Assessing the Impact of Social Media on the Development of Domestic Tourism in Uganda - A Case Study of Uwec Uganda

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Abstract: The purpose of the study was to investigate the role of the impact of social media on the development of domestic tourism in Uganda. The study was based on the findings from 60 respndents out of the 80 respondents basing on the objectives of the study which were, to examine the influence social media on the development of domestic tourism in Uganda. The outcomes of the research made it clear that 33% of the participants gave results to the the investigator demonstrating that spending money on cyber security was the primary action they would take to address social media the advancement issues, while 25% of participants gave results demonstrating that choosing the target audience was an additional action they would take to address social media the advancement issues. As the globe transitions to digital technology, the study's recommendations are based on its results. This would enable more development and accomplishment for Ugandan tourism growth and increase.

Keywords: **Social media, development and Domestic tourism**

Background of the Problem

Social media (SM) advertising has grown significantly over the past few years and attracted a lot of curiosity from media outlets with a global audience. The New York Times (March, 2006) noted that a well-known blog recommendation recently assisted one company in increasing its sales from $100,000 to $4 million as an illustration of the influence that social media may have (Jaret, 2006). Recent development in the possibility of an advertise using social media has been significantly influenced by innovations in technology. The online actions of internet users has greatly changed as a result of Web2.0.

Websites used to be primarily personal, static, and maintained by the website owner in a way that restricted access to site users alone. However, in web 2.0, websites are dynamic, interactive, and collaborative, and the users are actively participating in the generation or development of the content. This change in the user behavior forces companies to use a new tool to communicate with customers, namely social media (Chan & Guillet, 2011).

Despite being a relatively new medium, social media has an unquestionable global following. In accordance with comScore (2008, 2009a, 2009b), social media prevalence in the United States, Europe, and Asia-Pacific was 70.2%, 74.6%, and 60.6%, correspondingly. Both relying only on conventional media for advertising and simply moving physical sales materials online are no longer acceptable practices for businesses. Businesses need to understand how they can interact with clients using this interactive medium (Gracious.A, 2023).

The advancements in communications technology, made possible by information and communication technologies (ICTs), are being celebrated around the world right now. Without a doubt, modern technology for communication has created a "International village" throughout the entire world. But as things stand, technology has both a positive and a negative side, just like a coin. The majority of people utilize social media platforms to communicate with both old and new acquaintances, whether they are in-person or online (Asemah, 2018). Rapid technological advancements have altered the world, making it necessary to use computers as the greatest medium for learning about a wide range of topics.

Statement of Problem

Advertising is a very complicated issue, particularly in industries like tourism where it involves many different countries with diverse cultures, customs, and traditions that must be related to the marketing context. Depending on the traditions, cultures, and practices, foreign nations each have their own methods of promotion. Many marketers make mistakes in the field of promotion (Cherunillan, 2018).
Uganda is a tourist-friendly country with a lot of customs, restrictions, and tourist destinations, yet it does poorly in tourism-related activities. There are many causes for such a performance, including inadequate infrastructure and little effort put into encouraging tourism within the nation. Spectacular attraction areas are not always necessary for tourist sites, rather than sufficient transportation(Kotler P, 1996).

Specific Objectives
1. To analyze how effective is social media promotion on the Tourism sector in Ugandan Uganda.

2. To identify the problems associated with social media promotion in the tourism industry in Uganda.
3. To suggest possible solutions concerned with particular promotional problems for better performance of the tourism industry in Uganda

Research Questions

1. How effective is social media promotion on the Tourism sector in Uganda.

2. What are the problems associated with social media promotion in the tourism industry in Uganda?
3. What are the possible solutions concerned with particular promotional problems for better performance of the tourism industry in Uganda?

Methodology

Research Design

This research design enabled the researcher to report not only the findings but also analyzing, comparing and interpreting data. The data was collected using a questionnaire and interviews which was administered to the top management and ordinary employees of UWEC. The reason of using the case study was because it was comprehensive, descriptive and situational. It was easier and flexible during data collection. It saved money and time and enabled to go further in different aspects of the events.

Study Population

In this study the population comprised of the Marketing Team of UWEC and ordinary employees (Staff) for the purpose of getting required information. UWEC Uganda was comprising of over 70 employees.

Sample Size and Sampling Techniques

Sample Size

In this study a sample of 70 respondents and interview guides were prepared to the employees of UWEC Uganda in order to ensure maximum representations of all levels of employees from different departments and avoided any possible biases.

Table 1: Sample Size

	Respondents	Target Population	Sample Size
	Marketing Team of UWEC	70	50
	Ordinary Employees	10	10
	Total	90	70

Sampling Techniques

According to Kothari (2014), sampling is defined as selection of parts of aggregate of the totality based on which a judgment about the aggregate or totality is made. It is a process of selecting a group of people, events, behavior, or other elements with which to conduct a study.

Purposive Sampling Technique

Babbie (2014) defines purposive sampling technique as the one which enables a researcher to select a sample based on his /her knowledge of population, research elements and objectives. Purposive sampling was also based on researcher's judgment and purpose of the study.

Random Sampling

According to Yates et al (2018), stated that in random selection each individual is chosen randomly entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process and each subset of individuals has the same probability of being chosen for the sample as any other subset of individuals.

Primary Data

The data an investigator will get from an individual that is associated with an individual in the sample is referred to as primary data (Mugenda A, 2017). The primary information for this study was gathered via questionnaires that were self - administered.

Primary Data

The investigator used the World Wide Web and publications such as reports, journals, and other subject-related materials to obtain data to conduct the study.

Data Gathering Methods

This is an organized set of data pertaining to the research problem. In this study, three different types of data collection methods were used. These included surveys, interviews, and in-person observations.

Questionnaire

The method known as questionnaires enables the use of a series of inquiries to gather information and conduct research on society. According to Kothari (2018), an interview consists of an assortment of inquiries that can be typed or printed on a form or collection of documents in a specific order. This technique for gathering data will be used with sixty participants.

Data Analysis and Processing

Statistical programs for Social Science (SPSS) was used to examine the data. The outcomes were then displayed in tables as words, numbers, and proportions. The investigator was able to fully comprehend the investigation's findings through data analysis and interpretation, and he or she then used those outcomes to draw conclusions and offer suggestions.

RESULTS

Demographic profile of respondents

Gender composition of respondents
Table 2: Gender Composition of respondents

Response	Frequency	Percentage
Male	40	67
Female	20	33
Total	**60**	**100**

Source: Primary Data 2022

From table 2, it can be seen that the majority of respondents were males that was (40) representing 67% of the total number of respondents, 20 respondents were female representing 33% of the respondents. This is an indication that gender sensitivity was taken care off so the findings therefore cannot be doubted on gender grounds; they can be relied for decision making.

Education level of the respondents
Table 2: Education level of respondents

Education level	Frequency	Percentage
O Level	0	0
A Level	5	8
Diploma	20	33
Degree and above	35	59
Total	**60**	**100**

Source: primary data 2020

Table above clearly indicates that none of the respondents were O level certificate holders with a percentage of (0%) of the sample size followed by 5 respondents who presented results showing that they finished A level and they had (8%) of the sample size, 20

respondents had diplomas and they had a percentage of (33%) of the sample size and finally 35 respondents presented results indicating that they had Degrees and other qualifications which were above and they had a percentage of (59%) of the sample size.

Age distribution of respondents
Table 3: Age distribution of respondents

| Respondents age	Frequency	Percentages
15-19	0	0
20-29	15	25
30-39	40	67
40+	5	8
Total	**60**	**100**

Source: Primary Data 2022

According to the table above, none of the respondents with a percentage of (0%) of the respondents had their age ranging from (15-19) followed by 15 respondents who had their age ranging from (20-29) with a percentage of (25%), 40 were the majority and their age was in the range of (30-39) with a percentage of (67%) of the respondents and finally respondents who had the age bracket of 40+ years were 5 with a percentage of 8% of the respondents

Data Presentation, Analysis and Interpretation of findings

How effective is social media promotion?
*Figure 1:* **Views on how effective is social media promotion**
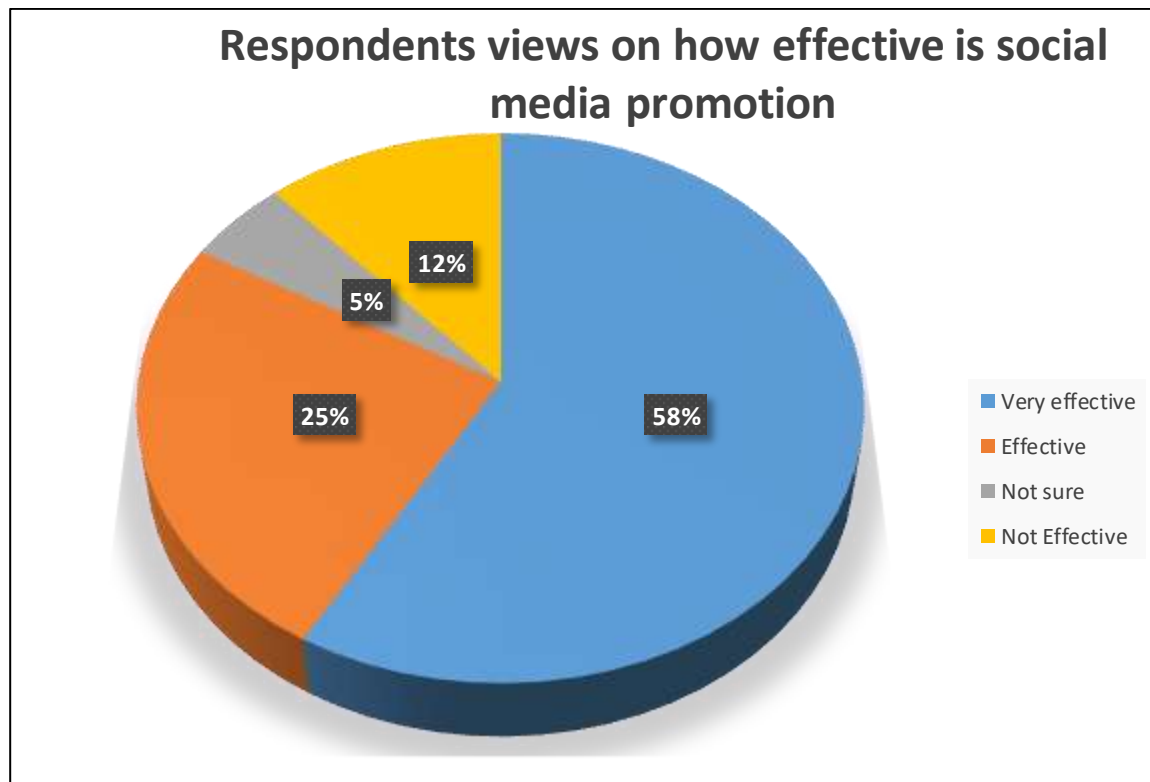
Source: Primary Data 2020

Figure 1 above shows the results of the investigation, which clearly show that 58% of the participants told the investigator that social media the advancement for the tourism industry was very successful, followed by the 25% of participants who told the investigator that social media the advancement was effective. Nevertheless, 12% of the poll participants provided opinions claiming social media

marketing was ineffective, while 5% of participants provided findings claiming they were unsure of whether marketing on social media was effective or very successful.

Problems associated with social media promotion
Figure 2: **Views on problems associated with social media promotion**
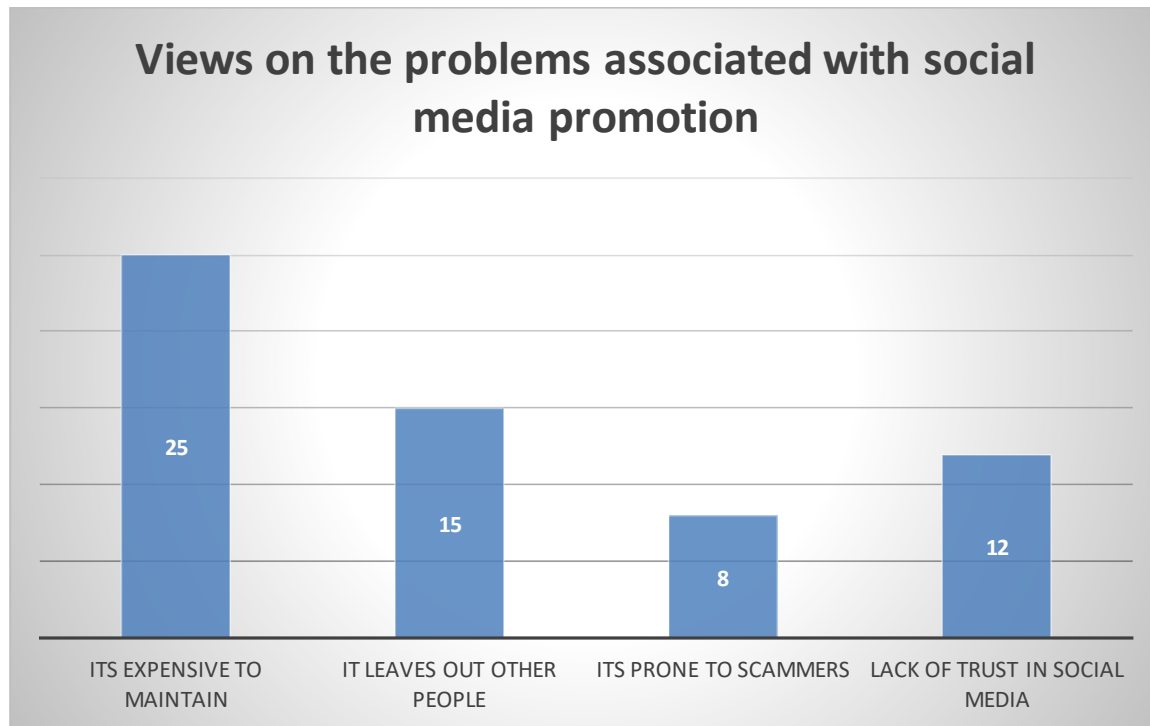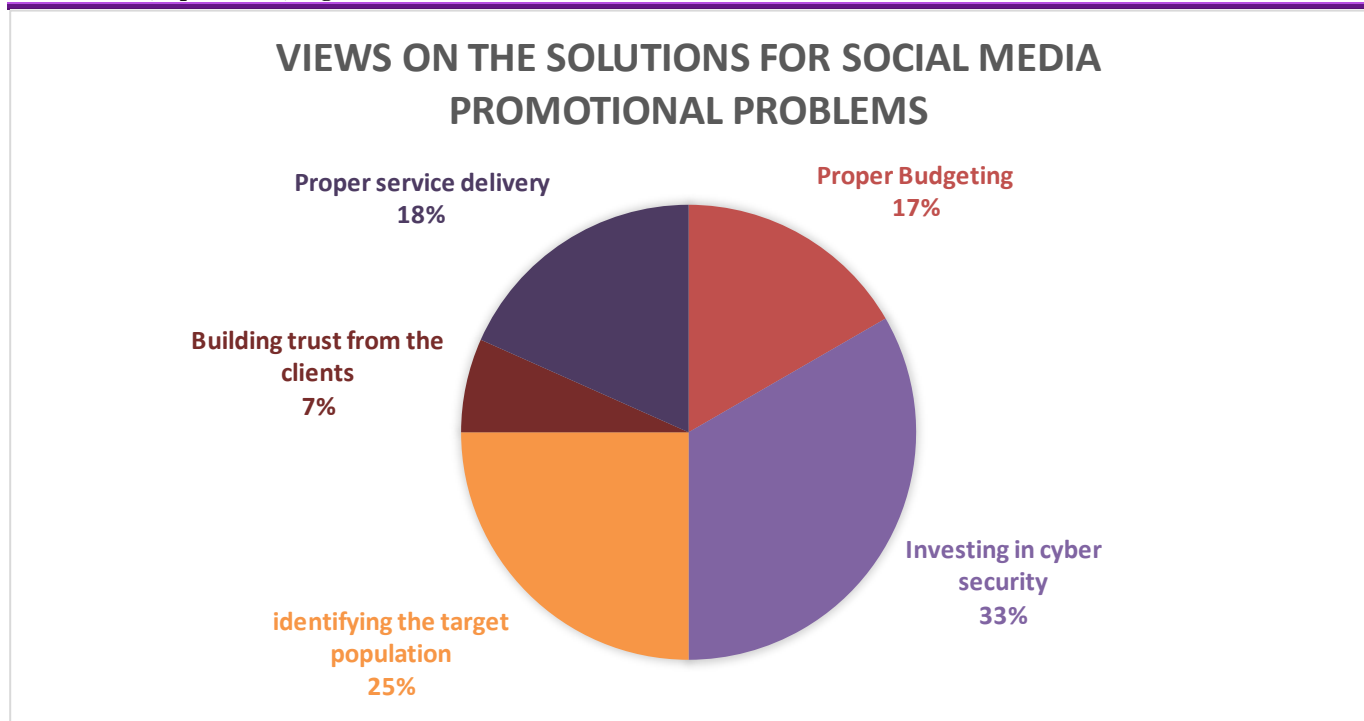

Source: Primary Data 2022

According to the figure 2 above, the findings of the study clearly indicated that 25 respondents presented results to the researcher indicating that social media promotion was expensive to maintain followed by 15 respondents who presented results to the researcher indicating that social media promotion would leave out other people however 8 of the respondents presented results showing that social media promotion was prone to scammers and finally 12 respondents presented results to the researcher indicating that people lacked trust in social media promotion.

Solutions for social media promotional problems
Figure 3: **Views on solutions for social media promotional problems**

Source: Primary Data 2020

Figure 3 above shows the outcomes of the study, which clearly show that 33% of the people who participated indicated to the the investigator that investing in computer safety was the primary action they were considering to solve internet advertisement problems, which was followed by 25% of the participants who provided results suggesting that targeting the right audience was a possible alternative. In this case, 18% of the participants provided findings demonstrating that adequate assistance provision would be an excellent remedy for social media the advancement issues, 17% of participants provided findings to the the investigator indicating that proper budgeting would also address social media advancement issues, and 7% of clients provided findings to the investigator.

Conclusions
Results from the research also made it clear that the vast majority of the participants gave results to the investigator that showed social media the advancement was prohibitive to operate, then there were some respondents who gave results that showed social media the advancement would exclude some people, but only a small percentage of participants gave results that showed social media the advancement was vulnerable to scammers, and then the remainder of the participants gave results that showed

Recommendations
As the globe transitions to digital technology, the study's recommendations are based on its results. This would enable more expansion and success for Ugandan tourist industry development and increase. By 2030, tourism may have the ability to contribute the most to Uganda's GDP, thanks to competitiveness and rapid technological adoption. Since the tourism sector is global and seeks to draw more tourists, competitiveness and quick deployment of technology are crucial.

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