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**THE INFLUENCE OF MARKETING ON THE DEVELOPMENT OF HOTEL
INDUSTRY IN UGANDA.
ACASE STUDY OF JINJA NILE RESORT HOTEL IN UGANDA**

BY

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BU/UG/2020/2447**

**A RESEARCH REPORT SUBMITTED TO BUSITEMA UINVERSITY FACULTY OF
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FOR THE AWARD OF THE DEGREE OF BACHELOR OF TOURISM AND TRAVEL
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JANUARY,2024

DECLARATION

DECLARATION

I Namuwaya Halimah do ratify that this research report is my own work which has never been submitted for examination in this university for academic qualification.

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APPROVAL

APPROVAL

This research report by NAMUWAYA HALIMAH on is submitted under my supervision and approval of my supervisor.

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Date



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DEDICATION

I warmly dedicate this report to my beloved parents HAJJI MUHAMAD SOUD MUWAYA and MRS. BAMWOZE FAUZA and all my classmates for their support and encouragement during my course.

I would like to extend my sincere gratitude to MR. WEJULI JOSEPH his exceptional support and the encouragement he rendered freely to me.

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LIST OF ACRONYMS

CVI	Content Validity Index
SPSS	Statistical Package for Social Sciences
IV	Independent Variable
DV	Dependent Variable
GDP	Gross Domestic Product
UBOS	Uganda Bureau of Statistics
UNWTO	United Nations World Tourism Organization

ABSTRACT

This study examined the role of marketing on the development of the hotel industry. The study was guided by the following objectives notably, to find out the influence of services quality on the development of hotel industry, to find out the influence of social media marketing on the development of hotel industry and to find out the influence of service branding on the development of hotel industry in Uganda. The study used a descriptive and quantitative approach. Data was collected from a target population of 55 of employees with accessible unit of 48 employees of Jinja Nile Resort hotel Mada, using simple random and purposive sampling techniques. Data were collected with the aid of closed ended questionnaire and Statistical Packages for Social Sciences was employed for analyzing data from which frequency tables, descriptive statistics (mean and standard deviation), reliability, validity, correlation, and regression results were obtained. The study findings revealed that there is a positive and a significant effect of services quality on the development of hotel industry, social media marketing on the development of hotel industry and service branding on the development of hotel industry in Uganda. The study, recommends that efforts to improve on the development of the hotel industry depend on marketing (services quality, social media marketing and service branding). Finally, the study concludes that there is a strong predictive power that the dimensions of marketing contribute towards enhancing the development of the hotel industry in Jinja Nile Resort.

CHAPTER ONE

BACKGROUND OF THE STUDY

1.0 Introduction

This chapter entails the background of the surveys, statement of the problem, purpose of the study, selected research objectives, research questions, scope of the study, significance of the study and conceptual frame work.

1.1 Background of the study

According to the American marketing association (2013), marketing is the activity set of institutions and processes for creating, communicating, delivering and exchanging offerings that value for customers, clients, guests, partners and society at large.

Hospitality industry refers to the businesses such as hotels, bars and restaurants that offer people food, drink or place to sleep (Cambridge Dictionary 2020) therefore hospitality marketing is about applying marketing strategies and techniques in the hospitality industry

Globally, the hotel industry has been one of the competitive industries in the 21st century and is one of the critical sectors in the global economy, which accounted for US\$ 2.9 trillion to GDP in 2019; this is the highest contribution by sector to the GDP, 29% of world service exports, and 300 million jobs worldwide (UNWTO, 2020).. For this reason, enhancing customer care is one of the key aspects of enhancing competitiveness in the industry as well as ensuring business continuity (Nelson et al., 2022).

Every hospitality institution's performance depends on how it keeps customers satisfied with the services it offers, yet most executives tend to view the customer service function of their businesses as little more than a necessary nuisance. When the customers are satisfied; then the institution will increase and boost sales and achieve the core objective of making high returns on Investment. Hospitality institutions have to make it easier to create possible ways to reach the customer (Zaibaf et al., 2018)

The Total United Kingdom food and beverage sales were 163.4%, 153.3% and 150.0% in the year 2021, 2020 and 2019 respectively due to established level of marketing that meets the needs of the customer and makes hotel services readily available to the customers (Sin & Tse, 2006). For example, maldron hotel Newcastle in United Kingdom experienced an increase in total sale

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