Tourism e-Commerce in the Internet Based-World: A case of SWOT analysis of Olduvai Gorge in Tanzania

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Abstract

Since way back from the 1870s, new technologies and discoveries have become increasingly popular towards today, the era of internet technology is at the center of scientific, technological, economic and social research. We have witnessed information flow (i.e., video, images, audio, and text) and fast communication via the internet. Such advances in information sharing in a world-like-network have a significant impact to the tourism industry, providing a contingency approach towards economic expansion. However, the scope of information sharing through the internet to improve Tanzania tourism is mostly not explored. Using the SWOT technique, we attempt to analyze the present state of Tanzania tourism's e-commerce of the most famous site, the Olduvai Gorge and consequently suggest strategies for the future progress of this key sector contributing massively to the Tourism economy.

Keywords: *Tourism, E-Commerce, Internet Based-World, SWOT Analysis*

1.0. Introduction

1.1. Overview of Tourism E-commerce in Tanzania

Not only in Tanzania but worldwide, e-commerce has introduced new implementation techniques, collaborating with customers, as well as conducting business (Quaddus & Achjari 2005). In this sense, e-commerce is measured as a crucial engine of the tourism industry in marketing simplification around the world, increasing customers and improving efficiency.

The implementation and application of e-commerce in the Tanzania tourism field have created new opportunities to present innovative and new ways of doing the tourism business. The ability of e-commerce to moderate business rates and increase efficiency is a determining factor in increasing adoption and application. As a result, Tanzania tourism organizations that apply e-commerce inventions can strengthen their ability to increase the value of their services and products (Tumsifu & Boter 2010). Given the potential of globalization, the application of e-commerce can simplify the development of markets internationally by adding the consumer base. The tourism sector is one of the fastest-growing sectors in Tanzania. The tourism sector is good for about 12% of GDP and 25% of foreign exchange rates (LunogeloMbilinyi & Hangi 2009). In order to ensure continuous reimbursements, the sector calls for an improvement in competitiveness by responding quickly to the E-commerce atmosphere of violent, competitive universal tourism. The introduction of e-commerce to the tourism industry can offer significant cost reductions and can help as a basis for competitive advantage if tourism organizations can participate in numerous actions in their supply chain. Offer and deliver personalized and enhanced travel experiences.

However, the Olduvai Gorge is very significant to tourists and archaeologists since it is the home-grown of early stone tool skills and deliver the formation of exceptionally well documented and linked structure of environmental, paleontological, archaeological and hominines persist over the last two million years yet taking comparison with other fields in Tanzania.

Ecommerce application at the Olduvai Gorge site appears to be abandon due to the various causes such as there are no backup organs correlated to Olduvai Gorge E-commerce tourism. In this Internet-based world, efforts to advertise Olduvai Gorge are crucial. However, today, the Tanzania Tourism authority provides inadequate supportive strategies to draw investment from external. Thus, in its current state, the site does not benefit the indigenous people's life status.

Despite the famous archaeological aspect Olduvai Gorge has, there is no critical study that has been done to design and develop the Tourism E-commerce structure to cope with the development of the Internet on the tourism attraction advertisement (Atadil *et al.* 2018, CostaCarvalho & Rodrigues 2018). This situation requires immediate efforts to ensure Olduvai Gorge becomes a life-changing site out of its richness.

We divide our work in three parts,

1. We briefly discuss an overview of Olduvai Gorge (Pale-anthropological site and the application of tourism e-commerce in Olduvai Gorge site, the section will go further to light out the problem plaster tourism e-commerce on Olduvai Gorge site, and finally the first section will watch out the internet-based world and its consequences on Olduvai Gorge tourism e-commerce.

2. We explain how taking advantage of the internet-based world to enhance the development of the Olduvai Gorge site by using the SWOT techniques to figure out the new status of the Olduvai Gorge site on tourism e-commerce.

3. The last but not least is the conclusion and recommendation.

1.2 Olduvai Gorge (Pale-anthropological site)-Tanzania

The Olduvai Gorge, also known as Olduvai Gorge is one of the record significant pale anthropological sites in the world. The early human development has been linked to this site, providing a clear understanding of human origins (Meshack 2015). The Gorge is steep-sided, located in the Great valley that bounces crosswise East Africa; it is about 48metres long found in the eastern Serengeti Plain in the Arusha Region. In 1945, the British pale archaeologist Dr. Mary and Louis Leakey with their archaeological team recognized and advanced the excavation and research sessions at Olduvai Gorge which attained excessive advances of human awareness and world-renowned position (Uchukuzi 2003).

1.2.1 Application of Tourism E-commerce in Olduvai George

The application tourism e-commerce on Olduvai Gorge implies the use of electronic strategies to the growth of Olduvai Gorge tourism production, management, and marketing to both archaeologists and tourists (Park & Kang 2014). Therefore if the proper utilization of the internet will be adapted to this site will provide rich information and help the customers to plan their stuffs about the site before, on visit and after visit.

By using modernized internet at the site will help the tourism organization to provide new market tactics, launch a new market and offer a couple of information about Olduvai Gorge products and services which will help to advertise the place worldwide. Therefore there is a great potential set up of internet structures in Olduvai Gorge for sustainable tourism growth.

1.2.2 Existing problems plaster Tourism E-commerce in Olduvai George

Tanzania government tries to set up e-service to its sectors like e-government payment, social media electronic act of 2016, and e-commerce application in the big national parks like Serengeti and Mikumi (Meshack 2015, Jeremiah) but all these efforts do not touch the famous archaeological site Olduvai Gorge.

Although there is plenty of Wikipedia information about the site, there are no efforts taken by either government or tourism stakeholders to offer the full picture and detailed information about the site. Most of the information obtained is printed and published. The world now is changing from hard copies to digital systems, this, makes the site to be infamous in contrary to its richness, the site lacks human-touch content, lack attractive picture in the internet-based world and makes low contributions to the tourism economy of the country.

1.2.3. Internet-based world and Its Consequence on Olduvai Gorge Tourism E-commerce

Internet-based world relies on the internet. The emergence of the internet has changed education, business, and tourism systems. E-commerce is seen as the driver and has the great impact on tourism industry since it is a critical factor of tourism organizations to expand the customer's base, launch and facilitate new markets and to improve the efficiency (Park & Kang 2014).

Thus, this internet movement cannot leave behind the Olduvai Gorge, so Olduvai Gorge stakeholders should restructure the production, management and marketing strategies to cope with the existing E-commerce situation, leaving E-commerce behind at Olduvai Gorge will affect not only the reputation of the site but also the tourist and archaeologists volume to visit the site. Last but least, the site will fail to capture a real picture in the world market.

2.0. SWOT Analysis on the E-commerce Structure of Olduvai Gorge Tourism

The SWOT analysis on e-commerce tourism is offered to recognize strengths, weaknesses, opportunities,, and threats that might assist in designing marketing strategies and plan for e-commerce to (BozOzkul & Aydin 2007).

2.1.1. Strengths

2.1.1.1Popularity of the Site

Olduvai Gorge is one of the famous archeologist sites not only in Tanzania but also throughout the world, rich in archeologist information suitable for new and coming archeologists. The site is with full human development history (Uchukuzi 2003). It is essential that Olduvai tourism companies display the richness of the site on the Internet across multiple rooms, off-channel advertising transitions to free online sales mode, such as social networking sites, and enter several activities carefully segmented marketing wisely to invite people to visit the site for sustainable tourism in Tanzania.

2.1. 2. Weakness

2.1.2.1. Poor IT skilled Personnel

Tourism in Olduvai Gorge has little to do to train staff, and communities around the site have poor basic knowledge on e-commerce and have virtually no knowledge, not concerning the advancement of e-commerce (MagobeKim & Chang 2015). Therefore, Olduvai Gorge E-tourist work is a form of painting on the old canals. It is very difficult for them to catch up with the internet-based world. The lack of e-commerce staffing skills in this sector is impeding the Olduvai Gorge e-commerce to gain momentum. Olduvai Gorge E-commerce tourism business requires investment and capital flows and must also provide a staff team with state-of-the-art technology.

2.1.3. Opportunities

2.1.3.1. Tanzania Population.

Tanzania's population is about 55 million people (es Salaam 2018); since the Internet has already been an essential part of everyday life means that the large population can access Internet services as the easiest way to access or find information over the Internet. While the Internet is available, people receive all the information they want from the network anywhere. Therefore, to some extent; The Internet is recognized as one of the most reliable sources of information. This is a break or does step for the Olduvai tourist e-commerce and it will be better to leverage the most important data to make Olduvai e-commerce business to improve.

2.1.3.2. Government Support on E-structure Set Up

Tanzania government has taken some measure to set up e-structures to its organization like e-payment. Although these efforts do not touch Olduvai Gorge, but the government to allow policies and regulations to support e-commerce is seen as an opportunity to Olduvai Gorge at time when the efforts will trickle down the effect to the site.

2.1.4. Threats/Challenges

2.1.4.1. Data Safety

Privacy is undoubtedly a significant threat to people's information in this internet-based world (MagobeKim & Chang 2015). This threat can be avoided over the Cyberspace. People in a few steps have discovered the danger of personal entropy clearly on the Internet, so they are increasingly concerned about the encroachment of privacy and leaks. The Government must also take a number of laws to protect the public's personal information. Anything on the internet will be seen to the part of the world. Even some tourists visit Olduvai Gorge when sharing their stuff can be stored and recorded electronically. If information assemblage is considered frightening or invasive, the consumer will not be satisfied; those troupes lose their allegiance. However, some customer do not as someone else knows about his or her privacy.

3.0. Conclusions and Recommendation

a. Conclusion

Should Olduvai Gorge achieve the full development of e-commerce tourism in this internet world, it must establish a multifaceted energy and e-commerce system. Any company that ignores its influence will one day be reduced its performance (Feizollahi *et al.* 2014). Besides, communication with the public through social networks has developed rapidly in these years and is now famous, such as Facebook and Instagram. Users can also operate their business through e-business services provided by mobile phone companies. Internet platforms include long-term integration and communication and can be used as a solid foundation for the electronic business delivery system for tourist e-commerce in Gorge Olduvai.

b. Recommendation

The government must brand a decent blueprint intended for the progress of e-commerce tourism, and the constructive outputs of e-commerce tourism on Olduvai Gorge tourism can be completely recognized. Local authorities, including Ngorongoro Conservation Area Authority, NCAA should reconsider the progress of e-commerce tourism with the recent status quo of e-commerce and the growth of tourism and pay more attention to the connection between e-commerce tourism and tourism development.

Declaration conflict of interest

The authors proclaim that there is no conflict of interests concerning the publication of this work.

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