

## ABSTRACT

This is the report on the challenges affecting information technology and digital marketing applications in the tourism industry in Tanzania, the study used Tour operators as the case study. The study has looked into the challenges facing the applications of information technology and digital marketing in tourism industry in Tanzania as the country is endowed with many attractions but is receiving low number of the tourists visiting it. The research has also assessed the perception of the staff towards our tourism services and the perception of employees towards the applications of the information technology and digital marketing as compared to traditional marketing

The major challenges were the mindset of staff and change of attitude from traditional marketing and adopt new marketing approaches in enhancing tourism promotion. In summary, challenges revealed by the study includes unreliable internet connectivity in the country, there are insufficient learning by staff, marketers being left behind by technology as they do business as usual approaches, difficulty in technology adoption, little information in our websites for tourists to make choice and many other as presented in the data presentation.

The research findings indicate that there is low applications of digital marketing in promoting tourism in Tanzania and major challenges includes low level of marketing professional matching with change in technology which enhances their performance, perception of staff towards applications of technology hence relying on traditional marketing, lack of funds, and level of education of the staff to mention the few. In conclusion the digital marketing applications if properly applied will increase the foreign income and increase the level of possible tourist reached increased worldwide and this may increase our visibility

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