Functions of zimbabwe tourism authority pdf

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Zimbabwe Tourism Authority, is Zimbabwe's governing tourism body, formed as an act of parliament and acting in accordance with the mandate of the Zimbabwe Tourism Act (Chapter 14:20) of 1996. It is headquartered in the main business district of Zimbabwe's capital Harare. Zimbabwe's tourism management mandate to market Zimbabwe and falls under the Ministry of Tourism. Power is headed by its chief executive, Karikoga Kaseke. Link External Links Zimbabwe Tourism Authority Obtained from Research Article - (2019) Volume 8, Issue 2 Vitaliy Bazera* and Kuranga's Scream *Correspondence: Vitaliy Bazera, Department of Applied Social Sciences, Manikaland State University of Applied Sciences, Mutare, Zimbabwe, Tel: 263773543934, Email: Author info » Zimbabwe Tourism Authority (ZTA) expansively uses the Internet to promote Zimbabwe's destination, little research has been conducted to assess the effectiveness of the ZTA website. The study applied the ICTRT model (information, communications, transaction, relationships and technical merit) just as suggested by Lee and Wang to evaluate the effectiveness of the Zimbabwe Tourism Authority website through content analysis by appraiser experts. The purpose of the study was to evaluate the effectiveness of the ZTA site and research its functional features. The goal was achieved through the website's content analysis of its five features (ICTRT) by expert evaluators. The results showed that the ZTA site was on average effective and more about information and communication. The website is not effective for complex and complex features such as transactions and relationship management. The complexity of the website was recognized as the main determining factor of effectiveness. Conclusions and recommendations were provided on the basis of research results and expert knowledge to improve the effectiveness of the ZTA website. Target marketing organization (DMO) keywords Site performance; ICTRT model; Marketing tourism; Zimbabwe Introduction Since the invention of the printing press, the Internet has become the most momentous development in communication, which has radically changed the way in which we communicate [1]. Worldwide, the number of Internet users exceeds 4 billion, while in Africa it is estimated at more than 460 million. In Zimbabwe it is estimated at more than 7 million, and it is still growing [2]. In Zimbabwe, the Internet has been the fastest growing communication environment ever, contributing to the development of mobile phone technology that is compatible with the World Wide Web [3]. Background technologies have been used in the tourism industry for many years; since the creation of computerized booking systems, information and communication technologies have a universally changed tourism industry [4.5]. Tourism Marketing packages, places, accommodation, food and beverages) promotes the use of the Internet. Incentives to promote the purchase of a travel product can be caused by the Internet due to the availability of photos, multimedia and wealth of information. Information and communication technologies have improved the efficiency of the tourism industry and better competitiveness of the tourist organization and destinations. The Internet has an interactive facility that has made it an important marketing tool in the tourism industry, according to a wilgen study [6], in the US to experience a 35% increase in travelers planning their trips using the internet. Thus, travel marketing organizations need to increase the presence of their websites to meet the needs of customers to achieve their goals. Performing and using a website is a complex and active process [7] because today's customers are highly educated and sophisticated. Organizations can track their performance through website evaluation and contribute to continuous improvements. Targeted marketing organizations (DMOs) are increasing their online presence. DMOs are designed to represent specific areas such as city or country, but not for profit and play the role of economic catalyst, partner, token and developer [8]. The Zimbabwe Tourism Authority (ZTA) is a DMO for Zimbabwe serving tourism promotion, planning and development, research and provision of standards and services. ZTA is available to manage and market Zimbabwe as a leading tourist destination in Africa and the world as a whole. Through the use of websites, DMOs can improve quality of service, customer satisfaction, overcome traditional marketing barriers, and save on its marketing budget [9]. However, DMOs are unable to accept and manage the benefits of Internet technology for business operations (DMAI 2018). ZTA uses various marketing ways to attract tourists, which include a web presence in the form of a sound and informative website Figure 1 below [10]. Figure 1: Zimbabwe Tourism Authority website. The website's performance study is limited and no accepted standard has been developed. Researchers create different evaluation models to measure website performance; researchers adopted the ICTRT model offered by Li & Wang [11] to measure the effectiveness of the ZTA website. It's important for DMOs to measure the performance of their websites from time to time so that they can track the performance of their website using a standard approach over a period of time. The main purpose of this work is to evaluate the effectiveness of the FTA site and research its functional features. The findings are expected to benefit the GTA, tourism organisations and other destinations with better website marketing efforts. Organization for Management of Areas of Literature (DMO) understanding of understanding economic dimension of tourism in terms of supply and demand, thereby directing tourism policy and planning, providing a useful tool for lobbying national tourism [13]. DMO own official websites to support its function in destination marketing. As part of the DMO, government official websites, together with official websites of the tourism ministry at the national level, play a crucial role in promoting destinations as well as individual services and destinations. Therefore, the functions of the website should be carefully selected and developed [14]. The site today is the main marketing tool, the greater the level of sophistication, the greater the impact. In terms of website marketing, website development is not a practice once for everyone. As websites grow from lower stages to higher stages, the level of functionality and interactivity increases, thereby improving website performance. Many studies have dealt with measuring the quality of travel websites in general, which include hotel sites, airline websites, destination sites and travel agency websites, each using their own approach to valuation. There are some methods or approaches used to evaluate, analyze and measure the quality of travel websites, law, Buhalis &amp; Qi [9] summarized methods, such as in counting classes (counting the number of functions and information offered by a travel website), automated (uses software programs to record website usage metrics), numerical computing (formula or mathematical modeling to measure or predict website performance), user judgment (soliciting user feedback and measuring their level of satisfaction with the Likert scale) and combined methods (two or more approaches at the same time). There are standardized forms for evaluating websites used by different organizations using different criteria. The common criteria on website evaluation forms are the accuracy, authority, objectivity, currency, coverage and usability of the website document [15]. Table 1 shows some of the different models of website evaluation criteria and their postulators. Table 1: Website Rating Criteria. Website Assessment Pattern Postulaters Website Features, Information and Currency Subandi &amp; Putra 2017 Content Analysis or Website Quality Index (WQI) by Mikek-Gonzalez, etc., Modified Balanced Scorecard (BSC) Kaplan, Feng, etc., Eight Tips Shriner Six criteria

for analyzing the Dalhuzi University website, (2016); Cornol University Library (2015); Xavier University Library, (2017) Advanced Internet Commerce Adoption Model (eMICA) Schmidt et al., Doolin et al., Information, Communication, Transcation, Relationship and Technical Merit (ICTRT) model Li & Wang, Wang and Russo According to Kaplan & [16] BSC covers dimensions of finance, internal business processes, clients, training and growth of the organization. Bsc Bsc was used to compare U.S.-China websites [17] using dimensions of marketing strategies, web page design, marketing information and technical qualities. BSC does not have the best valuation tool because it covers limited dimensions [11]. The eMICA model was used to evaluate website development in New Zealand[18]. The model has three levels of business processes; promotion, provision and processing. The model did not know the importance of managing customer relationships and rich functionality. Wang &amp; Russo [19] in his study argues that the website depends on the intuitive application of four dimensions of the website; information, communications, transactions and communications. [11] The model was unable to include any technical aspects of the website. Accordingly, they postulated that the website should be evaluated based on five dimensions, including; information, communication, transaction, relationships and technical merits (ICTRT model). The effectiveness of the other four marketing dimensions is directly influenced by the technical dimension. The information function should be sufficiently implemented with the subsequent function of communication, and then the function of the transaction, which allows the development of the function of relations. Websites are increasing in number, and consumer attention to websites is much scarier than website content, websites are meant to attract and retain consumer attention. The overall effectiveness of the site relies on the technical advantages of the measurement. Many studies have tried to measure the quality of targeted websites in particular. As a result, some tools measure attributes that others don't measure, causing some studies to seem missing unlike other studies that measured more attributes. This apparent lack of agreement on a holistic set of website attributes makes it difficult to compare the results of one study with another. In addition, this study used the ICTRT model to evaluate the effectiveness of the ZTA website, as it was also used by Zocota and others. This allows you to compare, if any, on the website. With the ICTRT model, it gives a more comprehensive assessment of the target website. The Research Methodology has highlighted the ICTRT models offered by Li &Amp; Wang [11], to evaluate the effectiveness of the ZTA website in terms of online marketing experts using five dimensions of information, communications, transactions, relationships and technical benefits. Content analysis of the ZTA site was made to achieve the purpose of the study. The list of elements was defined for each of the five dimensions based on a large review of literature, largely grounded in the evaluation of the DMO website [8,11,14,20,21]. The performance and importance of 47 points in the five measurements mentioned were measured on the 5-point Likert scale (1 = very poor - 5 very good). The degree of complexity of the four functions (information, communication, transaction and communication) were measured at the 5-point Likert scale, and 0 is recorded when the item is not on the site [27-29]. Performance cannot be used as a direct performance indicator of a website because the functions of each item are different. Additionally, items have different meanings for marketing purpose efforts. The complexity of application technology affects information, communication, transactional and relationship dimensions on the site. The importance, performance and complexity of each item were taken into account when measuring the effectiveness of the site in this study. The researchers assessed the relative importance of all 47 items in five dimensions, and the performance score in each element was calculated using the following equation: Efficiency = Performance × Importance × The effectiveness of the complexity of the elements under technical advantages eliminates complexity. When evaluating the site, the ZTA was taking into account three aspects of the importance, performance and complexity associated with each of the programs, in terms of marketing. If the FTA website implements more important and complex items, its overall performance assessment should be very high in terms of overall marketing efficiency and resource allocation. Sampling and data collection To understand the effectiveness of the ZTA site [22], researchers conveniently and purposefully selected a sample of ten experts in the field of online tourism marketing and site developers to fill out online questionnaires. Respondents were informed of the study's objectives so they took due diligence in response to an online questionnaire, critically sticking to features on the site and giving their expert judgment. Respondents were given ample time to get acquainted with the ZTA website, and the answer to the question was at their own pace. Finally, the two researchers worked together to test, confirm and analyze the results [30-32]. Results and discussions In order to evaluate the performance of the FTA site, the website was critically analyzed on the content by experts on the ICTRT model and the results are presented in the following tables. Of those surveyed, 50% have more than five years of experience. They are highly educated with masters or the highest degrees in their specialties. To confirm the results, the researchers questioned the results by examining the website, some of the measurements shown in Figure 1. The average of 33.03 in performance illustrated in Table 2 shows that the FTA website is on average effective on informational aspects. Information is abundant on the highly performing event calendar website, supported by a performance value of 47.41 and information about packets with a value of 21.00. However, information about events appears to focus on state organised events such as the Sanganai Travel Expo, and there is no information on the events of other key stakeholders in the tourism and hospitality industry. Espite the fact that there is a large amount of information on the website, the value of 3.54 about the importance may have been due to the lack of regular website updates. The information had an average effective score of 33.03, which shows average performance as information greater per number is supported by an average of 2.80 per complexity. Website information by market segment scored 30.22, showing that the website's marketing strategy is not segmented, and it's short arms marketing that yields low profitability. The site cites state facts at the national level and does not cite state facts according to tourist attractions. State facts scored 24.86, showing it was less effective (Table 3). Table 2: ZTA Website Information Dimension.

Attributes	Importance	Complexity	Performance	Effectiveness
Activities Information	3.67	2.44	3.67	32.86
Accommodation	3.78	2.44	4.11	37.96
Attraction Information	4.11	2.33	3.89	37.30
Events Calendar	4.44	2.67	4.00	47.41
Entertainment Information	3.22	2.67	3.44	29.60
Maps and Directions	3.78	2.78	4.00	41.98
Restaurant Information	3.56	2.67	3.33	31.61
Travel Packages	3.22	2.44	2.67	21.00
Travel Guides/Brochures	3.56	2.33	2.89	23.97
Transportation Information	3.89	2.22	3.22	27.85
Photo Gallery	3.67	2.22	3.89	31.69
Links to Regional/City/Areas Pages	3.11	3.56	3.00	33.19
Shopping Information	3.22	3.44	3.00	33.30
Information by Market Segments	2.67	3.78	3.00	30.22
Visitors Centre Information	3.67	3.33	3.11	38.02
Travel tips	3.78	2.56	3.22	31.11
State Facts	3.22	2.78	2.78	24.86
Local Weather Information	3.56	3.22	3.11	35.64
Virtual Tours	3.22	3.33	2.89	31.03
Average	3.54	2.80	3.33	33.03

Table 3: Communication dimension.

Attributes	Importance	Complexity	Effectiveness
Search Feature	4.11	3.33	3.33	45.68
Contact Information	4.33	2.78	4.33	52.16
Brochure Request Capabilities	3.78	2.56	3.67	3
Target Image Communications	3.78	3.33	3.67	46.17
Multiple Language Versions	3.56	2.56	3.33	30.29
Electronic Newsletter	3.67	2.89	3.3	044	36.49
Social Media Links	3.44	2.89	2.78	27.64
Feedback Forms	3.56	3.22	3.44	39.46
Survey	4.11	2.56	3	.67	38.52
FA Questions	4.00	3.00	3.56	42.67
Average	3.83	2.91	3.52	39.31

Contact information is very effective on the site because it scored high as its importance, performance. DMO authorities can be contacted by phone, email, fax and social media platforms, there is also a physical address, so the website is highly effective. Links to social media scored 27.64. The meaning of links on social media may have been due to the position of links at the far end of the home page, which a lot of time, that takes scrolling down. The site is not translated into other languages only in English and its effectiveness has received a value of 30.29. The tick, etc., [20] compared the ZTA website and the South Africa Tourism website and found that it surpasses contact information because it has physical addresses (Table 4). Table 4: Transaction Dimension

Attributes	Importance	Difficulty	Online	Performance
Booking	3.78	2.33	3.67	32.32
Event tickets	3.78	2.11	3.44	27.47
Ride tickets	3.78	2.22	3.11	26.12
Shopping trolleys	2.89	2.2	89 44	3.00	21.18
Web Seal Certification	3.22	3.00	3.33	32.22
Average	3.49	2.42	3.31	27.98

Transaction measurement results are the second most effective measurement because the website does not have shopping baskets, which are very important for the sale of travel products on the Internet. The website is rich in information, but it can't turn it into business operations because there are sales platforms for events and ride tickets. The website is not effective because it does not perform any disclaimer role on behalf of stakeholders, which may mean that once potential customers have viewed the website, they still need to find other websites online where they can make their reservations about travel products (Table 5). Table 5: Dimension of communication.

Attributes	Importance	Complexity	Effectiveness
Privacy Policy	4.00	3.00	4.11	49.33
Offers and Discount	3.22	2.44	3.89	30.63
Personalization	3.78	2.22	3.67	30.78
Cross-selling capabilities	2.78	2	067	3.56	26.34
Incentive Programs/Content	2.89	2.67	3.44	26.54
Customer Loyalty Programs	3.44	0.00	Average	3.35	2.60	3.73	32.54

Results show that there are no customer loyalty programs on the site. Cross-selling opportunities are also inefficient. For a website to be effective, it must have important attributes that encourage relationships with current and potential customers. The results showed that the website was not effective because it scored zero on customer loyalty programs and the lowest under incentive programs (26.54) and cross-selling opportunities (26.34) (Table 6). Table 6: Technical Dimensions on Merit.

Attributes	Importance	Performance	Links	Performance
Links	4.22	3.89	16.42
Load Time	3.78	4.00	15.11
Search Engine Recognition	3.67	4.00	14.67
Appearance	4.00	3.67	14.67
Navigation	3.67	7	3.078	13.85
Web page design	3.56	3.44	12.25
Sitemap	3.67	3.44	12.63
Average	3.79	3.75	14.21

Results show that the FTA site is very effective in terms of technical attributes of merit, because this dimension determines the effectiveness of information relationships, transaction performance, and relationships of any website. The website's technical attributes are effective with the work of links taking up a high place (16.42), although web page design (12.25) and sitemap (12.63) scored low but above average. There, the website is well recognized with systems, as the website is supplied within the limits of the three search results of any search engine. Conclusion and recommendations Website is very effective in terms of communication with further information, which is the effectiveness of technical advantages. No dimension has gained 100% even on a single attribute estimated, and this is supported by Subandi &amp; Putra [14] who said there is no perfect website. The effectiveness of the site is influenced by a number of factors such as finance, technology and developer knowledge. In addition, website development is dynamic. ZTA uses the website for Zimbabwe's market destination for international potential visitors in today's technologically driven world. The website should teach the tourist about the destination and become portals for the provision of services. The ZTA website plays a crucial role in attracting more tourists and increasing their satisfaction. As such, the ZTA website must be evaluated regularly using different methodologies to make sure it performs its integrated marketing function and if no corrective action is required. The results of the assessment of the FTA website according to the ICTT model show that the FTA does not effectively use its website. The ZTA website has information that is expected to be on the website but is not linked to all of the country's cities and attractions. Website information should be updated regularly because some of the information appearing on the website has reached its importance. There are links to the main attractions, but there are no alternative tourist links available on the site. Transactions and relationships seem to be the weakest areas on the ZTA website, the website doesn't have to be just a marketing tool, but it should adopt complex technical attributes and become a sales tool. The website should act as a central booking system and assist in the distribution of the country's tourist products. The website should include the private business agenda and link them to the website, rather than acting as a government agent only in how the tourism industry is also dominated by private business. Their site is only nationally no regional tourism websites, there is a need to come up with regional websites that feed or link to a national site, so there will be no information overload. It will be easy for a tourist with specific interests in the country to certain tourist regions [11.23]. From the results it shows that the website focuses on quantity, not quality, the homepage seems to be a blog site. There is a need to filter information and focus on quality that will increase website loading times by discarding too many graphics. There is a need for expert advice in improving the ZTA website with a strong budget to develop or purchase systems that allow the website to do sales transactions and offer personalized services. The website should be able to international languages so that tourists from all over the world can use it. The website has a sitemap that makes it more efficient, however it uses Google maps that snip time to navigate and localize. There is a need to come up with an online Zimbabwe map that is quick to navigate and localize [20]. The study interests professionals by providing them with a conceptual DMO website evaluation model that integrates technology with marketing principles. Website evaluation through information, communications, transactions, relationships and technical attributes allows authorities to understand key areas that require improvement for the effective operation of the DMO website. The study worked with experts from outside the GTA, which means it lacked an insider's perspective on analysis. In the future, ZTA website designers and their online marketers can participate in website evaluation for better results because their experience matters.

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