
MARKETING COMMUNICATION AND PERFORMANCE OF HOSPITALITY SECTOR IN KAMPALA DISTRICT. A CASE STUDY OF GEORGINA GARDENS Nakubulwa Hasifah**Metropolitan International University****ABSTRACT**

The study examined the impact of Marketing Communications on the performance of hospitality sector in Uganda. The objectives of the study were; examining the impact of social media marketing on the performance of hospitality sector, examining the impact of web-page marketing on the performance of hospitality sector and examining the impact of Print media marketing on the performance of hospitality sector in Uganda. The study adopted a cross sectional survey designed which employed both quantitative and qualitative approaches to data collection. Both interviews and questionnaires were administered to a sample of 86 respondents and out of 86 respondents and only 80 responded, making 93% response rate. The findings shown that the value $R = 0.398$, it implied that there was a weak positive significant relationship between Print media marketing as the independent variable and performance of hospitality sector as the dependent variable in the amount of 39.8%. The value of $r^2 = 0.158$ implied that print media marketing had influence in the amount of 15.8% on performance of hospitality sector, while rest of 84.2% other factors that affects development of tourism in Uganda are not examined in this research. The study recommended that more hotel businesses ought to review their Marketing Communications strategies and bridge the existing gaps to gain a higher market share in the hospitality industry in Uganda. The study also recommends that hotel businesses in Uganda could adopt a hybrid of Marketing Communications activities in order to remain profitable and competitive.

Key words: marketing, communication, performance and hospitality sector**Background of the study**

The last twenty years have seen a radical change in the Strategies adopted by hotels and hospitality industries. The history of Marketing Strategy is identified as a stipulator subject. All authors think marketing Strategy is relevant to business However few think that Marketing Strategy is of strategic importance to business (K. Faridah et al., 2023). Recently there has been a growing interest in the relationship between marketing and promotion (Homburg et al. 2008) and also on the effects it may have on business growth (Damasus et al., 2023). Hospitality environment has become very competitive in the 21st century due to the growth in technology, infrastructure and access to information around the globe (Ramadhan et al., 2023). This has made the environment very complex and consumer preferences keep changing because of the low switching cost in the market (N. Faridah et al., 2023). Due to this increasing demand of consumers in the market, management of hotel business have to increase their resources with attention focused more on attracting and retaining its customers (Frank et al., 2023). The ever increasing competition in the global market has forced hospitality businesses focus on the use of marketing communications as means of achieving higher businesses (Tasha et al., 2023). Despite this emphasis, there is no study that has been done to

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ascertain whether marketing communication has a significant influence on performance of hospitality businesses thus the need for the current study (Godfrey et al., 2023).

The trend has continued with sales and market share dropping gradually and some have closed down in the recent past. Managers of today's business needs to manage firms strategically in order to survive, and a part from their training and experience in functional and operational areas they need to grasp the whole picture (Emmanuel et al., 2023).

Statement of the problem

Marketing Communications is used in many successful businesses while other businesses rarely attempt to use them even though they succeed for a while (Tasha et al., 2023). Large hotels with many departments cannot succeed without marketing in a volatile environment. The gradual decline of many former large and successful hotels and restaurants in Kampala district points to a lack of knowledge on the impact of marketing on sustainable high-performance of hotels and restaurants in the region (Isaac et al., 2023). Would the declining sales, revenues and profits be a failure of Marketing Communications, it is unknown? Many hotels losing customers newly established hotels and the average bed occupancy percentages between 2015 and 2017 fell from 71% to 41%. Responding to the above situation, managers of different hotels have adopted Marketing Communications as a strategy for long term survival however there has been no study done to ascertain whether Marketing Communications has had an impact on hotel performance thus the need for an investigation (Oscar et al., 2023).

Objectives of the study

1. To examine the impact of social media marketing on the performance of hospitality sector in Kampala District.
2. To examine the impact of web-page marketing on the performance of hospitality sector in Kampala District
3. To examine the impact of Print media marketing on the performance of hospitality sector in Kampala District.

Methodology

Research Design

Both quantitative and qualitative research approaches were employed and across sectional survey design was adopted since several groups were studied together. Surveys are research studies conducted in order to establish the status quo and be useful for gathering facts in order to establish important and useful information for academic purpose. The survey design was selected for this study in collaboration of the quantitative and qualitative data approaches. This research design was used because the study involved in describing, recording, analyzing and reporting conditions, as they currently exist. In addition, the cross-section survey was used as the most appropriate

for this study because in the study, the researcher collected information on the impact of marketing communication on the performance of hospitality sector in Kampala

District.

Study population

The study population consisted of a total of 110 respondents and this was selected from top managers, middle managers, lower managers and customers of Georgina Gardens Lubya Hill. Target population participated in giving information regarding the impact of marketing communication on the performance of hospitality sector in Kampala District.

Sample size

The researcher obtained a list of Georgina Gardens Lubya Hill employees and this formed a sampling frame. Using Krejcie and Morgan's (1970) sample size determination table (Appendix V), a sample of 86 respondents was targeted while considering a total of 110 target population. Therefore, the sample size consisted of 86 respondents considering basically top managers, middle managers, lower managers and customers.

Table 1: The distribution of the total population

No.	Details	Target population	Sample size
1.	Top managers	17	15
2.	Middle managers	27	23
3.	Lower managers	31	21
4.	Customers	35	27
	Total	110	86

Sources: Primary source

Sampling Techniques

The study employed simple random technique, in this technique; each member of the population had an equal chance of being selected as subject. The entire process of sampling was done in a single step with each subject selected independently of the other members of the population. The study employed this technique because it ensures that each member of the target population has an equal and independent chance of being included in the sample and it produces a random sample.

Data collection methods

The study was based on a Survey method. Survey method is used to collect data through questionnaires or/ and interviews (Orodho, 2005). Survey method was used to examine the impact of marketing communication on the performance of hospitality sector in Kampala District. Both questionnaires and interviews were used to collect data in this study. According to Gay (1992), surveys attempt to collect data from members of a population for the purpose of establishing the current status of that population with respect to one or more variables.

Data Collection instruments

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Corresponding: Author: research.miu.ac.ug/publications

Multiple data collection instruments criteria will be utilized and these will include the questionnaire and interview guide as described below.

Questionnaire

Both structured and semi-structured questionnaire were designed and administered to top managers, lower managers and middle managers. Questionnaires were preferred because the tool helps to cover a large number of respondents in a relatively short time (Amin, 2005). The questionnaire (Appendix I) contained the title of the study, consent statement and a section on respondents' biographic information. The other sections tracked information on objectives of the study.

Data analysis

Quantitative analysis

The collected quantitative data was edited; closed ended questions were coded and entered into the computer using excel software for data entry. The entered data was later exported to Statistical Package for Social Sciences (SPSS) (Nelson et al., 2022). The collected quantitative data was edited; open ended questions were coded and entered into the computer using excel software for data entry. The entered data was later exported to Statistical Package for Social Sciences.

Qualitative analysis

Qualitative data from interviews was also examined and grouped together to generate common themes in relation to the objectives of the study. Regarding the interviews, the responses of the respondents were recorded during the course of the interviews. After collecting qualitative data, information of the same category was assembled together and a report was written. Qualitative data was interpreted by composing explanation or description from the information. It was illustrated and substantiated by quotations or descriptions.

RESULTS

Table 1: Mean Response for social media marketing and performance of hospitality sector

Questions / Statement	N	Min	Max	Mean	Overall ranking
Social media has helped the hotel to increase on the market share	80	1	5	3.91	High
Through the use of social media the hotel has been able to increase on profitability levels	80	1	5	3.87	High
Social media has boosted sales of the hotel	80	1	5	3.78	High
Through social media marketing, the hotel has been able to increase on revenues	80	1	5	3.91	High
The costs of marketing has reduced with the use of social	80	1	5	4.98	Very High

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Corresponding: Author: research.miu.ac.ug/publications

media					
Social media marketing has boosted the performance of the hotel	80	1	5	4.88	Very High
Overall mean	80	1	5	4.22	Very high

Source: Primary data

Table 1 above shows the analyses of data used to answer question concerning the impact of social media marketing on the performance of Georgina Gardens Luby Hill Kampala. Table 8 shows that respondents agreed that Social media has helped the hotel to increase on the market share with a mean of (3.91) (Polycarp et al., 2023), Through the use of social media the hotel has been able to increase on profitability levels with a mean of (3.87), Social media has boosted sales of the hotel with a mean of (3.78) (John et al., 2023), Through social media marketing, the hotel has been able to increase on revenues with a mean of (3.91), The costs of marketing has reduced with the use of social media with a mean of (4.98) (John et al., 2023), and Social marketing has boosted the performance of the hotel with a mean of (4.88) (Christopher, Moses, Muhindo, & Komunda, 2022). The overall mean value upon the assessing of the seven statements was 4.22. This mean value is above the midpoint which implies that respondents agreed social media marketing has a positive effect on the performance of hospitality industry (Phionah et al., 2023).

Table 2: The Result of Coefficient of Determination

		Mode summery		
Mode	R	R square	Adjusted R Squire	Std. Error of the estimate
1	0.732	0.536 ^a	0.53005128	0.213454534

Predictors: (Constant), social media

Dependent Variable: Performance of hospitality

Based on table 2 shows that the value R= 0.732, it means there is a significant positive relationship between social media as the independent variable and performance of hospitality sector as the dependent variable in the amount of 73.2% (Nelson et al., 2023). The value of r square = 0.536 means social media has influence in the amount of 53.6% on the performance of hospitality sector, while rest of 46.4% other factors that affect the performance of hospitality sector (Christopher, Moses, Muhindo, & Nturanabo, 2022).

The impact of web-page marketing on the performance of hospitality sector in Kampala District

Table 3: Mean Response for web-page marketing and the performance of hospitality sector

Questions / Statement	N	Min	Max	Mean	Overall ranking
Web page marketing has helped the hotel to increase on the market share	80	1	5	3.61	High

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Through the use of Web page marketing the hotel has been able to increase on profitability levels	80	1	5	3.52	High
Web page marketing has boosted sales of the hotel	80	1	5	4.01	High
Through Web page marketing, the hotel has been able to increase on revenues	80	1	5	3.72	High
The costs of marketing has reduced with the use of Web page	80	1	5	4.61	Very high
Web page marketing has boosted the performance of the hotel	80	1	5	4.88	Very high
Overall mean	80	1	5	4.10	High

Source: Primary data

Table 3 shows the analyses of data used in answering questions concerning the impact of webpage marketing on the performance of hospitality sector. During the analysis, different assertions scored different mean as discussed below (Victoria et al., 2023); Web page marketing has helped the hotel to increase on the market share scored a mean value of 3.61, through the use of Web page marketing the hotel has been able to increase on profitability levels scored a mean value of 3.52, Web page marketing has boosted sales of the hotel scored a mean value of 4.01, Through Web page marketing, the hotel has been able to increase on revenues scored a mean value of 3.72, The costs of marketing has reduced with the use of Web page scored a mean value of 4.61 and Web page marketing has boosted the performance of the hotel scored a mean value of 4.88 (Jac & Kazaara, 2023). The overall mean score for items was 4.10 which is an implication that web-pages marketing has a great impact on the performance of hospitality sector.

It was established during the interviews that social media can accomplish the traditional marketing. Respondents reported that nowadays more and more people found information on internet and decided to book a hotel after reading many complimentary comments about it for example (Phionah et al., 2023). Respondent's further noted to, social media reaches the customers faster and targeted. It was further reported that social media helps in finding out who are leading in the market through comments made on the various social platforms. Understanding of competitors can be also examined. Moreover, it is useful to predict the trend of customers on what they like and what they expect from the hotel (Joventa et al., 2023)

Furthermore, in a new era of online communication social media has influenced on consumer behaviour. They are empowered more than ever in making purchasing decisions. Social media let people speak out loud their thoughts on something they had interacted with. They turn out to find social content from social media outlets to plan on their next travels (Ansebo & Gaywala, 2022). Qualitative data also revealed that Consumers increasingly read feedback of other travelers and compare the prices of service offering because they felt trustworthy of the peer's opinions. This changes significantly way of business.

Table 4: The Result of Coefficient of Determination

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		Mode summery		
Model	R	R square	Adjusted R Squire	Std. Error of the estimate
2	0.681 ^a	0.463 ^a	0.45611538	.61158538

- Predictors: (Constant), Web-pages
- Dependent Variable: Performance of hospitality sector

Based on table 4 shows that the value $R = 0.681$, it means there is a significant positive relationship between web-pages marketing s the independent variable and performance of hospitality sector as the dependent variable in the amount of 68.1%. The value of r square =

0.463 means Web-pages marketing has influence in the amount of 46.3% on the performance of hospitality sector, while rest of 53.7% other factors that influence the performance of hospitality sector in Uganda.

The impact of Print media marketing on the performance of hospitality sector

Table 5: Mean Response for Print media marketing and performance of hospitality sector

Questions / Statement	N	Min	Max	Mean	Overall ranking
Print media marketing has helped the hotel to increase on the market share	80	1	5	2.51	Moderate
Through the use of Print media marketing the hotel has been able to increase on profitability levels	80	1	5	3.33	Moderate
Print media marketing has boosted sales of the hotel	80	1	5	3.89	High
Through Print media marketing, the hotel has been able to increase on revenues	80	1	5	3.34	Moderate
The costs of marketing has reduced with the use of Print media marketing	80	1	5	3.21	Moderate
Print media marketing has boosted the performance of the hotel	80	1	5	3.29	Moderate
Overall mean	80	1	5	3.26	Moderate

Source: Primary data

Table 5 also shows the analyses of data used to answer questions concerning print media marketing and the performance of hospitality sector. Individual items in the table scored the following means: Print media marketing has helped the hotel to increase on the market share (2.51), Through the use of Print media marketing the hotel has been able to increase on profitability levels with guests (3.33) (Kazaara & Kazaara, 2023), Print media marketing has boosted sales of the hotel (3.89), Print media marketing has boosted sales of the hotel (3.89), The costs of

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marketing has reduced with the use of Print media marketing (3.34), and Print media marketing has boosted the performance of the hotel (3.21) (Kazaara et al., 2023). The fact that the overall mean score was 3.29 proves that print media marketing has great influence on the development tourism sector in Uganda. It was established during interviews that the hotel website is also the main platform for communication with the guests. Respondents reported that website is not only a communication platform which enables a simple communication with the hotel staff. Photos are highly important because they sell dreams and make a guest feel like he wants to be at the hotel without a second of hesitation. On top of that, there is a text which sells emotions related to the experience of the stay (Shakilah & Kazaara, 2023).

Respondent further reported that a hotel website is a source of information for both guests and a hotel. A well-designed website is also a great source of information about guests: their behavior, activities, the frequency of visits, time spent on the website, conversion rate, etc. The data allow the management of the hotel to implement adequate, marketing solutions adapted to the guest activity.

Table 6: The Result of Coefficient of Determination

		Mode summery		
Model	R	R square	Adjusted R Squire	Std. Error of the estimate
3	0.398 ^a	0.158 ^a	0.14720513	0.5677343

Predictors: (Constant), Print media marketing

Dependent Variable: Performance of hospitality sector

Based on table 7 shows that the value $R = 0.398$, it implies that there is a weak positive significant relationship between Print media marketing as the independent variable and performance of hospitality sector as the dependent variable in the amount of 39.8%. The value of $r^2 = 0.158$ implies that print media marketing has influence in the amount of 15.8% on performance of hospitality sector, while rest of 84.2% other factors that affects development of tourism in Uganda are not examined in this research.

Conclusion

Based on the findings, the study concludes that that Georgina Gardens Lubya has adopted marketing communication by offering e-product and that the development rate of this hotel is good. In addition, the study concludes that Marketing communication has a significant impact on the performance of hospitality sector. From the findings it can be deduced that social media marketing and web-page marketing have a higher standardized coefficient value in explaining change in the performance of hospitality sector than print media marketing. Therefore, social media marketing and web-page marketing tends to explain a change in performance of hospitality sector more than print media marketing because of a high standardized coefficient, print media marketing don't seem to explain the variations. Therefore, the study concludes that social media and web-page marketing have a great influence on the performance of hospitality sector while print media marketing has a weak influence on the performance of hospitality sector in Uganda.

Recommendations

The study also recommends that the management of tourism development should offer continuous training to the firm employees on marketing communication to equip them with skills that will help them in their mandates. This will assist the firm's human resource to work more efficiently and increase their productivity thus increases the firms' competitiveness.

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