



**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES**  
**M.A PROGRAM IN TOURISM DEVELOPMENT AND MANAGEMENT**

**E-MARKETING PRACTICES, OPPORTUNITIES AND CHALLENGES IN  
STAR RATED HOTELS OF ADDIS ABABA**

A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES, IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR DEGREE OF MASTER OF ART IN TOURISM DEVELOPMENT AND MANAGEMENT

**By: Ababo Mengistu**

**Advisor: Ephrem Assefa (PhD)**

**June, 2023**

**Addis Ababa University  
Addis Ababa, Ethiopia**



Seek Wisdom, Elevate your Intellect and Serve Humanity



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**ABABO MENGISTU BENTI**

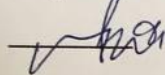
Approved by:

*Ephrem Assef (ph.d)*  
Thesis Advisor

  
Signature

*13 July 2023*  
Date

*SHEGAW MILECA*



*25 July 2023*

Internal Examiner

Signature

Date

*Messay Mulegeta*

External Examiner

Signature

*13/7/2023*

Date

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Signature

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Date

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**Approved by:**

**Thesis Advisor**

**Signature**

**Date**

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**Internal Examiner**

**Signature**

**Date**

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**External Examiner**

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**Chairman, Department**

**Signature**

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## **DECLARATION**

I, Ababo Mengistu, hereby declare that this thesis entitled “E-marketing practices, opportunities and challenges in star rated hotels of Addis Ababa” is a product of my original research work. I confirm that the thesis has not been submitted for the award of any academic degree, diploma, or certificate for the purpose of earning any degree. The views of the research participants have been properly acknowledged in this research. As far as I know, I have fully admitted the materials and pieces of information used in the study. All the research procedures do imitate the expected standards and regulations of Addis Ababa University.

Name: Ababo Mengistu Benti

Signature: \_\_\_\_\_

Date of Submission: June 2023

Program in Tourism Development and Management

Addis Ababa University

Addis Ababa, Ethiopia

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## **List of Acronyms**

AU:	African Union
ANOVA:	Analysis of variance
CBAM:	Concerns-Based Adoption Model
CRM:	Customer Relationship Management
DIT:	Diffusion Innovations Theory
DSSA:	Digital Statistics in South Africa
EMT:	Electronic Marketing Theory
ICT:	Information Communication Technology
MOT:	Ministry of Tourism
NTO:	National Tourism Organization
OTC:	Oromia Tourism Commission
PR:	Public Relations
PRSP:	Poverty Reduction Strategy Paper
SOSTAC:	Situation, Objective, Strategy, Tactics, Action and Control
STMP:	Sustainable Tourism Marketing Program
SMS:	Short Message Service
MMS:	Multimedia Messaging Service
TAM:	Technology Acceptance Model
UN:	United Nations
UN-ECA:	United Nations Economic Commission for Africa
UNWTO:	United Nations World Tourism Organization

WTTC:	World Travel and Tourism Council
E- TOURISM:	Electronic Tourism/Digital Tourism
E- PROMOTION:	Electronic Promotion
E- MARKETING:	Electronic Marketing
E-PRODUCT:	Electronic Product
E-PLACE:	Electronic Place
E-PRICE:	Electronic price
E-PEOPLE:	Electronic People
E-PROCESS:	Electronic Process
E-PHYSICAL EVIDENCE:	Electronic physical evidence
7PS:	Product, Price, Place, Promotion, People, Packaging and Process
NGO:	Non-Governmental Organization
COVID 19:	An acute Disease in Humans Caused by a Coronavirus/A Pandemic Disease

## Abstract

*E-marketing is the practice or process of marketing products or services by means of the internet or online channels. This study was conducted to examine the e-marketing practices, opportunities and challenges in the case of star-rated hotels in Addis Ababa. In recognition of its merits, a descriptive design and mixed research approach were used. Census method was applied to collect data from the marketing managers of the star-rated hotels in Addis Ababa. Primary data were collected through questionnaires from 128 marketing managers. The secondary data were collected from documents and publications. Quantitative data gathered through questionnaire was processed via Statistical Package for Social Sciences (SPSS v.24) software and analyzed using descriptive statistics and one way ANOVA. The findings of the study demonstrated that there is high level of e-marketing practices by star-rated hotels namely online advertising ( $x=4.32$ ), website marketing ( $x=4.13$ ), social media marketing ( $x=4.05$ ), email marketing ( $x=3.98$ ), mobile phone marketing ( $x=3.72$ ), and search engine optimization ( $x=3.52$ ). It was also found that the opportunities for e-marketing practices in the hotel industry include enhanced partnership, builds strong brand image and also plays role in enhancement of ICT infrastructure. The study also revealed that the problem of budget allocation, expensive cost of training, high cost of maintenance, poor internet access were the major challenges affecting the adoption of e-marketing practices by the star-rated hotels. Furthermore, the result of ANOVA revealed there was a statistically significant mean difference among star-rated hotels in terms of adopting digital marketing practices. In this regard, five star-rated hotels were better than the rest of hotel categories in terms of adopting digital marketing practices. Therefore, it is recommended to build strong brand image of the company using digital marketing and focusing on training, budget allocation, and maximizing human capacity in order to adopt digital marketing practices by hospitality businesses. Furthermore, there should be prevalence of secured and reliable server as well.*

**Keywords:** *E-marketing practices, digital technologies, promotional practices, star-rated hotels*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Tourism is regarded as an important economic activity globally because to its direct, indirect and induced economic impacts. It is one of the largest and fastest expanding economic sectors in the world, benefiting both host towns and destinations. According to the most recent UNWTO Tourism Highlights, the number of foreign visitors arrived in 2017 reached a new record high of over 1.3 billion. According to the World Travel and Tourism Council (WTTC), the travel and tourism sector, which generated 313 million jobs, or 9.9% of all employment in 2017, and contributed 10.4% of the global GDP, is one of the most significant economic sectors in the world (WTTC, 2019). Nowadays, people prefer to do their pre-trip planning and research online, thus taking a mobile phone and researching the desired location across multiple platforms is much quicker and easier than going to different travel agencies according to WTTC, 2019.

Digital technologies are any electronic devices, programs, processes, or tools that create, store, or process data. Social media, online games, multimedia, and mobile phones are a few common examples. As the digital age develops to a new level, digital strategies can be applied to almost any industry. Different domestic tourism organizations are making digital marketing the focal point of their marketing campaigns, and they are investing heavily to improve and update their marketing tactics and strategies to reflect this cost-effective strategy (OECD, 2017). Importance of Digital Technology in Today's World plays a great role in the daily life. It allows us to connect with friends, family, and enable to work from remote. Digital technology has prevented the COVID-19 impacts by reducing the spread of the pandemic. Many of our daily activities like attending school, working, or travelling essentially goes through the help of digital technology during the lockdown of Covid pandemic time. It has offered us new ways to work, interact, or even travel that were previously unimaginable, as well as gives new ways to communicate.

The digitalization of the traveller experience in the tourism industry is referred to as e-tourism (Buhalis, 2011). In connection with the marketing of goods and services, computerized media supports the promotion of e-tourism, according to Yasmin et al. (2015). As a means of informing Facebook users and online users, the promotion of tourism in Africa is recognized (online World According to the finding of Digital Statistics in South Africa 2017, social media should be used to market digital tourism products. The finding prevails that 52% of the country's population, or 28.6 million people, accessed the internet in South Africa, and 15 million people, or nearly 70 percent of the population, used social media.

Therefore, the effectiveness of digital marketing technology plays a crucial role in maintaining the competitive advantage of the new digital field in online tourism product promotion. As of Benckendorff et al. (2014), the integration of mobile devices, websites, and augmented reality experiences in the marketing of e-tourism promotion is fast emerging as one of the most cutting-edge digital elements for suppliers, tourism intermediaries, travelers, and online destination promoters. This is also true of local tourist marketers, who are motivated to cooperate and raise knowledge of the benefits of using online tourism promotion strategies (Morrison, 2013).

As one of the developing countries in Africa, Ethiopia's tourism industry is becoming an essential sector supporting a great deal towards the social, cultural, and economic growth aspects of the country according to MoCT, 2011. The government is proving its commitment and willingness to develop tourism through a number of initiatives even though there is a big gap in the usage of digital tourism promotion and access. Therefore this paper is intended to examine E-marketing practices opportunity and challenges in the case of star rated hotels in Addis Ababa.

## **1.2 Statement of the problem**

By supplying the required infrastructure, goods, and services, the tourism industry is a set of enterprises that makes it possible to travel for a number of reasons, including business and leisure. The industry is also a very competitive; the traveler has a wide range of options and gives attention for those which are good value. According to Kotler et al. (2010), inadequate

quality infrastructure, uncompetitive pricing, indifferent or bad quality products, difficulty in obtaining information on travel and tourist destinations, and unskilled service providers all have a detrimental impact on the competitiveness of the tourism offering.

Several studies have been conducted in relation to digital marketing in tourism industry. For instance, a study by Abdullahi et al. (2021), found that mobile promotion, content, and digital media have a major impact on the trending of digital marketing tools supporting African digital marketing possibilities for both local and international tourism events.

A study by Abebaw Shimelis 2020, conducted on assessing tourism marketing practice, challenges and strategy in Addis Ababa implicating for the travel and tourism sector was conducted to show the possible strategy of tourism marketing for travel & tourism sector. The study conducted by Seifu Desalegn in 2018 entitled; Social media marketing practice in tourism & hospitality industry in Ethiopia evidence from star rated hotels in Addis Ababa. The paper discussed the practice of social media for the tourism and hospitality industry. Additionally the study conducted by Biniyam Alemu 2022, entitled; Application of e-marketing as a means of crisis management strategy amid Covid 19 & ongoing internal conflict a case study among star rated hotels in Addis Ababa. In his study, Covid19 & the ongoing internal conflict were discussed and the applicability of e-marketing for crisis management was also seen among star rated hotels in Addis Ababa. Similarly study conducted by Yemane Reda 2018 entitled e-marketing for tourism business development in Ethiopia and its implication on performance of tour operating firms; focusing on practice, challenges & the performance implication for those of tour operating firms.

Although there were several studies conducted in the area of digital or e-marketing practices in tourism and hospitality industry, there is big gap see in the assessing the practices, showing the possible opportunities those digital marketing have for the industry and the challenges that hinders back the sector. Thus the practice of digital marketing or e-marketing for hotel industry is needed. There is a big gap in Internet and Digital marketing acceptance in developing countries rather than the developed ones (Licker & Motts, 2000). However it is needed to examine the E-marketing practices, opportunities and its challenges seen in the tourism sector.

Thus the main aim of this study focuses on examining e-marketing practices, opportunities and challenges among star rated hotels in Addis Ababa.

### **1.3 Research questions**

This study aimed to answer the following questions

1. What e-marketing practices are applied by star-rated hotels in Addis Ababa?
2. What are the opportunities of utilizing e- marketing practices for star rated hotels?
3. What are the challenges of adopting e-marketing practices in the case of star-rated hotels in Addis Ababa?
4. Does the level of digital marketing practices vary across the star-rated hotels in Addis Ababa?

### **1.4 Objectives**

#### **1.4.1 General Objective**

The general objective of the study is to examine the e- marketing practices, opportunities and challenges of star-rated hotels in Addis Ababa.

#### **1.4.2 Specific Objectives**

- 1) To assess e- marketing practices applied by star-rated hotels in Addis Ababa.
- 2) To assess the opportunities of e- marketing practices in star rated hotels of Addis Ababa.
- 3) To determine the challenges of adopting E-marketing practices by star-rated hotels.
- 4) To examine if there is mean difference in adoption of e-marketing practices among star rated hotels.

### **1.5 Significance of the study**

The development of Internet technologies and accessibility has led to the opening of new marketing channels, which has contributed to the expansion of Internet marketing. It is clear that successful companies use digital marketing as a high-potential part of their marketing strategies

in order to expand their reach and provide the outcomes they are looking for. Customers can instantly access a wide range of information, including videos and photographs of various locations. The customers also have a sample product through visual appeal and influencing their decision toward the desired destination through promotion of those destinations via usage of technology. Through the use of various digital technologies, travel agencies are marketing their brands and connecting with potential customers by offering the greatest travel offers, having an impact on the entire travel sector. The study contributes to know and maximize the usage of digital marketing practices with in destination sites and for the tourism sector. Methodologically the paper is significant generating the required evidence and gives insight about the digital marketing for the hospitality industry specifically for the hotel sector. Likewise this paper discussed and analyzed the e-marketing practices in Star rated hotels.

## **1, 6 Scope of the study**

The scope of the study has been delimited in terms of conceptual frame, geographical area and methodological application.

**Conceptually:** The study's focus was on the e-marketing strategies used by Addis Ababa's star-rated hotels. E-marketing techniques include things like website marketing, social media marketing, and email marketing.

**Geographically:** The study also focused on the town of Addis Ababa to look at how the city is using digital marketing to develop its tourism industry.

**Methodologically:** the study employed both primary and secondary data sources, as well as descriptive research methods and a mixed research methodology (qualitative and quantitative).

## **1.7 Operational definitions of terms**

- **Digital technology** is a technological device, automation system, or electronic device is referred to as is any device that produces, manages, or saves information and necessary data. Additionally, it has altered the entire planet with its new advancements. Social

connectedness is now quite practical thanks to digital technologies. Everyone has access to staying in touch with friends, family, etc. We may use a variety of means to maintain our social connections thanks to digital technology (Nikolskaya et al. 2019).

- **Digital marketing** refers to the practice of promoting products and services to consumers through the use of websites, mobile devices, social media, search engines, and other channels similar to these. The use of the internet and other online media to connect businesses with their clients is known as digital marketing (Raju, 2009).
- **E-promotion** is the process of marketing and promoting the necessary goods and services utilizing the internet and online platforms. It includes customer list management, social media marketing, email marketing, promotions management, and automatic posting of promos to the current website. E-promotion is a new, more effective method of promoting a company's online presence (Kotler et al., 2006).
- **Online advertisement** it is possible to market brand to consumers through online channels and platforms including social media, search engines, websites, and others.
- **Social media** is a term used to describe a computer-based system that enables the sharing of knowledge, ideas, and concepts through online communities and networks. Consumers of social media can quickly share anything through the internet, including videos, photos, documents, and private information. On a computer, tablet, or smartphone, users connect with social media using web-based software or applications (Mayfield, A. (2008).
- **E-Tourism** is the term used to describe the purchasing of conventional tourist activities through electronic channels, primarily using Internet-based technologies, in order to promote travel, manage resources, and see group marketing differently (Dan, P. (2017, May).
- **Social media marketing** In order to promote goods and/or services, establish community among the target audience, and increase customer traffic, content must be created specifically on social media platforms. Due to the daily introduction of new platforms and capabilities, social media marketing is always evolving. Social media has reportedly

assisted consumers in becoming more knowledgeable and in creating new methods for locating, evaluating, and choosing goods and services, according to Albors et al. (2008).

- **Email marketing:** is a sort of marketing where customers on an email list can be informed about new products, exclusive discounts, and other services. Educating the audience about the benefits of the brand or maintaining their interest in the middle of a sale can also be a softer sell. Email marketing, a type of direct marketing and digital marketing that uses email to advertise the goods or services of the business, is a powerful marketing channel. According to Honda and Martin (2002), email marketing initially had higher response rates than banner ads or direct mail.
- **Search engine optimization:** is a method that uses organic search results for certain keywords to boost both the number and quality of search engine traffic to a website. It is a technique that makes use of search principles to help search engines give the better-suited webpage a higher rating.
- **Website:** is a collection of web pages and related information that has the same domain name and is published on at least one web server. Most websites focus on a single subject or objective, such as news, education, business, entertainment, or social networking. The technique of strategically advertising a website to draw in targeted traffic is known as website marketing. Usually, the goal is to attract potential clients to a business's products or services. More website traffic means more opportunities to introduce the value proposition to prospective clients.

### **1.8 Limitations of the study**

There is not as much enough research on Digital marketing practices in our country to use as a reference. The acquired information on a questionnaire may not be filled out completely, correctly or accurately by the respondents. Lack of published materials and limited empirical information in the star rated hotels in Addis Ababa and lack of locally conducted studies in the area. Therefore the researcher was forced to use most of the literatures conducted and published outside Ethiopia. Even though scholars have been engaging in research work in the field of

tourism, it was hardly possible to find scholarly articles done locally on the area of hospitality industry are among the major limitations. .

## **1.9 Organization of the study**

This paper is divided into five chapters. The first chapter deals with the introductory parts and includes background of the study, statement of the problem, objective, significance, scope of the study, and definition of key operational terms. The second chapter focused on the review of different literature related to areas under study; it includes theoretical, empirical and conceptual frameworks of the study. The third chapter also concentrated on the methodology of the study which consists of research approach & design, sample size, data source & types, data collection procedures, research validity and reliability, and ethical considerations. The fourth chapter deals with data presentation, analysis and interpretation. Finally, the fifth chapter presents summary, conclusion and recommendation based on the findings of the study.

## **CHAPTER TWO**

### **2.1 REVIEW OF LITERATURES**

This section focuses on the review of related literatures in the context of tourism and hospitality industry. Theoretical, conceptual and empirical literatures were discussed. Moreover, empirical related literatures which are strongly associated with the idea of E-marketing practices, opportunities and challenges are assessed under the study. Finally, the chapter presents the conceptual framework of the study drawn on the basis of prior theoretical and empirical literature.

#### **2.2 Theoretical literature**

Tourism is the travel outside of one's home country or region for pleasure, business, or both. It is a social, cultural, and economic phenomenon (UNWTO, 2019). One of the major industries in the world, tourism contributes significantly to the economies of many nations. Any activities involving a temporary movement of people to locations other than their usual residences fall under the umbrella of tourism (WTTC, 2019). This broad industry includes a number of different industries or sectors, namely the tourism sector, the field of transport, and others. It is important to understand that travel movements to different locations, including business and pleasure travel, are related to the tourist industry (Kotler et al., 2010). Ethiopia's Poverty Reduction Strategy Paper (PRSP) considers tourism as a crucial component to combat poverty and encourage economic growth (Bogale, 2020). Every industry should use technological advancements in this day and age, and digital technology promotion is essential to the expansion of the travel and tourism sector (Chamboko et al., 2021).

#### **2.3 Conceptual literature**

Electronic marketing (EM), according to Hoge (1993), is the practice of providing consumers with goods or services from manufacturers through one or more electronic channels. E-

marketing, according to Chaffey (2002), is the use of digital technologies to support marketing goals and produce lucrative customer retention, including the Web, e-mail, databases, mobile/wireless, and digital TV. Smith and Chaffey (2005) defined e-marketing as the use of digital technology to further commercial objectives. E-marketing, according to Chaffey et al. (2006), is the utilization of a company's website along with online advertising strategies such search engine marketing, interactive advertising, e-mail marketing, and collaborations with the websites of other companies. In order to design, carry out, and express consumers values as well as manage customer relationships in a way that optimizes benefits for the firm and its stakeholders, e-marketing was described as the use of information technology (Strauss and Ansary, 2006). E-marketing can also meet the needs of both business and private clients ( Kalra, 2010).

How travelers interact with vacation destinations has altered due to the quick growth of the newly created scientific discipline of digital marketing, which is considered to be the marketing of the future (Wertime & Fenwick, 2012). Neuhofer et al. (2013), claims that the use of mobile technology has the ability to significantly boost customer and business involvement and produce a more individualized experience. Digitalization has improved the business ecosystem, which has an effect on how businesses compete in the market. In order to thrive and compete in the contemporary market, tourist destinations need a successful and effective e-marketing channel (Raju, 2009). As a result, travel firms and locations all over worldwide are paying close attention to digital marketing.

Academics that acknowledge the significance of digital marketing in enhancing destination competitiveness have advised the establishment of comprehensive destination advertising strategies that enable the use of digital marketing methods ( Kannan et al., 2017). E-marketing is a creative endeavor since it develops fresh channels for connecting with customers. Because it develops fresh channels for connecting with customers, e-marketing is a creative endeavor (Lovelock, 1995). E-marketing varies from traditional marketing methods in that it enables customers to access information while leveraging interactive technologies to allow these customers to offer information to the firm. Technology is required to make e-marketing

interactive (Brodie et al., 2007). Since the advent of the internet, electronic marketing has become more crucial for anyone seeking success in this field (Kaur, 2017).

### **2.3.1 The concept of digital marketing**

According to Chamboko-Mpotaringa, M. & Tichaawa, T.M. 2021, there are different definitions given for e-marketing based on several scholars. According to Kotoua & Ilkan 2017, e-marketing is defined as the use of the internet (websites, social media and electronic platforms in providing different types of tools and marketing channels to facilitate communication and engagement with potential tourists and their information needs. Haneef 2017 also defined e-marketing as the evolution of communicating advertising arenas using electronic media and technology for communication and information.

According to Lagiewski & Kesgin 2017, e-marketing is the use of digital technologies such as the internet, mobile devices and global positioning systems as a key instrument in marketing visitor attractions. The use of internet markets to promote tourist destinations, services, and goods in order to reinforce marketing campaigns, boost sales, and maximize profits as of Abou-Shouk's definition in 2018. A method for communicating with a target market that combines the use of the Internet and other digital marketing tools is also referred to as e-marketing according to Srinivaasan & Kabia 2020.

### **2.3.2 Marketing mix elements**

The controllable resources that marketers utilize to communicate with their target market through online platforms are referred to as the "digital marketing mix." The study provides examples of the factors hotels can use to affect consumer demand for their goods and services using digital and internet resources (Ivy, 2008). By transforming the old marketing mix into a technological medium based on internet technology, the digital marketing mix's main objective is to effectively reach the target market. In his book "Basic Marketing: A Managerial Approach," Jerome McCarthy introduced the 4 Ps marketing mix concept, which later evolved into the 7 Ps of marketing. Product, price, place, promotion, people, process, and physical evidences are the

seven components that make up the digital marketing mix. According to Kotler et al., 2010, in the tourism industry, the product might be the destination, a specific attraction, a lodge, hotel, a room, and the service of meal. Pricing is the sum of values that consumers exchange for the advantage of owning or utilizing a good or service. (Kotler & armstrong 2012). According to Mahmood & Khan 2014, place allows the customer to gain access to the service when it's convenient to them to buy. Promotion is the digital means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the products and brands that they sell. Process describes actual digital or online procedures, mechanisms and flow of activities by which the service is delivered (Ziethamel et al., 2006). People refer to all human actors who participate in the delivery of services. The interaction between an organization's employees and its customers within the digital services has strong influence on the service quality according to Ziethamel et al., 2006. Also the digital environment in which the service is provided where the business and the customer interact physically and tangible elements that make it easier to perform or communicate the customers are all described by physical evidence.

## **2.4 Digital marketing practices**

Digital marketing, according to Ritz et al. (2019), is the process of promoting a product online or through digital media. The goal of digital marketing is to quickly attract potential customers. It is the use of internet enabled media platforms such as Facebook, websites, twitter, whatsapp, in anticipating, identifying as well as satisfying customer needs and profitably. Based on the finding of Yasmin et al., (2015), digital marketing extends beyond internet marketing to encompass mobile phone marketing like MMS and SMS, social media marketing, display advertising and search engine marketing is several other forms of digital media. By addressing the intangible variable as well as perishable qualities of tourism product and service, digital marketing is a revolutionary marketing force with the power to alter the travel and tourist industry. Customers can access information with more ease with the digital marketing's benefits.

Since the tourism sector relies heavily on information, it is very important to support its growth and development by making information readily available. Information accessibility becomes

easier anytime and at any place using Digital marketing Chaffey, 2002). Dobre (2005) states that companies in the travel and tourism sector are responsible for a variety of assignments, such as the development of different booking systems in travel agencies, hotel bookings, airline tickets, car rental services, tourist tours, and other tourism product components. Due to this e- marketing can be used to maintain or attract customers relationship through direct interaction between different parties, businesses can enhance the ability to engage directly with customers and build relevant customer databases through digital platforms of marketing.

## 2.5 Traditional marketing vs. digital marketing

Through using internet-enabled media platforms, digital marketers may successfully anticipate, identify, and satisfy customer expectations. With its ability to handle the intangibility and unpredictability of tourist product and service qualities, as well as the intangibility and perishability of information, digital marketing is a revolutionary marketing force that has the potential to regulate the tourism industry. Unlikely, traditional marketing is the oldest form of marketing and refers to any type of marketing that isn't online. This includes billboards, print, radio, direct mail, and phone advertising. Traditional marketing plays an important part in reaching local audiences but not the international ones. Moreover the difference between traditional and digital marketing is discussed below according to different scholars.

Table 1: Comparison between Traditional & Digital marketing

Traditional Marketing	Digital Marketing
Print, television, direct mail, and telephone advertising are all examples of traditional marketing.	Email marketing, social networking, Online advertising, text messaging, affiliate marketing, search engine optimization, and pay per click are all examples of digital marketing.
Absence of interactions with the audience	Availability of interaction with the audience
Results are easy to measure	Results are largely simple to quantify.
Takes more time to go into the planning of advertising campaigns.	Short-term plans for advertising campaigns.
Cost- and time-intensive process.	Speedy and affordable method of promoting the goods or services

If the company is able to reach a sizable local audience, traditional marketing tactics can be hailed as successes.	The corporation can celebrate the success of its digital marketing initiatives if it can connect with a certain volume of local consumers.
One campaign consistently wins.	Campaigns can be altered and innovations included inside any campaign with ease.
Limited consumer reach is a result of a small customer technology base.	Broader range to accessible by the customer because of the use of various customers technology
Exposure 24/7 year is impossible	24/7 year-round exposure is possible
No capacity to go viral	Ability to go viral
Unidirectional communication (one-way communication).	Two ways conversation, communication is bidirectional as customers can also give suggestions about products and services
Responses are only possible during business hours.	Reply or comment can ensue anytime
Designing, getting ready, and releasing a campaign takes extra time.	An online campaign may always be developed quickly, and changes can be made as it advances.
It is challenging to assess a campaign's effectiveness.	Analytics make it simpler to assess the success of a campaign.
Its reach is constrained to a small, localized audience.	For addressing a global audience, it is the greatest and optimal choice.

Source: - Yasmin et al. (2015) and Sathya (2015)

## **2.6 A shift of marketing from traditional to digital**

Technology advancement and the growth of digital marketing go hand in hand. Ray Tomlinson sent the first email in 1971, and his invention created the framework that made it possible for users to transmit and receive information using various equipment's. In the 1980s, computers already had enough storage to handle enormous volumes of client data. Limited list brokers were being rejected by businesses in favor of online tactics like database marketing. This kind of databases allowed companies to track customers' information more effectively, thus transforming relationship between buyer and seller. However, the manual process was not so efficient (Vaibhava Desai 2019).

Digital marketing efforts are becoming more common and effective as digital platforms are integrated into everyday life and marketing strategies and as individuals utilize digital gadgets rather than go to physical stores. The word "digital marketing" is now used the most frequently worldwide.

## **2.7 Dimensions of E- marketing**

In today's world, nearly all marketing work involves a digital component. Having digital marketing strategy is crucial for any service delivery sectors as of tourism. The most noticeable e-marketing dimensions or forms in the extant literature are online advertising, website, search engine optimization, content marketing, Affiliate marketing, mobile phone advertising, social media and email marketing (Mobydeen, 2021).

### **2.7.1 Online advertising**

Digital marketing includes internet advertising, which is arguably the most well-known method of online marketing. Online advertising is a form of online advertising that allows businesses to spread the word about their goods or services. Online advertising is the practice of running adverts on computer screens while utilizing the internet (Duguay 2012). A multitude of methods are used by internet advertising, also referred to as display advertising, to offer marketing messages online. It might suggest that technology advances, new approaches to the practice of internet advertising are created (Stokes, 2009).

Online based advertising provides the content and ads that best matches to consumer interests. Publishers post information about their goods or services on their websites so that users can receive it for free. Online advertisers need to run more effective and pertinent adverts. The corporation effectively manages its budget and has complete control over time through online advertising. Advertising on the web involves placing offers and purchasing important ad units on external websites, such as display ads on blogs, forums, and other important websites.

### **2.7.2 Website**

In order to attract visitors to websites, keep them there for a while, and encourage repeat visits, marketing professionals need to design visually appealing websites (Kotler et al., 2010). As the main carrier of marketing activities on the Internet, hotel Web site can influence the creation of a solid trust between service users and hoteliers, business performance and build the brand on the demanding tourist market (Kotler, 2012). Web analytics provide real-time insights into online customer behavior so continuously optimizing the digital marketing efforts can be possible. A website gives people a clearer picture of the company's or firms vision and more information about the product and services. This is where telling to customers about why they should use the business over the competitors ad also the exact platform where showing skills through pictures, videos, testimonials, etc is possible. Each hotel's website must provide accurate information about the location of the hotel, details on its goods and services, and a secure booking system for those goods and services. Direct booking is the most economical approach because there are no commissions paid to middlemen. Websites are created with the intention of being visited by internet users, and after being visited, the chance to engage in conversation and develop connections increases (Hughes and Fill, 2009).

### **2.7.3 Search engine optimization (SEO)**

The goal of SEO is to improve a website's "rank" on search engine results pages. Websites, blogs, and info graphics are some of the mediums that SEO benefits. The goal of search engine optimization (SEO) is to increase organic traffic to a website by boosting its visibility and rankings in search results. it will show up at the top of users unpaid search results, If a website is optimized using SEO. Internet marketing that relies on communication between advertisers and search engine providers is known as "search engine marketing." To enhance the number of clicks on the marketers' links, the search engine firms offer a service that involves putting the search terms to the top of the list of terms. In contrast, the marketers receive paid as compensation (Blakeman, 2014). One of the most popular methods for connecting travellers with destination service providers is the search engine.

### **2.7.4 Social media marketing**

Social networks are "free online services" that offer a range of options for connecting with people around the globe and showcasing oneself. They are a very recent development in the online world. A great approach to meet new people and network with people from around the world is through social network marketing. The potential for social marketing is limitless, and its power is enormous (Honda & Martin, 2002). Participation, openness, dialogue, community, and connectedness are some to characterize the nature of social media. The fundamental social media platforms are blogs, social networks, Wikipedia, Podcasts, forums, content communities like YouTube, bookmarking, and aggregation are further forms of social media. According to Stokes (2008), businesses can utilize social media to advertise on numerous platforms, market to content consumers, market to content sharers, and market to content creators (like bloggers). Social media marketing paves a way to interact with potential customers via social platforms. It is also important to promote the brand and content on social media channels to increase brand awareness, drive traffic, and generate leads for tourism business. Social Media will play an important part online marketing for any business since there's already a large audience waiting for content. Those social media marketing content may include Facebook, Twitter, LinkedIn, Instagram, Snap chat, Tiktoks and Google+.

### **2.7.5 Email marketing**

Sending promotional emails to a targeted audience of potential clients or consumers is known as direct marketing. Email marketing is a method used by businesses to reach their audiences. Email is regularly used to direct clients to a company's website and to promote events, specials, and special content. Blog subscription newsletters, follow-up emails to website visitors who downloaded anything, customer welcome emails, holiday promotions to loyalty program members, and tips or similar series emails for customer nurturing are some of the emails that are sent as part of an email marketing campaign. By renting an email list and sending a single offer to their target demographic, marketers can use email marketing as a type of "push" marketing. Email addresses can be taken directly from clients (as in permission marketing), purchased or rented from email address vendors, or taken from the Internet. Email marketing initially had

better response rates than direct mail or banner advertisements (Honda & Martin, 2002). The chance to allow any potential interested guests to arrive at the appropriate moment for the lowest cost is made possible by the use of email marketing, and the results of such efforts must be measurable in order to serve as a basis for decisions about future marketing operations (Kotler, P.; Koller, K.L 2008). Email marketing usage is actually the most appropriate for those who have a product or service to offer directly to a customer which is existing or future. According to Susan in the balance (2012), email marketing allows a company to update its email describers on a regular basis about a company. E-mail marketing is a crucial technique for direct marketing communication that enables prospective customers to learn more about the hotel offer and a number of exclusive privileges.

### **2.7.6 Mobile phone advertising**

Barwise & Strong (2002) make it clear that mobile advertising is one of the most rapidly expanding forms of electronic marketing. However R Ling, T Julsrud, and B Yttri (2005) labeled several kinds of mobile advertising as short messages or multimedia messages. the optimal strategy is to place advertisements on mobile websites, within mobile phone applications, or in games.

As of the Pitch, Mukoma Daily Nation July 13th (2010) saying, mobile phone marketing refers to direct marketing to consumers via cell phones. According to Dushinski (2010), mobile technology enables marketers to engage mobile users by catering to their immediate and specialized demands in addition to allowing them to contact clients where they are. The distinctive value proposition of mobile phone marketing, businesses, and agents, further argued is to give people what they want, when they want it. According to Mobile Marketer (2010), businesses and marketers can leverage the mobile channel to boost consumer loyalty, brand recognition and brand affinity. Additionally, video technology is starting to make it possible for TV shows to be transmitted through mobile devices, opening up new prospects for advertising.

Moreover Tsang et al. (2004) presented the benefits of mobile advertising as reaching the target consumer and having direct communication with them at the correct time and location for the least amount of money feasible because it is viewed as a cost-effective choice.

## **2.8 Theories of digital marketing adoption**

### **2.8.1 Roger's innovation diffusion theory**

According to Rogers (1995), diffusion is the process through which novel ideas are disseminated among members of a social system over time and via a variety of channels. The Diffusion of Innovations Theory (DIT) describes how innovations are accepted by users. The potential for consumer acceptance of innovations varies depending on how soon they are adopted, how slowly they are accepted, and how totally they are rejected, according to Schiffman and Kanuk (2010). Diffusion of innovations theory is basically a group of theories and ideas that together provide a comprehensive framework for comprehending the various elements that make up the acceptance of an innovation. The Diffusion of Innovations first published in 1962 and updated in 1962, 1971, 1983, 1995, and 2003, is where Rogers first presented the basic idea.

The five characteristics of the diffusion process: - relative advantage, compatibility, complexity, trial ability and observe ability help consumers accept innovations (Rogers, 1995; Schiffman & Kanuk, 2010; Amstrong & Kotler, 2003). The theory helps firms understand how the features portrayed in the theory guide the adoption of promotion strategies as well as new systems, innovations and ideas. Furthermore, not all employees adopt the innovations, systems and e-marketing strategies at the same time, but rather at different stages depending on how the innovations are evaluated.

### **2.8.2 Technology acceptance model /TAM**

In 1989, Davis developed the Technology Acceptance Model (TAM), a theory of information systems that describes how individuals come to embrace and use a technology. The model suggests that when individuals are exposed to new technology, a number of variables affect how and when they will use it. TAM is one of the most influential models used in studies of technology acceptance and has been empirically shown to have high validity. It should still be used with some caution given that as businesses become more globally integrated, there is an

increasing need to comprehend how cultural factors may affect a multinational organization's ability to adopt and use information technologies according to (Davis, 1989). The amount of information being circulated today by computerized systems is so vast that it is difficult to manipulate such information without the aid of technology. Based on Davis finding (1989), in order to better predict, clarify, and update systems, we must comprehend the factors that influence user acceptance or rejection. A perceived problem that disturbs the activities of management information systems is the inability to measure the quality of distributed schemes as well as in the attitude of users to practice it according to Bueno et al., 2004. The Technology Acceptance Model (TAM), which examines the role of human factors in the adoption of new technologies, is one of the most popular and prominent models used by researchers to describe how people embrace a particular technology (Dillon & Morris, 1996; Lee, Kozar & Larsen, 2003; Silva, 2005).

### **2.8.3 The concerns based adoption model**

Adoption is viewed as a developmental process including complex interactions between an adopting institution, a user system, and a resource system in the Concerns-Based Adoption Model (CBAM), which illustrates how a learning institution adopts an invention. Anyone using the system has access to the resource system, which is typically a formal organization with expert understanding of the innovation. Collaboration during this interaction, which is known as interactive linking, is what makes it possible for the resource system to analyse each user's requirements and concerns and choose individualized intervention tactics based on this evaluation.

The resource system's intervention tactics are intended to address user issues, elicit more serious worries, and therefore increase the amount of usage of the innovation (Kohl, 1972). Studies of this type need to continue. Studies on organizational growth that Schmuck and Miles (1971) proposed require backing. Of equal importance however, is the need for studies of the innovation adoption process from different frames of reference. Studies are needed that validate the stages and procedures in the adoption process. Perhaps of greater need are valid and practical

tools for data gathering, analysis, and extensive documentation of intervention strategies during innovation adoption.

#### **2.8.4 Electronic marketing theory**

The electronic marketing theory (EMT) refers to the application of electronic technology to the components of the marketing mix (Dann, 2011). It is an extension of marketing theory that seeks to explain how marketing managers use decision models to make and assess decisions. The four factors that make up the marketing mix, or the four Ps of marketing, are goods, place, promotion, and location. According to the marketing theory, marketing managers base their judgments on factors such as: goods, place, promotion and location. Also Physical evidence, people, and process are added to the marketing mix aspects in services marketing, resulting in the 7 Ps of marketing (Kotler, 2003).

Electronic Marketing Theory expands on marketing theory by claiming that the technological advancement and the marketing environment evolves managers to be able to use electronic technologies to make decisions related to the marketing Ps (Harridge-March, 2004). EMT is pertinent to the current study since it enables businesses to recognize the advantages of using electronic marketing mechanisms.

Referring those theories, this research paper used to conceptualize Electronic marketing theory is used to conceptualize the digital marketing and promotion practices. (EMT) refers to the application of electronic technology to the components of the marketing mix (Dann & Dann, 2011). Because of this reason, adopting such theory is essential in E-tourism marketing practices. It is an extension of marketing theory that seeks to explain how marketing managers use judgments models to make and assess decisions.

In addition in 1989, Davis developed the Technology Acceptance Model (TAM), an information systems theory that explains how individuals come to embrace and use a technology. When new technology is introduced to humans, a number of factors influence how and when they will use it. Additionally TAM has been empirically demonstrated to have a good validity and is one of the most influential models.

## **2.9 Opportunities of E-marketing in tourism**

E-marketing, according to Vella & Kester (2008), has various benefits, including cost effectiveness, flexibility, the chance to penetrate international markets, and enhancing brand image. By minimizing potential costs associated with disseminating product information, e-marketing is a cost-effective approach.

Moreover, e-marketing provides flexibility about product availability, prices lists, and promotions that can be adjusted on daily basis, to meet the dynamic markets. With digital marketing, advertisers can instantly see precise outcomes. Digital marketing will assist us in understanding the reach of our product or service, engaging with potential customers, having a global presence, and personalizing our marketing.

E-marketing allows customers to see and search for any services regarding their preferences via digitalized technologies 24/7. The service is available at every day and any time. Therefore it is available and reachable at any time. Digital marketing also enhances the partnership of different stakeholder's and customers. In order to collaborate and reach new markets and channels, hotels frequently look for partners with complementary skills. Thus digital marketing paves way or gives the opportunity of working together. The usage of digital marketing in hotel industry also has the opportunity to build the customers loyalty through times. Because an ongoing emotional relationship between the service giving hotel with their customers manifests itself by how willing a customer is to engage with and repeatedly purchase from the hotel versus other competitors regarding based up on the service they get from the hotel. Advances in digital marketing technology have its role in enhancing ICT infrastructures also for the increase of economic development. On the other hand, digital marketing is essential I cost efficiency ad it build strong brand image of the hotels, because once the image is on the mind of customers, then it may long last for a long period of time. Additionally, E-marketing has the opportunity to boost the sales performance of organizations.

## **2.10 Challenges of E-marketing in tourism**

E-marketing is heavily reliant on various variations in Internet connection, accessibility, price, and other factors such as the availability of the Internet in underdeveloped nations (Wilson,

1987). According to ITU (2013), E-marketing in developing and developed countries is influenced by ICT readiness (infrastructure, access), use intensity and ICT skills.

There are numerous aspects that influence or challenge the E-tourism marketing and promotional practices. These factors include the cost of purchasing hardware, software, and communication packages, the cost of user training, cost of ongoing maintenance and regular updating, marketing the internet service and domain registration, the development of procedures for dealing with internet presence, commissions for online purchases by intermediaries, advertising fees for representation in search engines, and the cost of hosting the site on a reliable server (Buhalis, 1999).

Therefore, low access of internet usage specially seen in developing countries, low awareness created regarding the digital tourism, lack of managing the web site created also, budget allocation problem for setting enough budget for the promotional purposes are some of the constraints. Finding the right team is also among the challenges of digital tourism promotion. Promoting content, there might be the problem of the consistency of brands and lack of trust and the problem of big data management are some of the factors that affect the digital marketing adopting process. Using internet in modern travel agencies has certain challenges such as incomplete and unreliable web information, low customer perception of payment security, and direct communication with the travel agent may be needed for sale of certain products and services Batinić (2013). According to Bostanshirin (2014), there are numerous obstacles for internet marketing practices, including issues with integrity, a lack of face-to-face interaction, security and privacy, and a lack of trust. There are also various obstacles to using e-marketing strategies, including consumer aversion to online buying, expensive internet connections, customer service challenges, network or system failures, sluggish website performance, legal restrictions, and privacy concerns (Siddique and Rehman, 2011).

## **2.11 Empirical literature**

This section discussed empirical research on digital marketing techniques and the difficulties they present in regard to the study's variables. It is challenging to complete much paper with the

digital marketing component because this field is still in its infancy, especially in Ethiopia. As a result few relevant studies were discussed here for the empirical analysis.

According to Nehemiah Kiprutto et al (2021), the Evidence on the Adoption of E-Tourism Technologies in Nairobi, their paper was focused on analyzing the merits and demerits of embracing the internet in Kenya's tourism industry by exposing some of the strengths, weaknesses, opportunities and threats presented by the adoption of e-tourism. According to their findings, while e-tourism adoption has a number of benefits, such as flexibility and interaction, it also has a number of drawbacks, such as connectivity concerns and redundancy of intermediaries. As a result these changes have the potential to edge out many tourism businesses, which could increase unemployment in Kenya. Therefore accordingly in terms of their study, it is imperative for the government to maintenance the nation's tourism industry predominantly the small and medium enterprises in applying e-tourism technological tools.

Maryam Abdullahi et al (2021), in their study titled, E-Tourism and Digital Marketing in Africa: Opportunities and Challenges examined e-tourism and digital marketing focusing on the opportunities and challenges using the social media marketing in relation to international tourist influxes, with particular reference to Nigeria. Their research is being inspired by the rising tourist influxes in 2019 and digital statistics in particular as technology advances. In accordance with Abdullahi et al (2021), digital media, content, and mobile promotion have a substantial impact on the apparatus supporting African digital marketing chances for both local and international tourism events.

Digital marketing and promotion tool is ultimate for the tourism sector. Sanjay Lama et al. (2019) state that they conducted a thorough analysis of the literature in order to propose an e-Tourism adoption model based on the Technology-Organization-Environment and E-Readiness models in their study titled E-tourism adoption model & its implications for the tourism industry in Nepal.

The model they used was supported by empirical data using qualitative in-depth interviews with key stakeholders and they used quantitative survey. In their study, the adoption of e-Tourism in Nepal is being analyzed using an operational model to determine the drivers and obstacles. The

model's implications for important parties like the government, tourism organizations, and associations are examined. According to their study, the findings and recommendation from their research helped policy makers, tourism associations and Small & Medium Tourism Enterprises to advance detailed e-Tourism built programs in order to deliver greater amenities to travelers.

As explained by Edward and Jason (2008), the development of digital marketing affected consumer's behavior, in this case tourists purchase decision in good way. Now a day, using different digital marketing tools such as social network sites, blogs or websites, tourists are enabled to reach information quickly and in a great detail. Thus, according to Edward Brooker and Jason Burgess (2008), the process of changing tourist behaviour, preferences, and demand undergoes the growing importance of digital marketing as a promotional tool in the tourism sector; as a result, digital marketing is seen as a promotional tool and becomes a key variable in their research.

In inference of the Jason and Burgess (2008), digital marketing has influenced and changed the way how tourists search and buy not only a tour package, but also it refers to related services as well. It influences people's travel planning: where to go, when is the best time to go, what to see, where to eat, what other say about destination and a number of other information about destination are available online (Brooker & Burgess, 2008).

Arefayne et al. (2021) assessed the promotional practice of the Tourism industry in Tigray region, Ethiopia. Their result discovered that the Tigray tourism office regularly used television and radio advertising Media which are the utmost traditional, but rarely used modern promotional tools (Websites, Short Mobile Messages (SMS), word of mouth, public relation). Additionally, the majority of the advertising materials used in the Tigray tourism places are blends of sales marketing and community relations.

Misganaw (2020) looked into how organizational e-readiness affected the spread of e-marketing in Ethiopian tourism enterprises. The results showed that perceived organizational e-readiness greatly influences the spread of e-marketing. The result implied that technology diffusion theories such as Technology Adoption Model and perceived organizational e-readiness were

valid in demonstrating e-marketing diffusion. The results confirm the need for a multilevel model to account for the diffusion of e-marketing in emerging nations. Thus this study aims to examine the E-marketing practices, opportunities and challenges in star rated hotels of Addis Ababa.

### **2.12 Research/ knowledge gap**

With reference to the empirical review discussed above, though promoting tourism and hospitality challenges in the usage of electronic devices in relation with E-marketing aspects. Therefore, this research aimed to examine E- marketing practices opportunities and its challenges in star rated hotels of Addis Ababa.

## 2.13 Conceptual framework of the study

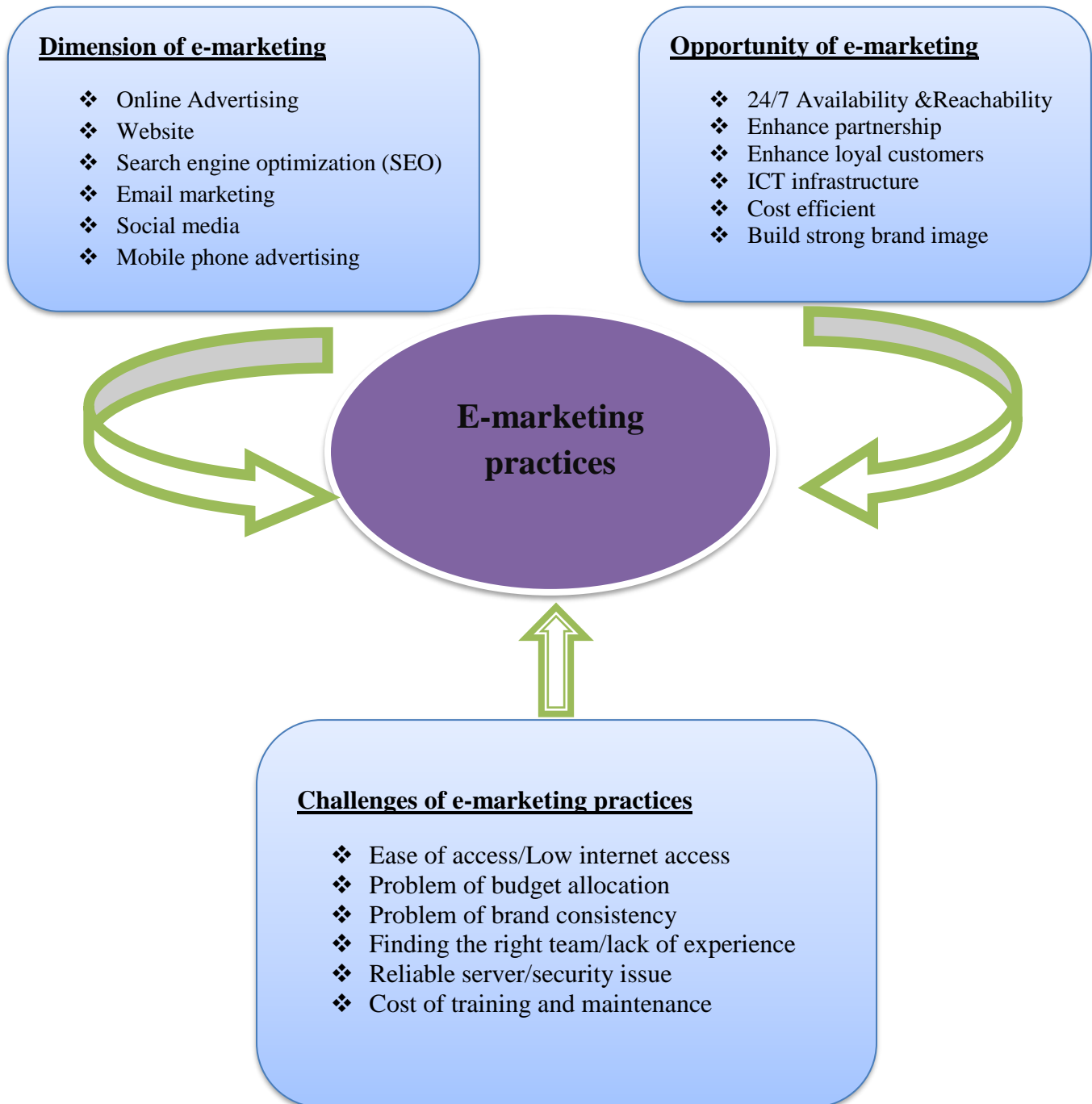


Figure 1: Conceptual Framework of the study

Source: own survey 2023

As the conceptual framework above illustrated that there are e-marketing practices such as; Online advertising Website marketing, Search engine optimization (SEO), Email marketing, social media, and Mobile phone marketing. According to the study findings, there is also the opportunity of adopting and utilizing the practice of e-marketing. Those opportunities includes, 24/7 Availability & Reachability by customers, e-marketing enhance partnership, enhance loyal customers, have its role in ICT infrastructure and Cost efficient. Building strong brand image is also among the opportunities of e-marketing practices. There are also the challenges that hinder back the hotel industry. Those challenges are; lack of ease of access, problem of budget allocation, high cost of training and maintenance, finding the right team is also one of the challenges to the hotel industry according to the study implications. Furthermore it was discussed in the above sections.

## **CHAPTER THREE**

### **3.1 RESEARCH METHODOLOGY**

This chapter is organized in different sub sections. In its first part there is a description of the study area, research design, and then it was presented subsequently about research approach, population, sample size and sampling technique, data type, sources and instruments of data analysis.

### **3.2 Description of the study area**

Ethiopia's capital and largest city, Addis Ababa serves as the continent's economic and cultural center. The country's National Museum displays Ethiopian artwork, traditional crafts, and ancient fossils, including reproductions of Lucy, a well-known early hominid. The African Union (AU), the United Nations Economic Commission for Africa (UN-ECA), and other embassies and consular offices have their headquarters in the city. With an average elevation of 2400 meters above sea level, Addis Ababa is one of the world's tallest capitals. The tourism sector is expanding in Addis Ababa and throughout Ethiopia. Addis Ababa Bole International Airport, where a new terminal built in 2003, serves the city. The country as a general and Addis Ababa specifically has shown increase in tourism over the last decade, subsequently bringing an influx of tourists to Addis Ababa. Ethiopia was ranked as the top travel destination worldwide in 2015 by the European Council on Tourism and Trade. The airport that serves the city is Addis Ababa Bole International Airport, which opened as a new terminal in 2003.

The study has been conducted among star rated hotels in Addis Ababa. Star rated hotels are positioned in Addis Ababa due to a great opportunity of having international potential customers for their effective service and easily accessible due to its infrastructural facilities. Several people come to the city in need of work and services due to its location and prestige. Most high-end hotels and franchised hotels cater to the needs of international organizations and embassies. According to MoCT 2020, Addis Ababa holds the lion's share of the countries registered star-rated hotels by ministry of culture and tourism. the primary sources of demand for Addis Ababa

hotels are diplomatic, assistance, and non-governmental organizations (NGOs), as well as meetings, incentives, conferences, and exhibitions (Addis Ababa hotel owners' trade sectorial association, 2020). Thus the study has been concentrated on a star-rated hotel in Addis Ababa.

## Location of the Study Area

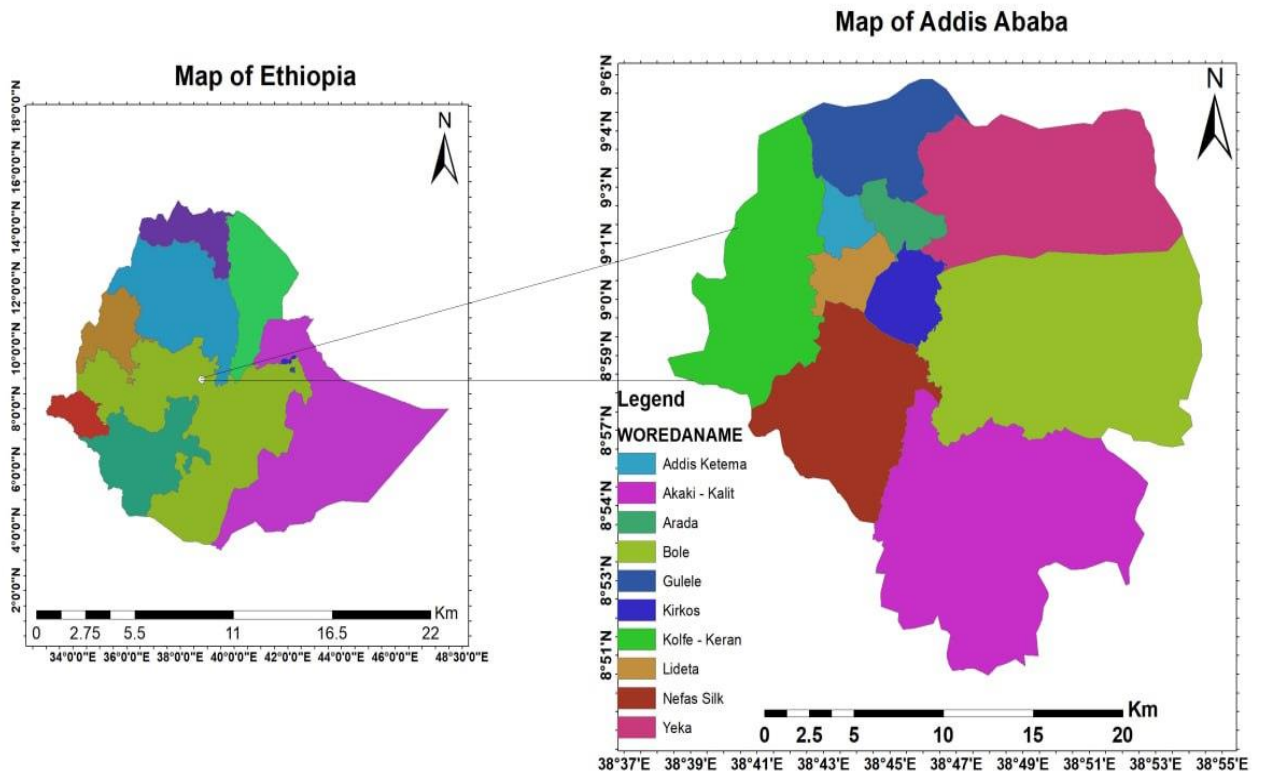


Figure 2: Map of the Study Area

Source: own survey 2023

### 3.3 Research approach and design

A mixed research approach (both quantitative and qualitative) has been utilized because it offers advantages over one and allows for the strength of one to make up for the limitations of the

other. One of the advantages of using mixed research approach is triangulation of quantitative and qualitative data. Triangulation is the process of filling up the gaps that one dominant approach leaves behind. Accordingly, the use of quantitative approach helps to facilitate qualitative research and combining static and demonstrate features, to gain different perspective of the issues and to study different aspects of a phenomenon. Accordingly, a cross-sectional or a one-time survey has been conducted among star rated hotels in Addis Ababa.

Based on the research objectives, the study employed descriptive research designs. This is because descriptive study design provides flexibility in which a researcher might obtain the participants opinion. Thereby the existing e-marketing tourism practice has been described. Description of data related to E- marketing tourism practices in star rated hotels in Addis Ababa also assessed in the study.

### **3.4 Population, sampling techniques and sample size**

#### **3.4.1 Target population**

The target population for the study was Addis Ababa's star-rated hotels. The relevant primary data for the study have been collected from marketing departments/ marketing managers of each star rated hotels.

The reason of selecting those target population is because the marketing managers are supposed to have knowledge about the usage of E-Marketing in their hotels and thus can give enough information. Thus Census method of data collection has been used to collect data from the marketing managers. The rationale to use the census is that the numbers of marketing managers in the targeted population is small. Therefore, the unit of analysis of this study was marketing managers of star rated hotels in Addis Ababa.

#### **3.4.2 Sampling Technique**

Some academics, including Cvent (2019) and others, suggest employing the census approach to collect enough respondents for the survey results to have a high level of statistical confidence for a population of less than 1000 individuals. As a result, the researcher was employed a census

sampling technique, as the city's total number of star-rated hotels is just 138. That is, because this number is manageable, all the 138 marketing managers in each hotel were considered for this study.

### **3.4.3 Sample size determination**

The first hotel star rating in Addis Ababa was created in 2014, and the second one in 2018. The city has 138 hotels with star ratings ranging from one to five. For the purposes of the study, the researcher concentrated on a star-rated hotel in Addis Ababa (MoCT 2018).

Being characterized by star category, in Addis Ababa the five star rated hotels are 8 in number. The four star rated are 21 and three star rated hotels are 34 in number. Also the number of two star rated hotels in Addis Ababa are 33 and one star rated hotels found in the city are 42 according to the data gained from Addis Ababa tourism bureau 2018.

## **3.5 Data source and data collection methods**

### **3.5.1 Source of data**

Data from both primary and secondary sources were used. Primary data collected through questionnaires and personal observation of the researcher. Secondary data was collected from documents related to the sector policies, tourism development plans and strategies, and publications. In addition to personal observation, relevant books, journals, web sites, and other types of documents related with the topic have been reviewed.

### **3.5.2 Data collection instruments**

Using questionnaires, quantitative data were collected. Based on the critical reviews, the major data collecting technique for this study was survey questionnaire. It consisted well-formulated questions and fixed response alternatives that are directly related to the research objectives. The questionnaire was designed in both closed and open-ended question formats. The questionnaires were divided into 4 sections. The first section of the questionnaire was designed to collect information regarding the respondent's socio-demographic characteristics, including gender, age, education background and their work experience. The second section was focused on the practice

of e-marketing among star rated hotels. The third section was presented to collect data regarding challenges of e- marketing practices in those star rated hotels in Addis Ababa and the fourth section was focused on assessing the opportunities of E-marketing practices in those star rated hotels in Addis Ababa.

A questionnaire developed by Yemane reda (2018) and Waed Ahmad Omar Mobydeen (2021) was developed for the questionnaires' design and formulation. Additionally the items were drawn based on conceptualizations and previous empirical studies discussed in the literature of application of E-marketing practice, opportunities and challenges. Different measurement scales were used such as multiple-choice, likert scale and a few open-ended questions was also posed to provide further explanations for triangulating the responses. A 5-points likert scale has been used in this study due to the reason that it maintains a high response rate and minimizes confusion among respondents, particularly compared with 7, 9, and 10 points-likert scales according to (Dawes, 2008).

### **3.6 Reliability and validity of data collection instruments**

#### **3.6.1 Reliability**

Numerous items in all constructs were used the internal consistency reliability of examining e-marketing tourism practices, its opportunity and challenges was assessed with Cronbach's alpha. The method that is most frequently used to evaluate the scale's dependability is Cronbach's alpha. The reliability test also has been carried out using a Cronbach reliability test in which a value of 0.7 and above coefficient alpha is considered as a cut-off point (Field, 2009; Hair et al., 2010). Therefore, items with Cronbach alpha value of 0.7 and above have been considered.

#### **3.6.2 Validity**

Heale & Twycross (2015) define validity as the degree to which the sample of test items accurately reflects the test's subject matter. The content validity used in this study is a device of how much information was gathered using tools like questionnaires and observations.

Different strategies have been developed to maintain the validity and reliability of the measurement instruments. Firstly, respondents were well acquainted with the purpose of the study by presenting its importance. Secondly, variables incorporated in the model were selected

in line with the existing theories and empirical findings. Thirdly, the questionnaire was reviewed by content and technical way, Thereby the instrument was revised accordingly. To insure the validity, the instrument has been reviewed by experts in the field and pilot tests were conducted among selected star rated hotels.

Table 2: Reliability of Measurement Scale

Variables	Number of items or statements	Reliability Coefficient or Cronbach alpha	Name of the scholar/s who developed the scale, year)
Online marketing/Advertisement	4	0.846	Mohammad Mehdi Mehralian 2022
Search engine optimization	5	0.773	Gaur A. & Gaur S. 2009
Social media	3	0.756	Waed Ahmad Omar Mobydeen 2021
Email marketing	5	0.866	Waed Ahmad Omar Mobydeen 2021
Mobile marketing	4	0.886	Waed Ahmad Omar Mobydeen 2021
Website marketing	6	0.765	Waed Ahmad Omar Mobydeen 2021
Challenges of E-marketing adoption	6	0.782	Norzalita Abd. Aziz &Norjaya Yasin 2020

Source; own survey 2023

### **3.7 Method of data analysis**

The questionnaire response was cleaned, coded, and entered into a SPSS and MS Excel Sheet for statistical analysis. Descriptive (such as frequency, percentage, mean and standard deviation) have been employed. Thematic analysis was used to analyze and report the open ended questions as well as personal observation during the data collection.

### **3.8 Ethical consideration**

Ethics are norms or standards of behavior that guide moral choices about behavior and relationships with others (Cooper and schinder, 1998). Thus Ethical considerations in research are critical. They help to determine the difference between acceptable and unacceptable behaviors. Researchers are professionals hence, research ethics as a branch of applied ethics has well established rules and guidelines that defines their conduct (Ifedha and Bretta, 2016).

Therefore before gathering data, I went to the sampled star-rated hotels with a letter of support from Addis Ababa University with the help of obeying the research policy of Addis Ababa University. I also received IRB ethical clearance certificate from the center of environment and development studies. The data collection started after getting voluntary and informed consent from the sampled hotels. I have ensured that the privacy of respondents' rights by confirming that all collected data will be kept confidential and used solely for the academic study. Allowing the respondents to participate in the study without requiring them to do so, and making it abundantly clear to them what the research is all about.

## CHAPTER FOUR

### 4.1 DATA PRESENTATION, RESULTS AND DISCUSSION

Data analysis and a discussion of the study's findings are covered in this chapter. The data gathered using structured questionnaire were processed with the help of Statistical Package for Social Science (SPSS v. 24) and analyzed via descriptive analysis mainly using mean and standard deviation values. All questionnaires were checked for completeness in order to make the gathered data appropriate for analysis. By using census method, out of the 138 distributed questionnaires, 128 were collected and used for further analysis. 10 incomplete questionnaires were identified and discarded while the collected questionnaires were checked during data coding and editing. Therefore, 128 questionnaires were found to be valid and used for the final analysis. The information obtained from the observation was discussed in conjunction with the quantitative data.

### 4.2 Profiles of respondents

The research participants, who are marketing managers of each star rated hotel, are described in general terms in the questionnaire's first section. The table that follows provides a summary and description of the respondents' responses to the following questions. These variables includes: age of the respondents, sex, their educational background and their experience in the company. The second section was the questionnaires focused on E-marketing practices in star rated hotels in Addis Ababa. The third and fourth section was questions about opportunities and challenges of E-marketing practices. For that reason, the variables about the respondent's socio demographic status were summarized and described in the subsequent table and graphs.

Table 3: Age & Sex of Respondents

Age of respondents				Sex of respondents		
Valid		Frequency	Percent	Sex	Frequency	percent
	18-28 years	48	37.5%	Male	75	58.6%
	29-39	65	50.8%			
	40-49	14	10.9%	Female	53	41.4%
	Above 50 years	1	.8%			
Total	128	100%	Total	128	100%	

Source: own survey 2023

As shown on table 5, from the 128 respondents 58.6% (75) of them were male and the remaining 41.4% (53) were female respondents. With regard to the age of respondents there were four categories. The first category was the age from 18-28 years; those of respondents who belong to this age category are 48 in number or 37.5%. 50.8% (65) respondents were between the ages of 29-39. According to the data, Marketing managers who were between the ages of 40-49 are 10.9% or 14. The other 1 respondent was at the age of above 50. With this finding the number of female marketing managers is less in 17.2% when compared with the number of male marketing managers. Also more of respondents were between the ages of 29-39 accounting 50.8%. This implies that the hotel industry needs to hire much more young aged population.

Table 4: Education Level of Respondents

Education level of respondents			
		Frequency	Percent
Valid	Diploma	11	8.6
	First Degree	94	73.4
	Masters	23	18.0
	Total	128	100.0

Source: own survey 2023

According to the table above, the education level of respondents were assessed. Thus 11 or 8.6% of the respondents has a collage Diploma. Whereas 94 or 73.4% of the respondents have a first degree and those of the respondents accounted 23 (18%) have a master’s degree. Depending on the data obtained, much of the respondents have first degree which is at least a good performance seen in education background of the respondents.

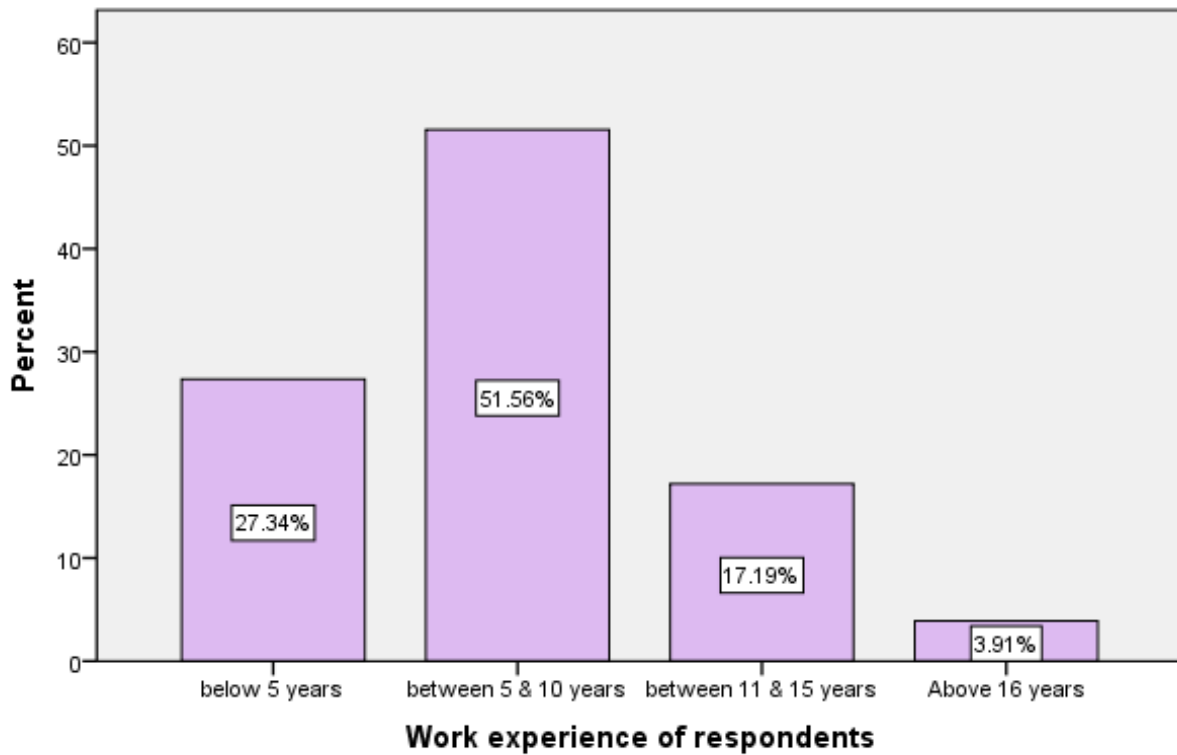


Figure 3: Work Experience of Respondents

Source: own survey 2023

According to the survey, from the overall respondents those of their work experience are below 5 years are 35 in number and 27.3%. The respondents which have the experience between 5-10 years in the hotel industry were accounted for 66 (51.6%). The other respondents who are accounted 22 (17.2%) are experienced between 11-15 years. The rest 5 (3.9%) of the target population were experienced above 16 years in the industry. The above chart and tale also implies the data clearly.

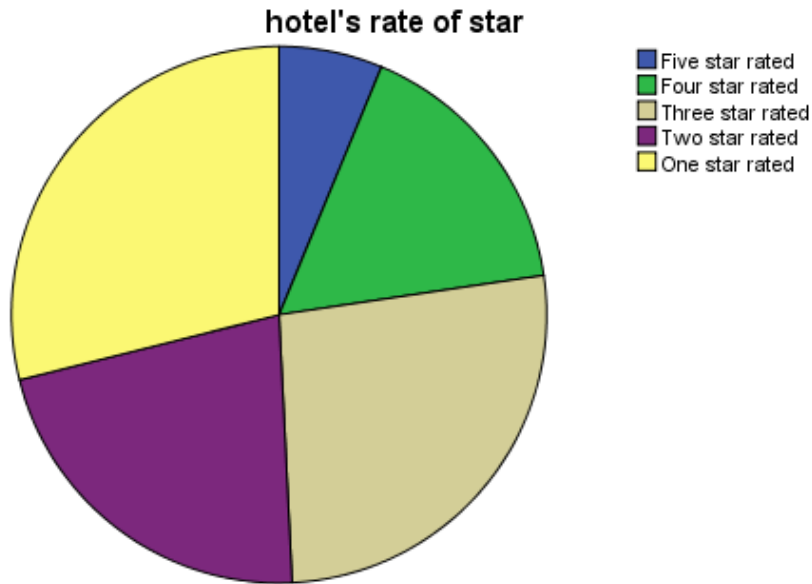


Figure 4: Hotels Rate of Star

Source: own Survey data (2023)

According to the above data implies that the information gathered from 128 marketing managers of star-rated hotels in Addis Ababa, 8 (6.3%) of the respondents were from five star rated hotel, 21 of the respondents (16.4%) were from four star rated hotel, 34 of the respondents (26.6%) were from three star rated hotel. On the other hand, 28 (21.9%) of target population were from two star rated hotel, 37 (28.9%) of the respondents were from one star rated hotel. Additionally, those star rated hotels have their own website according to the data gathered.

### 4.3 Descriptive statistics for e-marketing practices

The amount of variation or dispersion of a group of values is measured using the standard deviation, according to Karl Pearson in 1993. It is a summary measure of the difference of each observation from the mean. Mean is also a quantity that has a value intermediate between the members of some set. According to Zach Bobbitt 2022, the grand mean is the average of the means of several subsamples. For assessing the application of E-marketing practices, opportunities and challenges in star-rated hotels a five-point Likert scale was used. To know the level of practice, the researcher has calculated the mean and standard deviation for each survey question and dimensions too. For the report of the findings, it is employed the criteria by (Ghazi,

2016). Accordingly, Range from 1.00 to 1.80 implies Strongly disagree, from 1.81 to 2.6 as Disagree, from 2.61 to 3.4 means Neutral, from 3.41 to 4.20 as Agree, and finally from 4.21 to 5 as Strongly agree.

#### 4.4 Results of descriptive statistics analysis (Mean & STD)

A digital marketing platform is very strategic in promoting the growth and development of the tourism industry. Digital marketing makes information accessibility easier anytime and at any place according to Chaffey (2002). There are a number of e-marketing practices applied in those star-rated hotels. These include website marketing, email marketing, mobile phone marketing, online marketing, search engine optimization and social media marketing.

##### 4.4.1 Website marketing

Table 5: Website Marketing (Mean & SD)

Items	N	Mean	Std. Deviation
use of website to promote hotel brand image of our service	128	4.0781	.65939
use of website to increase purchase intention	128	4.1563	.66920
use of website to increase awareness of reservation	128	4.0625	.70711
use of website in my hotel has positive impact on promotion	128	4.1641	.69619
use of website increased practice of marketing	128	4.1563	.69234
website marketing positively affects our hotel performance	128	4.1875	.71816
Grand mean		4.1341	

Source: own survey 2023

Website Marketing is an official digital marketing tool that companies use to publish ads or news about the products and services that the company provides to the customers.

As the above table shows that marketing manager's perceived that website marketing is one of the e-marketing practices adopted by star rated hotels. Specifically website can be used to promote hotel's brand. (Based on the table above, the grand mean value of overall website marketing is 4.1341. There was a response rate of M value of (M=4.0781 and SD= 0.6593) that responded the use of website to promote hotel brand image of their hotel service. There is a use of website to increase purchase intention (M= 4.1563 and SD=0.6692). Use of website to increase awareness of reservation (M=4.0625 and SD=0.70711). Based on the result, the use of website in the respondent's hotel has positive impact on promotion according to their response by rate of (M=4.1641 and SD=0.69619). There were the response rate of (M=4.1563 and SD=0.69234) for the use of website increases the practice of marketing in their respective hotels. Website marketing positively affects the hotel performance based on the mean and standard deviation (M=4.19 and SD=0.718). According to the finding of this research, it is showed that the use of website marketing has a positive impact on promoting the brand image of their hotel, increasing the purchase intention of the customers, positive impact in creating awareness for the reservation, and website marketing increased the practice of promotion and the hotels performance. Thus most of the respondents agreed that website marketing is being practiced in star rated hotels with mean value of 4.1341.

#### 4.4.2 Mobile phone marketing

Table 6: Mobile Phone Marketing Mean & SD

Items	Mean	Std. Deviation
We use mobile phone service as an important e-marketing tool	4.0781	.75929
mobile phone service enhance our hotel performance	3.8984	.58646
promotion via mobile phone positively affected our hotel performance	3.7656	.69287

employing video technology as a mobile phone service enhance our hotel performance	3.1719	.80461
Grand Mean	3.7285	

Source: own survey 2023

Mobile phone marketing is a direct and personal tool of digital marketing, also, this tool considers as one of the old digital marketing tools that may use SMS, MMS, and Bluetooth to communicate with a specific person or category. According to the finding of this research mobile phone marketing has been assessed and described as follows;

According to table 8 illustrated that the descriptive analysis summary result of mobile phone advertising mean and standard deviation is stated. Accordingly the grand mean of the mobile phone advertising is 3.7285. The respondents agreed that they use mobile phone service as an important E-marketing tool with the mean value of (M=4.0781 and SD= 0.75929). This implies that there is high response rate of using mobile phone services as an important e-marketing tool. They were also responded that mobile phone service enhance their hotel performance by response rate of (M=3.8984 and SD=0.58646). Promotion via mobile phone positively affected their hotel performance according to their response (M=3.7656 and SD= 0.69287). They have responded that employing video technology as a mobile phone service enhance their hotel performance (M=3.1719 and SD=0.80461). Thus the practice of Mobile phone marketing is practiced as of the respondents were agreed.

### 4.4.3 Email Marketing

Table 7: Email Marketing M & SD

	we frequently use email as an important marketing tool	employing email communication enhance our hotel performance	employing email advertisement increased our hotels visibility	we use informative articles via email as a marketing tool	we employ partnering arrangement campaigns
--	--	---	---	---	--

Mean	4.0859	4.2969	3.9766	4.1094	3.4531
Std. Deviation	.74271	3.61179	.81776	.78604	.88611
Grand Mean			3.98438		

Source: own survey 2023

Email marketing is one of the oldest digital marketing tools used by companies, and this tool is specific and personal. The goal of this tool is a person or a listed category that no person can access without prior permission. According to this research finding, the grand mean of email marketing stated above is 3.9843. According to the data obtained from the respondents the frequency of using email marketing as an important marketing tool is described by rate of (M=4.0859 and SD=0.74271). Employing email communication enhance their hotel performance based on their response by mean rate of (M=4.2969 and SD=3.61179). They have stated that email advertisement increased their hotels visibility by (M= 3.9766 and SD=0.81776). The respondents stated that they use informative articles via email as a marketing tool and that's described by mean and standard deviation (M=4.1094 and SD=0.78604). Lastly the respondents stated that they employ partnering arrangement campaigns which is described by (M=3.4531 and SD=0.88611). Based on the above data, it implied that there is high level of employing email communication to enhance the hotel performance. It is quite possible to say email marketing is well practiced in those star rated hotels in Addis Ababa by the response rate of 3.9843.

#### 4.4.4 Social media marketing

Table 8: Social Media Mean & SD

Social media marketing			
Mean & standard deviation	we use social media to promote our products & services	employing informative articles via social media	social media promotion increased marketing performances
Mean	4.3281	3.8438	3.9922

Std. Deviation	.72209	.64524	.71537
Grand mean	4.0547		

Source: own survey 2023

Social media marketing networks are widely spread and easy to access by anyone, because everyone can have an account on social media these days. The published data on such pages are interactive, which means that anyone can see and share them, or make comments that may form feedback for the companies. According to the finding of this study, 4.0547 is the grand mean value that is obtained from the data. With the mean value of (M=4.3281 and SD=0.72209) there is a high level of the use of social media to promote their product and services. Similarly the respondents agreed that the social media promotion increased marketing performances of their hotel by (Mean=3.9922 and SD=0.71537). Also the respondents agreed that employing informative articles via social media helped them to promote their hotel by mean and standard deviation level of (M=3.8438 and SD=0.64524). According to the finding of this research, majority of the respondents agreed that social media marketing practices are essential in increasing marketing performance, persuading informative articles and also in promoting the products and services of those star rated hotels. (See table above).

#### 4.4.5 Online marketing

Table 9: Online Marketing Mean & SD

Items	Mean	Std. deviation
online advertising increases our customer retention	4.3438	0.62036
newsletters delivered to loyal customers are more crucial	4.2422	0.69584
online promotion & advertisement improves our hotel brand image	4.3281	0.68860

online advertisement lowers cost of promotion instead of brochures & leaflets	4.3672	0.67429
<b>Grand Mean</b>	<b>4.3203</b>	

Source own survey 2023

According to the finding of this research the above table implies that the grand mean of the response rate for online marketing is 4.3203. The findings of this paper prevails, target populations responded that online advertising increases their customer retention with mean value of (M=4.3438 and SD=0.62036). With the mean value of 4.2422 and SD value of 0.69584, those respondents agreed that newsletters delivered to loyal customers are more crucial. (M=4.3281 and SD=0.68860) with this response rate, they responded that online promotion & advertisement improves their hotel brand image. Those who responded that saying online advertisement lowers cost of promotion instead of brochures & leaflets were in a mean value of M=4.3672 and SD=0.67429). thus according to the research finding it is possible to say online marketing/advertising plays a big role in E-marketing practices in star rated hotels. Therefore this data implies that much of the respondents were agreed that online advertisement lowers cost of production instead of brochures and leaflets. Accordingly, the findings implies that majority of the respondents were strongly agreed with the use of Online marketing. that .thus online marketing/advertisement is essential for E-marketing practices in star rated hotels in Addis Ababa and it plays a great role in the practice of E-marketing.

#### **4.4.6 Search Engine Optimization**

Table 10: SEO Mean & SD

Items	N	Mean	Std. Deviation
We consider SEO as a priority bond to communicate with customers	128	3.5000	0.82290
SEO practice are cheaper in cost compared with other marketing dimension	128	3.4844	0.78354

SEO promotional techniques increase the competitiveness of our hotel	128	3.5391	0.77258
Higher ranking on SEO, the bigger probability more customers will come	128	3.3672	0.78240
SEO improved our hotels image recognition	128	3.7188	0.79306
Grand mean	3.5219		

Source own survey 2023

The grand mean value for SEO is 3.5219. As the above table indicates the average mean value of (M=3.5000 with the level of standard deviation of 0.82290) the respondents agreed that they consider Search engine optimization as a priority bond to communicate with their customers, this implies that the response rate have the high mean level. As they agreed by Search engine optimization practices are cheaper in cost compared with other marketing dimensions (M=3.4844 and SD=0.78354). With the mean value of (M=3.3672 and SD=0.78240) When there is higher ranking on search engine optimization, the bigger probability more customers will come according to the response rates. The following variables also range in a high mean statistics level like that of the first variable stated in the table. Thus (M= 3.7188 with standard deviation of 0.79306) which is responded that Search engine optimization improved their hotel image recognition and (M=3.5391 with standard deviation of 0.77258) also responded that Search engine optimization promotional techniques increase the competitiveness of their hotel. Thus by mean value of 3.5219, most respondents were agreed in utilizing Search Engine Optimization. Therefore there is high level of implementing SEO practices for those star rated hotels.

#### **4.5 Challenges of E-marketing Practices**

Table 11: Challenges of E-marketing Practice Mean & SD

Items	N	Mean	Std. Deviation
There is lack of ease of access or low internet access	128	3.9375	0.82050
Problem of budget allocation for E marketing operations	128	3.8906	0.85329
There is problem of brand consistency	128	2.7656	0.89164
Problem of finding the right team or lack of expertise	128	3.9141	0.87867
Problem of reliable server or security issue	128	3.9063	0.85516
High cost of training and maintenance	128	3.9219	0.59670
<b>Grand mean</b>		<b>3.8893</b>	

Source own field survey 2023

According to the above table data, the grand mean of challenges of E-marketing practice is  $M=3.8893$ . The average agreement to the above statements that ranges the smallest mean of 2.7656 with the standard deviation of 0.87868, respondents were moderately agreed that there is problem of brand consistency. This implies that they are neutral to respond or in other word, brand consistency is not as much the problem of those stars rated hotels. With the mean value, the response rate of ( $M=3.9375$  and  $SD=0.82050$ ) the respondents answered that there is lack of ease of access or low internet access. This implies the highest response rate is about the challenge of ease of access. Similarly with the mean value of ( $M=3.8906$  and  $SD=0.85329$ ) most of the response rate implies that there is Problem of budget allocation for E marketing operations. According to the finding reveals, it is possible to show that there is a big challenge in ease of internet access and in budget allocation for e-marketing operations in the hotel industry. With mean value of ( $M=3.9141$  and  $SD=0.87868$ ) those respondents agreed that there is Problem of finding the right team. Thus they have agreed by the lack of hiring right expertise in the right place. ( $M=3.9063$  and  $SD=0.85516$ ) with this response rate, they have agreed that there is Problem of reliable server or security issue. With the mean value of ( $M=3.9219$  and  $SD=0.59670$ ) the respondents agreed by the prevalence of the challenges that is high cost of training

and maintenance. Consequently there is high level of challenges seen in the adoption of E-marketing practices according to the paper implications.

Table12: Overall e-marketing practices

Items	Grand Mean	Std. Deviation
Online marketing	4.3203	0.6697
Website marketing	4.1341	0.6848
Social media marketing	4.0547	0.6942
Email marketing	3.9843	1.13688
Mobile phone marketing	3.7285	0.7108
Search engine optimization	3.5219	0.7908
<b>Total</b>	<b>3.9573</b>	<b>0.7811</b>

Source: own survey

Based on the above data's it is summarized as the grand mean value of the overall E-marketing practice is 3.9573 with standard deviation of 0.7811. The grand mean value of online marketing is 4.3203 and the mea value of the website marketing is 4.1341. According to the study findings, 4.0547 is the mea value of social media marketing whereas email marketing is practiced by the mea value of 3.9843. Similarly, mobile phone marketing accounted 3.7285 mea value based on the data obtained. With mean value of 3.5219, there was the practice of search engine optimization. The least mea value shows for 3.5219 and the highest is also 4.3203. Thus it implies that there is higher response rate of using or utilizing practice of e-marketing practices. Therefore based on this research finding, there is a high level of e-marketing practices in those star rated hotels in Addis Ababa.

## 4.6. Variance analysis

A one-way ANOVA is used to determine the availability of a statistically significant difference between the means of three or more independent groups (Zach Bobbitt2022). A one-way ANOVA (“analysis of variance”) compares the means of three or more independent groups to determine if there is a statistically significant difference between the corresponding population means.

Table13: ANOVA Test

Group	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.892	4	0.973	12.654	.000
Within Groups	9.457	123	0.077		
Total	13.349	127			

Source: own survey

The ANOVA result shows that star rated hotels are significantly different in e-marketing practice adoptions (F-value = 12.654; P-value= 0.000). Thus E-marketing practice in star rated hotels in Addis Ababa varies across the hotels. It is also supported by the regression results.

## 4.7 Assumptions of one way ANOVA

Table 14: Descriptive analysis

E-Marketing Aggregate Mean								
Star category of hotels	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Five star rated	8	4.4288	.14928	.05278	4.3040	4.5536	4.22	4.61
Four star rated	21	4.1078	.33911	.07400	3.9534	4.2622	3.33	4.59
Three star	34	4.0298	.30843	.05289	3.9222	4.1374	3.01	4.66

rated								
Two star rated	28	3.8578	.17226	.03255	3.7910	3.9246	3.56	4.28
One star rated	37	3.7786	.29160	.04794	3.6814	3.8758	3.43	5.19
Total	128	3.9573	.32421	.02866	3.9006	4.0140	3.01	5.19

Source: own survey

According to the above study, the assumptions of one way ANOVA was included. Therefore a five point Lickert Scale was used. The interval data size was used. Additionally, Leven's equality of variance was employed. In addition multiple comparison ad descriptive statistics was employed. Thus the statistical significance value obtained from the data is 0.05. Therefore it implies that with 95% of confidence interval, E-marketing practice among star rated hotels is statistically significant. Furthermore the below tale illustrates the statistical data.

Table 15: Multiple Comparison Result

<b>Multiple Comparisons</b>						
Dependent Variable: E-marketing Agg Mean						
Tukey HSD						
(I) hotel's rate of star	(J) hotel's rate of star	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Five star rated	Four star rated	.32102*	.11521	.048	.0020	.6400
	Three star rated	.39900*	.10896	.003	.0973	.7007
	Two star rated	.57098*	.11116	.000	.2632	.8788
	One star rated	.65022*	.10812	.000	.3509	.9496
Four star rated	Five star rated	-.32102*	.11521	.048	-.6400	-.0020
	Three star rated	.07798	.07696	.849	-.1351	.2911
	Two star rated	.24997*	.08005	.019	.0283	.4716
	One star rated	.32920*	.07576	.000	.1195	.5390
Three star rated	Five star rated	-.39900*	.10896	.003	-.7007	-.0973

	Four star rated	-.07798	.07696	.849	-.2911	.1351
	Two star rated	.17198	.07076	.114	-.0239	.3679
	One star rated	.25122*	.06587	.002	.0688	.4336
Two star rated	Five star rated	-.57098*	.11116	.000	-.8788	-.2632
	Four star rated	-.24997*	.08005	.019	-.4716	-.0283
	Three star rated	-.17198	.07076	.114	-.3679	.0239
	One star rated	.07923	.06946	.785	-.1131	.2715
One star rated	Five star rated	-.65022*	.10812	.000	-.9496	-.3509
	Four star rated	-.32920*	.07576	.000	-.5390	-.1195
	Three star rated	-.25122*	.06587	.002	-.4336	-.0688
	Two star rated	-.07923	.06946	.785	-.2715	.1131
*. The mean difference is significant at the 0.05 level.						

The above table implies that, with mean difference of 0.32102, there is a high practice of E-marketing in five star rated hotels when compared with four star rated hotel with statistically significance value of 0.048. With mean difference of 0.39900 and with significance level of 0.003, four star rated hotels practice E-marketing more than three rate category of hotel. This implies there is also highly difference of E-marketing practices across those star rated hotels. Three star rated hotels with aggregate mean value of 0.57098 & significance level of 0.000, they highly practice E-marketing than that of two star rated category hotel. Similarly, with aggregate mean value of 0.65022 also two star rated hotels practices digital marketing than that of one star rated hotel. The level of significance revealed that with 0.000 which is <0.05. Thus it is showed that the E-marketing practice implies there is highly statistically significant. Therefore, the result shows the regression model is a good fit of the data. So it is possible to say that there is difference of E-marketing practices among star rated hotels in Addis Ababa. Likewise, as descried on the above table, it is founded that the mean difference across those star rated hotels is significant at the 0.05 level.

## **4.7 Opportunities of E-marketing**

Open ended questions were analyzed through thematic analysis. Thematic analysis is a method of analyzing qualitative data and applied in a text format. There are also six steps of process in thematic analysis. They are; becoming familiarized with data, generating initial code, searching for themes, reviewing those themes, defining the themes and finally writing them up. This process can help to avoid confirmation bias when formulating the analysis. The researcher also examines the data to identify common themes, topics, ideas and patterns of meaning that come up repeatedly. According to the respondent's sayings, opportunities that are available for the adoption of e-marketing practices by their hotel are stated as follows:-

E- Marketing has the opportunity of paving a new way to communicate with potential customers and also for building new partnership with other competitors also. Those respondents who responded the questions stated that: unlike traditional marketing, E-marketing enables us to reach a large audience and customers who buy our products and services. E-marketing gives the biggest opportunity in improvement of website designs and display of the company's product allowing customers to easily search for what they want.

### **4.7.1. Availability/ Reachability**

Customers expect to be able to connect with their favorite product and services wherever and whenever they want. Thus the availability of their preference in digital technology is essential. E-marketing also allows businesses to reach a global audience and sell their products or services online, expanding their customer base beyond physical limitations. Accordingly, adopting E-marketing helped them to connect with their target market because of using online (digital) marketing channels. According to the respondents saying, marketing is so important because their customers are usually online. Considering this, it's a great opportunity for them to reach the market. As of the respondents answer, many of their customers and tourists use internet to find all types of information especially regarding to hospitality service. They are searching to find relevant information, so that by applying e-marketing, they helped their company or hotels to reach their customers. As it is known internet is available to the audience 24/7 so customers and

tourists can access the site whenever they want to access it. The opportunity of E-marketing is also described by its nature of availability and reachability.

#### **4.7.2 Enhance communication and partnership**

With traditional marketing, the communication is mostly one way. But with the help of online marketing, they can able communicate in two ways. They provide their customers with a way to contact with them. Whenever they maximize their usage of online marketing, the better contact they have with their customers because it is possible to reach tourists and customers through several digital or E-marketing channels. Whenever they make two ways communication through online marketing, their customers sees them as a valuable source of information that helps them in the process of purchasing any of their service. Also by building strong relationship with their customers via internet marketing, they have said that there is a high tendency of the chances of coming of customers repeatedly. E-marketing allows the hotels to communicate with those potential customers and also with their partners. Generally most of the respondents stated that E-marketing is important because of it helps them to communicate better with their customers. Partnership is the mutually beneficial collaboration between business and customers with the shared interest of developing strategies to increase brand awareness and promote their products and services to the right target audience of customers. With this regard respondents agreed or stated that enabling E-marketing is one of the best ways to reach those new audiences besides the loyal customers. Digital marketing as a general enhance the participation and collaboration of concerned stakeholders.

#### **4.7.3 Cost effectiveness**

Digital marketing methods are relatively affordable than other methods. Thus E-marketing is cost-effective. Most of the respondents have stated that digital marketing is cost effective than the old or traditional one. Additionally they have said that E-marketing enables them to measure success of their hotel. This screen driven technology helps to communicate the hoteliers with the customers at the low cost but with reaching the global audience. The fact that e-marketing is reasonably priced and generates quality returns on hotel investments is its most crucial feature.

The respondents stated that when they invest on E-marketing, they have said they will get a good return. The digital or E-marketing makes targeting on customers to get/communicate with them easily. So it saves the cost as well. With digital marketing, a lot of the hotelier's costs are low and things like advertising and social media campaigns cost are very low. The reason behind that e marketing is cost effective is because it's easy track and measures their results, and it's also cheaper in terms of expenditure. According to the respondents answer, of the most cost effective digital marketing platforms social media is the most and crucial strategy that saves cost.

#### **4.7.4 ICT infrastructure**

The development of the field of information communication technology has revolutionized every aspect of E-marketing. Information communication technology is a useful complement to conventional marketing, regardless of the size and nature of the business. Accordingly, almost all star rated hotels in Addis Ababa or targeted study area have their own website, and are actively engaged in the transactional aspect of e-marketing. Now a day's people are actively using the Internet, which is a great chance for marketers to choose the right channel to drive the targeted customers. So that for the enhancement of the service in the industry, there will be increase in ICT infrastructures. Among the opportunity of E-marketing, the infrastructure in the development of ICT is the one attribute. ICT provides support to those hotel customers by creating significant networks. The targeted populations responded that ICT made easier promoting products and services to reach and engage with customers across the digital channels. The benefit of using ICT in E-marketing include reaching a wider audience, increasing brand awareness, generating ideas, enhance customers engagements and improving E-marketing effectiveness.

#### **4.7.5 Enhance loyal customers and build strong brand image**

According to the respondents response through e-marketing, businesses can provide timely customer support, answering queries and resolving issues promptly, enhancing customer satisfaction and loyalty. E-marketing facilitates direct communication with customers, enabling businesses to gather feedback, understand preferences, and alter their offerings to meet customer needs effectively also plays a crucial role in building stronger relationships to enhance loyal

customers. E-marketing paves a way to interact more precisely to establish clear and consistent communication patterns with tourists and customers. Because of personalized customer experience through e marketing, it gives the opportunity to building increased customer loyalty. Also because of direct contact with customers communication with them is kept loyal. While acknowledging the customers as a people they value greatly and appreciating them for their support, the higher the probability enhancement of customer loyalty will be there.

A truly strong brand image is one that's so consistent and reliable which is recognizable from a mile away. The image of a brand is the perception that your audience has of the brand identity that you have developed from a marketing, advertising, and communication perspective. So, creating a brand image is the process of building the brand strategy and sticking to it in every facet of the brand. The respondents also stated that having a strong brand image that resonates with their customers is so important. Thus E-marketing plays important role in building strong brand image through digital marketing and via online marketing platforms.

Generally, E-marketing gives a great opportunity in many ways as the respondents stated above like it provides firms with chance of global marketing and is also less expensive compared with other traditional means of marketing. It also allows them to reach their customers in a broad range of ways easily. E-marketing also has the opportunity in lowering cost of traditional printing advertising and direct campaigns, so that it saves printing cost paper and so on.

#### **4.8 The Implementation/extent of using the opportunities to build competitive advantage**

E-marketing is a very powerful medium of advertising so that it targets the correct audience and meets the required purposes timely. According to the research finding and the responses gathered from the respondents revealed, their hotel have its own website and they stated that their hotel use those digital marketing platforms to the high extent for the overall hotel services. So they responded that the using of E-marketing is to the high extent besides there are many factors that hinder back the industry such as the lack of access and the like. According to the World Tourism organization (2008: 1) E-marketing's goal is to use the Internet and other electronic communication channels to reach target markets as cheaply as possible. Using the Internet and

other ICT, it can be inferred that e-marketing involves contacts with customers and provides them with value.

Based on the respondents working in hotel star category, even though there is the practice of E-marketing but much of the implementation is highly goes to the star category of five, four and three. The rest one star and two stars rated hotels of course use digital marketing practices but to the lowest extent related with the five, four and three star rated hotels in Addis Ababa. This finding was also additionally gathered by personal observation of the researcher during the data collection.

## **4.9 Discussion**

Organizations now a days use digital marketing for the welfare of their company. Similarly hospitality industry also highly uses the e-marketing practices for the overall operation of the hotel industry. Digital marketing is "an adaptive, technology-enabled process by which firms collaborate with clients and partners to jointly create, communicate, deliver, and sustain value for all stakeholders," according to Kannan & Hongshuang (2016). Digital marketing, as defined by the American Marketing Association, is the creation, communication, and delivery of value for customers and other stakeholders using activities, institutions, and processes made possible by digital technologies. Both definitions emphasize the use and adoption of digital technologies in the marketing of products and services to acquire customers, build customer preferences, promote brands, and retain customers and increasing sales and profitability.

Several terms have been recognized to E-marketing in theory and practice. E-marketing is also referred to as digital marketing, online marketing, web marketing and internet marketing. Digital marketing is "an umbrella term for the marketing of products and services using digital technologies, primarily on the internet, but also including mobile phones, display advertising, and any other digital medium," according to Sathya (2017). This study emphasis that E-marketing strategies are available in Addis Ababa's star-rated hotels to advertise and persuade visitors to use the hotels' goods and services. Similarly, the research paper conducted in South Africa revealed that the usefulness of digital marketing technology plays a crucial role in

maintaining the competitive advantage of the digital field in online tourism product promotion (Digital Statistics in South Africa, 2017). Thus this research study highly supports the findings of this research.

According to Benckendorff, Sheldon, and Fesenmaier (2014), on their study prevails that the integration of mobile devices, websites, and augmented reality experiences in the marketing of e-tourism promotion is fast emerging as one of the most cutting-edge digital elements for suppliers, tourism intermediaries, travelers, and online destination promoters. E-marketing, according to Chaffey et al. (2006), is the use of a company's website in conjunction with online marketing techniques like search engine optimization. Also under this study, there are different E-marketing practices that are implemented. Among them; mobile phone advertising, search engine optimization, email marketing, website marketing, social media marketing and online advertising are implemented for the practice of E-marketing in hotel industry.

This study reveals that there is the high level of using the E-marketing practices such as; website marketing, social media marketing, online advertisements, email marketing and search engine optimization. Similarly according to the study conducted in Tanzania by Kezia Herman Mkwizu 2019 revealed that usage of digital media are among the trends in digital marketing and thus, paves way for Africa the opportunity to market its attractions to tourists in this digital era. According to this study E-marketing practice also plays its great role in giving the opportunity to be accessed easily by tourists and customers in many ways. Maryam Abdullahi et al (2021), in their study titled, E-Tourism and Digital Marketing in Africa: focusing on the opportunities and challenges using the social media marketing, demonstrated that digital media, content and mobile promotion have significant role on the trending of digital marketing apparatus supporting African digital marketing prospects for both domestic and international tourism events. Thus the finding of this paper is supported by the previous studies.

## **CHAPTER FIVE**

### **5.1 Summary of Findings, Conclusion and Recommendations**

The research's findings are briefly discussed in this chapter. Conclusions are made on the findings based on the objective of the research which was examining E-marketing practices, opportunities and challenges in star rated hotels in Addis Ababa followed by the recommendation section which given with regarding the previous chapter analysis. The gaps have been identified and directions for further studies have been also indicated.

### **5.2 Summary of findings**

According to the purpose of this study, focusing on star rated hotels in Addis Ababa, examining E-marketing practices, opportunities and challenges was the main general objective of this research. So as stated above the general objective of the study was examining E-marketing practices, opportunities and challenges of star rated hotels in Addis Ababa. The specific objectives was; to identify the types of e- marketing practices adopted by star-rated hotels in Addis Ababa, to assess the opportunities of digital marketing practices in star rated hotels of Addis Ababa, to determine the challenges of adopting E-marketing practices of star-rated hotels in Addis Ababa and to examine if the level of e-marketing practices vary across the star-rated hotels in Addis Ababa. The researcher used questionnaires at 90 % return rate and personal observation as instruments for data collection. Statistical tables and figures based on respondents and descriptive analyses were used to explain the data collected. The following major findings were reached from the study.

There is availability of E-marketing practices in star rated hotels in Addis Ababa for promoting and persuading the hotel products and services in the city. According to the research findings, website marketing plays a great role in promoting the brand image and plays its role in increasing the purchase intention of tourists by creating awareness and increased the digital marketing practices. According to the study, those all-star rated hotels have their own website. So that having their own website they can promote their hotel and communicate with customers

easily. Accordingly, it is possible to summarize that the use of website has a positive impact on promotion and has also a positive impact on the hotel performance in Addis Ababa.

E-marketing practices were enhanced also by using mobile phone service as an important E-marketing tool and using mobile phone service enhance the hotel performance. Promotional practices have been employed and it was summarized video technology as a mobile phone service enhances the performance of the hotel.

Email is among the main important tool for practice of E-marketing according to the finding of the study with the grand mean value of 3.98. Based on the study employed, email communication enhances the hotel performance because informative articles via email have been released for customers. There is also partnering arrangement programs which is arranged and programed by those hotels to increase the hotels performance and build strong relationship with customers and stakeholders.

Social media marketing is also among the elements of E-marketing practice. According to the research finding it is possible to see that social media platforms like; Facebook, Instagram, YouTube and the like were used to promote the hotels product & services and also those platforms promote the hotel itself. So that because of the wide usage of social media, it is vital to positively affect the hotel performance based on the study. Because of informative articles and other required documents and promotions found on Social media, there was an increased performance of the hotel marketing practices.

Online advertising is also an attribute that plays a great role in practicing E-marketing in star rated hotels in Addis Ababa. According to the research's finding, online advertising increased the retention of customers to the hotel. Newsletters delivered to loyal customers via online advertising are crucial and online advertisement also lowers cost of promotion instead of brochures and leaflets. Generally online advertisement improves the performance of those hotels.

Search engine optimization is the practice of orienting the website to rank higher on a search engine result page. The process of maximizing the number of visitors to a particular website by ensuring the site appears high on the list of results returned by a search engine. Thus this

research finding reveals that search engine optimization is essential in improving the hotels image recognition. It is also found that the cost of search engine optimization compared with other marketing practices is cheaper. The higher ranking on search engine optimization, the bigger probability that more customer come to the particular hotel.

E-marketing also has different opportunities. Among the opportunities some are summarized as follows; cost efficient and time saving, E-marketing practices enhance communication and loyal customers, it enhances partnership and build strong brand image of the hotel. According to the research findings, adopting E-marketing allows the hotels to reach a large audience than they could through traditional methods. E-marketing also gives the opportunity to connect with target market because of using those online or digital channels to reach more customers.

Even though there is a high practice of E-marketing in those star rated hotels in Addis Ababa, there are also challenges that have been seen. Among them the lack of ease of access or the occurrence of low internet is challenging the E-marketing as well as hotel industry according to the research's finding. There is also the problem of finding the right team or problem of finding the right expertise at the right place. Problem of budget allocation and high cost of training are also among the challenges that have been seen.

### **5.3 Conclusion**

The practice of conducting marketing activities utilizing various electronic media, primarily the Internet, is known as e-marketing. It stands for electronic, online, internet, digital marketing are interchangeably used and hence considered synonymous. E-marketing refers to all of the operations carried out by a company organization to advertise and sell products & services online. It makes it easier to convince the target audience in any location. It comprises various technologies to help businesses to connect with existing as well as potential customers.

The study attempted to meet its objectives addressing the raised research questions by employing different analysis techniques. So as to address its first objective the research through analyzing different prior studies and theories come up with different elements of digital Marketing practices. The first objective have been meet through assessing different E-marketing practices

that have been practiced in those star rated hotels. Thus there were six components that have been addressed or studied through questionnaires. Those components include; the use of website that has been practices in star rated hotels in Addis Ababa and it is researched that those hotels have their own websites. Having own website gives the opportunity to release the needed information at any time. The second component or practice of E-marketing that has been studied was the usage of mobile phone advertising. This type of E-marketing practice was broadly in a use for those star rated hotels and using mobile phone service have been enhancing their hotel performances. The third element or practices that have been gained from the study finding was Email marketing. This type of marketing is being used frequently as an important tool for E-marketing. According to the study reveals that employing email communication enhances the hotel performance and email advertisement also increases the hotels visibility. Additionally the hotels have been in a use of email to employ partnering arrangement campaigns with stakeholders and also with their customers. The other element is social media platforms. Social media now days become the most important E-marketing components. Through social media, the hotels marketing performance have been increased. The next two E-marketing components are online advertising and search engine optimization according to the finding of the research. Online advertisement increased the retention of customers and it improves the hotels overall performances by releasing the required advertisement through online platforms. Search engine optimization also plays a role in increasing the hotels competitiveness and by lowering the cost of those hotels because SEO are cheaper in cost compared with other marketing components.

The second objective has been addressed by assessing the opportunities of digital marketing practices in star rated hotels of Addis Ababa. Thus there are numerous opportunities that have been gathered while the data collection process. Among the opportunity that has been discussed earlier, the opportunity of E-marketing is that its availability and reachability at any time 24/7. It enhances partnership and also build strong brand image. E-marketing is cost effective, enhances loyal customers and plays a great role in ICT infrastructural development.

The third objective of the study was intended to determine the challenges of adopting E-marketing practices of star-rated hotels in Addis Ababa. Accordingly the objective was meet its

target by the finding of those challenges that hinders back the industry. Thus among the challenges investigated some are; the problem of ease of access, lack of trust and problem of finding reliable server has been seen. There is also the challenge of budget allocation for E-marketing practices, problem of budget allocation and high cost of training and high cost of maintenance are there among the challenges of E-marketing practices.

The last objective was to assess if the level of e-marketing practices vary across the star-rated hotels in Addis Ababa. With this regard E-marketing practice has been practiced in the entire star category rated hotels but it vary across them. Thus it is concluded that there is statistically significant mean difference between star rated hotels in terms of their application of E-marketing practices.

## **5.4 Recommendations**

The researcher recommends the following recommendations based on the conclusions to improve the E-marketing practices and to solve the problems or challenges that the industry facing also to look forward to using a good opportunities. According to the finding of this research some recommendations are stated below;

- Hotels should continuously update themselves in using timely information and updating their website regularly to make full use of technology in order to reach a wide market of clients and to keep track of the marketing techniques utilized by competing businesses.
- Hiring the right people at right place/ experts who are knowledgeable and passionate about E-marketing and empowering them to work in innovative ways. Now a day the number of tourism professionals is becoming good related with the previous time. Therefore giving the opportunity to fully participate and engage in the hospitality industry specifically on the hotel sector is needed.
- Building a good communication skill with customers and focusing on conversational marketing and considering the customers as a big asset of the hotel.
- Utilizing timely email newsletter is needed. In both business-to-business and business-to-consumer settings, a well-written email newsletter can significantly differentiate a company.

- Sharing social responsibility like talking about what the organization is doing for the community on social media is a great way to grow your social content.
- Updating the websites regularly can also improve digital marketing by updating the website. Ensuring the website is mobile-friendly and regularly updating the landing page with up-to-date information can help drive more conversions and sales online
- Improving site speed will surely improve the E-marketing practices and being active on social media by consistently sharing content on social media interests the customers.
- Hotels should allow the budget to improve hotel's performance and run a business effectively and efficiently to compete with other competitors that meet the current market needs. Additionally, hotels should invest on E-marketing practices because effective marketing strategies are the products of marketing research.

Generally, tourism industry offers developing nations the chance to develop innovative businesses, finance the preservation of natural and cultural resources, and boost economic empowerment particularly for women who make up the majority of the sector's workforce. The tourism and hospitality industry needs timely and updated technological advancements throughout the time. There are many challenges that bottleneck the industry. Problem of ease of access, lack of infrastructural development that meets the need of tourists, challenge in ICT development, budget allocation problem are some of the challenges. There is also the constraint of budget for implementing E-marketing practices. So that it is recommended that working on maximizing the internet access. This needs a collaborative effort of government, private sector, NGOs, tourists and all stakeholders in the sector. Based on the paper implications, it is noted that the budget that has been allocated for the E-marketing is not as much sufficient as it is needed. So it is recommended that the budget set for the digital marketing should be increased. It is also recommended to advance on enhancing the video technology as a mobile phone service to maximize the hotels performance according to the research findings due to the nature of long lasting of visual image in human being.

## **5.5 Implications for further researches**

This study focused on the current E-marketing practices employed by star rated hotels found in Addis Ababa, Ethiopia. The study was focused on the response rate that was gained from all marketing managers. Therefore, a further study should be done by including the perception of customers. For the future further research can be done for different cities all over Ethiopia. Additionally, a study could be conducted on other organizations other than the hotels such as the manufacturing sector so as to establish whether the similar phenomenon prevails in these organizations.

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## APPENDIX



Addis Ababa University

College of Development Studies

Center for Environment and Development Studies

M.A Program of Tourism Development and Management

Questionnaires Filled by marketing managers

Dear Respondent,

This questionnaire is designed to collect the necessary information to undertake a research on the topic "E-Marketing practices, opportunities and challenges in star-rated hotels of Addis Ababa" for the partial fulfillment of the requirements for the degree of Masters in Tourism Development and Management (MA) at Addis Ababa University.

Please answer each question by making a tick mark (✓) to the option that you choose inside the given box or write your answer on the blank space provided. Your genuine responses are quite vital for the success of this study. Finally, I would like to confirm you that all the information you provide in this questionnaire will be strictly confidential and will exclusively be used for this research purpose only. Your participation in the study is fully voluntary-based, and hence you can withdraw at any stage of the data collection process. Thank you very much in advance for your willingness to spare 15 minutes from your precious time to participate in this survey. Please indicate your willingness to participate in the study by encircling on one of the following options:

- a) Yes, I am willing to participate in this study
- b) No, I am not willing to participate in this study

NB. No need of writing your name.

Yours sincerely, Ababo Mengistu, MA Student at AAU Address:-

Cellphone: +251 942558805 or +251996955933, e-mail:- abmengistu16@gmail.com

Part- I. General Information of the Respondents socio demographic status

Instruction: Please choose the correct information about yourself for Questions 1 to 4 among response categories by putting  $\surd$  mark in the box provided or circle in your preference choice

1. Age (in years)

- a) 18-28 years
- b) 29-39 years
- c) 40-49 years
- d) Above 50 years

2. Sex

- 1, Male
- 2, Female

3. Educational background

- a) TVET Certificate
- b) Diploma
- c) First Degree
- d) Masters
- e) PhD

4. Your experience in the company:

- a) Below 5 years
- b) Between 5 and 10 years
- c) Between 11 and 15
- d) More than 16 years

Part- II Questions on E- Marketing practices in star rated hotels in Addis Ababa

5. Your hotel rate of star

- 1. Five Star rated
- 2. Four star rated
- 3. Three star rated
- 4. Two star rated
- 5. One star rated

6. Does your hotel have its own website?

73

1. Yes

2. No

7. To what extent do you agree that the use of website contributes to promote your hotel business? Please rate the following statements with the following ratings:

1= strongly disagree 2=Disagree 3= moderately agree 4= Agree 5=strongly agree

Items/ Constructs	Rating Scale				
	1	2	3	4	5
The use of website promotes the brand image of my hotel service operating firm.					
The use of website increases the purchase intention of tourists/customers from my hotel business					
The use of website creates awareness on the reservation and other services in our hotel					
The use of website in my hotel has a positive impact on promotion					
The use of digital technology increased the practice of marketing using Electronic tools in our hotel					
Website marketing positively affects the performance of our hotel					

8. To what extent do you agree that the use of mobile phone advertising contributes to promote your hotel business? Please rate the following statements with the following ratings:

1= strongly disagree 2=Disagree 3= moderately agree 4= Agree 5=strongly agree

Items/constructs	Rating Scale				
	1	2	3	4	5
We use mobile phone services as an important e-marketing tool in our hotel					
Mobile phone service enhance our hotel performance					
Promotion via mobile phone positively affected our hotel performance					
Employing video technology as a mobile phone services enhances our hotel performance					

**9.** To what extent do you agree that the use of Email Marketing contributes to promote your hotel business? Please rate the following statements with the following ratings:

1= Strongly Disagree 2= Disagree 3= moderately agree 4= Agree 5=strongly agree

Items/ Constructs	Rating Scale				
	1	2	3	4	5
We frequently use email as an important marketing tool					
In our hotel, employing email communication enhances our hotel performance					
Employing email advertisements increased our hotel visibility					
We released informative articles via email as a marketing tool					
We employ partnering arrangement campaigns					

**10.** To what extent do you agree that the use of social media marketing contributes to promote your hotel business? Please rate the following statements with the following ratings:

1= strongly disagree 2=Disagree 3= moderately agree 4= Agree 5=strongly agree

Items/ Constructs	Rating Scale				
	1	2	3	4	5
In our hotel, we use Facebook, instagram, telegram, YouTube, Twitter, Whatsup, etc to promote our products and services					
We employ informative articles via social media platforms					
Social media promotion increased our hotel marketing performance					

**11.** How important do you think online marketing/Advertising is promoting your star-rated hotel? Please rate each of the statements in the table below on a scale of one to five by putting a tick mark under your best choice.

1= strongly disagree 2=Disagree 3= moderately agree 4= Agree 5=strongly agree

Items/ constructs	Rating scale				
	1	2	3	4	5

Online advertising increases customer retention in our hotel					
Newsletters delivered to loyal customers are more crucial					
Online promotion and advertisement improves our hotel brand image					
Online advertisement lowers cost of promotion instead of brochures & leaflets					

**12.** How important do you think Search Engine Optimization is essential to your star-rated hotel? Please rate each of the statements in the table below on a scale of one to five by putting a tick mark under your best choice.

1= strongly disagree   2=Disagree   3= moderately agree   4= Agree   5=strongly agree

Items/ Constructs	Rating Scale				
	1	2	3	4	5
We consider search engine optimization as a priority bond to communicate with our customers by online advertisement					
Search engine optimization practices are cheaper in cost compared with the rest of other marketing dimension					
Search engine optimization Promotional techniques increase the competitiveness of our hotel					
The higher ranking on search engine optimization, the bigger probability that more customers will come to our hotel					
Search engine optimization improved the our hotel's image recognition					

### Part -III Challenges of adopting e-marketing practices

The following are the list of possible challenges involved in adopting e-marketing practices by organizations. Please rank the following challenges from your hotel perspective from the highest to the lowest.

**13.** How do you rate the following possible listed Challenges in E-Marketing practices?

Please rate each of the statements by using a rating scale of 1 - 5.

Scale: 1= strongly disagree   2=Disagree   3= moderately agree   4= Agree   5=strongly agree

Items/constructs	Rating Scale				
	1	2	3	4	5
Lack of ease of access(low internet access)					
Problem of budget allocation for e-marketing operations					
Problem of brand consistency					
Problem of Finding the right team/lack of expertise					
Problem of Reliable server/security issue					
High Cost of training and maintenance					

Part IV: Opportunities available for e-marketing

**14.** In your opinion, what opportunities are available for the adoption of e-marketing practices by star-rated hotels in Addis Ababa?

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**15.** To what extent your hotel has used these opportunities to build its competitive advantage?

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**16.** What do you recommend to improve the use of e-marketing practices by star-rated hotels in Addis Ababa? \_\_\_\_\_

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Thank you

## ANNEX II

### List of Some Star-Rated Hotels in Addis Ababa

No	NAME OF HOTEL	STAR	No. Of Rooms	No. Of Beds	TEL NO	E-Mail
1	Skylight Hotel	5	373	430	0116176380	Www. Skylight hotel
2	Sheraton AddisHotel	5	294	323	011 5171717	<a href="mailto:reservationsaddisethiopia@luxurycollection.com">reservationsaddisethiopia@luxurycollection.com</a>
3	Capital hotel	5	114	114	011 6 67 2100 0930100714 0911639122 0116672100	<a href="mailto:sales@capitalhotelandspa.com">sales@capitalhotelandspa.com</a> <a href="http://www.capitalhotelandspa.com">www.capitalhotelandspa.com</a>
4	Ellili international hotel	5	155	163	0911202904 0922728318 0115587777	<a href="mailto:info@elillyhotel.com">info@elillyhotel.com</a> m/ <a href="mailto:info@elillyhotel.com">info@elillyhotel.com</a> m
5	Marriott Executive Hotel	5	108	128	011 518 4600	<a href="mailto:reservation@marriothotel.com">reservation@marriothotel.com</a>
6	Radison Blue hotel	5	204	235	0115544412/13 0115157600	<a href="mailto:info.addisababa@radissonblu.com">info.addisababa@radissonblu.com</a>
7	Golden Tulip Hotel	5			0116183333	<a href="mailto:gm@goldentulipaddisababa.com">gm@goldentulipaddisababa.com</a> <a href="http://www.goldentulipaddisababa.com">www.goldentulipaddisababa.com</a>
8	Gatefam Hotel	5	115	115	0116673175 0935402055	<a href="http://www.getfam hotel">www.getfam hotel</a>
9	Debredamo hotel	4	102	102	0115509828 0116612630	<a href="mailto:reservation@debredamohotel.com">reservation@debredamohotel.com</a>
10	Dreamliner Hotel	4	96	110	011 467 4000-7	<a href="mailto:marketingmanager@dreamlinerhotel.Com">marketingmanager@dreamlinerhotel.Com</a>
11	Friendship hotel	4	104	104	0116670201 0116670202	<a href="mailto:marketing@friendshiphotel.com.et">marketing@friendshiphotel.com.et</a>
12	Harmony Hotel	4	150	176	0116183100 0116612389	<a href="mailto:info@harmonyhotelethiopia.com">info@harmonyhotelethiopia.com</a>

13	Intercontinental Hotel	4	151	190	011 550 5066 0115180444 0115540090	<a href="mailto:reservation@intercontinentaladdis.com">reservation@intercontinentaladdis.com</a>
14	Jupiter int. Hotel (kazanchis)	4	102	112	0115527333	<a href="mailto:info@jupiterinternationalhotel.com">info@jupiterinternationalhotel.com</a>
15	Jupiter Int. Hotel(Bole)	4	40	52	0116616969	<a href="mailto:info@jupiterinternationalhotel.com">info@jupiterinternationalhotel.com</a>
16	Momona Hotel	4	60	80	0116672201/07	<a href="mailto:reservation@momonahotel.com">reservation@momonahotel.com</a>
17	Nazra hotel	4	24	27	0114674465	<a href="mailto:If0@nazra hotel. com">If0@nazra hotel. com</a>

					0114666676	
18	Nexus hotel	4	66	66	0111112345 01116670067	<a href="mailto:Info@nexusaddis.com">Info@nexusaddis.com</a> <a href="mailto:Info nexus hotel.com">Info nexus hotel.com</a>
19	Saro maria hotel	4	87	87	0113728000/1 01116672167	<a href="mailto:info@saromariahotel.com/reservation@saromariahotel.com">info@saromariahotel.com/reservation@saromariahotel.com</a> <a href="mailto:stay@saromari hotel.com">stay@saromari hotel.com</a>
20	Sarem International Hotel	4	43	62	011262087/091 1518807	<a href="mailto:reservation@saremhôtel.com">reservation@saremhôtel.com</a>
21	Washington hotel	4	70	85	0911855738 0116392183 0116392239	<a href="mailto:info@washingtonaddis.com/reservations@washingtonaddis.com">info@washingtonaddis.com/reservations@washingtonaddis.com</a>
22	Tegen Guest Accommodation Hotel	4	32	64	011 618 2870 0116182871	<a href="mailto:info@tegenhotel.com">info@tegenhotel.com</a> <a href="mailto:info(at)tegen hotel.com">info(at)tegen hotel.com</a>
23	Addis Regency Hotel	3	33	41	0913141583 0111550000 0911615600	<a href="mailto:info@addisregency.com">info@addisregency.com</a>
24	Addis View Hotel	3	18	23	0111249766	<a href="mailto:addisview@ethionet.et">addisview@ethionet.et</a>
25	Addissinia Hotel	3	60	60	0911511569 0116623634	<a href="mailto:info@addissiniahotel.com">info@addissiniahotel.com</a> <a href="mailto:reservation@addissiniahotel.com">reservation@addissiniahotel.com</a>
26	Caravan hotel	3	37	37	0911522744 0116612297	<a href="mailto:caravanhotel@caravanaddis.com">caravanhotel@caravanaddis.com</a> <a href="http://wwwcarvan addis.com">wwwcarvan addis.com</a>
27	Aphrodite hotel	3	52	52	0912502256 0115522228	<a href="mailto:marketing@aphroditeaddis.com/info">marketing@aphroditeaddis.com/info</a>

						@aphroditeaddis.com
28	Ararat Hotel	3	94	116	011 6461166	info@ararathotelethiopia.com
29	Beer Garden Inn	3	32	36	0116182595 0116182591	info@beergardeninn.com
30	Beshale Hotel	3	64	80	0116478181/88	Info@beshalehotel.com
31	Ambassador Hotel	3	52	60	0116188284 0118296364	reservation@ambassadorhotelethiopia.com / info@ambassadorhotelethiopia.com
32	Crown Hotel	3	71	110	011 4391444 0114391430/31/ 44/45/46	Info@crownhoteladdis.com/ booking@crownhoteladdis.com
33	Cyan city hotel	3	40	45	0911207900 0911517901 0116622121	info@cyancityhoteladdis.com
34	Embilta Hotel	3	39	49	0112758787/56/ 57 0922444612 0911219421	info@embilta-hotel.com / embiltahotel@yahoo.com

35	Global Hotel	3	50	70	011 4663906 011 4664766	<u>globalhotel@ethionet.et</u> global hoteladdisababa@gmail.com
36	Hilton Addis Ababa	3	40 0	705	011 5170000 011 5518400	reservation.addisababa@hilton.com
37	Kaleb Hotel	3	64	84	011 6622 200	reservation@kalebhotel.com
38	King's Hotel	3	34	54	011 3711300 0911699499	kingshotelethiopia.com
39	Monarch hotel	3	80	80	0116672480/2 2 0116672472 0118637107	Info@monarchaddis.com
40	Panorama Hotel	3	65	85	0116616070 0911836692	panoramahotel@ethionet.et
41	Sidra hotel	3	26	31	011661 7777 0116618888	info@sidrahotel.com

42	Reliance hotel	3	31	38	0116672024 0116672002 0116672069	info@reliancehotelapartment.com
43	Seyonat hotel	3	40	50	0911237070 0116626372 0116629746/4 4	reservation@hotelsiyonat.com
44	Solo Te hotel	3	35	45	0116670021	info@solotehotel.com
45	The residence hotel	3	18	21	0115571025 0911503125	info@theresidenceaddis.com
46	Wassamar Hotel	3	66	71	011 6610055/59 0118950489	info@wassamarhotel.com
47	Umma Hotel	3	33	45	0113719445 0911214399 0113728440	request@ummahotels.com
48	Top Ten hotel	3	48	56	0116464449 0116460266	gmanager@toptenethiopia.com
49	Southern Addis Hotel	3	38	38	011 661 0505 011 661 0515	reservation@southernaddishotel.com
50	Zola international hotel	3	24	32	011 673 33 33 0911243966	<a href="mailto:Hotelzola@yahoo.com">Hotelzola@yahoo.com</a> Zola hotel.net
51	Adotina Hotel	2	32	32	0114674101 0114673939 0913146431	<a href="mailto:reservation@adottinahotel.com">reservation@adottinahotel.com</a> <a href="http://www.adottinahotel.com">www.adottinahotel.com</a>
52	Astara Hotel	2	45	51	011 6461166 0114160153 0911056912 0114160182 0114670152	<a href="mailto:Astarabusiness.plc@yahoo.com">Astarabusiness.plc@yahoo.com</a> <a href="mailto:astaraapl@yahoo.com">astaraapl@yahoo.com</a> <a href="http://www.haimihotel.com">www.haimihotel.com</a>
53	Axum Hotel	2	60	72	011 6613916 0915736296	axum.d@ethionet.et / axum.n@ethionet.et
54	Churchill Hotel	2	53	53	011156 8648 011 111 1212	contactus@churchillhoteladdis.com
55	Damu Hotel	2	20	20	0115509828	damuhotel@ethionet.et
56	Desalegne HotelNo.2	2	28	25	011 6624524 0116183030	rooms@desalegnhotel.com/ confrence@desalegnhotel.com

57	Destiny Addis Hotel	2	33	40	0911202904 0115521795	info@destinyaddis.com
58	Edna Addis Hotel	2	33	37	0910646962 0115507003 0115507727	reservation@ednaaddis.com
59	Empire Addis inter.Hotel	2	39	39	0116614523 0116614525/25 0116614524	info@empireaddis.com wwwempireaddis.com
60	Lobelia Hotel	2	31	35	251116673850/ 51/52/53 0911692054 0116673854	@hotell0beliaaddis.com
61	Ghion Hotel	2	19 0	298	011 5513222 0115510240	info@ghionhotel.com
62	Grand Yordanos Hotel	2	12 8	128	0115512470 0115515711 0911028036 0115572180	marketing@grandyordanoshotel.com.et
63	Haimi Apartment hotel	2	28	28	0116161888 0116181834 0116181837	info@haimihotel.com wwwhaimihotel.com
64	Homage hotel	2	20	25	0115516341/09 30033910	info@homagehotel.com /reservation@homagehotel.com
65	Louvera Hotel	2	12	16	011 618 7755	info@louvregrandhotel.com
66	KZ Hotel	2	32	42	011 661 1206 011 662 1607	kzhotel08@yahoo.com
67	Kenenisa Hotel	2	51	51	0911888468	stay@kenenisahotel.com
68	Pacific Hotel	2	45	55	011 645 6371	reservation@pacifichotelet.com
69	Queen of Sheba	2	32	56	011 6615400 011 6180000	Queensheba hotel@ethionet.et
70	Ras Amba Hotel	2	25	25	011 1228080	rahot@ethionet.et / rasambahotel@hotmail.com

71	Trinity Hotel	2	21	27	0911620224	info@trinityaddis.com
72	Soramba Hotel	2	87	87	011 1565 633	<a href="mailto:Sorambahotel@ethionet.et">Sorambahotel@ethionet.et</a> www.sorambahotel.com
73	AG palace hotel	1	19	19	0911405885	agpalacehotel@gmail.com Booking@agpalacehotel.com
74	Ethiopia Hotel	1	11 0	151	011 5517400 011 5510134	<a href="mailto:ethhotel@ethionet.et">ethhotel@ethionet.et</a> www.ethiopia hotel.et.com
75	Fil wuha hotel enterprise	1	57	57	0115519100 0913923535	
76	M.N Int. Hotel	1	91	124	0116620831 0116333435	info@mninternationalhotel.com
77	Paramount Hotel	1	27	27	0911686970 0114390417 0118401404	etparahotel@ethionet.et
78	Semien Hotel	1	60	65	011 1550067 0911368219 0111551410	<a href="mailto:info@semienhotel.com">info@semienhotel.com</a> www.semienhotel.com
79	Three days hotel	1	30	34	011 6612583/82 0911205213	info@3daysINT hotel.com www.3days international hotel.com
80	TDS Hotel	1	25	29	0116635831/16 0912926355 0116610057	tdstravel@ethionet.et / <a href="mailto:tdstravel1@yahoo.com">tdstravel1@yahoo.com</a> om BerBin14@yahoo.com