerce marketing strategy on tourism development in Uganda and also suggest

strategies of improving the tourism industry using the e-commerce mechanism. The study used Uganda wildlife education Centre as a case study.

1.3   Purpose of study

The overall objective of the study was to investigate the effect of e-commerce marketing strategy on the tourism development in Uganda wildlife education Centre.

1.4   Specific objectives

1. To find out the effect of e-payments on infrastructural development of tourists in Uganda wildlife education Centre.

2. To examine the effects of e-advertisement on the number of tourists in Uganda Wildlife Education Centre.

3. To find out how internet affects revenue recognition in tourism development at Uganda Wildlife Education Centre.

1.5   Research questions

1. What is the effect of e-payments on infrastructural development in Uganda wildlife education Centre?

2. What is the effect of e-advertisement on the number of tourists in Uganda Wildlife Education Centre?

3. How does internet affect revenue recognition in tourism development at Uganda Wildlife Education Centre?

1.6   Scope of the study

Scope of the study is the description of the boundary of the study in terms of content, methodology, geographical and theoretical coverage and time in a single line or paragraph (Onen, 2008).

1.6.1   Content Scope

The study was guided by two variables; E-commerce marketing strategy and tourism development. E-commerce marketing strategy was conceptualized as E-payment, E-

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advertising and internet. Tourism development was conceptualized as Infrastructural development, number of tourists and revenue recognition.

1.6.2 Geographical Scope

The study was carried out at Uganda Wildlife Education Centre. The place is located on Plot 56/57 Lugard Avenue, Entebbe. P.O. Box 369 Entebbe, Uganda.

The study was carried out in this area because it was accessible by the researcher and it is a major tourist attraction place well known for its various wildlife species.

1.6.3 Time scope

The study concentrated on a time period of five years beginning from 2006-2012 because such period was characterized by low tourism visits. (File document 2013)

The researcher focused on the Information that was gathered from UWEC publications and other regional and global publications. Information within that period was collected to fully analyse how the e-commerce mechanism has evolved within the tourism industry and its effect on the performance and development of the sector over time.

1.7 Justification of the study

The major aim of this research was to explore the effect of e-commerce marketing strategy on tourism development. The study adopted an exploratory research design. The researcher explored how respondents view e-commerce dimensions and how it impedes on customer on line participation. This was achieved through exploring how people see their world and why they act the way they do.

1.8 Significance of the study

There is scanty and uncoordinated published literature on e-commerce in relation to tourism in Uganda with no exception of Uganda wildlife education Centre, Entebbe. It is therefore important to study the effect of e-commerce marketing strategy in tourism development at Uganda wildlife education Centre, Entebbe. The findings of this study will reveal the effect of e-payments on infrastructural development of tourists in Uganda wildlife education Centre.

The study will also reveal the effects of e-advertisement on the number of tourists in Uganda Wildlife Education Centre and also reveal the effect of the internet on revenue recognition. . The findings will consequently be used by government as input data during the process of policy formulation and/or policy review in the tourism sector. The public will also be sensitized on what UWEC has to offer. The findings will also contribute to the academic body of knowledge and enrich further research.

1.9   Conceptual frame work

A conceptual frame work provides a model for linking categories of possible variables or concepts in the study as perceived by the researcher (Odiya, 2009)

Figure 1.1 conceptual framework

```
┌─────────────────────────────┐         ┌─────────────────────────────┐
│ Independent Variable        │         │ Dependent variable          │
│                             │         │                             │
│ E-commerce dimensions       │         │ Tourism development         │
│                             │         │                             │
│   • E- payment              │────┐    │   • Infrastructural         │
│                             │    │    │     development             │
│   • E-advertising           │    │    │   • Number of tourists      │
│                             │    ▼    │   • Revenue recognition     │
│   • Internet                │         │                             │
│                             │         │                             │
└─────────────────────────────┘         └─────────────────────────────┘
              ┌─────────────────────────────┐
              │ Moderating Variables        │
              │                             │
              │   • Government policy        │
              │                             │
              │   • Organizational size      │
              │                             │
              │   • Management styles         │
              │                             │
              └─────────────────────────────┘
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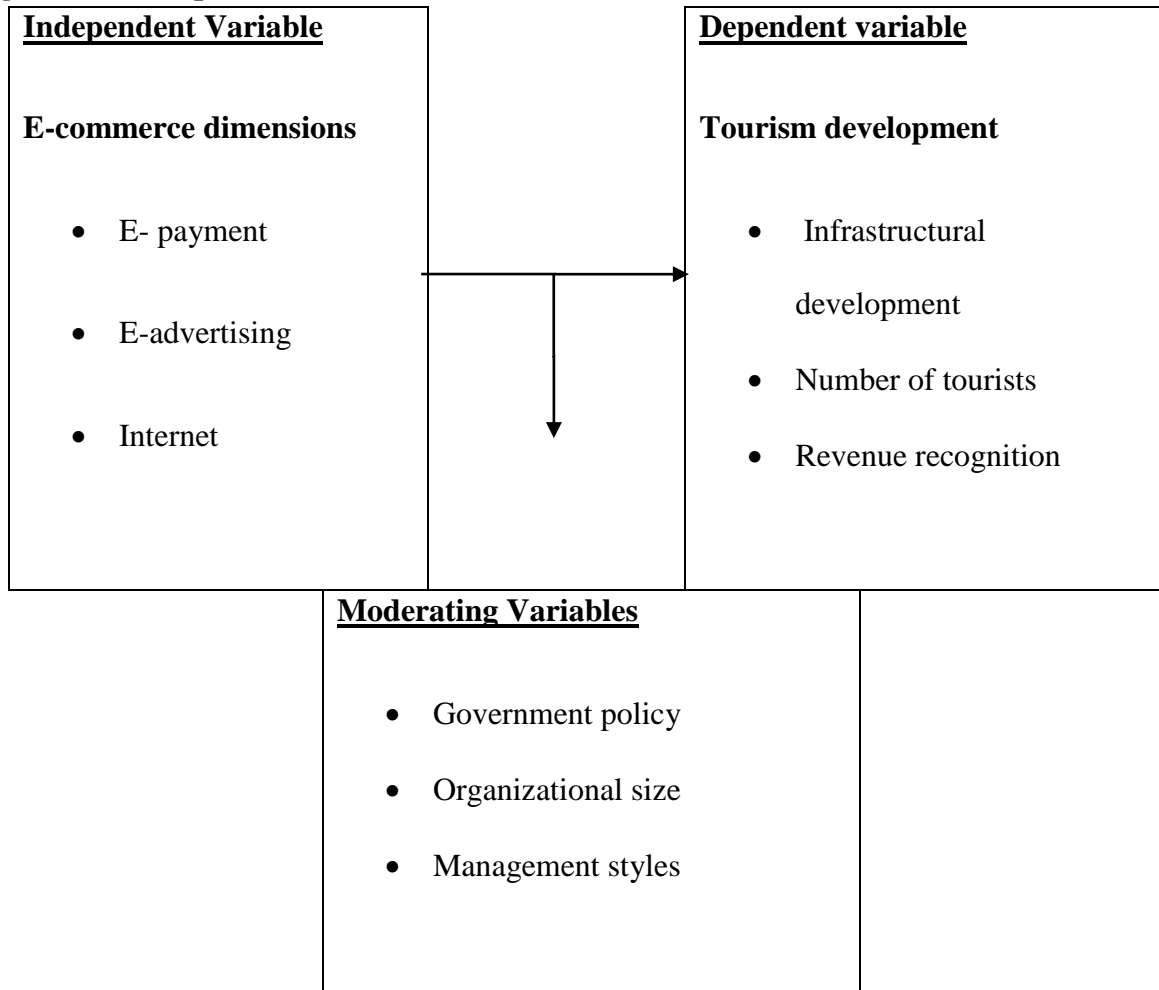
SOURCE: Researcher 2014

1.9.1   Explanation of the conceptual frame work

The conceptual framework is composed of two variables that is the independent which is e-commerce dimensions and the dependent variable which is tourism development. The independent variable has attributes which include: e-payment, e-advertising, and the internet. The attributes of the dependent variable include infrastructural development, number of tourists and revenue recognition. However there are also moderating variables which include government policy, the organizational size and the management size. These helped to answer the question of what the effect of e-payment on infrastructural development is and also

finding out the effect of e-advertisement on the number of tourists. They also answered the question of how the internet affects revenue recognition in tourism development.

1.11   Conclusion

Chapter 1 provided information about the background to the study, problem statement, purpose and objectives of the study, research questions, scope, conceptual and theoretical framework and justification of the study. The subsequent portions of the dissertation provide information about reviewed literature, the methodology, presentation and analysis of findings and the last chapter talks about conclusions and recommendations.

<div align="center">**CHAPTER TWO**</div>

<div align="center">**LITERATURE REVIEW**</div>

2.0   Introduction

This chapter introduces the existing information on the key objectives of the research; highlighting what several researchers have written; what has been discussed on the effect of E-commerce Marketing Strategy on tourism development. This chapter demonstrates the usefulness of the researcher's work as well as highlighting the key areas that need further research.

2.1   Theoretical Review

Because tourism is an information-based industry it is one of the natural leading industries on the Internet (Anchi*et al.*, 2003). It is anticipated that most, if not all, sectors in the travel and tourism industry throughout the world will have sites on the Internet; showing the suitable marriage of two of the world's fastest growing industries: information technology and tourism.

Table 2.1:   Models and theories of e-commerce supporting this study

Model/theory	Key issues
Resource Based View theory (Barney and Penrose, 1986)	Indicates that the success of e-commerce is affected by the bundle of resources that a business has.
Electronic-Commerce Domain Matrix (Riggins, 1998)	Indicates the dimensions of e-commerce and the possible benefits of adopting e-commerce.

2.1.1 The Resource Based View theory (RBV)

The RBV of a firm has emerged as an important theoretical perspective to understand the linkage between information technology and firm value. The theory maintains that resources that are valuable, rare and imitable can lead to sustainable competitive advantage (Bharadwaj2000). The RBV is a theory which emphasizes the internal capabilities of the organization in formulating a certain strategy to achieve a sustainable competitive advantage in its markets and industries (Caldeira and Ward, 2003). In general, the RBV theory addresses the central issue of how superior performance can be attained, relative to other firms in the same market and posits that superior performance results from acquiring and exploiting unique resources of the firm (Caldeira and Ward, 2003). The theory argues that competitive advantage can be generated by the unique bunch of resources and capabilities that a business has. The resources can be thought of as inputs that enable an organization to carry out its activities which can either be tangible (physical, financial and human resources) or intangible (intellectual resources and reputation). On the other hand, capabilities which are sometimes called "core competencies" are a cluster of attributes that an organization possesses, which in turn, allows it to achieve a competitive advantage, such as knowledge and special skills (Chen and Zhu, 2004). In relation to e-commerce or internet innovation, the RBV theory is used to demonstrate how firms leverage their investments in internet to create unique internet-enabled capabilities that determines firm's overall-commerce effectiveness.

Despite its wide acceptance by e-commerce researchers, the RBV theory has been criticized by others (Ozituran and Roney, 2003; Salwani*et al.,* 2009; Hooley, Moller and Broderick, 1998 cited in Elliott and Boshoff 2009; Barney, 2001). These researchers argue that the RBV is inwardly focused and static, rather than dynamic in nature. Barney (2001) added that a firm can be profitable by exploiting its internal resources, but the external factors ought also to be considered as they can affect the activities of a firm. Salwani*et al.,* (2009) further indicates

that a significant gap in literature regarding the application of the RBV of business as a means to understanding e-commerce performance exists.

2.1.2 Electronic Commerce Domain Matrix

This model was proposed by Riggins 1998 as way of classifying possible benefits in the adoption of e-commerce. The four benefits are shown in Table 2.2 below;

Table 2. 2: The Electronic Commerce Domain Matrix (Riggins, 1998)

Improve Coordination With Existing Trading Partners	Market Creation to Reach New Customers
Improve Coordination with Internal Business units	Information Exchange to work with New Team Workers

Source: Riggins (1998).

Riggins (1998) developed the Electronic Commerce Domain Matrix (ECDM) to represent the four dimensions of e-commerce as indicated in Table 2.2. The matrix was developed by crossing the application user (external or internal to organization) with the type of relationship (technology enhanced or technology facilitated). The model is useful as a tool for classification. A limitation of this model however, is that it is mainly representative of a trading relationship. In the context of this study, the matrix suggests possible benefits in adopting e-commerce solutions such as market creation to reach new customers as well as information exchange.

2.2. Over view of E-commerce

Business style and owner's decision making play an important role in adoption and use of new technology that requires some changes in the business operation systems. Managers and small owners play a vital role for facilitating these adoptions as they hold certain decision

making power. Internet adoption is mainly due to the managers or owners perception of the internet and benefits which it may provide to influence market forces. (Karanasios & Burgess, 2008)

One of the important themes in the literature of innovation adoption entails factors which adapt innovation such as awareness and perceived benefits of a technology. (Cloete et. al, 2003). The Innovation diffusion theory (Rogers, 1995), advanced that characteristics of technologies, the nature of communication channels, passage of time and organizational external environment determines whether to adopt a new innovation or not. If the character fits as per the organization nature and the other external environment supports, then the innovation is adopted. The limitation to the innovation diffusion theory is that it does not mention the characteristics of the people involved. The theory does not also take into consideration the dynamics of small business, (Tatnall& Burgess, 2003).

Elliot & Boschoff (2007) mentioned that some level of technical knowledge by owner-manager is a critical factor in success adoption and implementation of information technology. They further elaborated that some level of technical knowledge does not necessarily mean they will fully implement all the technical elements but at least appreciates the fundamental issues pertaining to management and its utilization which may lead to innovation adoption.

According to Kim 2004, top management support plays a vital role because they are the decision makers and their support and decision will direct the company to use the strategy. "Top management support act as critical to project success, yet there is no understanding as to what it is or, indeed, how it is enacted." (Loonam&McDonagh, 2005). Top management needs to be well informed about the new innovation/technological changes, e-commerce ways and the financial implications. By knowing these details top management takes informed decisions which lead to new strategy adoptions. The level of implementation totally

depends upon how top management supports the idea as well how much they are impacted with the vision of the idea. (Loonam&McDonagh, 2005). In the tourism industry top management's role is extremely crucial; their decision determines whether or not firms adopt e-commerce business strategy.

Government initiatives are important in the adoption of e-commerce in general (Molla 2005). They can be in terms of promotion of information and communication technologies (ICT) usage, education systems and the establishment of adequate regulatory and legal framework for e-commerce. However government initiatives are affected by many factors including the country's political condition, economic condition, and external influence from other countries. . Political situation is a key factor for e-commerce growth. In a country with an unstable political condition, it is less likely that government will give enough attention. (Dedrick et al., 1995) For example, in a current scenario, the political condition of Nepal is very unstable and there are not any initiatives from the government to enhance e-commerce in the tourism industry.

One of the major factors that lead to ecommerce adaption is IT & Communication structure. Lack of these structures is the overriding factor that leads to unsuccessful adoption and adaption of e-commerce in tourism. (Adam & Urquhart, 2007). As tourism is a service oriented industry, while adapting e-commerce, companies must have sound IT structure and sound communication structure. The cost of accessing the IT infrastructures also induces the growth of e-commerce and the level of acceptance. It also relies on efficient logistic infrastructures within a country. IT & Communication structure includes computers, scanners, telephone, fax, internet connections, software, backups for communication, security systems & IT, data storage etc. Availability of these structures will enhance the move of companies towards the adaption of e-commerce.

Kim (2004) & Purcell et al. (2004) advanced some benefits of using e-commerce in tourism. These included provision of easy access to information on tourism products and services; providing better information on tourism products and services; providing convenience for customers; expanding choices by customers; creating new markets; establishing interactive relationship with customers; improving customer services; improving image and public recognition of the small & medium sized tourism enterprises; saving time for providing tourism services; providing customized & specialized tourism products & services; reducing operating cost; simplifying the business process; interacting with business partners; founding new business partners; reducing cost of advertising; effective and cheaper communication; exposure to global market and possibility of attracting multinational companies.

They further illustrate that by adopting e-commerce tourist companies can interact with customers frequently which will enhance their customer service. The use of e-commerce also reduces operating costs as substantial human resource is no longer needed. Furthermore it creates new opportunities for finding new agents and creating new markets.The use of e-commerce by small and medium enterprises also saves time.

However companies face different challenges to adopt e-commerce in tourism. Those challenges are discussed below:

Finance and Human capital

Most of the large tourism operators like hotels, car rentals, tour and travel agents have adopted e-commerce in tourism to distribute their products online through websites, software etc however small tour operators are lagging behind their large counterparts due to financial and human resource constraints. In order to adapt an e-commerce strategy, investment in technology and skilled human resource is necessary. A skilled labour force is required to redefining new business models, rejuvenate business processes, change corporate cultures,

and raise relationships with customers and suppliers. In order to modify or adopt a new business model, initial investment is necessary. Depending upon the means of adopting e-commerce, investment ranges from medium to huge (Karanasios& Burgess, 2008). Any upgrade in technology might become a huge barrier to tourism firms in developing countries because of high switching costs involved and indirect operation costs involved in continuous operation of the system (Fleming, 2003). Hence, these are the primary challenges faced by small tourism enterprises in developing countries.

Security assurance

According to Kim (2004), one of the main factors for conducting a successful e-commerce strategy is the security of the e-commerce system. Security means not only securing one's own system but also providing security assurance to users who are using the sites or online software. In recent time internet frauds have risen and companies have to provide confidence to their users and their partners when browsing their sites and buying products and services through their online system. Consumers may believe that new internet-based processing methods expose them to new potential risks and dangers of online fraud, identity theft and phishing swindles are schemes which steal confidential information using fake web sites, have become commonplace, and are likely to cause alarm and fear to consumers (Wolfe et. al, 2004). When booking through online travel websites (where consumers have to provide bank or card details) customers feel insecure as internet does not provide the same assurance as a physical store. Thus it is difficult for companies to gain the trust from people in developing countries where they still prefer face to face interaction. (Khare&Khare, 2010)

To build trust among people, companies can try to capture a part of the traditional travel agent and client market by focusing on different advertisements, emphasizing online agents' knowledge (Wolfe et. al, 2004). They have mentioned that companies can lure their customers by providing personalized service through email, web texts and customized web

sites that are built "on the fly" based on users' specific profiles and needs. The main theme of the writers is to gain customer confidence and trust toward the website. The challenge is determining how a web site can exude trust and good service. To build customer trust, Wolfe et al have suggested online travel agencies have to provide telephone numbers or e-mail contact information. These phone numbers and email addresses can be useful for customers who want proper information about destinations, services and more specific questions. An e-mail reply or telephone call allows companies to respond to inquiries with politeness in a professional way which of course provides a sense of the old fashioned postal mail. In this way a browser may be transformed to a buyer. (Law &Bai, 2008).

User Friendly web

A user friendly web interface gives the consumer trust and is easy to use and convenient for customers (Kim, 2004). One of the factors he explained is customer acceptance. Customer acceptance means the way the customer accepts the web or online software of the company. It should have very rich content and be extremely easy to use. These factors will decide whether the business will get more customers. Customers intend to use websites due to content richness and ease of use (Law &Bai, 2008).

Law and Bai in their research paper mentioned that there are two types of customers who use travel company websites, those are buyers and browsers. Buyers are those people who actually intend to buy the services whereas browsers are those who intend to surf and get information only. Those browsers can be converted to buyers by improving the website content, making it attractive and making it user friendly. As more and more travel companies are applying these strategies, the increase in percentage of website buyers and browsers are also increasing day by day. This is due to the adaption of e-commerce technology in the travel and tourism industry. Some travel agencies in Nepal have updated all necessary information's like visa formalities, places to visit, tailor made holidays, time, temperature etc.

This information creates positive impact on consumers' mind. For example, the website of intertours-nepal included necessary information about places of Nepal, time, visa formalities, picture gallery, festival details etc. This information gives a picture of Nepal and lures customers to Nepal.

Lack of Trust & Resistance to change

Trust is a major issue in the online business environment especially in tourism business as people in this business work on trust and relationships. Wolfe et. al,(2004) in their journal have mentioned that people in the developing nations are not confident with the online way of doing business as they still have no confidence in using internet or doing business online. Because E-commerce is not a practice in developing countries, and business is usually done on face-to-face basis, people usually raise trust issues. Further, people in developing countries hardly like to change their working style; it means they have some sort of resistance to adopt new technologies. Besides, because there are no good e-commerce policies and laws in most developing countries, they might feel that if any dispute arises during business deals, they have no place to settle.

Lack of training institutions

Firms in developing countries are less likely to have the latest IT and IT training centres. If technology is adapted, firms in developing counties face the problem of operating them due to a lack of IT skills and training. (Adam & Urquhart, 2007). Montealegre 's journal (1998) pointed out that in developing countries there is need to develop skilled human resources and provide facilities for IT training . For this, government has a key role for developing good policies, IT infrastructure, Tourism training centres in which development of skilled human resource is possible. Further, shortage of skilled trainers in developing countries is one of the major issues for not having proper training institutions. This issue is becoming more important in tourism firms as the complexity of IT applications increases.

Another problem for developing countries is that the quality of curriculum taught is either out of date or inappropriate. This is particularly problematic for IT and Tourism personal as workers need to be trained and given knowledge about the products and how to use them. For example, Shakya and Raunier (2002), mentioned that in Nepal, IT curriculum of most universities and training institutions did not cater for the demands of the local IT industry and were not in line with curriculum of comparable courses in international studies.

Consumer perceptions

There are several challenges to adopting e-commerce in the travel and tourism industry. According to Mamaghani (2009), the behaviour of customers is changing and due to e-commerce they swap agencies in few seconds if they are not happy. Customers expect the same service and treatment as offered by travel agencies through their outlet or through the web. Customer surfing style depend on level of internet knowledge so it is imperative that ease of use rich content be considered an essential package to users. To adapt e-commerce by company, focus should be on service details, product availability, special offers, and personalized information. These are important factors when consumers search the web for a product. He further mentioned that Individual e-commerce customers have been known to be demanding and unforgiving. As such, regular maintenance, upgrade of technologies and continuous improvement of customer service are the core factors for enhancing business and attracting more customers. Consumers these days are far more demanding and want convenience, speed and a seamless buying experience. Main challenges as per Mamaghani is to create awareness among customers about your product and to make them loyal.

Kharke & Kharke (2010) in their journal mentioned that consumers are more demanding these days and they focus on buying products through secured online companies who have service quality and information available at an instant. In their journal they mentioned that customer satisfaction is categorized under after sales service, purchase result, price

attractiveness, site information and log on convenience. Furthermore they have mentioned that in developing countries consumers might find it difficult to navigate the web and prefer face to face interaction rather than buying online.

Due to drastic change in technology, Internet, mobile and handheld portals available, consumers access the Internet for travel planning in many different ways and companies have to grasp these changes in technology, which of course is expensive and needs skilled human resource manpower. Some countries have a weak Information technology structure and people from these countries might have problems using e-commerce. Mamaghaini argues that one of the challenges in the adaption of e-commerce in travel and tourism is to build trust of people in the internet system so that they will choose e-commerce instead of the traditional way.

Legal system

One of the major challenges and barriers to adapting e-commerce in developing countries is legal systems. Firms are willing to adapt e-commerce however due to the complications of the legal framework systems; they are still lagging behind. For example, contracts made electronically might not be valid in jurisdiction in many cases in developing countries like Nepal.The information transferred by electronic means which culminates into a contract raises many legal issues which cannot be answered within the existing provisions of the contract act. The IT act does not form a complete code for the electronic contracts in developing countries. There are proper cyber laws like validation of e-contracts, contracts of e-data interchange, validity of e-transactions, communication of offer and acceptance, mistakes in e-commerce etc., these are not clearly defined in existing laws in developing countries. (Farooq, 2001). Governments in developing countries have to update their legal systems and ensure effective cyber contract laws, e-data contracts, security contracts etc. This

will make it easier for firms to adopt e-commerce as they know the pros and cons of e-contracts and its termination when legal systems are well defined.

Therefore E- Commerce is a huge leap in the travel and tourism industry moving from traditional ways to technological ways and there are various barriers for travel and tourism companies to adopt e-commerce in their business. Some of the barriers cited by Kim (2004), include limited knowledge of available technology, lack of awareness, cost of initial investment, lack of confidence in the benefits of e-commerce and cost of system maintenance. Other barriers mentioned include shortage of skilled human resources, resistance to adoption of e-commerce, insufficient e-commerce infrastructure and small e-commerce market size. (Kim, 2004).

Moving from the traditional way to advanced technological method is not straightforward. Therefore in order to adapt e-commerce, huge investment in Information Technology (IT) is needed along with investment in human resource training. It is not always possible for small and medium size companies to invest huge amounts and to get skilled human resource personnel. Government rules and regulations also play a vital role for adapting e-commerce. Furthermore, websites and software must be rich in content, very easy to use and should be updated frequently. If these factors are ignored, they will serve as barriers to e-commerce in tourism.

2.3   Internet usage and tourism development

Wu et al, (2008) stated that today, the Internet serves as a major marketing and communication tool in the tourism industry; it is, therefore, surprising that there have been few discussions on the structural relationship between tourism and Internet-based advertising. The possibilities introduced by the Internet have changed the agents' behaviour. Consumers, on one hand, are able to interact directly with tourism providers, which allows them to identify and satisfy their constantly changing needs for tourism products (Mills and Law,

2004; Gursoy and McCleary, 2004). Also, on the demand side, it is possible to reduce the uncertainty related to the products via forums, or to exert an instantaneous control over the quality of products supplied.

Successful tourism web sites provide great content in both information and services that cater for travelers' needs (Ghosh, 1997; Nell, 1998). Martin (1997), however, suggests that content alone is almost useless in an Internetworked environment, especially if the content is available more readily through another medium. He notes that on the Internet, the context of the content is more important because it takes into account a network of surrounding issues and elements.

On the Internet, content in context is a way of looking at a business from the user's point of view. Context is a combination of time, place, relevant content and technology. And context takes full advantage of the Internet nature to make fluid, malleable, responsive, and interactive content. Successful tourism web sites therefore provide information and services in the context of the travelers' needs and take advantage of the Internet's nature to the fullest. Tourism suppliers, on the other hand, are able to deal more effectively with the increasing complexity and diversity of consumer requirements. Tourism providers have been using the Internet to communicate, distribute and market their products to potential customers worldwide in a cost- and time-efficient way (Buhalis and Law, 2001).

Sigala (2007, p.345) believes that the Internet has the potential to increase customer satisfaction levels, particularly through customization and personalisation of the technologically delivered service.

Moreover, Zeng and Reinartz (2003) argue that the Internet has a much differentiated impact along the three different stages of the consumer decision-making process: i) search, ii) evaluate and iii) transact. The Internet has been very successful, the authors state, in increasing the efficiency and effectiveness of the first stage – the information search. For

different industries and products, the possible gains from Internet at the three stages would vary greatly. Products like books, travel and computer equipment can provide customer values at all three stages, whereas, for new cars, for example, the Internet has currently its highest potential at the first stage, thus increasing the communication benefits for consumers. Several reasons have been pointed out in the literature as the major drivers of the role of the Internet as a marketing tool. As stated by Briggs and Hollis (1997), the web offers unique advantages over other media in terms of targeting and direct marketing.

The Internet gives travel agencies the possibility to approach their consumers via websites that provide detailed information on the services offered and, at the same time, seek information on what the customers are interested in and then use it for "one to one marketing", so building the customers" loyalty and increasing profits (Karake-Shalhoub, 2002, p.71).

Law *et al.,* (2000:109) maintain that, due to rapid expansion and increased internet usage, businesses are diverting their attention towards marketing their products and services via the internet. Businesses across all sectors of the economy are investing in this new marketing tool. Use of the internet has both positive and negative implications for the field of marketing, although the effect on the individual organisation varies, depending on the manner in which internet marketing is managed. The most important aspects of this medium are the fact that information can be exchanged freely by making use of the internet facilities and this can be done in just a few seconds.

Lacovou (2004) indicates some advantages that a firm can obtain as a result of effective internet marketing, for example, the overall marketing cost could be reduced because a firm can use e-mail as a marketing tool at a relatively lower cost than making use of direct mail. Through e-marketing, the firm can also expect immediate response from its target customers through a click on the website. In this way, the message of the company reaches a large

number of people in less time and at a lower cost. In return, the firm not only gets an immediate response, but their relationship with the consumers is also enhanced and the overall efficiency and profitability of the business is increased due to the help of internet marketing (Ozitarun and Roney, 2003;Ulhas, 2007).

2.4   Advertising and tourism development

Advertising content is a key success factor in Internet advertising (Cho, 1999); if the content is congruent with customers attitudes, beliefs, and values, the effect of advertising is enhanced (Braun-Latour&Zaltman, 2006). Online advertisements' content includes variables such as: web interface, background colors, pictures, and sound effects, textual content and dynamic techniques (Dreze&Zufryden, 1997).

The most important part of an E-business, according to Chaffey and Smith (2008) is electronic marketing. Search Marketing is a term applied to marketing techniques implemented at Search Engines such as Google, Yahoo! or Ask.com in order to drive and increase website traffic (Moran and Hunt 2005).

Using of these tools give competitive advantage in terms of understanding customers better, adding value to products, broadening distribution channels and increasing sales through marketing campaigns. This tallies with Schlosser's et al. 1999 description of electronic advertisement which was described as any form of commercial content available on the Internet that is designed by businesses to inform consumers about a product or service and if done well, it may attract more customers to the business.

Briggs and Hollis (1997) believe that viewing a banner on a website can convey a message; therefore, regardless of whether the consumer clicks or not, simply viewing a banner increases the chance of a purchase.

The most frequently underlined feature of Internet advertising, however, is its interactivity (Rodgers and Thorson 2000). Interactivity is considered one of the main reasons that make

Internet a substantial advertising vehicle (Roberts and Ko 2001). Although different definitions of interactivity have been provided in the literature (e.g. Steuer 1992), the common view in an interactive environment, the marketing communication is changed from one-way to two-way process (Stewart and Pavlou 2002), where on the one hand, advertisers have the advantage to identify customers, differentiate them, and customize purchasing and post-purchase service and on the other hand, consumers have more influence on the process by selecting advertising, and choosing whether, when and how to interact.

2.5   E-payment and tourism development

Electronic payment systems (EPSs) are summoned to facilitate the most important action after the customer's decision to pay for a product or service. This is to deliver payments from customers to vendors in a most effective, efficient and problem-free way.

The role of e-commerce electronic payment systems is pivotal for future of e-commerce, whose further growth depends on the timely development of EPSs. Three factors are stimulating the development of electronic payment systems: reduced operational and payments processing costs, growing online commerce and decreasing costs of technology (Kalakota & Whinston, 1997). Reduction of costs is one of the major reasons for research and development of EPSs. The central impetus for e-commerce and e-business is to provide a more efficient service, primarily in terms of costs. In this light, paying online with traditional payment systems such as credit cards is rather paradoxical, given that credit cards are one of the most expensive of all available mainstream payment means for both end consumers and merchants, defeated perhaps only by paper checks, (Lietaer, 2002; Laudon & Traver, 2002).

The principal classification of EPSs is based on the form of money representation and the principle of money transfer. Existing payment systems can be divided into two groups: electronic cash mechanisms (or electronic currency) and credit-debit systems, (Medvinsky&Neuman, 1993).

Electronic cash resembles conventional cash, when parties exchange electronic tokens that represent value, just as banknotes and coins determine the nominal value of conventional cash money. The credit-debit approach in the context of electronic payments means that money is represented by records in bank accounts, and this information is electronically transferred between parties over computer networks.

Payment system quality is the processing quality of an IS, which is measured in terms of ease of use, functionality, availability, flexibility, reliability and response time (Delone& Mclean, 2003; Shih, 2004).

Laudon & Traver, (2002) further say that tourism companies are not as many as the existing tourists. Tourists vary in interest in terms of modes of payment; some may like using physical cash while others may desire using online payments.

Furthermore Kim (2004) asserts that e-payments have simplified customers' payment issues in the tourism industry, he further says e-payment systems shouldn't be monotonous and time consuming to the clients when making their tourism and other related payments. The system for any tourism industry should permit easy client identification so as to save on time.

2.7   Conclusion

This chapter has shown the theoretical part of the objectives stated earlier in section one about this topic and brings out more of what other people have to say about the e-marketing strategies and tourism development. The next chapter discusses the methodology the researcher used during her study.

RESEARCH METHODOLOGY

3.0   Introduction

This chapter deals with the methods and tools the researcher used in data collection and analysis. It describes the research design that was used by the researcher, data sources and collection tools, processing, analyzing, the challenges that the researcher faced and ethical considerations that acted as a guideline in the field.

3.1   Research design

The study used the cross sectional survey design employing both quantitative and qualitative methods. The quantitative research design was used to gather data from the participants which was then explained and interpreted for analytical purposes. The quantitative research design was used to obtain the figures about the data which ranged from a number of respondents that were interviewed, the sample size and the statistics of the study. Under the qualitative research design, the study focused on the case study; Uganda wildlife education Centre, Entebbe to show the views and perceptions of the employees about the impact of e-commerce dimensions and the performance of the tourism industry.

3.2   Study population

The research covered a population of 70 respondents which consisted of male and female staff at UWEC including administrators and other personnel. Visitors (tourists) were also among the respondents. . The choice of the target population was based on the researcher's knowledge about the area of study and the apparent use of online services at UWEC. Besides, the area was easily accessible to the researcher, making it easy for the researcher to collect the required information.

3.3   Area of study

The research was carried out in Uganda wildlife education Centre; the place is located on at Plot 56/57 Lugard Avenue, Entebbe. P.O. Box 369 Entebbe, Uganda.

3.4   Sample size and selection

The sample size for the study was 70 respondents, who were selected as an infinite population with the use of Roscoe's (1975) rule of thumb. According to him, a sample size between 30 and 500 is sufficient; therefore that is why a sample size of 70 respondents was selected by the researcher.

3.5   Sampling method and techniques

The researcher used both purposive and convenience sampling as techniques of non-probability method to select the 70 respondents. Purposive method was used at certain points by the researcher to decide on the types of respondents who would provide vital information according to the objective of the study and Convenience method was used by the researcher so as to use groups of subjects that happened to be readily available.

3.6   Data Collection Methods and Instruments

The researcher used questionnaire and interview methods as data collection methods and the data instruments used were questionnaires and interview guides.

3.6.1   Questionnaire

The questionnaire constituted both open and closed ended questions and the closed ended questions were arranged *on a* five point likert scale of 1-Strongly Disagree, 2- Disagree, 3- Not sure, 4- Agree, 5-Srongly Agree so as to minimize room for bias from the respective respondents during the study.

3.7   Methods of data Collection

The researcher used both primary and secondary methods of data collection during the study. The primary methods constituted questionnaire and interview method, and these helped the researcher obtain first-hand information from the field. The secondary method included library sources such as text books, journals and the internet.

3.8   Data Collection Procedure

The researcher got an introductory letter from the Faculty of Business Administration and Management at Uganda Martyrs University that introduced the researcher at UWEC in order to seek permission to carry out the research. The researcher arranged and pre tested the tools before administering them. After pretesting necessary adjustments were made to the tools. This was followed by data collection, analysis of collected data and writing and presentation of research report.

3.9   Data management and analysis

Data from the field was complied and analysed using Microsoft excel and checked for accuracy in accordance with the research questions and the research objectives, and then it was edited and presented in an organised format for easy understanding. This was presented in descriptive statistics in form of percentages, tables, pie charts and graphs.

3.9.1   Data editing

Responses from each item of the questionnaire were edited. Hair et al., (2006) indicate that editing involves a thorough and critical examination of the completed measurement instrument, in terms of compliance with the criteria for collecting meaningful data, and in order to deal with measuring instruments not duly completed. This helps to detect errors and omissions, and correct them where possible. Thus, the major purpose of editing is to ensure

that data are accurate, and consistent with the intent of the questions which are uniformly entered. McDaniel and Gates (2001) emphasize that the first stage of data preparation is to check for the acceptability of the questionnaire. Data editing was therefore done immediately after questionnaires were returned from the respondents.

3.9.2   Data coding

Coding involves assigning numbers or other symbols to answers so that responses can be grouped into a limited number of classes and categories (McDaniel and Gates, 2001). I used it to group the variables into various categories such as the gender into male and female, the age brackets(26-35),(36-45),(46 and above), then i used it to group the various responses on the questionnaires into strongly agree, agree, disagree, strongly disagree, and neutral.

3.10   Validity

Esaiasson et al. (2003) defines validity as absence of systematic mistakes as far as the research instruments are concerned. The validity of these instruments was measured using the help of an expert (research supervisor).

3.11   Reliability

Reliability is the ability of separate researchers to come to similar conclusions using the same experimental design or participants in a study to consistently produce the same measurement (De Vaus, 2001).The researcher ensured reliability by using the test re-tests reliability approach. A brief study of the environment and mood of the respondents was used to help to check on the reliability of answers given.

3.12   Ethical considerations

During data collection from the field, the researcher took into context the very many ethical issues as required by the established research ethics. Below are the ethical considerations.

3.12.1 Respect for Participates

The researcher made sure that the respondents were respected and their wishes were abided to because some respondents do not want some personal information to be disclosed on the questionnaires.

3.12.2 Beneficiary

The researcher ensured that the respondents are kept out of harm's way. The researcher considered the welfare of the respondents and their mental, physical health, safety. Even during interviewing, offensive questions were avoided.

3.12.3 Anonymity

The researcher ensured that all the information got from the respondents was used for the purpose of the study but not for any other business.

3.13   Limitations of the study

Insufficient funds while conducting the study. This included money for purchasing airtime and printing, some questionnaires were not filled in, lack of sufficient time while conducting the study since there were other courses to study, language barrier and also some respondents had no interest in the questions being asked. All these were obstacles during the research study.

3.14   Conclusion

This chapter represented the research design, study population, area of study, sample size and the selection that the researcher used to carry out research. It also represented the different methods and techniques of data collection, validity and reliability and finally showed the ethical considerations that the researcher had to follow when carrying out the research.

The next chapter is chapter four and it describes the Presentation of data, analysis and discussion of findings of the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0   Introduction

The chapter presents and discusses quantitative and qualitative data that was collected and analyzed using Microsoft Excel. Data from the questionnaires was analyzed, discussed and presented with the help of frequency tables and graphs so as to give a clear view of the effect of E-commerce marketing strategy on tourism development.

4.1   Response rate

Table 3.3 showing the response rate of the respondents

No of questionnaires given out	No of questionnaires returned	Percentage (%)
70	58	83%

Source: primary data 2014

Table 3.3 above shows that the questionnaires which were given out by the researcher, they were filled and returned by the respondents.

4.2   Background information of respondents

This included the gender of the respondents, marital status, age of the respondents, and highest level of education attained. This information was presented with the help of tables, graphs and pie charts as shown below.

Table 4.4:   showing the Gender of the respondents

Category	No of respondents	Percentage%
Male	23	40
Female	35	60
Total	**58**	**100**

Source: primary data 2014

The table 4.4 above illustrated the percentage of male and female respondents to the study. The findings revealed that 35 (60%) of the respondents were female while 23 (40%) of the respondents were male. The findings imply that there were more female respondents compared to the male in the study carried out therefore most of the information given was from a female perspective.

4.2.3   Age bracket of the respondents

The age of the respondents as per the questionnaires was grouped into three categories that is 26-35 years, 36-45 years, and 46+ years. This was done in order to remove bias among respondents and this was analyzed as follows;

Figure 4.2 showing age brackets of the respondents
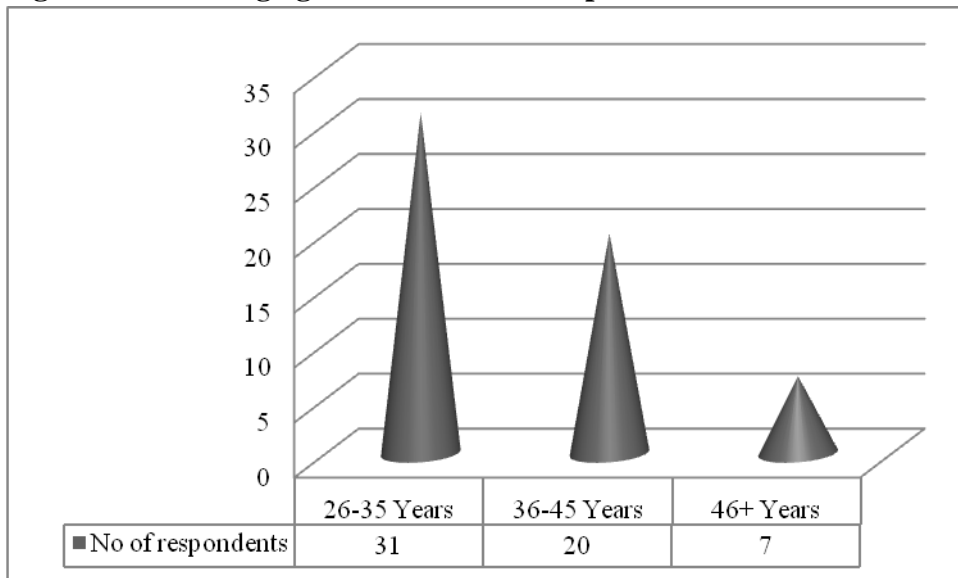
Source: primary data 2014

Figure 4.2 above shows that 31 of the respondents were between 26-35 years, 20 respondents were between 36-45 years, while 7 of the respondents were 46 years and above.The findings revealed that the majority of the respondents were between the ages of 26-35years. Respondents in that age bracket tend to have more interest in technology and therefore they were the best people to assist in responding to the research questions that were helping the researcher to find out the effect of e-commerce marketing strategy on Uganda wildlife education centre and also find out how it has increased the number of tourists hence contributing to tourism development.

4.1.4 Level of education attained by the respondents

Education levels were categorized into UCE level, UACE level, Tertiary level, and university level. Data from the field in line with this question was analyzed as follows;

Figure 4.3 showing highest level of education attained by the respondents

	Tertiary Level	University Level	UACE Level	UCE
■No of respondents	27	21	7	3
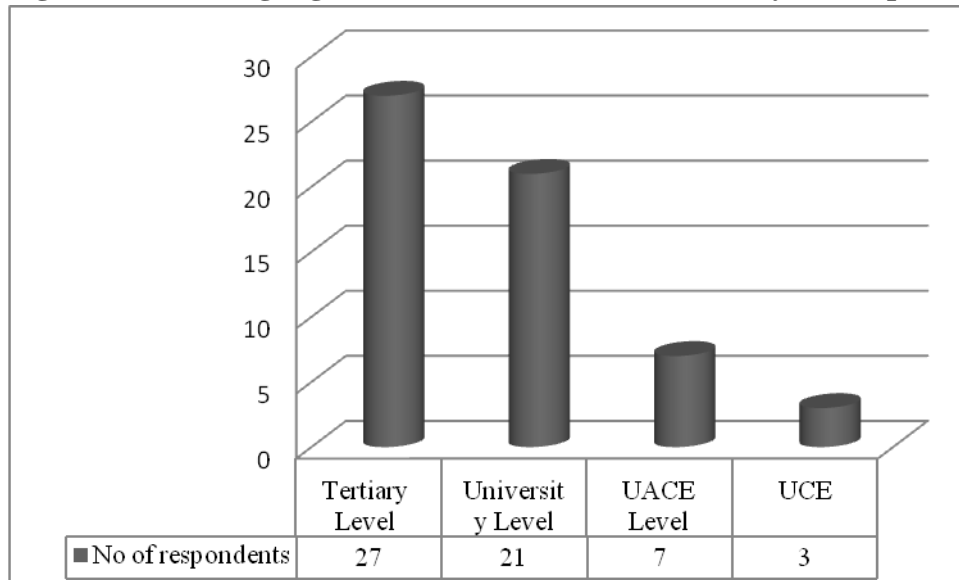
Source: primary data 2014

From figure 4.3 above, 27 respondents said their highest level of education was at tertiary level and these were the majority, 21 respondents had university level, 7 had attained UACE level while 3 had attained UCE level and these were the least. The findings therefore imply

that the majority of the respondents had acquired skills on the e-commerce marketing strategy and the information they gave was of great importance to the research study.

4.3   Discussion of findings based on research objectives

Here the researcher basically examined three objectives that is to find out the effect of e-payments on infrastructural development of tourists; to examine the effects of e-advertisement on the number of tourists and to find out how internet affects revenue recognition in tourism development.

4.3.1   E-advertising and tourism development

Respondents were asked a set of questions on the aspect of E-advertising under different key statements obtained from the respondents. The statements have been ranked in terms of Strongly disagree, disagree, Neutral, Agree and Strongly agree so as to deduce meaning out of the results. Therefore, the details of the table are discussed under sub headings of the corresponding statements tested.

Figure 4.4 Uganda Wildlife education Centre carries out E-advertising

	Agree	Strongly agree
■ No of respondents	42	16
▇ Percent (%)	72	28

Source primary data 2014

35
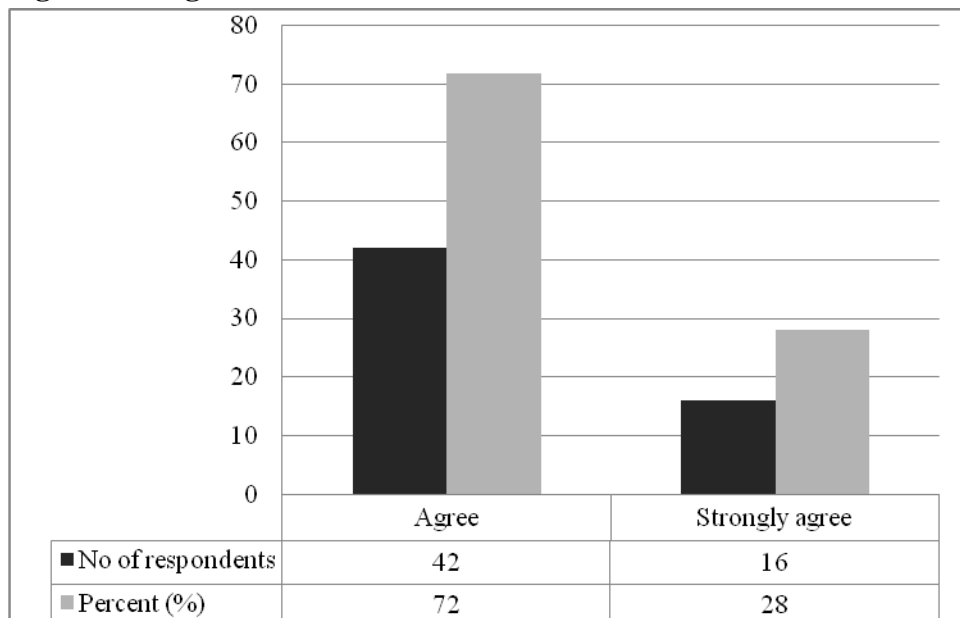
Based on figure 4.4, the research findings reveal that 42 (72%) of the respondents agreed and 16 (28%) of the respondents strongly agreed.The majority of the respondents agreed that Uganda Wildlife education Centre carries out E-advertising.

Therefore the above research finding agree with Schlosser et al. (1999) an earlier scholar who asserted that electronic advertisement as any form of commercial content available on the Internet must be designed by businesses to inform consumers about a product or service.

Figure 4.5 E-advertising helps Uganda Wildlife education Centre to expand choices for their customers

	Disagree	Agree	Strongly agree
No of respondents	14	37	7
Percent (%)	24	67	9
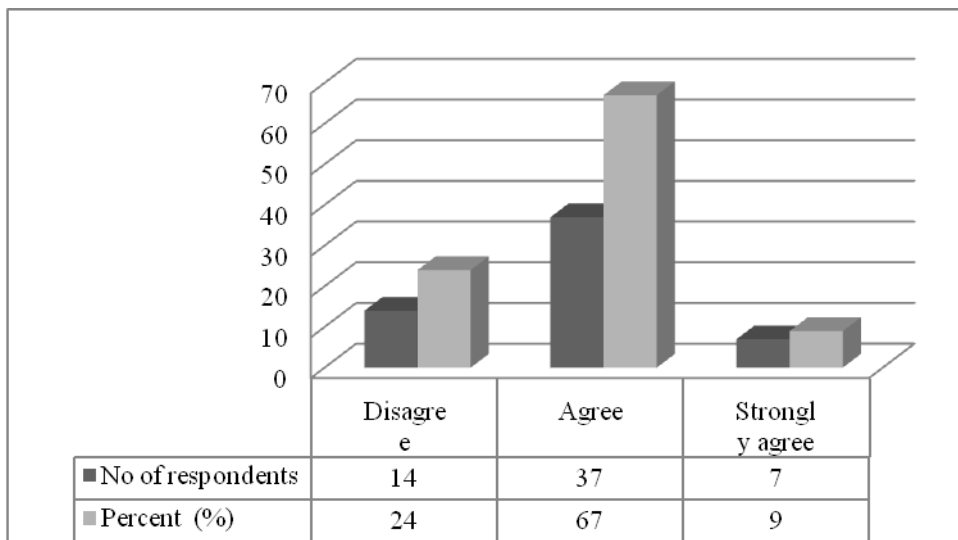
Source primary data2014

From the survey in figure 4.5 above, the research findings reveal that 37 (67%) of the respondents agree, 14 (24%) of the respondents disagree and 7 (9%) of the respondents strongly agree. Therefore majority of the respondents agreed that E-advertising helps Uganda Wildlife education Centre to expand choices for their customers reflected by a percentage of 67%.

Therefore the above research findings agree with Kim (2004) & Purcell et al. (2004), who affirms that using e-advertising in tourism provides easy access to information on tourism

products and services; provides better information on tourism products and services; provides convenience for customers; expands choices to customers and among others.

Table 4.5 E-advertising helps customers to understand the different services provided by your company

Category	No of respondents	Percent (%)
Agree	40	69
Strongly agree	18	31
Total	**58**	**100**

Source primary data 2014

According to the survey in table 4.3 above, 40 respondents agreed that E-advertising helps customers to understand the different services provided by Uganda wildlife education Centre reflected by a 69% while 18 respondents strongly agree reflected by 31% that E-advertising helps customers to understand the different services provided by Uganda wildlife education Centre.

Therefore the above research findings also agree with Kim (2004) & Purcell et al. (2004), who affirm that using e-advertising in tourism provides easy access to information on tourism products and services; provides better information on tourism products and services; provides convenience for customers; expands choices to customers among others.

Table 4.6 E-advertising has increased the number of tourists in Uganda Wildlife Education centre

Category	No of respondents	Percent (%)
Disagree	11	19
Agree	40	69
Strongly agree	7	12
Total	**58**	**100**

Source primary data 2014

The analysis results in table 4.6 above reveal that 7% of the respondents strongly agreed that E-advertising has increased the number of tourists in Uganda wildlife Centre as reflected by 12%, 40 of the respondents also agreed that E-advertising has increased the number of tourists in Uganda wildlife Centre as reflected by 69%. However 11 of the respondents with a 19% response disagreed that E-advertising was having an impact on the number of tourists in Uganda wildlife education Centre.

Therefore the above findings agree with Schlosser et al. (1999) who asserted that electronic advertisement is any form of commercial content available on the Internet that is designed by businesses to inform consumers about a product or service and if done well, it may attract more customers to the business.

Table 4.7 E-advertising done by your company has an interactive interface with the customer

Category	No of respondents	Percent (%)
Disagree	43	74
Neutral	6	10
Strongly agree	9	16
Total	58	100

Source primary data 2014

The results revealed by Table 4.7 suggest that E-advertising done by Uganda wildlife education Centre has no interactive interface with the customer as indicated by 74%, while 10% were not sure about it and 16% strongly agreed to the question though these were the minority of the respondents. It can therefore be concluded that 74% of the respondents disagreed with the above statement.

And basing on earlier scholar Kim, (2004) he asserted that a user friendly web interface gives the consumer trust and is easy to use and convenient for customers, therefore respondents contradicted with Kim, (2004)

Table 4.8 Customers of Uganda wildlife education Centre use e-advertising

Category	No of respondents	Percent (%)
Disagree	14	24
Agree	36	62
Strongly agree	8	14
Total	**58**	**100**

Source primary data 2014

The analysis results in table 4.8 above reveals that Customers of Uganda wildlife education Centre use e-advertising as reflected by 36 respondents with 62% who were the majority and who agreed to this,8 respondents with 14% who were the minority and had strongly agreed while 14 respondents with 24% disagreed upon Customers of Uganda wildlife education Centre using e-advertising.

Therefore the above findings agree with an earlier scholar Kim, (2004) who asserted that a user friendly web interface gives the consumer trust and is easy to use and convenient for customers.

4.2.2   E-payment

Respondents were asked a set of questions on the aspect of E-payment, the tables and graphs below are details of the measures of E-payment under different key statements obtained from the respondents. The statements have been ranked in terms of Strongly disagree, disagree, Neutral, Agree and Strongly agree so as to deduce meaning out of the results.

Therefore, the details of the table are discussed under sub headings of the corresponding statements tested.

Figure 4.6 Uganda Wildlife education has an e-payment system in place

	Agree	stronly agree
No of respondents	11	47
Percent(%)	19	81
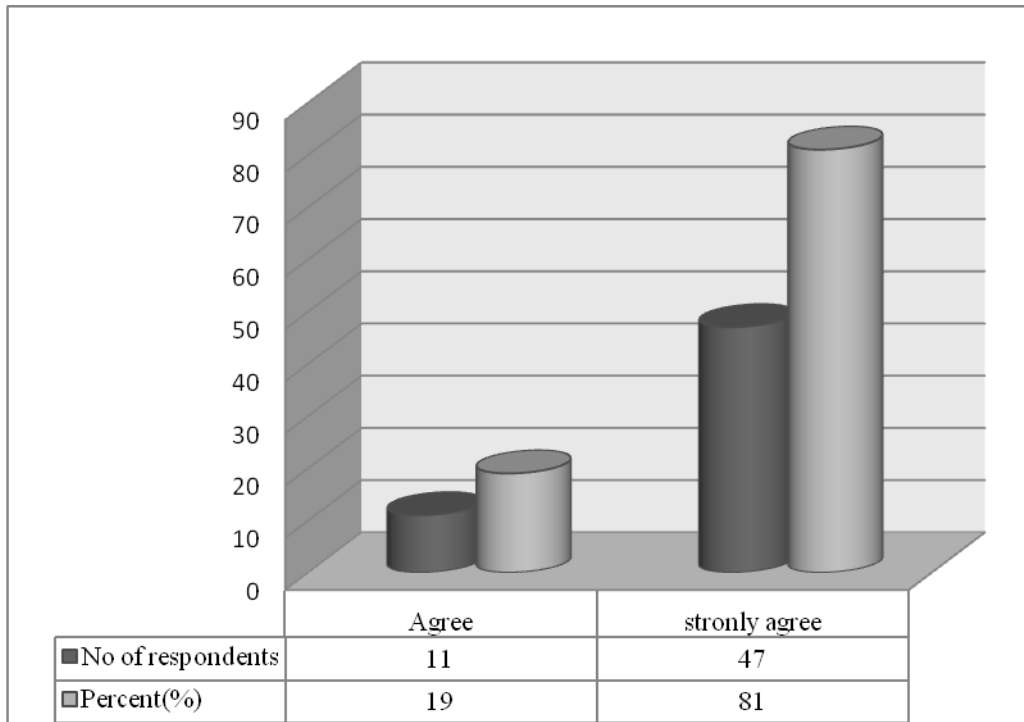
Source primary data 2014

The analysis results in figure 4.6 above reveals that respondents strongly agreed that Uganda Wildlife education has an e-payment system in place as reflected by 81% while 19% agreed that Uganda Wildlife education has an e-payment system in place.

These research findings therefore agree with Laudon &Traver, (2002) who affirms that tourism companies are not as many as the existing tourists, tourists vary in interest in terms of modes of payment that is some may like using physical cash while others may desire using online payments.

Figure 4.7 Customers feel safe to make transactions with their money using your system

	Disagree	Neutral	Strongly agree
■No of respondents	19	9	30
□percent (%)	33	16	51
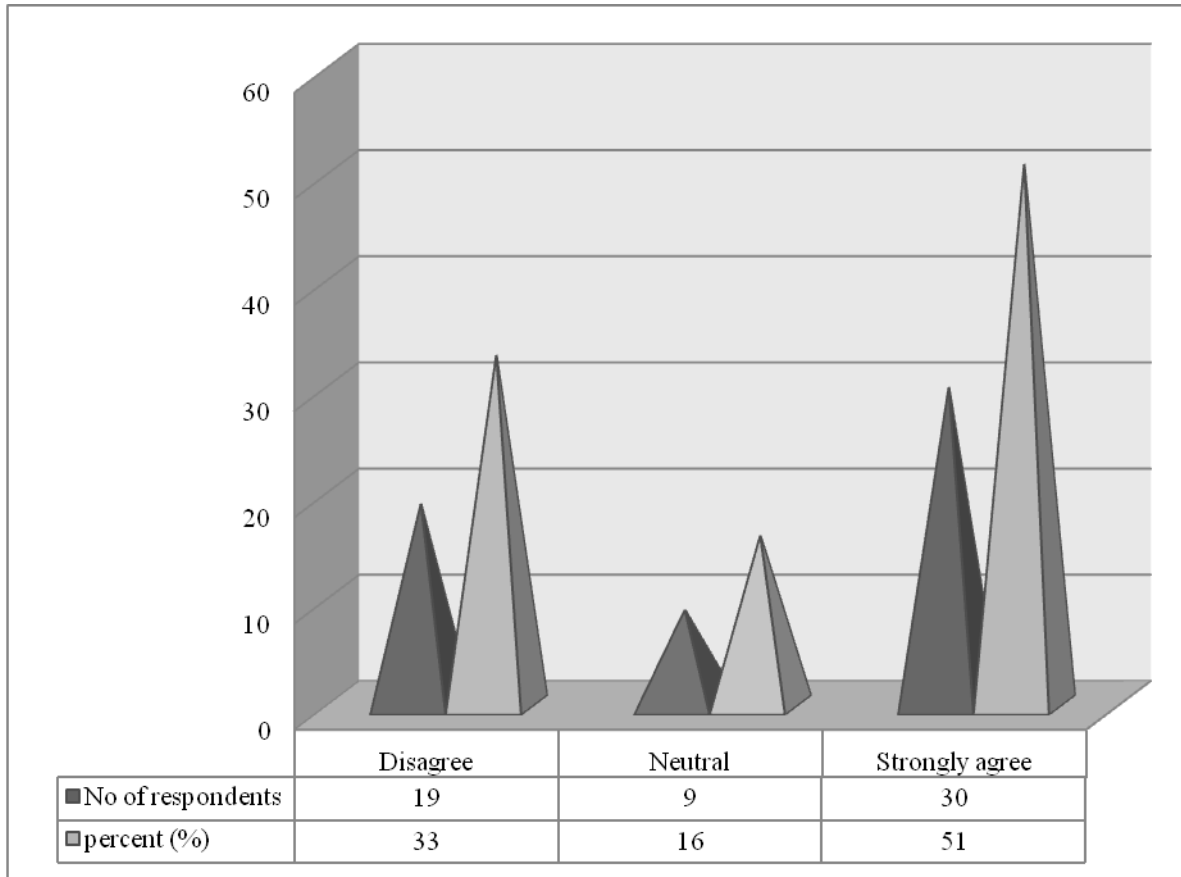
Source primary data 2014

The results revealed by figure 4.7 suggest that 30 respondents strongly agreed that customers feel safe to make transactions with their money using your system as indicated by a percentage of 51%. 19 respondents with a 33% percentage disagreed to the above question while 9 respondents, 16% were not sure if Customers feel safe to make transactions with their money using your system.

The above findings are in line with Khare & Khare, (2010) who said that when making online payments where consumers have to provide bank or card details customers feel insecure as internet does not provide the same assurance as physical banks. Thus it is difficult for companies to gain the trust from people in developing countries where they still prefer face to face interaction.

Figure 4.8   Clients must make some confirmations when making one payment

	No of respondents	Percent (%)
☐ Agree	42	72
■ Strongly Agree	16	28
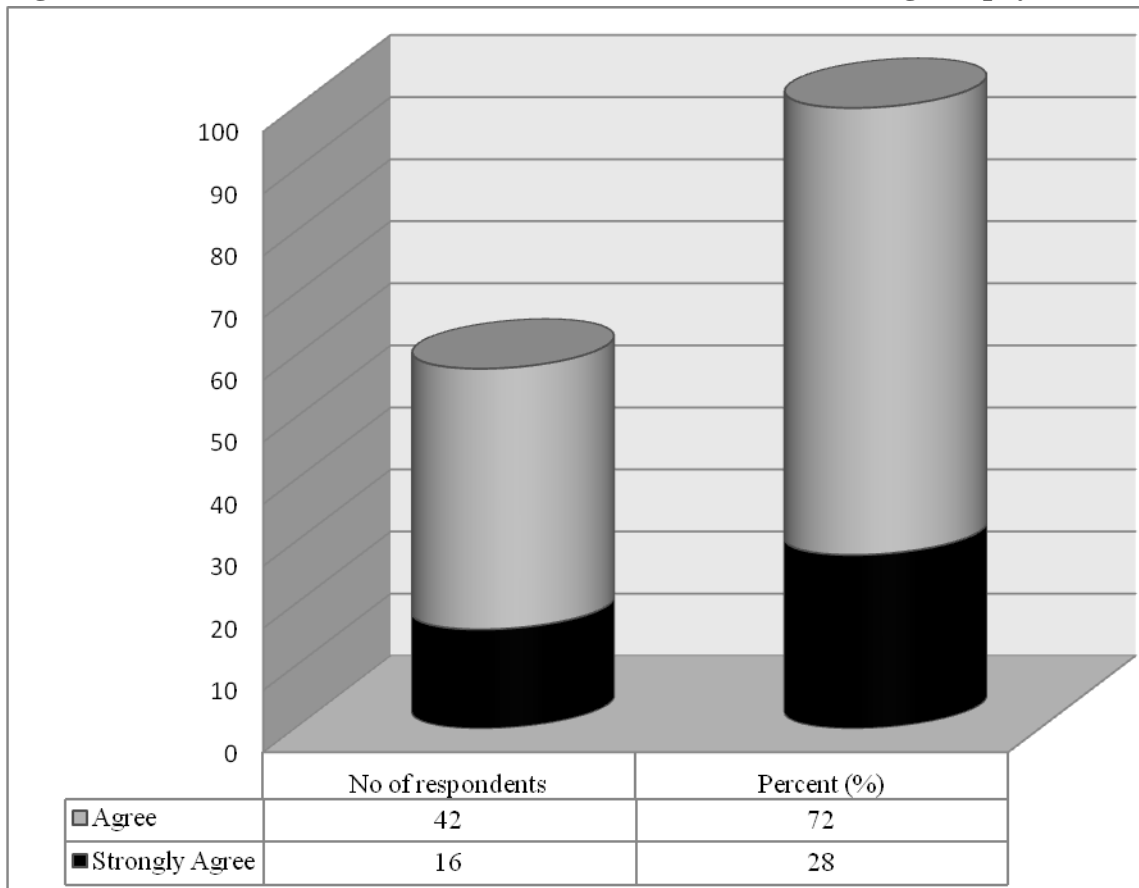
Source primary data 2014

From figure 4.8 above, 42 respondents agreed that the Clients must make some confirmations when making one payment as reflected by 72% which trends towards the maximum. However, 16 respondents reflected by 28% strongly agreed to the above question giving a small variation in responses.

Kim (2004) asserts that e-payments have simplified customers' payment issues in the tourism industry; he further says e-payment systems shouldn't be monotonous and time consuming to the clients when making their tourism and other related payments. Thus the findings from the field agree with the above author.

Figure 4.9   Customers are comfortable with the way they have to identify themselves with the system
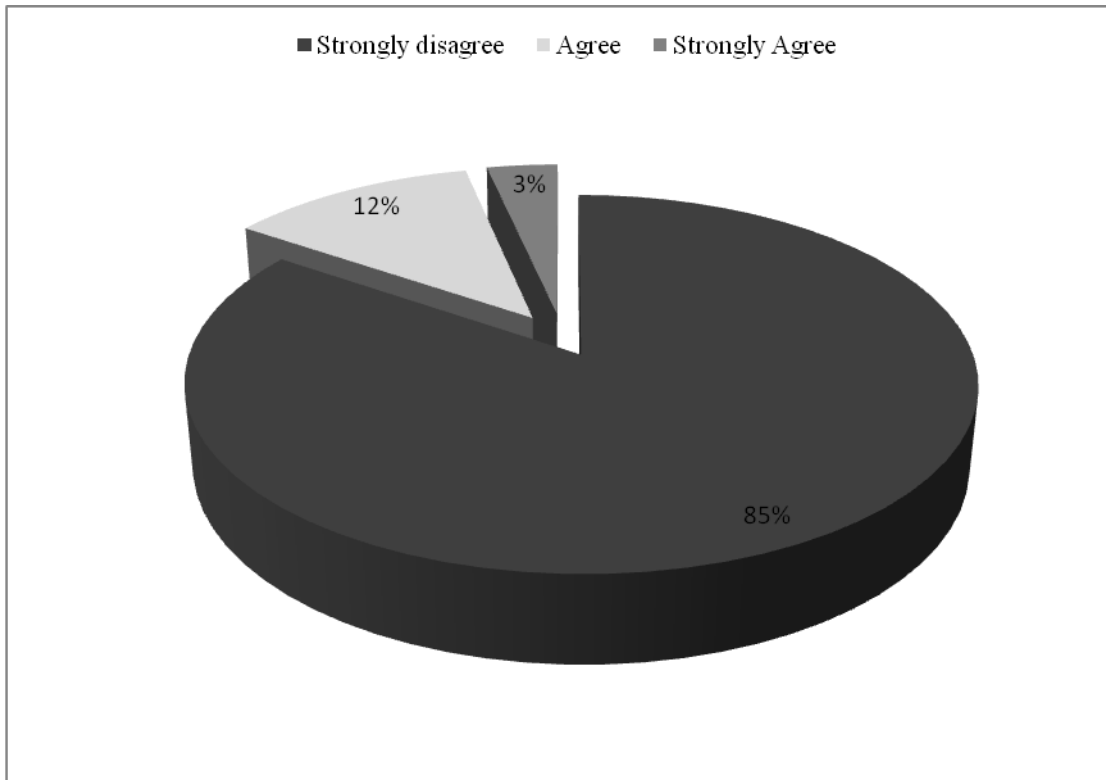
Source primary data2014

From figure 4.9 survey, most of the respondents strongly disagreed that Customers are comfortable with the way they have to identify themselves with the system as reflected by 85% tending towards the maximum percentage. However, 12% agreed and 3% strongly agreed to the question in hand.

The above findings disagree with Kim (2004) who said that e-payment system for any tourism industry should permit easy client identification so as to save on time.

Figure 4.10   E-payments are cost effective to the customers

	No of respondents	Percent (%)
■ Agree	19	33
■ Strongly Agree	39	67
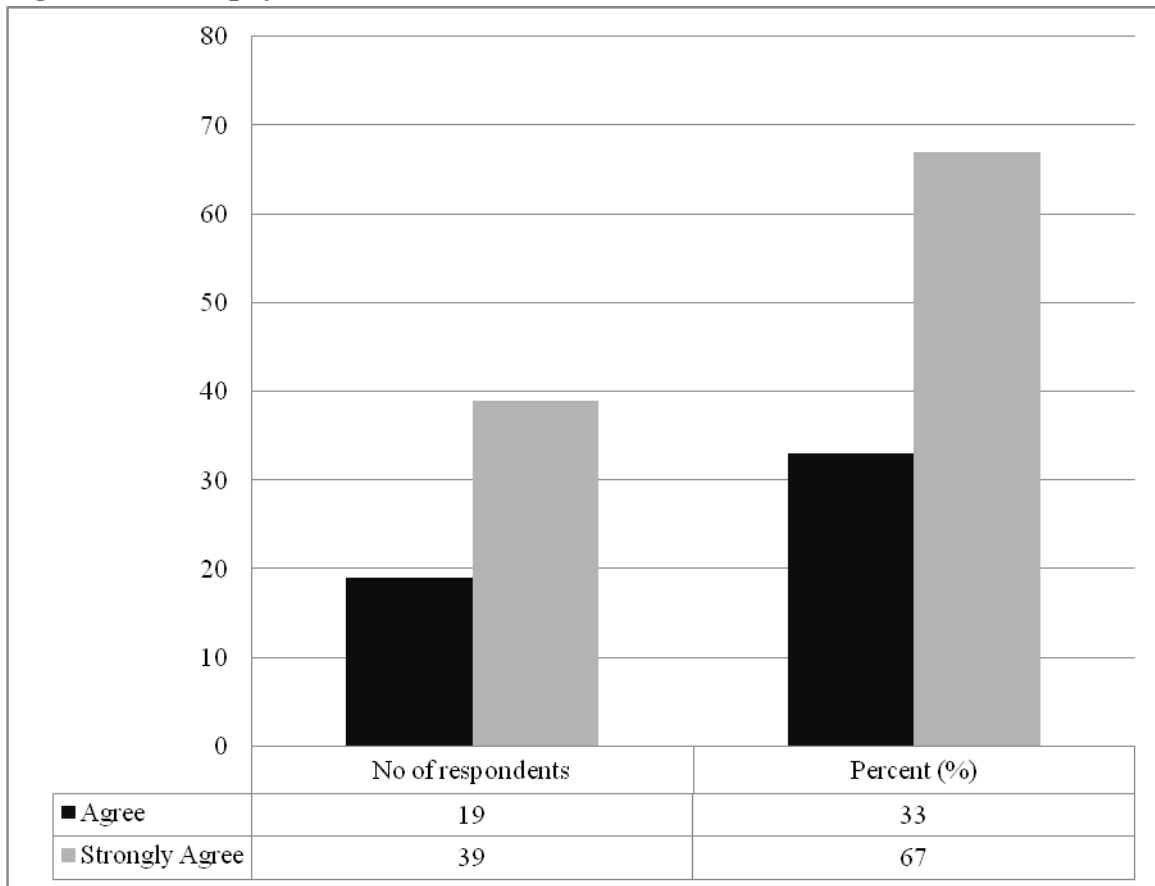
Source primary data2014

According to the survey in figure 4.10 above, 39 of the respondents strongly agreed that E-payments are cost effective to the customers reflected by 67% and 19 respondents reflected by 33% agreed that E-payments are cost effective to the customers.

Relating the above finding to the existing literature, Kalakota & Whinston, (1997) asserts that three factors are stimulating the development of electronic payment systems: reduced operational and payments processing costs, growing online commerce and decreasing costs of technology. Reduction of costs is one of the major reasons for research and development of EPSs. Therefore it can be concluded that the findings agree with Kalakota & Whinston, (1997).

Table 4.9   Customers use electronic fund transfer (EFT) for payment

Category		Frequency	Percent (%)
	Strongly disagree	4	7
	Disagree	8	14
	Neutral	3	5
	Agree	38	65
	Strongly agree	5	9
	Total	**58**	**100**

Source primary data 2014

The results revealed by Table 4.8 suggest that respondents agreed that Customers use electronic fund transfer (EFT) for payment as indicated by 65%   which is slightly above the average (50%), 14% disagreed, 5% were not sure while 9% strongly agreed and 7% strongly disagreed to the above question. This therefore showed that respondents had differing views on the above question.

Relating the above finding to the existing literature, Kalakota & Whinston, (1997) asserts that Electronic payment systems (EPSs) are summoned to facilitate the most important action after the customer's decision to pay for a product or service and to deliver payments from customers to vendors in a most effective, efficient and problem free way. Therefore it can be concluded that the above findings agreed with Kalakota & Whinston, (1997) on Customers use of electronic fund transfer (EFT) for payment.

4.2.3 Internet usage

Respondents were asked a set of questions on the aspect of Internet usage, the tables and graphs below are details of the measures of Internet usage under different key statements obtained from the respondents. The statements have been ranked in terms of Strongly disagree, disagree, Neutral, Agree and Strongly agree so as to deduce meaning out of the results. Therefore, the details of the table are discussed under sub headings of the corresponding statements tested.

Table 4.10   Internet usage serves as a mechanism between customers and Uganda wildlife education centre

Category	No of respondents	Percent (%)
Agree	11	19
Strongly agree	47	81
	58	100

Source primary data 2014

According to the survey in table 4.10 above, most of the respondents strongly agreed that internet usage serves as a mechanism between customers and Uganda wildlife education centre reflected by 84% while 16% of the respondents strongly agreed with the above question.

Basing on Mills and Law, (2004) and Gursoy and McCleary, (2004), they say that the possibilities introduced by the Internet have changed the agents' behavior. Consumers, on one hand, are able to interact directly with tourism providers, which allow them to identify and satisfy their constantly changing needs for tourism products. It can therefore conclude that the research findings agree with the existing literature of the above authors.

Table 4.11   Internet adoption in your business is mainly due to manager perception of the internet

Category	No of respondents	Percent (%)
Strongly disagree	36	62
Disagree	18	31
Neutral	4	7
	58	100

Source primary data 2014

Table 4.11 above indicates that the respondents strongly disagreed with Internet adoption by Uganda wildlife education Centre is mainly due to manager perception of the internet with a percentage of 62% which is above the average. Further, the responses on the above statement 31% disagreed while 7% were not sure.

Karanasios& Burgess, (2008) affirms that internet adoption is mainly due to the mangers or owners perception of the internet and benefits which it may provide to influence market forces in the tourism industry. Therefore the above findings do not agree with Karanasios & Burgess, (2008) that Internet adoption in Uganda wildlife Centre is being mainly due to manager perception of the internet because the majority of the respondents disagreed.

Table 4.12   The internet serves as a major marketing and communication tool in your company

Category	No of respondents	Percent (%
Strongly disagree	**4**	**7**
Agree	**10**	**17**
Strongly agree	**44**	**76**
	58	**100**

Source primary data 2014

According to the survey results in table 4.12 above, most of the respondents strongly agreed that the internet serves as a major marketing and communication tool in Uganda wildlife Centre as reflected by 76%. Furthermore in relation to the above question, 17% of the respondents agreed while 7% strongly disagreed whether the internet serves as a major marketing and communication tool in Uganda wildlife Centre.

Wu et al, (2008) stated that today, the Internet serves as a major marketing and communication tool in the tourism industry; though there are few discussions of the structural relationship between tourism and Internet-based advertising. Therefore basing on the Author's argument, the above findings agree with him on the question at hand.

Table 4.13   **The internet provides information which is important for the traveler's needs**

Category	No of respondents	Percent (%
Agree	11	19
Strongly agree	47	81
	58	100

Source primary data 2014

The analysis from table 4.13, most of the respondents strongly agreed that the internet provides information which is important for the traveler's needs revealed by 81%. On the other hand, 19% of the respondents agreed that the internet provides information which is important for the traveler's needs, thus giving variation in responses among the respondents.

Ghosh, (1997); Nell, (1998) assert that Successful tourism web sites provide great content in both information and services that cater for travelers' needs. Therefore the above findings agree with Ghosh, (1997); Nell, (1998) the internet provides information which is important for the traveler's needs because the majority of the respondents strongly agreed.

Table 4.14 Customers' satisfaction is increased through the internet

| Category	No of respondents	Percent (%
Agree	10	17
Strongly agree	48	83
	58	100

Source primary data2014

From the results in table 4.14, it was clearly evident that majority of the respondents strongly agreed that Customers learn about the tourism services with the help of the internet as revealed by 83%. On the other hand, the responses about customers learning about the tourism services with the help of the internet were 17% of the respondents who agreed.

Sigala (2007) says that the Internet has the potential to increase customer satisfaction levels, particularly through customization and personalization of the technologically delivered service. Therefore the above findings agree with the author that Customers' satisfaction is increased through the internet because the majority of the respondents strongly agreed.

4.2.4 Tourism development
Respondents were also asked a set of questions on the aspect of tourism development, the tables and graphs below are details of the measures of tourism development under different key statements obtained from the respondents. The statements have been ranked in terms of Strongly disagree, disagree, Neutral, Agree and Strongly agree so as to deduce meaning out of the results. Therefore, the details of the table are discussed under sub headings of the corresponding statements tested.

Figure 4.11 Internet has led to the development of the tourism
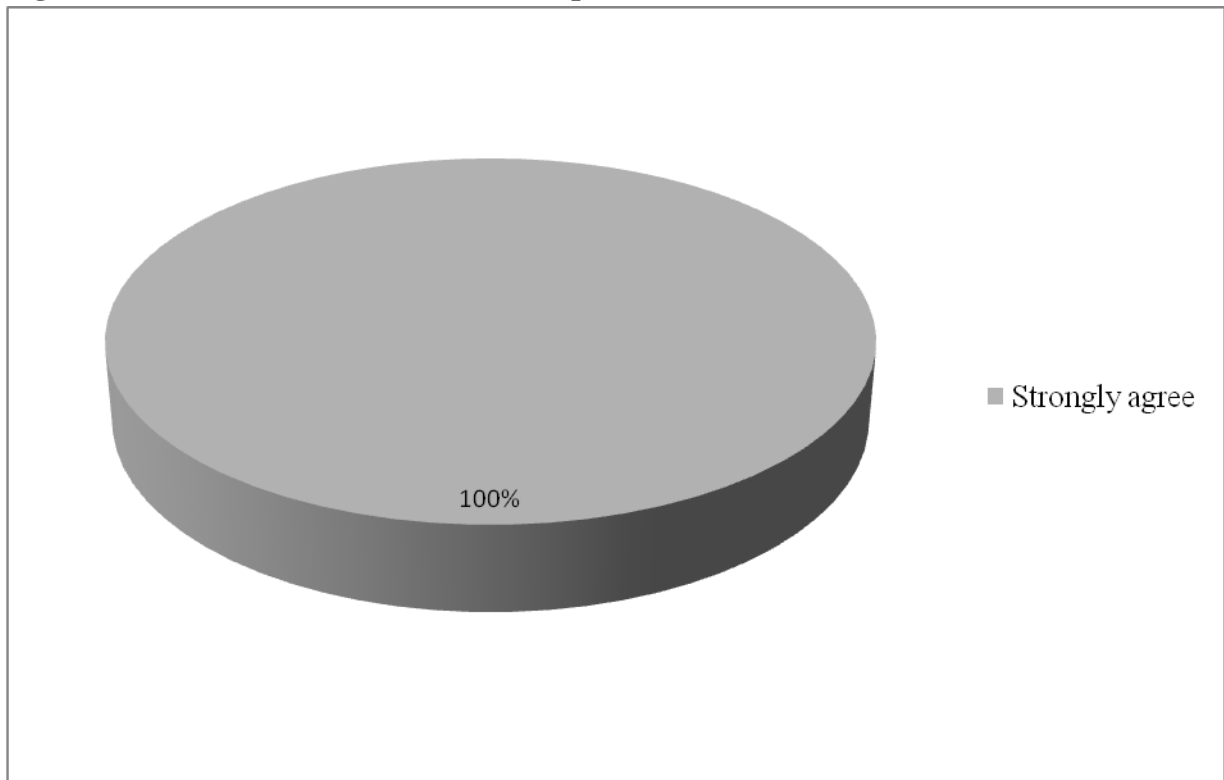
Source primary data 2014

In figure 4.11 above, all the respondents strongly agreed that internet has led to the development of tourism as reflected by 100% showing no variation in response among the different respondents.

Figure 4.12 Numbers of customers at Uganda wildlife Centre have increased due to persuasion from E-advertising

	Neutral	Agree	Strongly Agree
■ No of respondents	5	9	44
Percent (%)	8	16	76
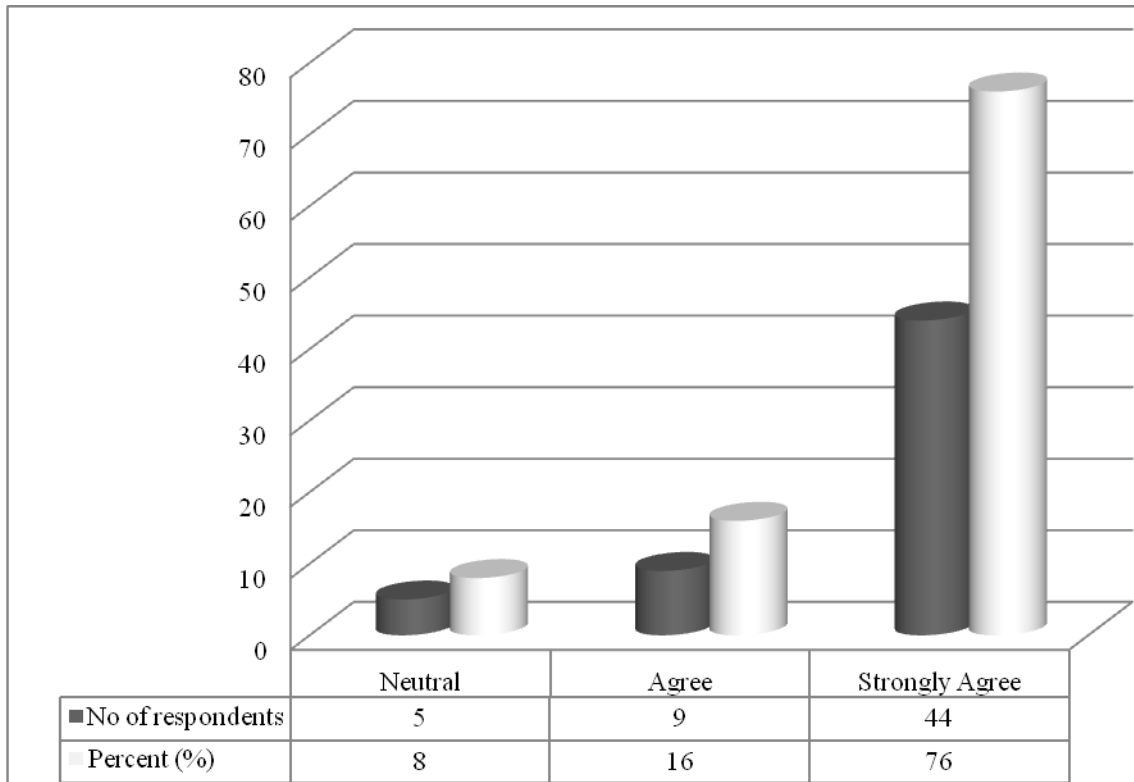
Source primary data 2014

From figure 4.12 above, most of the respondents strongly agreed that numbers of customers at Uganda wildlife Centre have increased due to persuasion from E-advertising as reflected by 76%. However there was variation in response because 8% were not sure and 16% agreed to the above question.

Therefore the above findings agree with Schlosser et al. (1999) who asserted that electronic advertisement is any form of commercial content available on the Internet that is designed by businesses to inform consumers about a product or service and if done well, it may attract more customers to the business.

Figure 13 Uganda wildlife Centre has led to infrastructure development in the area
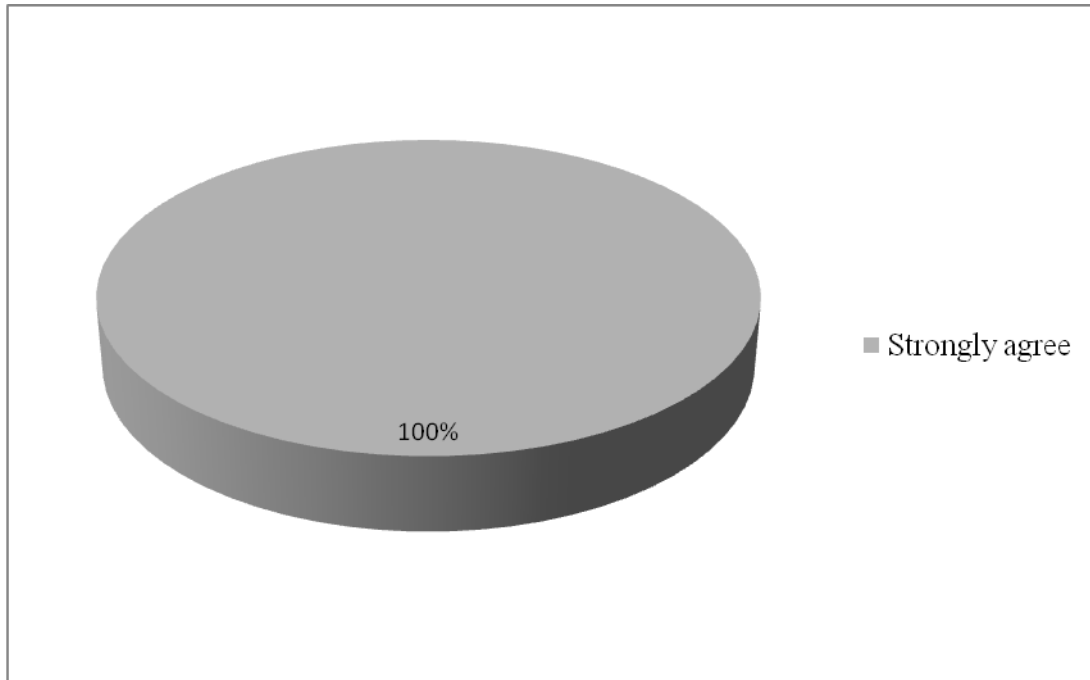
Source primary data 2014

In figure 13 above, all the respondents strongly agreed that Uganda wildlife Centre has led to infrastructure development in the area as reflected by 100% showing no variation in response among the different respondents.

4.4   Conclusion

The chapter has presented and discussed quantitative and qualitative data that was collected and analyzed using Microsoft excel. This same chapter has found out that there is a weak positive relationship between E-advertising and Tourism development, but a positive relationship between E-payment and Tourism development and also between Internet and Tourism development at the Uganda wildlife education Centre.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0   Introduction

This chapter presents a summary of the findings, conclusions and recommendations. The summary given and overall conclusions are made in accordance with the research objectives. From the research results, the researcher was able to draw appropriate conclusions and recommendations.

5.1   Summary of Findings

5.1.1   E-advertising and Tourism development

Based on this objective, it was found that Uganda Wildlife education Centre carries out E-advertising. It helps Uganda Wildlife education Centre to expand choices for their customers, E-advertising helps customers to understand the different services provided by Uganda Wildlife education Centre; E-advertising has increased the number of tourists in Uganda Wildlife education Centre and that Customers of Uganda wildlife education Centre use e-advertising.

However it was found out that E-advertising done by Uganda Wildlife education Centre has no interactive interface with the customer.

5.1.2   E-payment and Tourism development

The respondents revealed that Uganda Wildlife education has an e-payment system in place, Customers feel safe to make transactions with their money using the system, Clients must make numbers of confirmations when making one payment, E-payments are cost effective to the customers, and Customers use electronic fund transfer (EFT) for payment.

However, it was also revealed that Customers are not comfortable with the way they have to identify themselves with the system.

5.1.3   Internet and Tourism development

The research also revealed that Uganda Wildlife education Centre has an accessible internet package, the internet serves as a major marketing and communication tool at UWEC, the internet provides information which is important for the traveler's needs, Customers learn about the tourism services with the help of the internet.

However it was also revealed that Internet adoption at UWEC is not mainly due to manager perception of the internet.

5.2.   Conclusions

The researcher therefore concludes that E-Commerce Marketing Strategy has a positive effect on Tourism Development at Uganda wildlife Education Centre.

5.3   Recommendations

The researcher made recommendations basing on the research findings as the pivot, which were pertinent to the study objectives. The recommendations are addressed to the management of Uganda wildlife Education Centre and other similar institutions, the government and all policy makers who can benefit from this study. These include the following as outlined below:

1. The researcher recommends that the management of Uganda wildlife Education Centre and other similar tourism centers should not underestimate the power of E-commerce marketing strategies on tourism development in Uganda.

2. In order for the management of Uganda wildlife education Centre to attract more tourists, management has to improve on its E-advertising methods because as per

now, the existing ones as revealed by the research findings need to be adjusted accordingly.

3. Similar organizations also should adopt E-commerce marketing strategy so as to enhance development.

4. Management also should continuously ensure that their E-payment method is convenient and secure to the different users so as to continuously save time.

5. From the research findings and empirical literature, it was noted that there are several benefits obtained from incorporating the internet into marketing strategies. These benefits include the ability to reach global markets, reduction in advertising costs, increase in sales volume and general profitability. Unfortunately it was discovered that not all graded properties utilize most of the common internet features for marketing. Therefore, it is also advised that tourism industries should utilize more internet marketing methods and try to incorporate the internet in all their marketing strategies in order to fully enjoy the benefits of internet marketing. Since internet coverage is increasing through the introduction of mobile internet, marketing on the internet becomes a critical factor concerning profitability.

5.4   Areas of further Study

1. From the researcher's experience on the study, it is suggested that future research could replicate this study and examine the impact of internet marketing usage and tourism performance in both small and large tourism sectors of Uganda. Comparisons can then be made to determine whether differences exist regarding the impact of internet marketing usage in small and large tourism sectors of Uganda.

2. To find out the relationship between E-advertising and tourism development.

3. To establish the impact of internet marketing usage on the profitability of the tourism industry.

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APPENDICES:

Appendix i: Questionnaire

Dear respondent;

My Name Kansiime Sarah, a student of Uganda Martyrs University Nkozi doing research on THE EFFECT OF E-COMMERCE MARKETING STRATEGY ON THE TOURISM DEVELOPMENT: A case study of Uganda Wildlife Education Centre. I am doing this study as a partial fulfillment of the requirements for the Award of a Bachelor's Degree of Businesses Administration and Management. You have been identified as one of the respondents who can provide relevant information for this study. Your identity and information you provide shall be treated with utmost confidentiality and will be used for academic purposes only. I am requesting you to kindly participate in this study by responding to the following questions.

Thank you very much.

SECTION A:

BIOGRAPHICAL INFORMATION

Tick or write answers in full where applicable.

1. Gender

   a) Male ☐   b) Female ☐

2 .Age bracket (years)

a) 15-25 ☐   b) 26-35 ☐   c) 36-45 ☐   d) 41 and above ☐

3. Highest level of education attained

a) UCE ☐   b) UACE ☐   c) Tertiary ☐   d) University ☐

(Please tick in the box provided the response you think is most appropriate from section B-E).

Use the five points given below to base your response of the questions.

1= strongly disagree   2= Disagree   3= Neutral 4= Agree 5= strongly agree

SECTION B

	E-advertising	1	2	3	4	5	6	7	8	9	10
1	Uganda Wildlife education Centre carries out E-advertising										
2	E-advertising helps Uganda Wildlife education Centre to expand choices for their customers.										
3	E-advertising helps customers to understand the different services provided by your company										
4	E-advertising has increased the number of tourists in your company										
5	E-advertising done by your company has an interactive interface with the customer										
6	Customers of Uganda wildlife education centre use e-advertising										
7	Customers access the different services eg accomodation with the help of e-advertising										
8	Many tourists have accessed the UWEC website as a result of the banners, sky scrapers										

	that appear on other sites									
9	Customers access information on various tourism products that are available									
10	The e-advertising models have played a role in increasing the number of customers									

SECTION C

	E-payment	1	2	3	4	5	6	7	8	9	10
1	Uganda Wildlife education has an e-payment system in place										
2	Customers feel safe to make transactions using your system										
3	Clients must make a number of confirmations when making one payment										
4	Customers are comfortable with the way they have to identify themselves with the system										
5	E-payments are cost effective to the customers										
6	Customers use electronic fund transfer(EFT) for payment										

		1	2	3	4	5	6	7	8	9	10
7	credit cards at UWEC are used for payments by customers										
8	Customers use western union, money gram for bookings and payments										
9	Customers are able to make bookings or payments any time of the day throughout the year										
10	All Customers at UWEC find e-payments easy to use										

SECTION D

	Internet	1	2	3	4	5	6	7	8	9	10
1	Uganda Wildlife education Centre has an accessible internet package										
2	Internet adoption in your business is mainly due to manager perception of the internet										
3	The internet serves as a major marketing and communication tool in your company										
4	The internet provides information which is important for the traveler's needs.										

5	The attractive website has played a role in attracting more customers for your company											
6	Customers learn about the tourism services with the help of the internet											
7	Most of the travel clients make orders for the tourism products across the internet											
8	Customers between 26-35years of age use the internet most at UWEC											
9	Customers use the internet to access reviews and comments from other visitors and take decisions											
10	Improved telecommunication infrastructure has played a part in the increased customer use of the internet											