
The Role Of Digital Marketing In Promoting Local Tourism Destinations In Uganda, Case Study (Igongo Cultural Center)

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Abstract

The study aimed at the role of digital marketing in promoting local tourism destinations in Uganda, case study (Igongo cultural center) and it was guided by the following objectives; To find out the effects electronic marketing on tourism development in Uganda, to examine the challenges faced by the tourism sector in Uganda and to examine the relationship between electronic marketing and the tourism development in Uganda. A quantitative content analysis was also performed to analyze over 100 social media posts and website pages of Igongo Cultural Center to ascertain the tone, messaging, calls-to-action utilized and their effectiveness in different time periods. Quantitative methods provide comparisons and statistical aggregations of data. Typically, quantitative method is characterized by the use of close ended questions for yes or no answers a set of defined answers like Likert scale (for example, strongly agree or strongly disagree) which can be qualified, measurable and comparable to provide numeric results. As shown in the figure 37% of the total respondents are 'agree' on the implemented strategies as well enough, 33 % of the respondents are 'disagree' on it, 13% of the respondents have answered 'don't know', 10% of the respondents are 'strongly disagree' and 7% of the respondents are 'strongly agree'. If we categorize the given alternative options in three divisions such as positive, negative and neutral, meanwhile 'strongly agree' and 'agree' come under positive which means well enough and it holds altogether 50%, similarly 'strongly disagree' and 'disagree' comes under negative which means not well enough and it holds 43%, and the option 'don't know' could be considered a neutral which has 7%. Thus, the result shows that there is not such a vast difference between the respondents who thought digital marketing implemented is well enough and the respondents who thoughts it is not well enough. The strategy should aim to increase awareness of the destination by 50% among both domestic and regional tourists, and drive a 30% surge in website traffic and visitor numbers by the end of year 3. To achieve this, we suggest focused campaigns on search, social, email and partner channels. Addressing key gaps identified, we recommend optimizing the website for improved searchability and a better user experience with responsive design. Regular updated engaging content should be published along with calls-to-action for ticket bookings, events and guided tours.

Keywords: Digital, Marketing, website and Local Tourism Destinations

Background of the study

Digital marketing is the process of communicating the value of a product or service to customers in order to sell the product or service. It is a key business function to attract customers. From a societal perspective, marketing is between society's material demands and its economic response models (Irumba et al., 2023). Marketing supports tourism to continue to grow as a global economic force, contributing nearly \$5.5 trillion to the global economy in 2011 (Damasus et al., 2023). The trend of increasing arrivals and income from tourism continues. In

2012, world tourist arrivals to some Western countries such as Norway, Holland and Great Britain rose to 808 million. Tourism marketing focuses on maximizing customer value and satisfaction and tends to be seen as creative in tourism, which includes the promotion of all tourism information; It is also concerned with anticipating the future needs and wants of customers, which often emerge through marketing research (Oscar et al., 2023). The conceptual perspective of destination image and perception is central to understanding how digital

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marketing influences tourists' perception of Uganda as a travel destination. Echtner and Ritchie's research in their article "The Meaning and Measurement of Destination (William & Sarah, 2023) highlights that tourists form mental images of a destination based on information from various sources, including the media. Examining how the Igongo Cultural Center portrays Uganda's cultural heritage, natural beauty and hospitality can shed light on the creation of destination images. In addition, Leisen and Königstorfer (2014) in their study "Value-based Destination Image: Towards a Conceptual Framework" discuss how digital marketing can convey a destination's value proposition, influencing the decision-making processes of tourists (Ivan & Florence, 2023). The concept of marketing framing and agenda setting is relevant in analyzing how the Uganda Tourism Board shapes public discourse around the Igongo Cultural Centre. Researchers such as Entman (2014) in "Scandal and Silence: Board Responses to Presidential Misconduct" argue that digital marketing frames influence the way audiences perceive and interpret events. Applying this concept to tourism, Yang, Kim and Morrison (2017) in "Crisis and Recovery: A Comparative Analysis of How Government-Initiated Tourism Campaigns Affect Tourist Behavior" examine how digital marketing framing of crises affects tourist behavior and recovery efforts (Christopher & Felix, 2022). Examining how the Uganda Tourism Board frames the positive and negative aspects of Ugandan tourism can offer insight into its role in shaping public opinion. Understanding the link between digital marketing engagement and consumer behavior is another important conceptual perspective. In "Digital Marketing and Destination Choice: A Cultural Comparison of Chinese and Western Tourists," Li, Li, Hudson, and Huang (2019) examine how digital marketing engagement affects tourists' destination choices. Applying this concept to Uganda and studying how Igongo Cultural Center content

engages audiences, especially in the digital age, can provide insight into its impact on tourist decision-making (Nicholas et al., 2023). In addition, Kim and Lee (2015) in "The Role of Blogs in Destination Marketing" examine the influence of travel blogs on consumer behavior and suggest that personal stories can significantly influence travel choices. This perspective includes an examination of the specific context of Uganda and how various factors in the country influence the relationship between digital marketing and tourism publicity. Here are some points to consider: Uganda's socio-economic conditions play a key role in shaping how the media contributes to tourism promotion. Factors such as income, education, and access to technology can influence how people engage with media content (Ivan & Florence, 2023). Researchers such as Simsim Sebuliba (2015) in "The Socio-Economic Impact of Tourism in Uganda" have emphasized the importance of understanding the socio-economic environment when analyzing the influence of the media on tourism promotion. Examining how the Uganda Tourism Board's coverage caters to the diverse socio-economic backgrounds of both domestic and international audiences can provide insight into its effectiveness.

Uganda's rich cultural diversity and ethical considerations also influence how digital marketing portrays tourism. Researchers such as Nalukenge and Nakigudde (2019) in "Marketing framing of tourism destinations: a content analysis of New Vision newspaper" delve into how marketing frames cultural aspects and attractions. Examining how the Uganda Tourism Board balances cultural sensitivity and ethical concerns in promoting tourism can reveal the extent to which media portrayals align with local values and international expectations (Kazaara et al., 2023). Government policies and initiatives related to tourism play a significant role in shaping media coverage and effectiveness in promoting Uganda as a

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destination. Research by Kasozi (2016) in "Promoting Domestic Tourism in Uganda: A Case Study of the Explore Uganda Campaign" highlights how government campaigns influence digital marketing narratives. Examining the extent to which the Igongo Cultural Tourism Center aligns with or deviates from government strategies can provide insight into the symbiotic relationship between digital marketing and government efforts (Frank et al., 2023).

The state of infrastructure and connectivity in Uganda and around the world affects how digital marketing reaches its target audience. In a study such as Xiang, Du, and Ma's (2015) "Travel Microblogs and Tourists' Destination Branding Attitude," researchers discuss the impact of online engagement on destination branding. Examining

Problem statement.

In the context of the Ugandan tourism industry, the role of digital marketing in destination promotion has become a central concern. Despite the diverse cultural heritage, stunning natural beauty and wildlife that Uganda has to offer, the effectiveness of the media, particularly within the Uganda Tourism Board, in adequately promoting these attractions and promoting tourism remains a critical challenge (Florence & Sarah, 2023). This challenge stems from the need to bridge the gap between the rich potential of Ugandan tourism and the extent to which digital marketing coverage effectively captures and disseminates this potential to local and international audiences. Lack of comprehensive and effective digital marketing coverage prevents Uganda from competing on the global stage as a desirable tourist destination (Damasus et al., 2023). The disparate portrayal of the country's offering in marketing content affects the perception of Uganda by potential visitors and limits their desire to explore the region. This lack of representation in digital marketing is hindering the growth of the tourism sector, which is a major contributor to the Ugandan economy. Over the years, there have been various attempts by the government and tourism authorities to improve Uganda's image as a tourist-friendly destination. Initiatives such as the 'Explore Uganda Campaign' have sought to use media platforms to reach a wider audience. However, these efforts have faced challenges in achieving consistent and effective coverage, often due to issues related to coordination, funding and aligning media narratives with the diverse needs and interests of local and international audiences (Davids et al., 2023). This study aims to address the issue of ineffective media coverage in promoting Ugandan tourism by comprehensively analyzing the role of the Uganda Tourism Board. By examining the content, frequency and tone of media coverage from 2014 to 2021, the research seeks to identify patterns and gaps in the way tourism-related content is presented. Additionally, by exploring tourists' perceptions and preferences through surveys and interviews, the study intends to provide insight into the kind of content that resonates with different audience segments (Swafah & Jill Margaret, n.d.). The results of this study can lead to the development of more targeted and effective digital marketing strategies that align with the unique cultural, environmental and economic aspects of the Ugandan tourism industry.

how the igongo cultural center uses technological advances to maximize its reach, especially through digital platforms, can reveal the extent to which it taps into the changing consumption habits of tourists on digital marketing (Turyatamba, 2023).

Uganda's unique natural landscape and wildlife are an integral part of its tourism industry. Researchers such as (Ivan & Kazaara, 2023) explore the interaction between tourism and environmental conservation in the book "Challenges for the conservation of mountain gorillas in Uganda". Examining how the Igongo Cultural Center balances the promotion of tourist attractions with messages of responsibility and environmental protection can shed light on its role in promoting sustainable tourism.

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Specific objectives

1. To find out the effects electronic marketing on tourism development in Uganda
2. To examine the challenges faced by the tourism sector in Uganda.
3. To examine the relationship between electronic marketing and the tourism development in Uganda

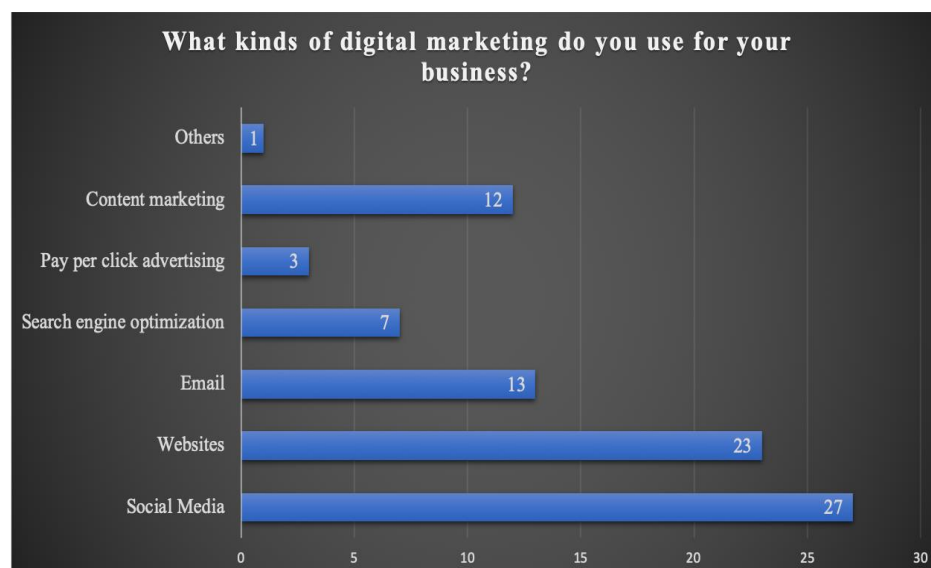
Methodology

The methodology and procedure for data collection to be employed was based on both qualitative and quantitative methodologies within a framework of a case study approach. Interviews, focus group discussions, observation, and review of secondary data were done accordingly. In the initial research design phase, we extensively reviewed existing literature on digital marketing strategies adopted by tourism boards and local attractions globally to promote local tourism. This helped us identify different digital marketing channels and tactics that are commonly utilized in the tourism industry. We then shortlisted key digital marketing channels and metrics that would be most relevant and feasible to analyze for the case study of Igongo Cultural Center based on the resources and capabilities available to them. Having finalized the scope and focus of the study, we proceeded to collect both primary and secondary data. Primary data collection entailed conducting in-depth interviews with the management and digital marketing team of Igongo Cultural Center to gain deep insights into their existing digital strategies, challenges faced, resources available, target audience, goals, and metrics of success. We also interviewed local travelers, tour operators, and other stakeholders in the area to understand visitor profiles, motivations, and information sources utilized while planning trips. For secondary data collection, we analyzed yearly visitor statistics, social media analytics, website traffic reports, and reviews of Igongo Cultural Center over the past five years to understand trends and quantify the impact of different digital activities. Subsequently, we conducted a competitive analysis by auditing the online presence, digital marketing strategies, and social media engagement of five other comparable local attractions in Uganda to benchmark Igongo Cultural Center's performance. A quantitative content analysis was also performed to analyze over 100 social media posts and website pages of Igongo Cultural Center to ascertain the tone, messaging, calls-to-action utilized and their effectiveness in different time periods. Quantitative methods provide comparisons and statistical aggregations of data. Typically, quantitative method is characterized by the use of close ended questions for yes or no answers a set of defined answers like Likert scale (for example, strongly agree or strongly disagree) which can be qualified, measurable and comparable to provide numeric results. Flick (1998). In this study, quantitative source of data collected in the field was the review of records of social media marketers who have used it to develop domestic tourism in Uganda, a checklist form as questionnaire guide was developed to collect individual's information. The purpose of collecting this information is to assess the pattern and trends of social media marketing in Uganda. A case study is an empirical enquiry that investigates a contemporary phenomenon within it's real life context especially when the boundaries between the phenomenon and context are not clearly evident, Yin (2003). A case study approach is one of the several ways of doing social science research Platt (1992). Case study is a preferred strategy "what", "How", "when" or "why" questions are being posed Schorr (1997) and when the investigator has little control over events, and when the focus is on a contemporary phenomenon with the same real experience Silverman (2000). This section is about how information was collected in the field. The data collected in the field was from two sources i.e., primary and secondary data. The primary data was qualitative and the secondary data collected will be mainly quantitative. Data was analyzed in form of tables, frequencies and percentages using SPSS & STATA (Nelson et al., 2022). The standard statistical tables were generated to examine the influence of social media users, social media marketers and the impact it has put on domestic tourism (Nelson et al., 2023).

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Results

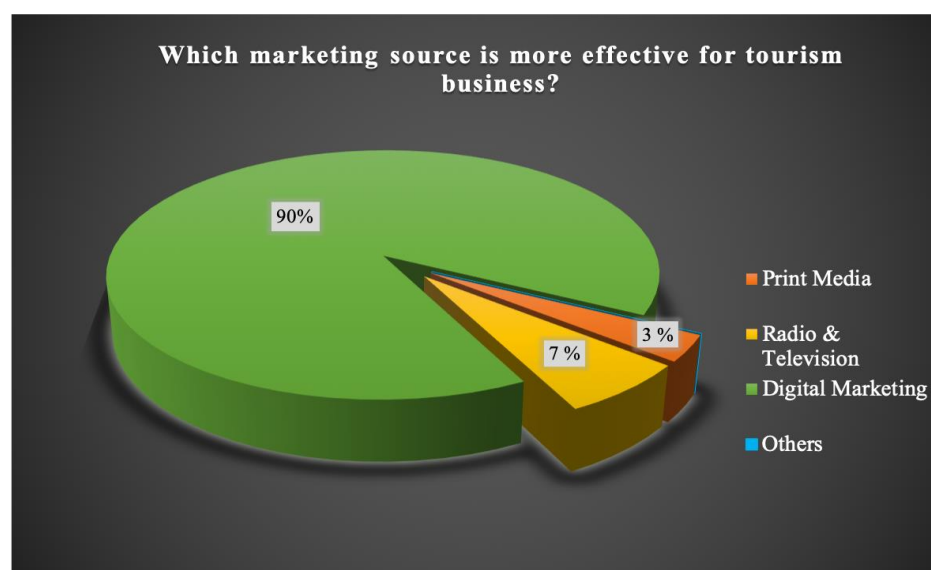
Figure 1. Different components for Digital Marketing



source: primary data 2023

This was the first question of the questionnaire which was asked about digital marketing components that tourism companies are using for advertising and promoting their business. As seen in the above figure, social media and websites are more chosen, on the other hand 'others' and 'pay per click advertising' are less preferred. Among 30 respondents, 27 companies are using social media, 23 companies are using websites, 13 companies using email marketing, 12 companies are using content marketing, 7 companies are using search engine optimization and 3 companies are using PPC respectively. It is good to know that one company is using some other tool too. It is crystal clear from the above figure that social media and websites have seemed more popular and most preferred digital marketing tool. Likewise, pay per click advertising and search engine optimization have less impression in the digital platform even though those are considered an effective tool for marketing strategies globally.

Figure 2. Effective Marketing Source



source: primary data 2023

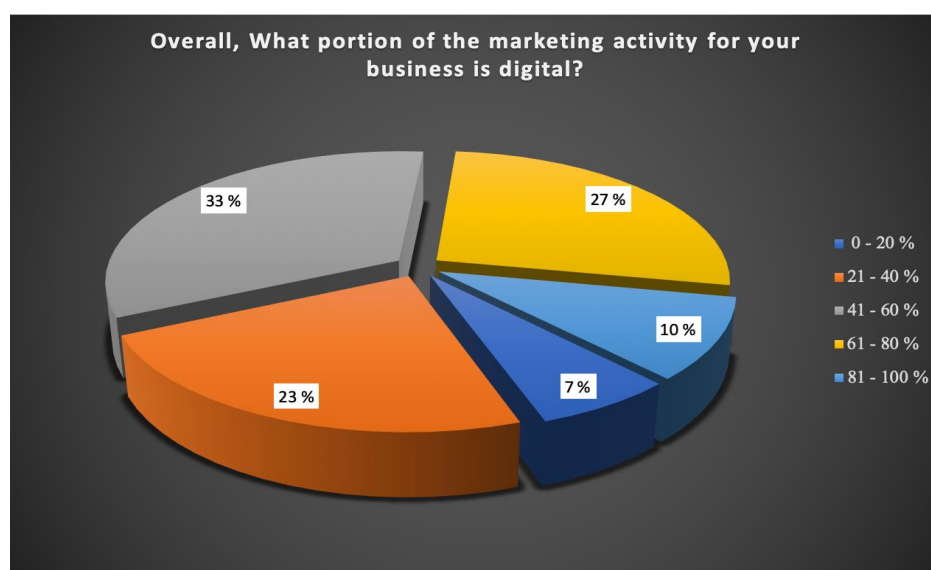
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The above pie chart illustrates the more effective marketing source for tourism business. The question was asked to the tourism companies regarding which marketing source is more effective for the tourism business. Here you can see the entries in the pie chart which were obtained from the survey. Among the total, 90% believed and has marked their opinion on digital marketing as an effective marketing source, followed by radio & television with 7% and print media by 3% respectively. Besides, 'other' was given as an alternative option to mention in case of some other effective marketing sources followed by companies but has no any response on 'others' at all. The figure demonstrates that digital marketing has dominated other marketing methods in the context of tourism business.

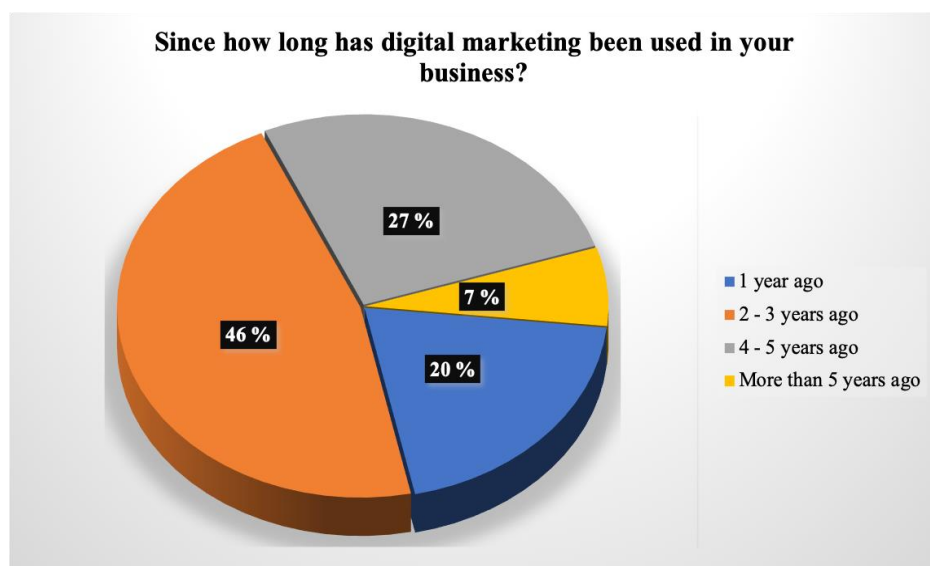
Figure 3: Portion of Digital Marketing



source: primary data 2023

The figure shows the overall portion of the digital marketing activity of tourism companies. From the given figure we can clearly see that 10 % of companies have opted to 0 – 20 % digital marketing, 23 % of companies have 21– 40 %, 33 % companies are using 41 – 60 % digital marketing, 27 % companies have 61 – 80 % digital marketing and 7 % companies have 81 – 100 % digital marketing. From this figure, we can notice that few companies have a poor digital presence, and only 10% of the companies mostly depend on digital presence rather than other traditional marketing techniques to boost their business. Overall, we can say that many of the companies have adopted digital marketing in large quantity than other marketing methods.

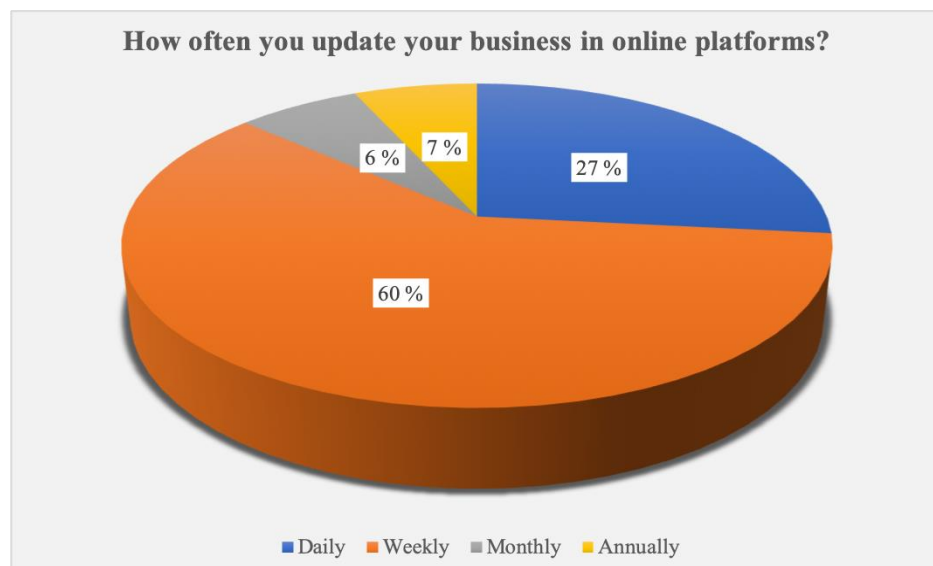
Figure 4. How long has digital marketing been used?



source: primary data 2023

The above figure illustrates the data, which was received from 30 respondents regarding the question, since how long has digital marketing been used in your business? Pie chart demonstrates that 20 % of the companies were using digital marketing since last year, 46 % of companies using it for 2-3 years ago, whereas 27 % of companies were adopting digital marketing since last 4-5 years, and only 7 % of companies have been using it since more than 5 years. From the above figure, we can notice that many of the tourism companies have implemented digital marketing just a few years before and among 30 respondents only 7% of the companies were in online presence since more than 5 years. It means that the growth of digital marketing is in an initial stage. By comparing figure 9 and figure 8, we can assume that digital marketing is growing tremendously and seems as an effective marketing method in the tourism business.

Figure 5. Business update in online platform

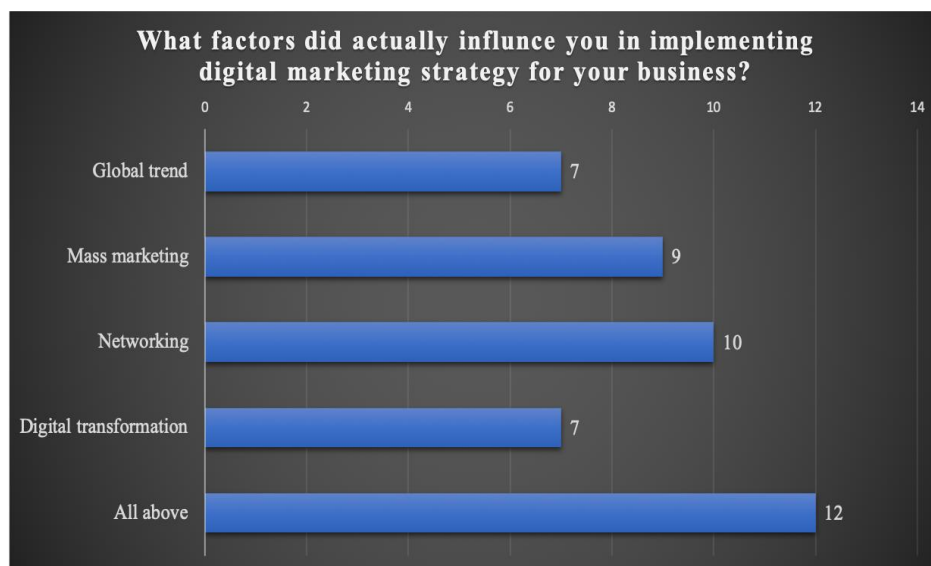


source: primary data 2023

The above pie chart demonstrates the activity of tourism business in the online platform. In the questionnaire survey, the question was asked as to how often you update your business in an online platform. According to the response of respondents, it shows that 27 % of companies are active in online platform in a daily basis, likewise, we can see 60 % of companies are

active weekly, 6 % of companies updated their business monthly, and 7 % of companies updated annually. Here we have seen the big covered area by the companies who use to update their business daily and weekly. By analyzing the figure, we can say that most of the companies are active frequently in the online platform as required.

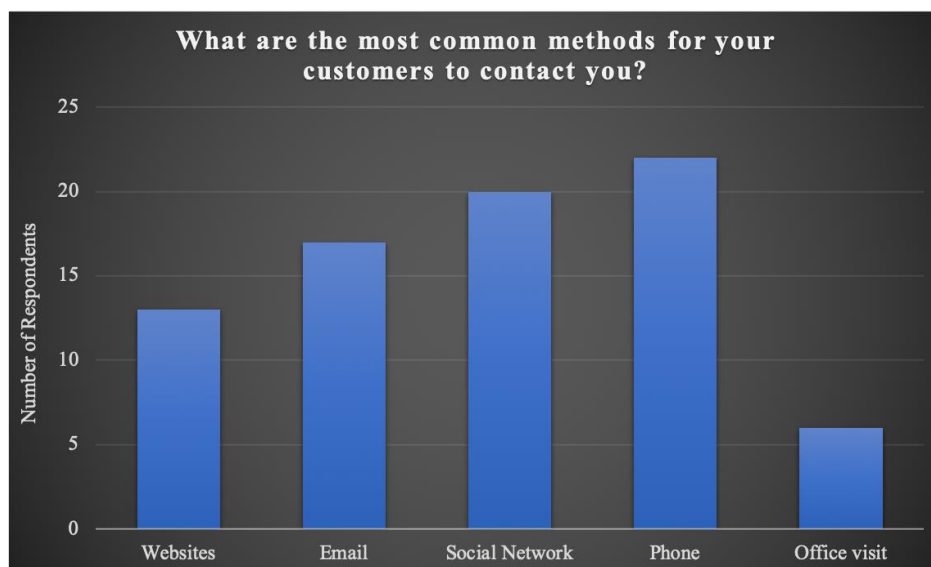
Figure 6. Influence factors in implementing digital marketing



source: primary data 2023

The above bar graph shows the factors that influenced tourism companies to go through digital marketing. The question was asked as, what factors did actually influence you in implementing digital marketing strategy for your business? The given graph is the result obtained from the respondents. There is not such a comprehensive difference on the influence factors, here we can see global trend was chosen by 7 respondents, mass marketing by 9, 10 respondents had marked networking, digital transformation was selected by 7 respondents, and 12 respondents had chosen all above factors. Besides all factors, networking was chosen by the highest number of respondents, followed by mass marketing. Meanwhile, the global trend and digital transformation have the same figure. Taking in to account the survey result, we can accept that all the factors have their own value and seem key influencing factors behind the growth of digital marketing.

Figure 7. Common contact methods



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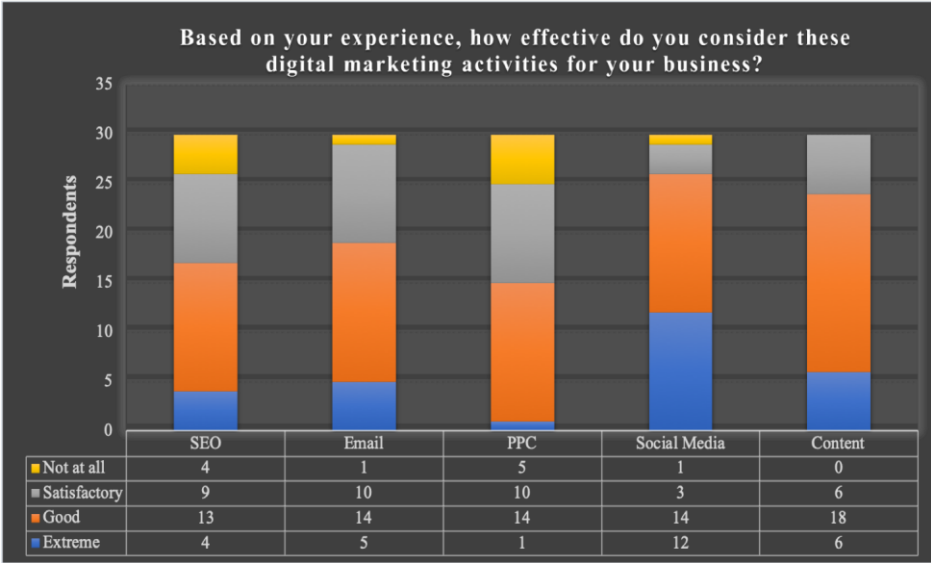
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Source: Primary data 2023

The following bar graph shows the common contact methods of customers to the companies. This question was a multiple-choice question which was asked with five best alternative options. Five best alternative options were websites, email, social network, phone and office visit, among them ‘phone’ and ‘social network’ was chosen heavily, and was highlighted as a most common contact method, followed by email, websites and office visit. According to the graph, ‘phone’ has the largest figure considering the most common contact method, however, the figure of social network, email and websites hint that customers are likely available in digital platform and active online. Office visit has the smallest figure in the graph; thus, it means that customers rarely visit offices in order to contact companies.

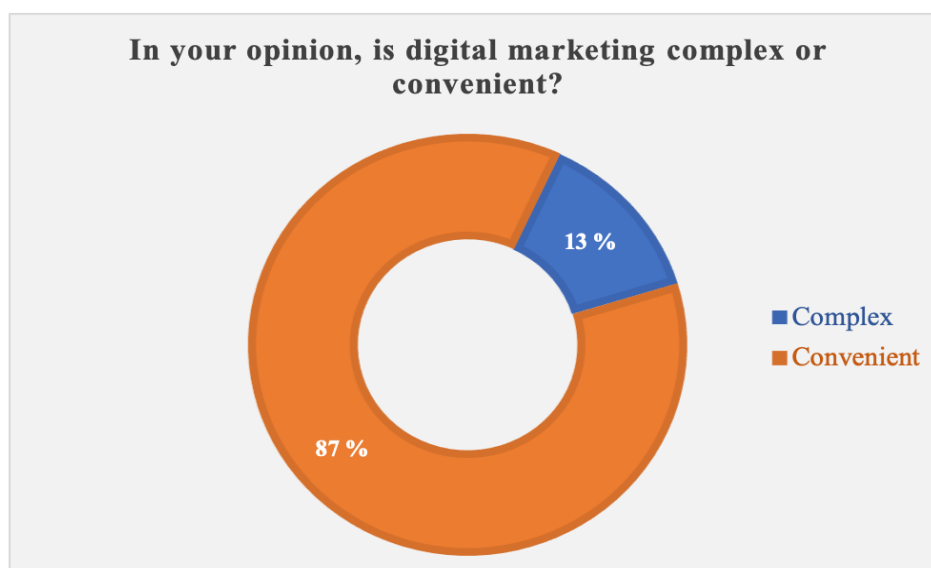
Figure 8. Effective level of different digital marketing tools



Source: primary data 2023

The above figure illustrates the effective level of different digital marketing activities. The question was asked as ‘based on your experience, how effective do you consider these digital marketing activities for your business?’ Meanwhile, five popular digital marketing activities were given such as SEO, email, PPC, social media and Content, and effectiveness was measured of each activity in four categories which are ‘extreme’, ‘good’, ‘satisfactory’ and ‘not at all’. As per the survey result, social media and content marketing activities were highlighted as the most effective marketing activities, followed by email, SEO and PPC. Thus, it is clear that many of the companies are making good use of social media and content marketing to promote their business. On the other hand, PPC seems comparatively less effective than other activities. From the given figure we can notice that email marketing is considered not much effective neither less effective. Besides, it is surprising to see that SEO and PPC were considered ineffective marketing activities by some of the companies. It means that whether SEO and PPC were not utilized properly or they are not advantageous in comparison to other tools in the context of tourism business of Uganda.

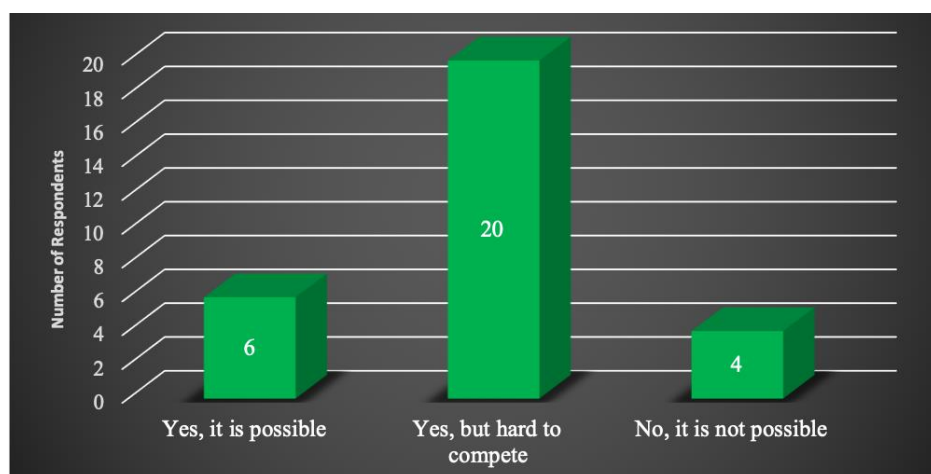
Figure 9. Is digital marketing complex or convenient?



source: primary data 2023

The above figure shows the general procedures of digital marketing, whether complex or convenient. Simply the question was asked as ‘In your opinion, is digital marketing complex or convenient?’ The main purpose of this question was to know the opinions of respondents regarding the insight process while implementing digital marketing. It helps to analyse the potential opportunity of digital marketing and the pace of digital evolution. As shown in the figure, the majority of respondents have highlighted digital marketing as a convenient which is 87% whereas 13% of the respondents answered it as a complex method. It means that many of the tourism companies are going easily through digital marketing. Thus, it can be predicted as digital marketing has great potential to bring revolution in the marketing method.

Figure 10. Tourism business environment in Uganda without digital marketing

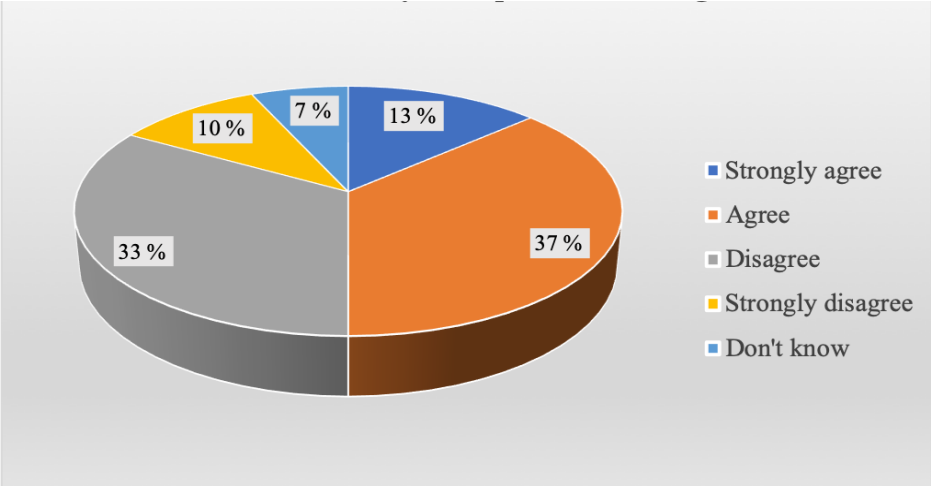


source: primary data 2023

The above bar graph is the result obtained from the survey question which was asked as ‘would it be possible to run a tourism business in Uganda without digital marketing?’ Meanwhile, three alternative options were given which are ‘Yes, it is possible’, ‘Yes, but hard to compete’ and ‘No, it is not possible’. Among 30 respondents in total, 20 respondents have selected the option ‘Yes, but hard to compete’, 6 respondents have chosen ‘Yes, it is possible’ and 4 respondents have chosen the option ‘No, it is not possible’. Thus, the data and figure are shown in the bar graph clearly illustrates that it is possible to run a tourism business without digital marketing but is difficult to compete with the competitors in the market. Indeed, customers,

these days are more active and available online, thus in the absence of digital marketing companies could lose reputation and goodwill.

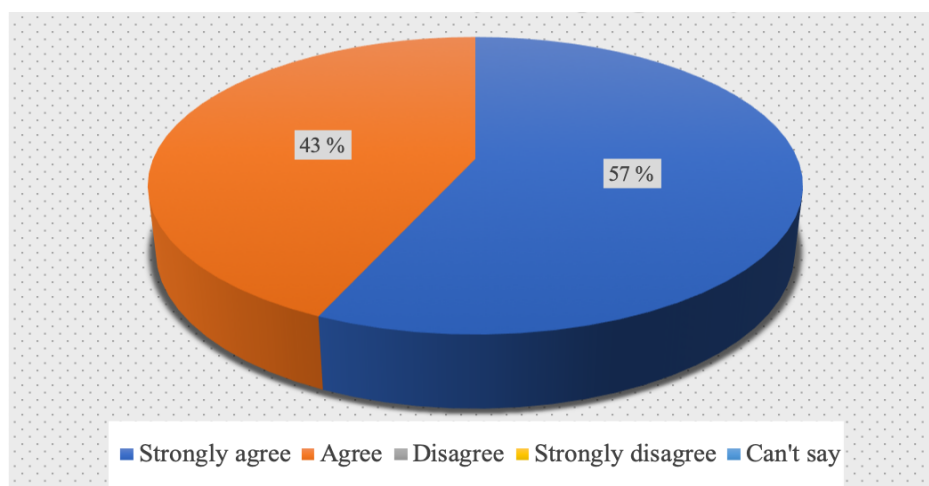
Figure 11. Level of digital marketing strategies executed by the Tourism Industry of Uganda



Source: primary data 2023

The question was asked to the different tourism companies to know their opinions on digital marketing strategies implemented by the tourism industry of Uganda is well enough or not. The above pie chart and entries on it are the outcome of the survey. As shown in the figure 37% of the total respondents are ‘agree’ on the implemented strategies as well enough, 33 % of the respondents are ‘disagree’ on it, 13% of the respondents have answered ‘don’t know’, 10% of the respondents are ‘strongly disagree’ and 7% of the respondents are ‘strongly agree’. If we categorize the given alternative options in three divisions such as positive, negative and neutral, meanwhile ‘strongly agree’ and ‘agree’ come under positive which means well enough and it holds altogether 50%, similarly ‘strongly disagree’ and ‘disagree’ comes under negative which means not well enough and it holds 43%, and the option ‘don’t know’ could be considered a neutral which has 7%. Thus, the result shows that there is not such a vast difference between the respondents who thought digital marketing implemented is well enough and the respondents who thoughts it is not well enough. However, the majority of respondents are agreed on digital marketing strategies are implemented well enough. It means that the tourism industry of Uganda is adopting digital marketing strategies wisely and productively, however, has some trouble and challenges which has to be tackled professionally to generate a better result.

Figure 12. Digital marketing a drive engine to expose the tourism industry of Uganda globally



source: primary data 2023

The above pie chart demonstrates the opinions of the respondents regarding digital marketing as a drive engine to expose the tourism industry of Uganda globally. According to the survey result, 57% of respondents are 'Strongly agree' whereas 43% of respondents are 'Agree' on it. Surprisingly, there is no any response on other alternative options such as 'Disagree', 'Strongly disagree' and 'Can't say'. Thus, it hints that digital marketing is taken as a heavily powerful marketing method in order to expose the tourism business of Uganda globally.

Conclusions

Future is uncertain, it is impossible to say exactly what will happen in the future, but it can be analyzed and look forward. We can notice that technological advancement has changed the method of business marketing. At past, Companies used to collect data by market research and do analysis to understand the demand and desire of audiences, but nowadays companies are adopting digital marketing by which they can reach all kinds of audience groups and detailed insight into the characteristics of consumers and their behaviour. Mass adoption of technology and internet into the everyday life of people has affected marketing over the past three decades and seems that it will come more effective in future too.

There is no doubt that many businesses in different industries are using digital marketing to enhance their sales performance. Especially, the travel and tourism sector has a significant impact on the rise of internet users and increased admiration of social channels. Social media and digital presence made the tourism industry easy to communicate and market to their targeted demographics. Many of the traveler's research on the internet about the destinations they are interested to visit and the activities they want to participate when they arrive there. Audiences are smarter these days, they prefer to use social media and the internet to buy product and services rather than going to the shop or company. New generation no longer wants to depend on local agencies to go to new places. They are more aware and inspired by various online channels such as Facebook, YouTube, Instagram and other travel videos. Such purchasing decision of consumers influenced tourism marketing to be more creative and innovative on digital marketing. Travel deals and offers are now easily spread via the internet to the potential travellers which traditional market could not do. Marketing has become dynamic and seen changing constantly. Companies are coming up with new marketing strategies every day to convince audiences, to make them feel that they want their products.

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The tourism industry of Uganda has great potential because the country is rich in natural resources and has many tourism destinations. It is uplifting and generating money; however, it is not well developed regarding its potential. The industry is still lacking digital advancement and online presence to promote tourism all over the world. After the slow growth in the tourism industry, businesses have now realized the importance and benefits of digital marketing and business online presence. Thus, many tourism companies are now following digital marketing methods to promote product and services.

Furthermore, many companies are investing more money in digital marketing considering it a drive engine to expose their products and services comprehensively. Indeed, digital marketing is easy, convenient and cheaper compared to other traditional means of marketing. In addition, small and local companies are also influenced by its effectiveness and doing marketing in social media where the market was dominated by big companies before. Furthermore, the government and private sector are investing in big capital to develop and maintain a digital platform in the country. It was just the beginning phase of implementation of digital marketing in the tourism industry of Uganda. The positive impact and effectiveness of digital marketing clear that it has a bright scope in future. Literacy rate of the country is increasing rapidly, soon the country will have educated people in every age group. At the moment, older people are not well educated, and it is difficult for them to come up with modern technology and internet use. Youth generation is educated as well as active on the internet. Internet and mobile penetration seem very high in the country, more than 50 % of people are active in social media and online activities. It clears that most of the people in the country are active on the internet and probably it will increase more after the literacy rate of the country goes up.

Marketing becomes fruitful when the companies understand the desire and demand of the audiences and mostly depends upon where the marketing has done. To increase sales and promote product and services it is important to know where the consumers are. At present situation, audiences are mostly available on the internet, thus digital marketing will be an effective tool for the tourism industry to reach potential consumers and targeted group in both domestic as well as international market. Furthermore, companies are promoting their product and services in the international market by collaborating with international media such as BBC and TripAdvisor. Overall, the growth of digital marketing in the tourism industry of Uganda seems sustainable and fertile.

Recommendation

We recommend Igongo Cultural Center develop a comprehensive 3-year digital marketing strategy and roadmap with clearly defined goals, target audiences, key performance indicators and annual budget allocations. The strategy should aim to increase awareness of the destination by 50% among both domestic and regional tourists, and drive a 30% surge in website traffic and visitor numbers by the end of year 3. To achieve this, we suggest focused campaigns on search, social, email and partner channels.

Addressing key gaps identified, we recommend optimizing the website for improved searchability and a better user experience with responsive design. Regular updated engaging content should be published along with calls-to-action for ticket bookings, events and guided tours. Social media advertising must be increased with tailored campaign budgets for Facebook, Instagram, Twitter and YouTube to higher engagement rates by at least 25% each year. Partnerships should be forged with local tour operators, accommodations, schools and community groups for increased referrals.

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