BIODIVERSITY CONSERVATION FACTORS INFLUENCING WILDLIFE TOURISM AT OLJOGI CONSERVANCY IN LAIKIPIA COUNTY, KENYA

BY

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DECLARATION

"This thesis is my original work and has not been submitted for the award of a degree in any other university"

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DEDICATION

I would like to dedicate this thesis to my family. Many thanks to my wife Robertinah Mbula, for her calming nature, conceptual insight and always being there for me, my son Lincoln Nzomo through whom I have learnt that patience is a virtue. To my parents, John and Winfred Nzomo, brothers and sisters, for believing and instilling in me that   hard work finally pays, I thank you abundantly.

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OPERATIONAL DEFINITION OF TERMS

Base: These are the conceptual structure or entity on which visitors draw their preference on.

Biodiversity Conservation: Biodiversity conservation refers to the preservation and management of biological diversity in order to gain resources for long-term development.

Experiences: It is a particular instance of personally encountering or undergoing something. The term is generally used in leisure and other industries to describe the essence of what customers are seeking and paying for.

Habitat conditions: This relates to the environmental status of a habitat. A habitat provides all of those necessary physical circumstances for a creature to thrive.

Habitat: The area where a particular organism lives.

Preference: This is the aspect of having a liking or interest in one thing over the others. Here, it is the interest of one wild animal over the others by visitors to the conservancy.

Protected area: This is a clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values. They include parks and national reserves.

Unique Animal: This is an animal that can be defined separately from other species. It has characteristics that make it special and different from other animals.

Visitor: This is an individual who travels for less than 12 months to a destination different from his or her typical

environment and their primary aim of traveling is never to look for work in this same destination.

Visitor's preference   This is the act of selecting from among a set of wildlife choices as influenced by visitor's motivations

Wild Animal: Any animal living in a natural, undomesticated state.

Wildlife Conservancy: This is an area managed mainly as a habitat for wildlife, but may also support other compatible uses such as livestock ranching and tourism.

Animal Conservation: An approach to managing wildlife that is aimed at protecting wildlife species and their habitats while still allowing some forms of sustainable use

Wildlife Tourism: Non-consumptive interaction involving wildlife, such as seeing and photographing wildlife in its natural ecosystems, fall under this category. It combines the thrills of adventure travel with the benefits of ecotourism and environmental conservation activities.

Wildlife: Wild animals, along with all untamed lifeforms such as birds, insects, plants, fungus, and even microscopic organisms.

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LIST OF ABBREVIATION AND ACRONYMS

ASAL　　　: Arid and Semi-arid Lands

AWF　　　: African Wildlife Foundation

CMS　　　: Convention on Migratory Species

COVID-19　: Corona Virus 2019

CRC　　　: Cooperative Research Centre

CVR　　　: Content Validity Ratio

GEF　　　: Global Environmental Facility

GoK　　　: Government of Kenya

JICA　　　: Japan International Cooperation Agency

KATA　　　: Kenya Association of Travel Agents

KATO　　　: Kenya Association of Tour Operators

KFS　　　: Kenya Forest Service

KWS　　　: Kenya Wildlife Services

LWC　　　: Lewa Wildlife Conservancy

LWF　　　: Laikipia Wildlife Forum

NACOSTI　: National Commission for Science, Technology and Innovation

NGO　　　: Non-Governmental Organization

OPC　　　: Olpejeta Conservancy

PAs   : Protected Areas

SPSS   : Statistical Package for Social Scientists

UNDP   : United Nations Development Program

UNEP   : United Nations Environmental Program

USA   : United States of America

WTTC   : World Travel & Tourism Council

ABSTRACT

Wildlife-based tourism generates significant cash that can be utilized to fund ecological efforts. The focus of this research was to look at the biodiversity conservation factors that influence wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya. Specifically, it sought to profile visitors in relation to preference of wildlife tourism, determine visitors' preference to wildlife tourism, and examine satisfaction levels in addition to whether animal conservation influenced wildlife tourism at Oljogi conservancy. This research would be of value to various stakeholders. Policy makers for example, the government, Kenya Wildlife Services and Kenya Forest Service, among others, may find it important as it forms the basis for policy formulation to improve wildlife tourism. This research could potentially be beneficial to management of the Oljogi Conservancy as it could drive the formulation of strategies that could improve wildlife tourism in that institution. The information would also serve as a crucial tool to tourism marketing organs like the Magical Kenya brand. Findings from the proposed study would be useful to private sector players like KATO and KATA to achieve their animal conservation strategies. NGOs in conservation, would also find the study equally important as well as other researchers and scholars. The study was based on a descriptive research design. The target population was 13,728 tourists who visit Oljogi conservancy annually. The visitors as well as tour guides were key informants. The survey's 384 tourists were chosen using random selection, whereas the tour guides were chosen using convenience sampling. To get information from the visitors, a structured questionnaire was used while an interview schedule guided collection of data from the tour guides. Results revealed that observing wildlife in its natural environment, behaving naturally and viewing unique wildlife were the three most important features in tourism experience. For the most part, the visitors we engaged for research were witnessing their favored wild creature for the very first moment. Nonetheless, the majority of tourists interacted with, handled, or fed wild animals that were friendly in nature as well as uncommon and distinctive. The research further discovered that the black rhino remained the more preferred species, followed by leopard as well as the lion in this sequence. The conservation status of the Oljogi too was considered to be satisfactory. This research found that the tourist profiles for wildlife preferences, as well as habitat conditions, had a substantial impact upon wildlife tourism in Oljogi Conservancy. Furthermore, the significant number of individuals who stopped at Oljogi Conservancy were really pleased with their wildlife encounter. At Oljogi Conservancy in Laikipia County, Kenya, the investigation demonstrated that biodiversity conservation factors influence wildlife tourism. The research proposes appropriate strategies to guarantee endangered animals' preservation, an expansion in the percentage of chosen wild creatures, and a high degree of visitor satisfaction. A comparable study should be conducted in national parks and reserves so that the results may be compared.

CHAPTER ONE: INTRODUCTION

1.0 Background to the study

Wildlife based tourism is one of the key subsectors within the tourism sector (Higginbottom & Buckley, 2014). As an example, watching wildlife like Seals has gained reputation in Iceland (Granquist & Nilsson, 2016). Despite the popularity, studies on wildlife tourism are limited with the regulatory frameworks related to wildlife tourism lacking (Curtin, 2015). While wildlife tourism has the potential to excite visitors and enhance their passion in wild animals, that can safeguard specific protected areas and communities (Kirkwood & Hindell, 2014), it could as well have adverse consequences, such as behaviour or physiological changes in the animals involved (Green & Giese, 2017).

The tourism industry is a significant component of the world economy, contributing about 10.4% of world GDP and employing one out of every ten people in the world (319 million). Defining the economic benefit of wildlife tourism as a target market inside of international tourists is a critical step toward giving information that can be used to demonstrate the economic benefit of wildlife habitat protection as a favorable counterbalance to environmental pollution but financially financially viable activities. Wildlife tourism (WT) - described as seeing and encountering wildlife in its natural habitat – is becoming a more widely acknowledged aspect of the wider Travel & Tourism industry. Considering the potential risks to wildlife globally, such as habitat degradation, climate variability, as well as the effects of poachers, the relevance of WT is even higher. While the significance of this type of tourism is well

acknowledged, stats on WT are sometimes outdated, inadequate, or confounded with other types of tourism.

On a global level, the US has established itself among the most important global markets for WT, owing to its enormous domestic populace and high international visitor traffic. In 2017, 330.9 million people visited US protected areas, up from 275.6 million in 2007 (US National Parks Service, 2017). Nevertheless, hardly all of such visits are associated with WT, and not all WT takes place in National Parks. The US, on the other hand, has great WT statistics thanks to the National Study of Fishing, Hunting, and Wildlife Related Recreation, which is done every five years (the most recent data being for 2016). (Fish, & Wildlife Service, 2018). Thailand's PAs are spread out around the nation that make up approximately 14% of the nation 's overall geographical acreage, with 7% of national parks, 7% of game reserves, and 1% of non-hunting zones and forest parks (Chettamart, 2013). Thailand comprises a record of 238 PAs, which comprise 19% of the total land area as well as 2% of its maritime territories. There are 120 national parks (three of which are ASEAN Historical monuments), 24 maritime national parks, 58 animal reserves, and 13 non-hunting zones in total (UNEP-WCMC, 2019).

Wildlife has long been a significant source to Africa's Gross domestic product. South Africa has 1,544 protected areas, accounting for 8% of its acreage and 12% of its maritime areas. The bulk of protected areas being managed by private landowners, which is unusual when opposed to other country case reports, that are mostly handled by government (UNEP-WCMC, 2019). Kruger National Park in South Africa is known for its diverse wildlife population as well as excellent environmental

management practices and regulations. It is one of Africa's largest parks, with a total area of 20,000 km^2. It's well managed, with huge, steady wildlife population. The majority of park tourists are South Africans, with 79 percent (Grünewald, Schleuning, & Böhning-Gaese, 2016). Predators such as lions, leopards, and cheetahs occupy a considerable percentage of tourists' watching duration.

The African elephant, Cape buffalo, African lion, African leopard, African rhino, whales, and Great white sharks may all be seen in Addo Elephant National Park, which is located in the Eastern Cape province. Lindsey, Alexander, Mills, Romaach, and Woodroffe (2017) discover that giant herbivores and carnivorous predators are by far the most common, especially amongst first timers and foreign travelers, around the nation's PAs. Despite this, African visitors and seasoned wildlife watchers are much more fascinated in the diversity of birds and plants, landscape, and uncommon, less readily viewed, and/or less well-known creatures (Lindsey et al, 2017).

According to estimates from All Africa (2018), Tanzania's tourism industry generated 11.7 percent of its country's GDP, employing 2.3 million individuals. Tanzania contains a diverse range of protected areas, including national parks, game reserves, marine parks, and forest reserves, all of which are rich in biodiversity. There are 16 national parks, 28 game reserves, 44 game-controlled areas, and 38 wildlife conservation zones in this territory as of 2017. Such environments include anything from sea ecosystems to grasslands and mountainous regions. Indeed, Tanzanian territory is safeguarded to the tune of one-third. Tanzania's protected wildlife reserves occupy 246,260 km2, or 26.6 percent of the nation 's entire geographical region.

Tanzania receives approximately 1.9 million ecological tourists annually, as per the World Bank (2018). Tanzania's 840 PAs occupy an unusually substantial percentage of the country's land, accounting for 38 percent of total land area and 3 percent of total maritime area. Almost every PA is overseen by a federal ministry or agency (UNEP-WCMC, 2019).

Wildlife tourism has attracted increasing academic and industry attention. This increasing attention is in response to the overall public's growing environmental consciousness (Green & Higginbottom, 2018). People's attitudes about the environment are relatively favorable (Tarrant, Bright, & Cordell, 2015; Kellert & Berry, 2016), and environmental concerns are receiving increased emphasis in the media and educational curricula in schools (Newby, 2014). Hunting, capturing, and the exploitation of animals in research have all received widespread public condemnation from animal rights advocates (Schmidt, 2018). Animals have gained the focus of ecological preservation campaigns since individuals can sympathize with their predicament, and much wildlife tourism concentrates on endangered or vulnerable animals (Shackley, 2017). While addressing conservation, youngsters usually typically cite enormous animals with a strong public profile, such as elephants, whales, and pandas, according to Kilinc, Eroglu, Boyes, and Stanisstreet (2013). It highlighted the media interest that had been focused on preservation of such animals, additionally to the distinctiveness of these animals.

Wildlife tourism is tired and declining locally and globally (Higham & Shelton, 2011). This has been accrued to challenges related to wildlife habitats, animal conservation, visitor's preference and satisfaction. Sindiga (2014) posits wild animal

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conservation areas are designated as national parks/ marine parks and national reserves/marine reserves; in addition, there are game reserves. This categorization is important for the discussion on policies for the distribution of benefits accruing from wildlife (Sindiga, 2014). According to the Ministry of Tourism and Wildlife (2019), national parks are owned by the government and managed by the state for conserving wildlife and flora. The conservation seeks to preserve wildlife for aesthetic, scientific and cultural reasons; provide educational and recreational facilities as well as attractions for tourists including serving as a major basis for the economically profitable tourist industry. In addition, it is expected to sustain such other activities as commercial photography and act as water catchments (GoK, 2015).

Wildlife tourism has been heralded as an approach for sustainable economic value while supporting animal conservation and local communities (Shackley, 2017; Weaver & Lawton, 2017). The wildlife tourism in the natural habitats has become an attractive and highly lucrative activity (UNEP & Tapper, 2016). Globally, many countries and regions rich in biodiversity but poor economically have been vigorously promoting tourism as a conservation tool in their protected areas since the 1990s. These include Nepal (Bookbinder, Dinerstein, Rijal, Cauley, & Rajouria, 2018); Indonesia (Walpole & Goodwin, 2017); and Costa Rica (Stem, Lassoie, Lee, , & Deshler, 2013). China has also advocated tourism to improve the economic status of reserve administrations and local communities (Cong, Wu, Morrison, Shu, & Wang , 2014).

Wildlife tourism is an important part of conservation efforts. Throughout history, individuals have had intimate interactions with wildlife (Orams, 2017). Wildlife encounters take place in a variety of places around the world. It's a low-impact activity that involves the non-consumptive usage of wildlife (Green & Higginbottom, 2018). Humans exhibit distinct preferences for animal species, according to Woods, Gabriel, and Weng (2015). The ability to understand visitors' animal needs and the characteristics that makes creatures attractive would aid zoo management in wildlife acquisitions as well as the development of teaching and interpretive programs (Ashley, Mdoe, & Reynolds, 2013).

Wildlife tourism in protected areas is a form of recreation that has gained increasing popularity in recent years, especially in Africa where the abundance and diversity of wildlife is a major tourist attraction (Shackley, 2017; Woods, Gabriel, & Weng, 2015; Reynolds & Braithwaite, 2011). Increase in demand for wildlife tourism is particularly important for protected areas in Africa where revenue from this type of recreation is crucial for the continued existence of the conservation areas.

In Kenya, 89% of the wildlife population is actually found outside protected areas (Ervin J, 2003). Laikipia County is well endowed with wildlife tourism resources mostly in ranches, sanctuaries and conservancies which invest in wildlife conservation, protecting internationally and nationally important endangered species, for example, black rhinoceros, white rhinoceros, wild dogs among others (Lindsey, Alexander, Mills, Romañach, & Woodroffe, 2007)

Only Taita Taveta and Laikipia Counties had significant increases in their proportion of the total "national" wildlife between 1977 and 2016. (Ogutu, Piepho Said, Ojwang,

Njino & Kifugo, 2016). These species contribute in maintaining Kenya as a favored tourism destination, and ensuring Laikipia's attractiveness as an international destination (LWF, 2013).

Over the last two decades, Kenya has marketed itself as a predominantly wildlife tourism destination with a target of attaining one million tourists per annum by the turn of the last century. The development of competing wildlife destinations over the last few years, for example, Namibia, Tanzania, Zimbabwe, South Africa, Uganda), has made this target far-fetched in realization.

According to KWS report (2019), there are various challenges that face wildlife-based tourism in Kenya. They relate to climate change, habitat degradation and loss, forest depletion, tourism market volatility, human wildlife conflict brought on by population growth and changing land use habits of communities that coexist with wildlife as well as wildlife crime.

Wildlife-based tourism is gaining interest locally. Indeed, its popularity in Kenya has been recognized over the last more than ten years. The importance of wildlife tourism's to the Kenyan tourism industry is clearly substantial. In 2016, more than 2 million or approximately 1 in 2 international visitors to Kenya sought at least one wildlife-based experience during their stay. It is however, only one of many destinations worldwide with wildlife-based tourism potential from which travelers can choose. For this reason, it is important to understand what conditions visitors' preferences and choices of wildlife-based experiences and, in particular, the aspects of Kenyan wildlife like the big five and uniqueness that are attractive to international visitors.

For over 20 years, Oljogi conservancy has provided 'free of charge' environmental conservation programs to both students and visitors. However, this has changed due to the introduction of a paying policy in 2016 as conservancy and gate fees. Every year Oljogi hosts between eight and ten thousand visitors. In 2015 the conservancy hosted 9,000 visitors and it was important to initiate and operate on a three-month waiting list because the response was so great (Oljogi, 2015).

Oljogi Conservancy has a Fixed Wing Flying Safari. This is a unique concept of travel in Africa which involves taking guests on a flight tour to enable them track and view wild animals from the air. It adds a new perspective to a classic African safari, namely the continent's airborne splendor. Visitors can track their favorite wild animals while being accompanied and led by professional pilots that are often skilled safari guides, making it a genuinely unforgettable and private adventure.

In addition to 22 ungulate species, Oljogi is host to five major carnivore species, a multitude of lesser predators, three primate species, and over 310 bird species. There are also 105 rhinos and up to 400 elephants in the conservancy. It's one thing to give the room and biodiversity which all of these animals need to cohabit, but it's quite different to assure its survival. Commitment to the preservation of these remarkable and threatened species for wildlife tourism is further explained. These species have led to an increase in the number of visitors touring the conservancy (Oljogi, 2014).

There is dearth of empirical information emanating from studies on visitor's preference to wild animals in wildlife tourism done in conservancies (Adefalu et al., 2015). This study is quite significant in showing an in-depth insight why tourists travel and the preferred wild animals that they are seeking to view. From the

discussion on the variables, wildlife tourism is influenced by various factors with the researchers failing to conclusively show their relationships. This study sought to fill the research gap by examining biodiversity conservation factors influencing wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya.

1.1 Statement of the problem

Globally, wildlife tourism has been on the decline in the recent years. This is based on the negative factors that have influenced wildlife tourism globally. According to Higham and Shelton, (2011) there are various challenge facing wildlife tourism. They relate to climate change, habitat degradation and loss, forest depletion, tourism market volatility, human wildlife conflict brought on by population growth and changing land use habits of communities that co-exist with wildlife, as well as wildlife crime.

The tourism sector relies on a variety of products which range from natural, cultural and heritage as well as man-made tourism product (McKercher, 2016). In Kenya, the industry over relies on wildlife and beach product (the three (3) S, Sun, sand and sea or 4S, sun, sand, sea and sex) (Christian, 2016). Among the two, wildlife is the major product, especially the safari product (visits to conservation areas with component of bush experience). Despite wildlife tourism being the leading tourism product, Kenya has focused primarily on the big five and as a result creating the need to rejuvenate the tourism products offered in Kenya (Odiara Kihima, 2015).

Efforts in promotion of wildlife tourism have been undertaken over the years, through establishment of conservation areas, policies in wildlife conservation and protection (Andersson, Garine-Wichatitsky,Cumming, Dzingirai & Giller, 2017). African has

long promoted biodiversity conservation through the sustainable use of natural resources and there have been major achievements in the protection and recovery of wildlife populations (Curtin, 2015). In 2016, UNDP intensified wildlife conservation efforts in Africa through Global Wildlife Programme initiated with funding from the Global Environmental Facility (GEF). Kenya's government has promoted the country as a tourism destination, owing to the presence of the Big Five and rare wildlife species (Makawiti, 2015). Advertisements are broadcast on television promoting Kenya as a tourism destination that has yet to attract a diverse group of visitors.

Protected Areas (PAs) have been established with the principal goals of conserving biodiversity (Margules & Pressey, 2010). The conservation of biodiversity therefore relies on the sustainability of PAs. The number of conservancies, sanctuaries, parks and game reserves in Kenya are on the increase, which leads to stiff competition. Kenya's wildlife is preserved by government's National Parks and Game Reserves. Approximately 70% of animals survives on communal ranches and privately run reserves and conservation areas, such as the Oljogi Conservancy (Nyamweno, Okoth, & Warkach, 2016). Notwithstanding this, over 2013 and 2018 (Ministry of Tourism and Wildlife, 2019), the total visitors declined, resulting in jobs lose as tourism-related businesses slashed costs and fired off personnel.

The scenery is striking and unusual in its biodiversity in Kenya, encompassing 58,000 acres (270km2) of unspoilt animal habitats in the Laikipia District. Notwithstanding this, the quantity of visitors in Oljogi Sanctuary for tourism has decreased over the last 5 years. Is this accrued to biodiversity conservation factors like visitor's

satisfaction, wildlife preferences, habitat conditions, or conservation status of Oljogi conservancy? This was the questions that this study sought to answer.

Local studies have reviewed wildlife tourism in Kenya. Ariya, Sitati and Wishitemi (2017) studied tourists' perceived value of wildlife tourism product at Lake Nakuru National Park, Kenya; Ogutu et al (2016) studied the causes of extreme wildlife declines in Kenya while Nthiga, Van der Duim, Visseren-Hamakers and Lamers (2015) studied tourism-conservation enterprises for community livelihoods and biodiversity conservation in Kenya. Nonetheless, there is a scarcity of data on wildlife management issues influencing animal tourism, rendering this research extremely feasible. This depicts the survey's goal of filling knowledge gap.

1.2 Purpose of the Study

This study sought to examine biodiversity conservation factors influencing wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya

1.3 Objectives of the study

The specific objectives sought to;

  i.   Determine the relationship between visitor's profile and wildlife tourism at Oljogi conservancy

 ii.   Determine the relationship between habitat conditions and wildlife tourism at Oljogi conservancy

iii.   Examine relationship between visitor's satisfaction and wildlife tourism at Oljogi conservancy

iv.   Assess the relationship between animal conservation and wildlife tourism at Oljogi conservancy

1.4 Research Questions and Hypothesis

1.4.1 Research questions

The research questions that were involved in the study included the following;

i.   What is the relationship between visitors' profile and wildlife tourism at Oljogi conservancy?

ii.   Were visitors' preferences to wildlife tourism at Oljogi conservancy related to the habitat?

iii.   What is the relationship between visitors' satisfaction on wildlife tourism at Oljogi conservancy?

iv.   What is the relationship between animal conservation and wildlife tourism at Oljogi conservancy?

1.4.2 Hypothesis

H_0: Animal conservation is the only factor influencing wildlife tourism at Oljogi conservancy

H_A: Animal conservation is not the only factor influencing wildlife tourism at Oljogi conservancy

1.5 Significance of the Study

This research would be of value to various stakeholders. Policy makers like the government, Kenya Wildlife Services (KWS), Kenya Forest Service (KFS) among others may find the study important as it formed the basis for policy formulation to improve wildlife tourism in protected areas. This would be made possible through

understanding biodiversity conservation factors influencing wildlife tourism especially in conservancies

The management of Oljogi conservancy would also benefit from this study as the finding would be used as a basis for the formulation of strategies that will in turn improve wildlife tourism in the institution. The understanding on biodiversity conservation factors influencing wildlife tourism would enable the management to come up with strategies that would ensure that the biodiversity factors are positively identified to ensure an increasing number of visitors.

The information would also serve as crucial tool for tourism marketing organs like the Magical Kenya brand which would advertise the availability of the preferred wildlife tourism resources especially the endangered species, for example, rhinos, Grevy's zebras, reticulated giraffes and wild dogs which are available at Oljogi. As a result, KWS would benefit from recording a more organized trend on how visitors tour various destinations as guided by their own wildlife tourism preferences. The trend will show which destinations has growing or declining numbers in terms of tourists' arrivals.

In addition, findings from the study would be used by Private sector players like KATO and KATA to achieve their Wildlife Conservation Strategies, through preferences alignment with wildlife tourism at the conservancies. They would understand the biodiversity conservation factors forming the basis that they can use to define the preferences by visitors for wildlife tourism which would guide them in strategy development.

NGOs in conservation, for example, Mpala Research Centre, Olpejeta and Loisaba conservancy would also find the study important. The NGOs would understand the basis for wildlife tourism and this would enable them to determine the key areas that they would need to direct more funding.

Nevertheless, tourists will also benefit from this study. It will create an understanding on the relationship between biodiversity conservation factors and wildlife tourism. This will enable the tourists to make a decision on wildlife tourism based on these factors which will enable them choose their tourism destinations.

Other researchers and scholars would find this study to be of value. For researchers, the study forms a basis for further research on the topic of wildlife tourism. Also, scholars would use this study as a source of literature for academic assignments and publications.

1.6 Scope and Delimitations of the Study

The Oljogi conservancy in Laikipia County is the site of this research. Ol Jogi is situated on a 60,000-acre private conservancy in Kenya's scenic Laikipia district. The conservancy is home to impressive wildlife, including the Big Five and numerous endangered species such as African wild dog, Eastern Black Rhinos and Grevy's zebras.

This study focused on visitor's satisfaction, wildlife conservation, visitors' preferences and habitat conditions as biodiversity conservation factors influencing wildlife tourism in the conservancy. Oljogi conservancy covers a large area with all the big fives and has unique wildlife which attracts a large number of visitors for wildlife tourism in the conservancy.

This study was restricted to visitor's satisfaction, wildlife conservation, visitors' preferences and habitat conditions as the biodiversity conservation factors influencing wildlife tourism at Oljogi Conservancy due to limitations indicated above. It was however hoped that the objectives of the study would be sufficiently addressed. Data collection for the study took place from September through November 2018 at the Wildlife Rescue Centre, Oljogi Conservancy.

1.7 Limitations of the Study

The survey was done using questionnaires which some of the respondents were not willing to fill in. To overcome this, the researcher had an introduction letter from the university attached to the questionnaires. This gave the respondents the conviction that the data would be used purely for academic purposes.

Lack of funds was also another limitation for the study. Financial resources were needed for transport, accommodation, purchase of research equipment, and other resources necessary. In order to address this limitation, the researcher used a section of the tourists selected through sampling which reduced the number of participants involved.

Time was also a limitation because the researcher was required to visit the conservancy as frequently as possible to enable him to collect adequate data. This was overcome through recruitment of researcher associates that will help with gathering data. and enable the researcher to cover the scope, in addition to focusing only on Oljogi conservancy in order to limit the scope.

1.8 Assumptions of the study

The research was based on the assumption that the visitors selected for the study provided true and credible information while responding to questions asked. The study also assumed that biodiversity conservation factors (visitor's profile, habitat conditions, satisfaction and animal conservation) had a relationship with wildlife tourism.

1.9 Conceptual and Theoretical framework

1.9.1 Conceptual Framework

The study sought to examine biodiversity conservation factors influencing wildlife tourism at Oljogi conservancy in Laikipia county, Kenya. This research examined the interactions between biodiversity conservation factors (visitor's profile, habitat conditions, satisfaction and animal conservation) as independent variables while wildlife tourism was the dependent variable. The interaction is shown by the conceptual framework shown by figure 2.1.

Independent variables   Dependent variable

```
┌─────────────────────────────┐
│ Visitors' profile           │
│      • Age                  │
│      • Gender               │
│      • Marital status       │───────┐
│      • Occupation           │       │
└─────────────────────────────┘       │
                                       │
┌─────────────────────────────┐       │    ┌──────────────────────────────┐
│ Habitat Conditions          │       ├───▶│                              │
│      • Animals in the wild  │───────┤    │ Wildlife Tourism             │
│      • Animals in the cage  │       │    │      • Number of visitors    │
└─────────────────────────────┘       ├───▶│      • Animals viewed        │
                                       │    │                              │
┌─────────────────────────────┐       │    └──────────────────────────────┘
│ Visitor Satisfaction        │       │
│      • Referrals            │───────┤
│      • Preferred animals    │       │
└─────────────────────────────┘       │
                                       │
┌─────────────────────────────┐       │
│ Animal Conservation         │       │
│      • Area coverage        │───────┘
│      • Animals conserved    │
└─────────────────────────────┘
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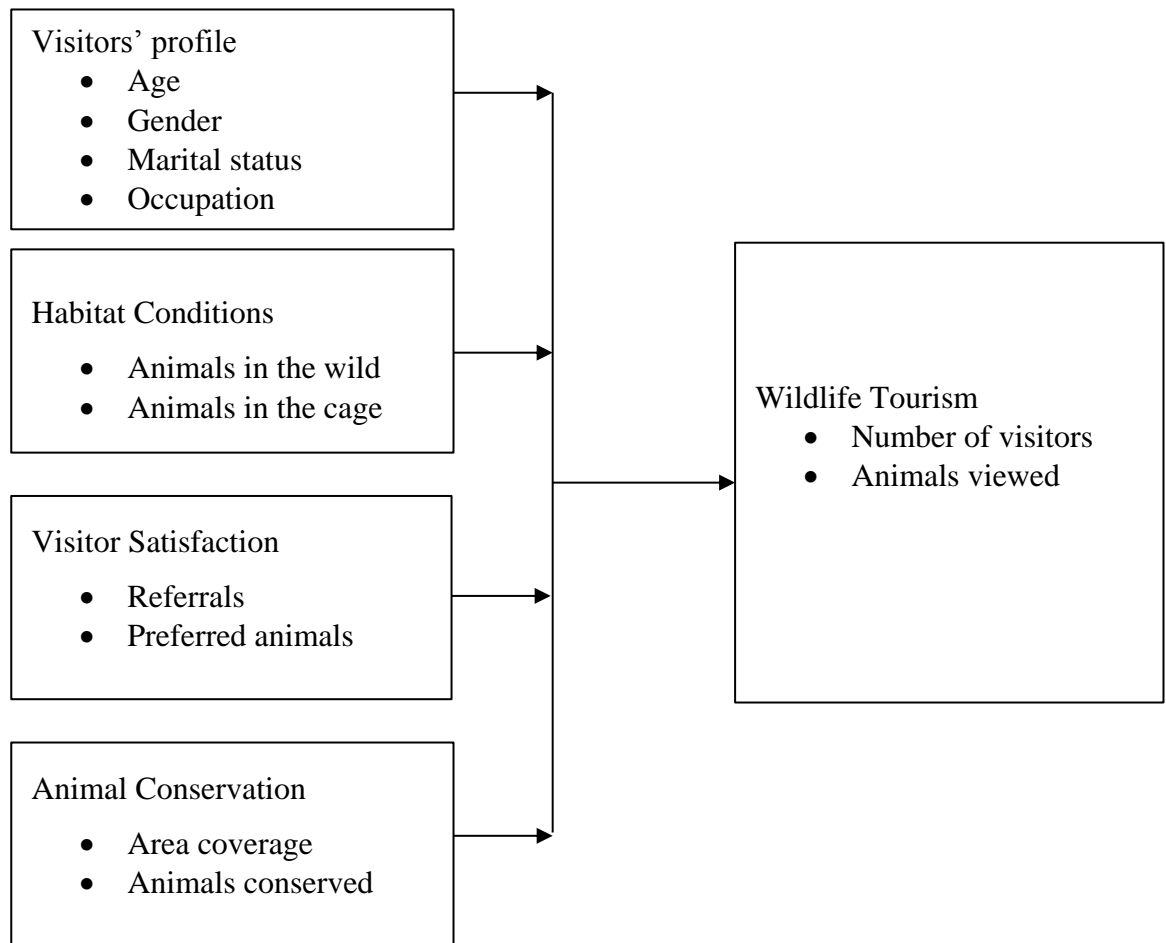
Source: Researcher, 2019

1.9.1.1 Wildlife Tourism

Wildlife tourism is a sort of ecotourism which is planned and carried out with the goal of encountering animals (UNEP & Tapper, 2016). Wildlife tourism is a form of nature-based tourism that is centered on the interaction of tourists with wild animals (Reynolds & Braithwaite, 2011). Such interactions can play different roles in the tourist experience: from a marginal role, for example: in the case where wildlife is an incidental part of a guided tour, to a central role, as in recreational hunting and fishing tours (Reynolds & Braithwaite, 2011).

Wildlife tourism to a certain animal is measured in terms of number of visitors and number of animals viewed. The number of people visiting a wildlife conservation area

defines the level of tourism for wildlife (Reynolds & Braithwaite, 2011). This is measured by the number of tourists both male and female that visit wildlife area for watching and wildlife viewing (Higginbottom, 2014). Wildlife tourism is also measured by the number of animals viewed. Where the animals are many within an area, wildlife tourism is assumed to be high. If the visitors find themselves seeing a larger number of animals, they perceive wildlife tourism to be high and they usually come back to watch the animals (Hammitt et al., 2013).

1.9.1.2 Visitors' Profile

Profiling of tourists means gathering complete information about them, for example, information related to their country, culture, language and food habits preferences in order to understand the person or make his/her stay more comfortable. It is particularly essential for the international visitors. The specific characteristics usually analyzed in profiling of visitors include the following; their place of residence, age, sex, educational status, occupation, economic activity status, purpose and frequency of visit, and factors influencing the choice of destination.

Visitors are profiled in regard to the demographic features. They relate to age, gender, occupation and marital status. Youths have been found to embrace wildlife tourism compared to the old people. This is because the young people have the time and explore the wildlife. On the other hand, men who travel alone will generally seek adventurous activities, expedition, or sex tourism (Odunga & Maingi, 2011). Women may be said to be brave, vulnerable, or even irregular which limits their embracement of wildlife tourism. Married people have been found to rarely go for wildlife tourism compared to the singles. The unmarried are free and would find time

to go for wildlife viewing and watching. The employed lack time with those in self-employment having the flexibility to go for wildlife tourism.

1.9.1.3 Habitat Conditions

Wildlife habitat is an animal's natural environment, and can be thought of as an outcome of forestry and natural resources management (Thomas, 2019). The habitat should meet the survival needs of wildlife species in order for them to survive. Components of habitat are food, water, cover, and space. In tourism a habitat is the type of natural environment in which a particular species of wildlife lives. Wildlife's habitat is that place where a wild animal can find food, shelter, protection and mates for reproduction. For habitat conditions, the animals may be in the wild or cages. Animals in the wild are free ranging while those in the cage having limited movement.

1.9.1.4 Visitor satisfaction

Tourist satisfaction is defined by Severt et al. (2007) as the amount of fulfillment enjoyment derived from a trip experience in conjunction with a product or service characteristic that satisfies the tourist's needs, aspirations, and desires in connection to a visit. Consumer contentment is determined by comparing the consumer's expectations prior to and after usage. Pre-travel expectation and post-travel encounters are used to define contentment in the tourist industry. When visitor encounters exceed their aspirations, they are contented.

Nonetheless, where a visitor is dissatisfied, discontent is a likely outcome (Chen & Chen, 2010; Reisinger & Turner, 2003). From the preceding explanation, it is clear that tourists contentment has two aspects: firstly, it is linked to tourist's pre-expectations prior to traveling; and secondly, it is linked to the tourist's justifications of supplied services following trips, and is founded on genuine encounters.

Severt, Wang, Chen, & Breiter (2007) posits that tourist satisfaction as the extent of the tourist's fulfilment based on adventure or wildlife experience. Satisfaction is created by the comparison of the customer's expectation before and after consumption. In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. Nevertheless, if the visitor is dissatisfied, discontent is a likely conclusion (Chen & Chen, 2010; Reisinger & Turner, 2013). In the preceding explanation, it is clear that visitor contentment has multiple components. It is linked to a traveler's pre-expectations prior to traveling. It is also connected to the traveler's explanation of supplied services following trips, and is dependent on real experiences.

Visitors' satisfaction is a key strategic weapon on which success of a tourist destination is dependent. Customer satisfaction often results in prolonged stay in a tourist place, which is certainly dependent on a fair relationship between the service user and provider, but also on the way in which that service has been delivered. Meeting the expected level of satisfaction should be a common attitude, as the emotional reaction of the visitor is based on the difference between the expected and the delivered service. A basic indicator of customer satisfaction in tourism are revisits of a tourist destination. Guests visit many destinations several times during their lifetimes, which clearly indicates that satisfaction with time spent at a certain place leads to the intention of revisiting.

1.9.1.5 Animal Conservation

Animal conservation is the practice of protecting wild species and their habitats in order to prevent species from going extinct. Major threats to wildlife include

habitat destruction/degradation/fragmentation, over-exploitation, poaching, pollution and climate change. Monitoring of wildlife populations is an important factor that improves the conservation status because it allows managers to gather information about the status of threatened species and to measure the effectiveness of management strategies. Monitoring can be local, regional, or range-wide and can include one or many distinct populations. Metrics commonly gathered during monitoring include population numbers, geographic distribution, and genetic diversity among others.

1.9.2 Theoretical Framework

The study was based on mindfulness, animal encounter and involvement theories.

1.9.2.1 Mindfulness Theory

Moscardo proposed the tourist mindfulness idea (2009). In order to highlight awareness and mindlessness in architectural heritage places, he created a model. Per this approach, a mix of environment and tourist variables influences if tourists are conscious or not. Explanation, type of exhibitions or displays, and tour guiding are some of the backdrop considerations. Motivation to visit, interest in the material, and activities are all elements that influence visitors.

Moscardo (2009) suggests a mindfulness model for communicating with visitors in interpretive settings, which summarizes studies conducted into interpretation. In this model, a combination of communication factors and visitor factors influences a cognitive state of Mindfulness or Mindlessness. Communication factors include use of variety and change, multisensory media, novelty, conflict and suspense, visitor control, connections to visitors, and use of questions. In the

interpretive setting these can be achieved through the design of the exhibit itself, through the design and wording of text, or the design of presentations. Visitor factors which encourage mindfulness include high interest in content, and low levels of fatigue.

This theory addresses awareness of context in1the present moment. It comes through comparing experiences that help to broaden one's understanding of a problem by having an open mind to different points of view and classifications (Carson & Langer, 2006). For example, mindlessness, automatic or regular behavior, and functioning from a single point of view can make it difficult to comprehend the big picture, affecting performance and relations (Burgoon, Berger, & Waldron, 2000). Mindfulness, however, allows individuals to become more aware of their surroundings, resulting in clear thinking and behavior, along with improved productivity, judgment, and reducing stress (Demick, 2010; Perkins & Ritchhart, 2012).

Furthermore, there is a bigger connection to how awareness, mindfulness, and context can affect decision-making (Langer & Moldoveanu, 2015). Both the favorite animals and the reasons why they are favorites define the visitor behaviour as related to Mindfulness theory (Moscardo, 2009). People 's interest is pulled to specific aspects of animals or surroundings, such as uniqueness, attraction, mobility, huge size, near watching, of particular interest to tourist, colorful, and charming, according to the notion. This shows its relevance to the study.

1.9.2.2 Animal Encounter Theory

Moscardo, Woods, and Saltz (2004) proposed animal encounter concept as a theoretical foundation for animal encounters as a strength degree of animal encounters. The hypothesis proposed that visitor interactions at a destination might provide long-term sustainability and protection benefits to tourists, shareholders, wildlife, and the tourism sector overall. The encounter helps visitors to think of their favorite animal destination or activities as a unique encounter (Shackley, 2017). Very significant and strong experiences on wildlife tourists can be created by animal encounters. Additionally, these encounters deliver sustainable outcomes for the wildlife tourists, the stakeholder, the animal, and the whole tourism industry.

As per this research, a visitor who enthusiastically participates in pleasant animal interactions is more motivated to express their experience with others and to return to the same place. Over time, it raises animal consciousness and contributes to development of long-term international protection value for animals.

1.9.2.3 Involvement Theory

In 1989, Ratchford and Vaughn created the participation hypothesis and applied it to tourist (Ratchford & Vaughn, 1989). The tourist's attitude reasons of time, expense, and effort are captured by Involvement Theory when picking their animal destinations and excursions. When picking activities and experiences at a wildlife destination, it also determines the visitor's level of mental reasoning, emotions, and reasoning.

As an internal, determined, behavioral-value dedication, participation creates direct personal experience (Saikim, Hamilton, & Tee, 2019). Through participating in engaging activities and encounters, this consumerist acquisition process creates a

simulation of interest. Involvement, according to Ratchford and Vaughn (1989), enabled travelers form specific beliefs, which influenced their conduct.

Under this research, the tourist's relationships, values, and conduct were linked using involvement theory and reasoned action. A higher level of participation (motivation) contributes to the visitor consuming both experiences and activities, resulting in a different (pleasing) view of the area and its animals (Fodness & Murray, 2017; Vogt & Andereck, 2013).

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1 Introduction

Wildlife tourism is a critical economic sector in Kenya and this has seen Kenya play host to millions of visitors' year in and out. Visitors come in with different expectations of wildlife, natural attraction sites and infrastructure to mention but a few. However, wildlife tourism has been facing challenges which has led to a decline of the number of visitors as a result of tired tourism products in recent years. This study endeavored to determine visitors' preference, satisfaction, habitat conditions and animal conservation for tourism, with specific focus on Oljogi conservancy, Laikipia county in Kenya.

2.2 Wildlife tourism

There is a belief that there is a high level of complexity of human relationship with animals and nature. This has been manifested in the different relationships that man has had in his coexistence with animals throughout history (Curtin, 2015). This relationship has been shown through welcoming of animals in man's social group as pets, or as an income generating project. In so doing, there emerged rich indigenous and scientific knowledge about animals (Mudappa, Kumar, & Raman, 2014). Moreover, because of constant serious socio-economic and environmental challenges facing wildlife, the conservation initiatives emerged to protect this industry. Promotional initiatives to experience wildlife also emerged leading to the wildlife-based tourism or simply the wildlife tourism concept.

Wildlife has been posited as any non-human but living animal creature (Moulton & Sanderson, 2014). Shackley (2017) posits that wildlife technically encompasses both

the faunal and floral components of natural environment; more often referred to just as fauna. In tourism literature, wildlife tourism, as a sub-set of nature-based tourism can then be defined as tourism based on interactions with wildlife, whether in its natural environment or in captivity (Burns & Sofield, 2011). It also contains all the traditional elements of tourism with its distinguishing feature being focused on wildlife as tourist attracting resource (Shackley, 2017).

In Kenya, wildlife tourism is mainly faunal, as defined by Reynolds and Braithwaite (2011) as a form of nature-based tourism that is centered on the interaction of visitors with wild animals. Interactions occur in their natural environments either within protected areas or in wildlife dispersal areas and play a central role or a marginal role in tourist experience (Reynolds & Braithwaite, 2011).

Wildlife tourism is measured in terms of number of visitors as well as the number of animals viewed, and forms of habitats. The number of visitors indicate the tourists' preference to the park, wildlife or conservancy which increases the tourist base within the wildlife area (Ariya, Sitati & Wishitemi, 2017). The number of animals is also an element of wildlife tourism (Curtin, 2015). The tourists visit a certain area to watch wildlife, especially the unique ones. Where the number of animals is high, the level of wildlife tourism is viewed as improved. The forms of habitats also define wildlife tourism (Tremblay, 2018). There are various forms of habitats where wildlife is found. Different animals prefer different habitats, for example, elephants prefer free ranging habitats with some wildlife like crocodiles preferring a controlled habitat.

As per a research published at the Ilorin Zoo in Nigeria, large percentage of visitors chose the lion and hyena as most favorite wild creatures. Majority of the tourists

preferred the lion at 70.8%. The hyena showed a preference of 56.9% among the tourists. The peacock, gorilla and ostrich showed 49.2, 45.8 and 41.7% in order of preference. The Thomson's gazelle, white goose, parrot and ball python were the five least preferred animals respectively (Adefalu, Omotesho, & Alao, 2015).

Listing physical features, behavioural characteristics and level of intelligence as reasons for animal preference, studies have indicated the importance of visitors' perception rather than actual characteristics as factors influencing animal preference (Whitworth, 2012). The respondents were most drawn to animals with a friendly nature. Although two aggressive animals (lion and hyena) emerged most preferred from the animals sampled, aggressiveness was second in terms of desired animal characteristic. The respondents were least drawn by colour and historical relevance (Adefalu, Omotesho, & Alao, 2015).

2.3 Biodiversity Conservation Factors

2.3.1 Visitors' Profile

Tourist behaviour is determined by many variables that shape their preferences to wildlife tourism. The variables relate to the personal characteristics and external factors relating to the tourist (Swarbrooke, 1999). External factors relating to preferences of the individual tourist as one of the most vital elements that determine the special attributes of the host destination (Murphy, 2012). Various models that relate to the tourist behaviour have been explained and studied by most of the tourism literature (Mathieson & Wall, 2017; Murphy, 2012; Middleton, 2018; Goodall & Stabler, 2015; Swarbrooke, 1999). Based on Murphy (2012); Moutinho (2017); and Goodall and Stabler (2015) have categorized the four basic travel motivators. To begin

with, there are physical motivators such as the food quality or lodging, and then there is the reliability of public transportation. Thirdly, there exist culture motivating factors, such as a desire to learn about other people's practices, history, legacy, and cultures. Finally, there are societal motivators like going to visit friends and family members, attending meetings, and conducting business. Departure beyond the daily grind, pleasure, and vacation are all examples of fantasy motivating factors. All of choices are based on a picture of that specific location.

Before tourists visit a place, they often have stereotypical impressions and perceptions about that place, which are formed from books and television (Manuel, Mcelroy, & Smith, 2016). This leads to certain expectations about the place, which may or may not match the reality experienced. Although wildlife tourism experiences can be regarded as consisting primarily of the wildlife species component, other important preferences contribute to the experience.

In a study by Williams, Bennett and Kathryn (2016), visitors to India were reported as desiring to see tigers and avifauna most, followed by elephants and leopards. In southern Africa, tour operators reported that visitors wished to see the 'Big Five' (elephant, rhino, lion, leopard and buffalo). The study focused on wildlife preference for wildlife tourism which addresses an objective in the current study. The study, however, focused on all the tourists within India with the current one on Oljogi conservancy in Laikipia County. In a similar study, the interest of visitors in different species was investigated in protected areas in Madagascar and Zambia (Williams, Bennett & Kathryn, 2016). A metadata assessment of 123 publications on research papers regarding biodiversity management in African National Parks were carried out.

This research, despite addressing one of the variables, the paper utilized literature review with the current study utilizing primary data to bring out the visitor's profile for wildlife preference among the respondents. There was believed to be little interests among those visiting southern Africa in seeing birds or other smaller mammals. People who travel the world to see animals want them to be large, and preferably deadly.

Tourists in Kenya are exposed to a wide variety of wildlife-based tourism products from which they can get a great wildlife experience (Getao, 2015). This creates the need to understand visitor preferences and choice for wildlife tourism and experiences in Kenya especially for international tourists (Odunga & Maingi, 2011).

Tourists are classified based on demographics characteristics, per the research. It revealed that males and females are perceived separately when it comes to traveling; for example, males that travel alone are more likely to look out daring activities, expeditions, or sex tourism. Women may be said to be brave, vulnerable, or even irregular. However, this study did not show how the visitors in different profiles preferred various wild animals as a component of wildlife tourism but instead looked at the activity as a whole (Odunga & Maingi, 2011).

The youngster's domination in Zoo visitation were validated in a research conducted in the Ilorin Zoo in Nigeria. 64.2% of the Zoo visitors were males 84.2% of whom had college and certificate academic and professional qualifications. It was also shown that 65% of the visitors showed their marital status as single. While 34% were civil servants, 30.8% of the respondents were students while the remaining were in self-employment (Adefalu et al., 2015). This investigation is related to a previous one

having conducted research on the demographic profiles of tourists and their preferences. This is similar to the current study with visitor's profile for wildlife preference being one of the variables. This study focused on wildlife within a Zoo with the current study focusing on wildlife within a conservancy. The study further used the visitors as the respondents similar to the current study. However, the youth were the only visitors involved compared to the current one which involved visitors from all age groups.

According to Williams, Bennett and Kathryn (2016) age was not a factor in wild animal preference. However, Kaltenborn, Bjerke, Nyahongo and Williams (2016) indicated that education and age had a significant influence on wildlife tourism preference among the tourist. Gender was also found to be a significant factor preference in animal-based tourism.

2.3.2 Habitat Conditions

Trips to see and/or interact with animals are referred to as wildlife tourism (Sustainable Tourism CRC, 2009). It can occur in a range of contexts, including captivity, semi-captivity, as well as the wild, and can include a range of behaviors ranging from passively watching to feed and/or touch the animal being observed. These tourism-wildlife interactions provide visitors with fulfillment and excitement (Minoia, Westerholm, Yliopisto, & Holopainen, 2012). They might happen in the creatures' natural habitat or in captive. This include both non-consumptive behaviors like observation, photographing, and feed, and also as activities involving slaughtering or catching wildlife, like hunting (inside the terrestrial ecosystem) and recreational fishing (Minoia et al, 2012).

Generally, a big gated national park created to maintain natural environment might be regarded to include free-range animals (offering wildlife-watching tourism) (Ramukumba, 2018). It'd be significantly different from a zoo with free roaming animals. However, nowadays, the latter may make use of existing vegetation cover or revegetate enormous regions to substantially imitate natural ecosystems, and they may be just about as large in size (Kozak & Rimmington, 2015).

As per a research conducted in Australia, the ability to interact with local wildlife prompted 18.4% of foreign tourists to trip, and 67.5 percent of foreign tourists wished to view 'animals' throughout the trip (Higginbottom & Buckley, 2014). These tourists are most likely to be Asian or North American, traveling in organised tourists, preferring to witness animals in an intact natural habitat, and learning further about animals throughout the visit while those who do not include animal tourism in the trip arrangements.

Watching wildlife in a natural and wild ranging environment while at the same time getting a chance to view rare and unique animals that behave unusually are key to great wildlife tourist experience (Moscardo & Saltzer, 2017). Visitors who prioritized viewing animals on vacation or who encountered a creature for the first occasion in reality had higher satisfaction ratings. The core of a wildlife tourist destination is the interaction involving the traveller and the animals (Chen & Chen, 2010). The interplay of components linked to the natural resources (fauna and related habitats), the visitor, the operator and hosting society, the economics, as well as any administration in place results in this encounter (Higginbottom & Buckley, 2014).

2.3.3 Visitor' Satisfaction

Customer satisfaction measurement and management is key to the development, survival, and success of the tourism sector in Kenya. In its measurement, customer satisfaction is based on the premise that the consumers base their attitude on honest and free expression of wildlife experiences (Njeri, 2013).

Customer satisfaction is arguably more often researched issues in the hotel and tourist industries, as it is critical to the long-term success of every tourist firm. A vacation attraction's success and development are determined by the number of guests and the fulfilment of its wants. While complete tourist happiness is never the aim in itself, striving for it allows the attractions to accomplish its very own objectives (Lindsey, Alexander, Frank, Mathieson, & Romanach, 2017).

The disparity of desires aspirations and encounters is thought to be the source of tourist satisfaction (Cetnkaya & Oter, 2016; Truong & Foster, 2016). It's a mental effect of a person's reactions to numerous aspects of a location's service (Baker & Crompton, 2020). Even though the bulk of experienced tourist guides adhere to tour companies' itineraries, that, such as the passengers they accompany, have pre-visit aspirations and post-travel encounters.

Tourist guides who are happy with their work will leave the trip with a pleasant recollection, that will affect the decision to return, improve their guide skills, or suggest a place to tour operators for subsequent itinerary preparation. Prior studies implies that contented customers tell peers about their positive experiences and return (Alén, Rodrguez, & Fraiz, 2017; Kozak & Rimmington, 2015; Opperman, 2014). Visitor happiness is crucial to a destination's marketing strategy and tourist products innovation (Yoon & Uysal, 2005). A basic indicator of visitor satisfaction in tourism

are revisits and referrals of a tourist destination. Guests visit many destinations several times during their lifetimes, which clearly indicates that satisfaction with time spent at a certain place leads to the intention of revisiting.

Based on the standpoint of a tour guide, Ariya, Sempele, and Wishitemi (2020) evaluated the features of tourist destination, satisfaction levels, and return plans. Self-administered structured questionnaires were used to gather information. Throughout the research timeframe, simple random selection were employed to choose the sample group of 298 tourist guides. Data on socio-demographic traits were evaluated descriptively, whereas exploratory factor analysis and path analysis were used to evaluate the measurement scale. Satisfaction and wildlife tourism have a favorable but shaky link. Simple random sampling was used to select the sample similar to the current study. The study researched on satisfaction and wildlife tourism which are some of the variables in the study. The study employed factor analysis with the current using descriptive analysis. This creates a research gap that this study seeks to fill.

Ramukumba (2018) looked at tourists' reasons for visiting and their preferences for the Tsitsikamma National Park in South Africa as a tourism destination. The study also looked into how satisfied tourists were with their entire package in the national park, as well as whether there were any mathematical distinctions in reactions concerning future visits, suggesting the national park to others, and making the national park their first preference in the future, premised on the reason of the trip and the national park's choice. This research found zero statistically substantial disparities in replies to return appointments, suggesting the national park to individuals, and considering the national park a first selection in repeat trips for visitors depending on

the aim of trips and park preferences. The findings also revealed that visitors to the Tsitsikamma National Park was generally pleased with the encounters.

Visitors' happiness with an important wildlife tourist attraction in a midst of a devastated environment was investigated by Newsome, Rodger, Pearce, and Chan (2019). A visitor assessment was done along Malaysia's Lower Kinabatangan River, yielding 346 responses. The feature 'Wildlife viewing interest' received the greatest average significance and satisfaction. The bulk of participants were pleased with the animal excursion and could suggest it to other colleagues. The study surveyed the visitors similar to the current study. It is also based on visitor satisfaction and wildlife tourism which are variables in the current one. It was done in Malaysia that may have different economic and social conditions hence give different results.

Mutanga, Vengesayi, Chikuta, Muboko and Gandiwa (2017) studied travel motivation and tourist satisfaction with wildlife tourism experiences in Gonarezhou and Matusadona National Parks, Zimbabwe. In December 2015, 128 questionnaire assessments were used to gather information in Zimbabwe's Gonarezhou and Matusadona National Parks. Experience with wildlife interactions and happiness with parks costs were found to promote contentment with wildlife tourism. Furthermore, contentment with wildlife tourism encounters, improved by explanation and engagement with wild creatures, anticipated ultimate satisfaction with full vacation encounter. The study found that the level of visitor satisfaction influenced wildlife tourism in National parks. The study despite focusing on visitor satisfaction and wildlife tourism, was done in national parks other than conservancies. The study

adopted survey research similar to the current study. The study was however done in Zimbabwe where the conditions may have been different from those in Kenya.

As per a research conducted at the Ol Pejeta Conservancy, that is located near Oljogi, female seemed to have greater contentment with tourism activities compared to male visitors (Njeri, 2013). There was also a significant difference in visitation to various key tourist sites, indicating that some visitors failed to visit some sites. Chimpanzee sanctuary and Baraka (blind rhino) site was the most visited. Wildlife tourism was rated as the leading motivating factor for visits to Ol Pejeta (Njeri, 2013).

2.3.4 Animal Conservation

Burns and Sofield (2011) posited that animal conservation relates to the exercise to protect wild species and their habitats in order to prevent species from going extinct. Habitat devastation, depletion, poaching, contamination, and global warming are all major hazards to animals. National parks, wilderness areas, community conserved areas, wildlife sanctuaries, conservancies, and other preserved places are important for wildlife protection and contribute to human livelihoods, especially at the community level.

There was a great diversity of wildlife in East Africa, including Kenya. With the development promoted by white colonists from the beginning of the 20th century, the existence of this wildlife came under serious threat. As a result, there was sharp decline in wildlife in Kenya and in 1946 the Nairobi National Park was established as East Africa's first national park as part of a wildlife conservation policy. At the time of Kenya's independence in 1963, Jomo Kenyatta, the first president, stated that wildlife and nature were Africa's heritage and would be protected on behalf of

the people of the world, developing a policy that focused on conservation. After independence, many new national parks and national conservation areas were established, and there are currently 54 such parks.

The Kenyan government totally outlawed the hunting of wildlife in 1977 which limited the use of wildlife to tourism (Wildlife Conservation and Management Act, 2013.) The current wildlife protection system is based on this act and as a result, the number of tourists increased year by year since 1989. Despite this, apart from widespread poaching, corruption led to stagnation of wildlife conservation activities within the country. There was also a reduction in the funding for conservation which led to reduced morale and inefficiency in conservation efforts. This led to decline in the number of endangered animals especially the black rhino and elephant. This has made the tourism industry to face a crisis despite its importance to the economy.

The status of animal conservation is based on the wild animals within the protected or unprotected area together with the size of the conservation area (Prins, Grootenhuis & Dolan, 2012). The number and type of animals within a park or conservancy define the conservation efforts within the wildlife area. The size of the wildlife area is based on the size of land that the animals have been conserved. It enables the conservatists to provide habitat for the wildlife (Mills, 2012).

Shutt (2014) did a study on wildlife tourism and conservation in Central African Republic. The Dzangha-Sangha Gorilla Habituation and Ecotourism Programme in the Central African Republic was utilized as a paradigm reference for the research. Epidemiological factors interact with socio-cultural and emotive drivers to create a variable profile of disease risk presented by each person during their

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interactions with gorillas. Animal tourism seems to be on the downward trend, per the report, with wildlife protection become the primary problem. Furthermore, in the case of gorillas, biodiversity protection was discovered to have an impact on wildlife tourism. This research focused on wildlife tourism and conservation identical to proposed investigation. Basis of the research was on Habituation and Ecotourism Project with the current study based on Oljogi conservancy. The relationship between wildlife conservation and tourism was tested which is one of the objectives of this study.

Apps, Dimmock, & Huveneers (2018) conducted a study titled turning wildlife experiences into conservation action and whether white shark cage-dive tourism influenced conservation behaviour. This research investigated the attitudes and environmental behaviour of one hundred and thirty-six wildlife tourists following a white shark cage-dive experience in South Australia. Responses to an online survey revealed a significant increase in participation for seven of the eight conservation-related behaviours explored, and following the tour, there was a substantial improvement in participant comprehension, understanding, attitude, and concerns towards sharks. Their outcomes demonstrated that respondents' awareness and attitudes about sharks improved as a product of their sentimental involvement throughout the tour. This study was based on wildlife conservation which was one of the objectives of this study. In addition, the study used tourists as the target population identical to proposed investigation. Instead, this research was executed in South Australia where the economic and wildlife tourism may be different from Kenya. The study also fails show how conservation status and behaviour relates to wildlife tourism showing that a research gap exists.

Spenceley and Snyman (2017) investigated if a wildlife tourism business has an impact on preservation and tourism growth in a particular region. The study looked at a luxury safari lodge (Mombo Camp) and its parent business (Okavango Wilderness Safaris) in Botswana's Okavango Delta to see whether the private market might impact destinations growth. Mombo had influenced the destination's performance standards, as well as the way all of that were sold and promoted, as well as endangered species preservation, via a series of stakeholder's interview and a review of literature. Over the course of 30 years, the holding company was influential in the development and implementation of tourism and conservation policy, environmental awareness among youth, and also conservation research.

Rastogi, Hickey, Anand, Badola, & Badola (2015) did a village-level study wildlife tourism, local communities and tiger conservation in Corbett Tiger Reserve, India. The results indicate that while wildlife tourism established linkages between the village society and the global economy, it negatively impacted the local community and ecology. It also established a new community organization, tourism facilities, who are neither individuals nor village members, making institutional arrangements institutions incapable of resolving disputes. As per conclusions, subsequent environmental and conservation policies and governance initiatives must focus a stronger focus on biodiversity on establishing social capital and improving local organizations rather than focusing on the financial role of wildlife tourism.

Van Wijk, Van der Duim, Lamers, and Sumba (2015) studied promotion of conservation tourism based on the case of the African Wildlife Foundation's tourism conservation enterprises in Kenya. The investigation discovered that conserving rare

wildlife boosts wildlife tourism in protected regions. If tourist protection firms were to establish a separate market category in the wildlife tourism industry, the study revealed that they required to be positioned as distinct from conventional safari lodges. Only when tourists and their service providers, such as tour operators and tourist boards, recognized the additional utility of such conservation efforts could enough benefits be realized to meet the projects' social mission.

In the Maasai Mara, Kenya, Bedelian (2014) investigated conservation, tourism, and livestock economies centered on wildlife conservation areas. To assess such activities for pastoral economies and the ecosystem, the investigation used a mixed techniques paradigm. It examines the form of the cooperation of tourism entrepreneurs and Maasai landlords, as well as the levels of engagement and influence amongst different actors, using a sociopolitical ecological perspective. It looked into the role of wildlife conservancies in pastoral economies and utilized assessment approaches to determine the influence of conservancy involvement on pastoral livelihood. It also looks at the resulting population and pastoral grazing relocation, as well as the ramifications for economies and the environment as a whole.

2.4 Summary and Research Gaps

This chapter has reviewed various literature sources. Getao (2015) reviewed the variety of wildlife tourism potential for tourists. This study was done outside the country despite its similarity to the current one. Odunga and Maingi (2011) examined what makes Kenyan wildlife appealing to tourists from other countries. The study despite having been done in Kenya, does not show visitors' preference and habitat conditions, satisfaction and wildlife conservation for tourism especially in

conservancies. Adefalu et al. (2015) studied demographics and wildlife preference and confirmed the dominance of Zoo visits by the youth. This study focused on wildlife preference and demographics which is a key aspect of the current one. However, it was done in Nigeria with the current in Kenya. Bjerke et al., (2012) reported that age and level of education significantly influenced wildlife tourism preference among tourists. The study was conducted in Norway and is relevant to the proposed investigation because it focuses on each of its goals. Higginbottom and Buckley (2014) studied the wildlife habitat and how it influenced wildlife tourism in Australia. The research seems connected to this research that is now underway in that it touches on wildlife habitat which is one of the variables. However, it was done in Australia which may have a totally different wildlife tourism experience. Lindsey et al. (2017) studied visitors' satisfaction and wildlife tourism in USA. This was conducted on wildlife in Game parks while the current one was on a conservancy.

Regardless of the numerous evaluations (Adefalu et al., 2015; Bjerke et al., 2012; Higginbottom & Buckley, 2014) concerning ecosystems preservation variables, there has been no issue brought up in regards to interrelationships among biodiversity conservation factors impacting wildlife tourism in Kenya conservancies. The investigations were carried out in nations besides Kenya, resulting in a knowledge void that validates the current author.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

Basic research design, variables, study location, targeted group, sampling strategies, sampling sizes, research tools, pilot study, reliability and validity, data collection methodologies, and data analysis are all covered in the section.

3.1 Research Design

This investigation adopted a design that is descriptive in nature which was used to assess visitors' preferences, habitat conditions, satisfaction levels and animal conservation for wildlife tourism. Descriptive design was used as it tends to be preliminary and exploratory thus enabled the researcher to gather standardized data, analyze, interpret and present results without bias (Orodho, 2016). The employment using combined quantitative and qualitative methodologies in a descriptive research design ensures that the investigation was able to describe and characterize the topic, gather information, and analyze phenomena quite thoroughly (Mugenda & Mugenda, 2012).

3.2 Variables

This study sought to examine biodiversity conservation factors influencing wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya. The variables were as follows:

(i)   The dependent variable: This variable was wildlife tourism. It was measured using number of tourists visiting the conservancy and variety of animals preferred in the conservancy.

(ii)   The independent variables: These were the four biodiversity conservation factors influencing wildlife tourism. These included visitor's profile for

preference, wildlife habitat conditions, visitor's satisfaction and animal conservation.

3.3 Location of the Study

The study was carried out in Laikipia county which is located on the Equator in the former Rift Valley Province of the country. It is one of the smallest counties covering an area of 9,462 square kilometers. Laikipia county has a population of 399,227 (Kenya National Bureau of Statistics, 2018). This county is bordered on the south by Meru and Nyeri, also on southwest by Nyandarua, on the north by Samburu, on the northeast by Isiolo, and on the west by Baringo. Laikipia, who's in Kimaasai means "treeless plain," is a huge plain wherein various species of wildlife, particularly the Big Five, wandering unrestrained on surrounding rangelands. This makes it the best county for the study in order to get a representative sample given that it has the largest number of wildlife conservancies in Kenya. Laikipia county is well endowed with wildlife tourism resources mostly in ranches, sanctuaries and conservancies which invest in wildlife conservation, protecting internationally and nationally important endangered species such as black rhinoceros, white rhinoceros, and wild dogs.

Oljogi Conservancy was founded almost 60 years back and seems to be a secure refuge for wildlife management preservation and expansion. Sitting on an expansive 58,000 acres of land in Laikipia, Oljogi wildlife conservancy is unlike any other ranch in Kenya and Africa. The conservancy and rescue centre harbours the Big Five which attract a wide range of tourists across the globe. In addition to the 'only bear in Africa' Oljogi has an abundance of other endangered species such as the reticulated giraffe, Grevy's zebra, elephants, African wild dog, lion, cheetah, greater kudu and Laikipia hartebeest which makes it unique and representative.

3.4 Target population

For purposes of this study, wildlife conservancy is indicated as an area in which plants and animal species, and their habitats are protected. The study targeted people visiting the wildlife rescue centre in Oljogi conservancy for wildlife tourism. Oljogi Conservancy receives an estimated 13728 visitors each year (KWCA, 2018). Only visitors above 18 years were selected. Tour guides were used as key informants.

3.5 Sampling Techniques and Sample Size

3.5.1 Sampling Technique

It used simple random sampling to select the visitors involved in the study. Simple random sampling is a method of selecting a sample in which the sample is selected unit by unit, with equal probability of selection for each unit at each draw (Filipponi, Piersimoni, Roberto, Dickson, & Giuliani, 2019). This gives each unit an equal chance of selection. The selection started from the entrance to the rescue centre in Oljogi conservancy.

A complete listing of the overall population to been researched is required for simple random sampling to produce an appropriate quantitative measurement of a vast group (Filipponi et al, 2019). In this case, the researcher would not access all the visitors as some came through without time to fill in the questionnaire. The conservancy also did not provide a list of tourists from which the researcher could select the sample from. This challenge was overcome by tapping the visitors at the entrance which gave the researcher a chance to make his own list with the visitors assigned numbers from which a list was generated. Then the numbers on the list were randomly selected to get the recommended sample. Tourists were stopped at the Oljogi conservancy's

entrance and given questionnaires to fill out, that were then submitted to the investigators.

Five tour guides, who were employees of the conservancy, were selected through convenience sampling. This involved interviewing the tour guides available at the time the researcher was at the conservancy. This enabled the interviewer to save on time and interview enough tour guides for the study.

3.5.2 Sample Size

A sample is a portion from a larger group (Desu, 2012). The proposed study targeted 384 visitors to the Oljogi conservancy. The researcher used Yamane, (1967) statistical formula in the selection of number of visitors who were involved in the study. This formula is used to get a representative sample from a population of more than 10000. A figure above 10000 can be rounded off in the sample calculation (Naidu, 2021).

$$n = \frac{N}{1 + N(e)^2}$$

Where;

Where n= the required sample size

N   = target population

e   = the required precision level (in this case ±5%)

$$n = \frac{10000}{1 + (10000 * 0.05^2)}$$

$$n = \frac{10000}{26}$$

= 384

The study interviewed five tour guides to collect qualitative data to support the data collected through questionnaires.

3.6 Research Instruments

This survey's primary data gathering tool was a questionnaire. The questionnaire was used to collect the required data from the visitors (Appendix II). This questionnaire had 20 items which constituted Likert-scales and closed ended questions to ensure more structural responses as well as open-ended questions to give room for more in-depth information. This questionnaire was split into 3 segments, each of which tried to learn more about the topic as follows: visitors' profile, visitors' preference to wildlife tourism, habitat conditions, satisfaction level of visitors on preferred wildlife as well as animal conservation. All tour guides' information was collected via interview guides. This information was used to beef up the information from the questionnaire on wildlife tourism and visitor preferences while the interview guide contained unstructured questions based on the objectives of the study.

3.7 Pretesting of Research Instruments

The questionnaires were pretested to 12 visitors selected randomly and who were not included in the final study. This was 3% of the 384 visitors sampled. The number of cases used in a pretest should be very small, normally between 1% - 10% of the total sample (Mugenda & Mugenda, 2012). This was vital in providing an insight into issues such as any hidden challenges, average time needed for data collection and how best the respondents understood the instruments. It aided in making the necessary adjustments before carrying out the final study especially with timing which came out as a challenge. Five out of all 12 tourists that did take participation in this pretest

(41.6%) took rather longer completing in questions, thus measures were devised to aid those who required assistance in the primary research such that time would not be wasted.

3.7.1 Validity of Research Instruments

Validity in research explains soundness of research instruments and how they match the phenomenon (Kombo & Tromp, 2014). In order to check the validity, the instrument were reviewed by the supervisors and panelists who recommended changes to the instrument. The instrument was adjusted based on the recommendations to ensure that they were valid. The CVR established by Lawshe (1975) is utilized for measure the validity. It's a linear conversion of a proportionate degree of cooperation as to how many "experts" in a group rank an element as "important," determined as follows:

$$CVR = \frac{n_e - (\frac{N}{2})}{\frac{N}{2}}$$

where CVR is the content validity ratio, n_e is the number of panel members indicating "essential," and N is the total number of panel members. In our study, the number of panels   were 10 with 9 indicating the instrument as essential. Hence, we got a CVR of 0.8 which is above 0.62 recommended by Lawshe (1975).

3.7.2 Reliability of Research Instruments

Louis, Manion, & Morrison (2013) posits reliability as the precision and accuracy of a research instrument based on consistency of results. Cronbach's Alpha was used to assess the study instrument's reliability. Cronbach's alpha is a measure of a questionnaire reliability that measures its internal uniformity or mean connection of

questions. The Alpha coefficient is supposed to range between 0.7–0.9 for the instruments to be termed reliable (Gliem & Gliem, 2013). A large level of Alpha coefficient (0.791) indicates the investigation tools utilized were quite dependable, which was beneficial in obtaining accurate results for the investigation.

3.8 Data Collection Techniques

A consent document by graduate school was received before the beginning of fieldwork (Appendix II). Respondents were briefed on the objective of the study as well as given an assurance that any information provided would be treated with confidentiality and used solely for study purposes. Questionnaires were administered to collect information from the respondents. They were sent to all indicated participants, and whatever support they needed was offered to help them complete their replies in the allotted time. The investigator awaited the completion of the surveys before collecting them on the same day. It was necessary to prevent questionnaires from being missed or carried home by guests.

By the end of data collection, a total of 339 questionnaires had been collected. A pretest was administered to test for applicability, survey duration, and level of understanding. The final questionnaire version targeted visitors touring the conservancy and the Wildlife Rescue Centre. Visitors were stopped outside their rescuing center's entrances. All tour guides were interviewed at a location and timing that was appropriate for them. The researcher asked the questions during the interview and noted the answers on the schedule. This ensured that the interviews took the least time and noted the key points in the interview. Data collection for the proposed study

took place from September through November 2018 at Oljogi conservancy in Laikipia County, Kenya.

3.9 Data analysis and Interpretation

This study adopted mixed data analysis techniques. Quantitative analysis seeks to yield descriptive and inferential statistics (Louis et al, 2013). The Statistical Package for Social Scientists (SPSS) computing program is used to analyze the information in this instance. To exclude any anomalies which were judged important on the conclusion, the gathered information was verified for correctness and coded based on the characteristics of the participants. In addition, descriptive analysis was used to create frequency, percent, means, and standard deviations for the closed ended inquiries' different indicators. Thematic data analysis was utilized to make generalized statements about how groups or concepts of data are linked in qualitative data. Data was presented using tables for purposes of clarity. Chi square statistics were used in hypothesis testing.

3.10 Logistical and Ethical considerations

Researchers guaranteed confidentiality as well as the respondent giving written consent. No indication of names of the respondents if they were not okay with it. Any personal information was private and not disclosed even to other researchers or people. The survey questions and procedure took into account cross-cultural, ethnic or gender sensitivities. Beliefs and traditions of the respondents were put into consideration and not gone against. Traditional ways embedded in the respondent's life were taken as they were not ignored.

In addition, the questions, other aspects were presented clearly and truthfully. Clarity

was a factor and questions were not intentionally coiled to confuse the respondent in

order to get a presumed answer. They were precise and direct, easy to understand and

respond to. The study also maintained high standards of integrity to even enable the

information to be used by current and future researchers in wildlife tourism. The

researcher seeded permission from the University's Graduate School to proceed with

the study as well as acquiring the required permits from NACOSTI.

3.11 Operationalization of Variables

OBJECTIVE	VARIABLE	INDICATORS	Analysis
To determine the relationship between profile visitors and wildlife tourism at Oljogi conservancy	Visitors' profile	● Age ● Gender ● Marital status ● Occupation	● Descriptive statistics ● Chi-square
To determine the relationship between habitat conditions and wildlife tourism at Oljogi conservancy	Habitat conditions	● Animals in the wild ● Animals in the cage	● Descriptive statistics ● Chi-square
To examine relationship between visitor satisfaction and wildlife tourism at Oljogi conservancy	visitors Satisfaction	● Referrals ● Preferred animals	● Descriptive statistics ● Chi-square
To determine the relationship between animal conservation and wildlife tourism at Oljogi conservancy	Animal conservation	● Area coverage ● Animals conserved	● Descriptive statistics ● Chi-square
	Wildlife Tourism	● Number of visitors ● Animals viewed	● Descriptive statistics

CHAPTER FOUR: FINDINGS

4.1 Introduction

This chapter discusses the interpretation and presentation of the findings obtained from the field. The chapter presents the background information of the respondents and findings of the analysis based on the objectives of the study. Descriptive statistics were used to discuss the findings of the study.

4.1.1 Response Rate

The study used a sample size of 384 respondents in collecting data out of which 339 filled in and returned the questionnaires making a response rate of 88.3% as shown in Table 4.1. Based on the findings, the response rate was considered to be excellent.

Table 4.1: Response Rate

Response	Frequency	Percentage
Responded	339	88.3
Not responded	45	11.7
Total	384	100

Source: Research data (2019)

4.2 Wildlife Tourism

From the findings on the preferred animals as shown by table 4.2, majority of the respondents indicated black rhino (75.5%%), leopard (67.3%), lion (67.0%), cheetah (59.0%), buffalo (55.5%), impala (54.0%), plains zebra (54.0%), elephant, Grevy's zebra (52.2%), hippopotamus (50.7%), and monkey (50.1%) in that order.

Few indicated that they preferred the African wild dog (42.8%), black panther (42.2%), giraffe (42.2%), hyena (38.9%) and the bear (31.0%). This shows that the most preferred animal was the black rhino, followed by the leopard and the lion. The

bear was the least preferred followed by the hyena and black panther in that order. Based on the results from the interviews, tourist guides specified that wildlife tourism in the conservancy was good but were looking for ways of improving it. This was based on the high number of visitors that came to the conservancy within the recent years. The conservancy also had a huge variety of wildlife species which placed it in a better position in terms of wildlife tourism.

Table 4.2: Wild animals that visitors preferred to view

Wild Animals	Frequency (YES)	Percent
African wild dog	145	42.8%
Cheetah	200	59.0%
Leopard	228	67.3%
Bear	105	31.0%
Buffalo	188	55.5%
Lion	227	67.0%
Elephant	177	52.2%
Black Panther	143	42.2%
Impala	183	54.0%
Black Rhino	256	75.5%
Grevy's Zebra	177	52.2%
Plains Zebra	183	54.0%
Hippopotamus	172	50.7%
Monkey	170	50.1%
Hyena	132	38.9%
Giraffe	143	42.2%

Source: Research data (2019)

4.3 Biodiversity Conservation Factors

The study sought to examine the biodiversity conservation factors influencing wildlife tourism at Oljogi conservancy.

4.3.1 Visitor Profile

The study started by analyzing the respondent's demographic information. Specifically, the study sought data related to age, gender, group number, marital status, occupation and educational qualifications. The researcher related the profiling to wildlife tourism to meet the first objective of the study. Respondents were asked to indicate their age category. This was sought to ensure fair involvement of respondents across all the age groups.

From findings on table 4.3, participants (35.7%) showed they were aged between 35 and 44 years. Further, 23.0% indicated that they were aged between 18 to 25 years, 19.5% between 45 and 54 years, 14.7% between 26 to 34 years, whereas 7.1% were 55 years and above. Drawing from the study findings, it's evident that visitors of various age groups were fairly involved in this research.

Table 4.3: Distribution of Respondents by Gender

Age	Frequency	Percentage
18-25 years	78	23.0
26-34 years	50	14.7
35-44 years	121	35.7
45-54 years	66	19.5
55 years and above	24	7.1
Total	339	100.0

Source: Research data, (2019)

Participants were asked to indicate their gender category. This was sought in view of ensuring fair involvement of male and female respondents. Findings are presented in Table 4.4. This shows that most of the respondents (58.1%) were males while 41.9% were females. Drawing from the above findings it's evident that both genders were fairly involved in the study and this implied that the findings did not suffer from gender biasness.

Table 4.4: Gender of the Respondents

Category	Frequency	Percentage
Male	197	58.1
Female	142	41.9
Total	339	100.0

Source: Research data (2019)

Participants were requested to indicate the number of individuals in a group. Results are presented in table 4.5. They showed that 30.7% of the visitors were organized in groups of 3 to 5 individuals, 30.1% in groups of 1-2 individuals, 24.2% indicated 6 to 10 members while 15.0% were organized in groups with more than 10 individuals. This showed that visitors touring Oljogi conservancy were mostly in groups of less than 6.

Table 4.5: Number in group

	Frequency	Percentage
1-2 Members	102	30.1
3-5 Members	104	30.7
6-10 Members	82	24.2
More than 10 Members	51	15.0
Total	339	100.0

Source: Research data, (2019)

Respondents were asked to indicate their marital status. Results as per table 4.6 shows that most of the respondents (54.0%) were married people while 46.0% of were single. This implies that majority of the respondents who visit Oljogi conservancy are mostly married.

Table 4.6: Marital status

Category	Frequency	Percentage
Single	156	46.0
Married	183	54.0
Total	339	100.0

Source: Research data (2019)

Participants were asked to indicate their occupation status. Results are presented in table 4.7. From findings, the study revealed that 32.7% of the respondents were self-employed, 26.0% of the respondents were in other white-collar occupation, and 23.0% were skilled manual while 18.3% were state pensioners. This implies that participants of various occupations were involved in this study with the self-employed being the most travelers.

Table 4.7: Occupation Status of the Respondents

	Frequency	Percentage
Other white-collar occupation	88	26.0
Skilled manual	78	23.0
State pensioner	62	18.3
Self-employed	111	32.7
Total	339	100.0

Source: Research data (2019)

Academic qualifications are closely linked with individuals' understanding ability and interpretation of subjects. In order to gauge participant's ability to respond to

research questions, all the respondents were required to indicate their highest academic qualifications results presented in table 4.8. It shows that most of the respondents (33.0%) held bachelor's degree, 31.3% Masters, 24.2% were of Secondary education level, while 11.5% held post-graduate. This implied that all the respondents were educated which means that they could respond to the research question effortlessly.

Table 4.8: Highest Level of Education

Category	Frequency	Percentage
Secondary	82	24.2
Graduate	112	33.0
Masters	106	31.3
Post-Graduate	39	11.5
Total	339	100.0

Source: Research data (2019)

As per the findings shown in table 4.9, it was agreed that education increased one's interest in wildlife tourism (M=4.32 SD = 0.58), single people preferred wildlife tourism to other fun activities (M= 4.23 SD = 0.83), men who travel seek adventurous activities like game drives (M= 4.16 SD = 0.78), youth are more likely to go for a wildlife tourism expedition compared to the aged (M= 4.09 SD =0.88) and that characteristics of the visitors influence their viewing of wildlife (M= 4.03 SD =0.83). Individual attributes such as occupation, age, and education level strongly impacted wildlife tourism preferences amongst tourists, according to Higginbottom and Bjerke et al. (2012).

The tour guides interviewed indicated that visitors were profiled in the conservancy based on their age, gender, residence, intention to visit, and animals of interest. They

indicated that visitors profiling influenced wildlife tourism preferences in the conservancy. They indicated that the men were key visitors but usually pulled women with them every time they toured. The youth formed a larger proportion of the visitors to the conservancy. The profiling was found to improve the experience with all parties covered in the wildlife experiences created by the conservancy.

Table 4.9: Relationship Between Visitor Profile and Preference on Wildlife Tourism

	N	Min	Max	Mean	Std. Dev
Characteristics of the visitors influence their viewing of wildlife	339	2.00	5.00	4.03	0.83
Education increases one's interest in wildlife tourism	339	3.00	5.00	4.32	0.58
Men who travel seek adventurous activities like game drives	339	2.00	5.00	4.16	0.78
Single people prefer wildlife tourism to other fun activities	339	2.00	5.00	4.23	0.83
Youth are more likely to go for a wildlife tourism expedition compared to the aged	339	3.00	5.00	4.09	0.88

Source: Research data (2019)

4.3.2 Habitat Conditions

Respondents were asked to indicate the location in which the animal was as they viewed it in the conservancy. The findings were indicated by table 4.10. Results show that the majority of the participants (62. %5) viewed animals in a natural environment while 37.5% indicated that the animal was in a cage or enclosure. This shows that the majority of the preferred animals at Oljogi conservancy were viewed free ranging in the natural environment.

Table 4.10: Vicinity in Which the Animal Was Located

	Frequency	Percentage

Natural environment	212	62.5
In a cage or enclosure	127	37.5
Total	339	100.0

Source: Research data (2019)

From the findings in table 4.11, it was found that most endangered species were caged in the conservancy (Mean= 4.38; SD =0.58). They also agreed that wildlife in captive habitats were more friendly compared to the free ranging wildlife (Mean= 4.27; SD =0.76) and that wild animal existed in natural environments (Mean= 4.26; SD =0.67). The respondents liked viewing free ranging wildlife (Mean=4.13; SD =0.84) and that wildlife habitat determined the number of visitors in wildlife tourism (Mean=4.08; SD =0.81.) It was also found out that visitors liked viewing wildlife in a cage (Mean= 4.01; SD =0.93). Higginbottom and Buckley (2014) established that visitors, travelling with an organized tour group, preferred to view wildlife in an untouched natural environment.

From the interviews, the tour guides indicated that the majority of the wildlife in the conservancy lived in different habitats. A larger group of the animals were found to exist in a natural environment within the conservancy fenced with an electric line. Others existed in cages and enclosed areas and this catered for all sorts of visitors that came to the conservancy.

The habitat was found to influence wildlife tourism in the conservancy. Moreover, the tour guides interviewed indicated that most visitors preferred animals in the wild or natural environment. This is because it gave them a good natural experience as it related to their adventure seeking. Others were indicated to prefer animals in cages or controlled environment as they felt safe from any possible attack by the wildlife. With

majority of the animals in the wild, the wildlife tourism is positively influenced by the habitat as this leads to an increased number of new and recurrent visitors.

Table 4.11: Statements Relating to the Animal Habitats

	N	Min	Max	Mean	Std. Dev
Wildlife animals exist in natural environment	339	3.00	5.00	4.26	0.67
I like viewing wildlife in a cage	339	2.00	5.00	4.01	0.93
I like viewing free ranging wildlife	339	2.00	5.00	4.13	0.84
Wildlife in captive habitats are more friendly compared to the free ranging wildlife	339	2.00	5.00	4.27	0.76
Endangered species are caged in the conservancy	339	3.00	5.00	4.38	0.58
Wildlife habitat determines the number of visitors in wildlife tourism	339	2.00	5.00	4.08	0.81

Source: Research data, (2019)

4.3.3 Visitor Satisfaction

Respondents were asked to state how satisfied they were with wildlife tourism experience at Oljogi Conservancy. From table 4.12, Most (38.1%) indicated that they were completely satisfied, 33.3 % were satisfied, 18.3% dissatisfied whereas 10.3% were fairly satisfied. This implies that most of the tourists were highly satisfied with the wildlife tourism experience at Oljogi Conservancy in Laikipia County, Kenya.

From the interviews, the tour guides indicated that most visitors were very happy and satisfied with the experience in the conservancy, promising to return in the near future. They also indicated that most visitors always revisited the conservancy and referred it to others as well. This influenced the wildlife tourism in the conservancy.

Table 4.12: Level of Satisfaction

	Frequency	Percentage
Dissatisfied	62	18.3

Moderate	35	10.3
Satisfied	113	33.3
Completely satisfied	129	38.1
Total	339	100.0

Source: Research data (2019)

Participants were asked to state whether they encountered the wild animal they most preferred. From table 4.13, 78.5% of the visitors did encounter the wild animal they most preferred, while 21.5% indicated that they did not. According to Odunga and Maingi (2011) visitors' preferences and choices of wildlife-based experiences play a critical role in attracting overseas visitors. The study also revealed that seeing wildlife in its natural environment, behaving naturally and viewing rare, unique or unusual wildlife were the three most important features sought in a wildlife tourism experience.

Table 4.13: Whether tourists encountered the wild animal they most preferred

	Frequency	Percentage
Yes	266	78.5
No	73	21.5
Total	339	100.0

Source: Research data, (2019)

Participants were asked to state how likely they were to recommend others to pay a visit to Oljogi Conservancy. Results, as presented by table 4.14, showed that 38.9% were definitely willing to recommend others, 38.6% would possibly recommend, and 17.1% would possibly not recommend others to visit while 5.3% were undecided. This showed that the majority of the visitors visiting Oljogi were highly satisfied and would recommend others to visit the conservancy.

Table 4.14: Visitor willingness to recommend others to visits the conservancy

	Frequency	Percent
Yes, definitely	132	38.9
Possibly	131	38.6
No	58	17.1
Don't know	18	5.3
Total	339	100.0

Source: Research data (2019)

Respondents were required to indicate whether they would consider visiting Oljogi Conservancy again. Results shown by table 4.15 indicated that 49.3% of the visitors indicated that they would consider visiting Oljogi Conservancy again if they happen to return to the region. 33.6% indicated that they would possibly do so while 17.1% indicated that they would never.

Based on these findings, it's evident that the majority of the visitors would consider revisiting Oljogi Conservancy. According to CRC for Sustainable Tourism, (2009), the encounter between the visitor and the wildlife comprises the core of a wildlife tourism experience.

Table 4.15: Whether They Would Consider Visiting the Oljogi Conservancy again.

	Frequency	Percent
Maybe.	114	33.6
Yes, if I return to the region	167	49.3
No	58	17.1
Total	339	100.0

Source: Research data (2019)

Respondents were required to indicate the extent to which they agreed with the following reasons for client satisfaction in wildlife tourism in the conservancy. From

table 4.16, the participants agreed that it was their first time to see the wild animal (M=4.35 SD =0.69). They also agreed that to them it was a wonderful experience with native animals (M= 4.34 SD =0.62); touched, handled or fed the wild animal (M= 4.25 SD =0.73), wild animals were of friendly nature (M= 4.23 SD =0.77), wild animals were rare and unique (M= 4.12 SD =0.75). However, they disagreed that wild animals were aggressive (M= 2.21 SD =0.73). These findings support those of Moscardo & Saltzer, (2004).

Table 4.16: Reasons for guest satisfaction in wildlife tourism in the conservancy

Cause of satisfaction	N	Min	Max	Mean	Std. Dev
It was the first time to see the wild animal	339	3.00	5.00	4.35	0.69
Wild animal was rare and unique	339	3.00	5.00	4.12	0.75
Wild animal was of friendly nature	339	3.00	5.00	4.23	0.77
To experience native animals'	339	3.00	5.00	4.34	0.62
You touched, handled or fed the wild animal	339	3.00	5.00	4.25	0.73
The wild animal was aggressive	339	3.00	5.00	2.21	0.73

Source: Research data, (2019)

4.3.4 Animal Conservation

The fourth objective of the study was to determine whether animal conservation influences wildlife tourism at Oljogi conservancy. This section seeks to establish the level of animal conservation in Oljogi and how it influences wildlife tourism within the conservancy. The study sought to rate the animal conservation efforts in Oljogi. The respondents were requested to rate the conservation efforts in Oljogi conservancy. The findings are shown by table 4.17. The table shows that most of the respondents as shown by 43.1% rated animal conservation in Oljogi as good. A substantial number (33%) rated it as very good, 13.9% indicated poor, 6.8% indicated

excellent while 3.2% indicated the conservation as poor. This is an indication that the visitors viewed Oljogi conservancy as a great area of wildlife conservation.

In addition, the tour guides indicated that animal conservation status in the Oljogi was very good and actually one of the key objectives of the conservancy. This was evident by the vast area under the conservancy, beefed up security as a result of endangered species for example, black rhinos, existence of the big five, existence of unique wildlife and existence of an organizational wildlife conservation strategy.

Table 4.17: Wildlife Conservation Rating

	Frequency	Percentage
Excellent	23	6.8
Very good	112	33.0
Good	146	43.1
Poor	47	13.9
Very poor	11	3.2
Total	339	100.0

Source: Research data (2019)

On whether animal conservation influenced wildlife tourism at Oljogi, the researcher requested the respondents to indicate their opinion. The findings indicated that animal conservation influenced wildlife tourism as shown by table 4.18. As per the table, majority of the respondents (62.8%) indicated that animal conservation influenced wildlife tourism. However, 37.2% indicated that animal conservation had no effect on wildlife tourism. This is a clear indication that animal conservation influenced wildlife tourism at Oljogi conservancy.

From the interviews done with the tour guides, animal conservation influenced wildlife tourism in that it defined the measures taken to ensure the wild animals were

available at Oljogi for viewing. It also had impacts on the number of animals viewed, area covered by the tourists in their adventures, the number of unique wildlife destinations   and the number of visitors.

Table 4.18: Whether Animal Conservation Influence Wildlife Tourism

	Frequency	Percentage
Yes	213	62.8
No	126	37.2
Total	339	100.0

Source: Research data (2019)

The findings on the extent to which the respondents agreed on the statements relating to animal conservation and wildlife tourism are shown by table 4.19. The findings showed that the respondents agreed that they had seen unique wildlife conserved in Oljogi (M=4.34, SD=0.79). They also agreed that poor conservation of animals reduced visitors for wildlife tourism (M=4.31, SD=0.58), animals conservation status defined wildlife tourism in protected areas (M=4.23, SD=0.77), they had seen big five in Oljogi (M=4.11, SD=0.43), habitat destruction hindered animal conservation efforts (M=4.04, SD=0.32). The respondents further agreed that poaching was a major challenge in animal conservation (M=3.74, SD=0.85), Oljogi had a variety of wildlife conserved within its borders (M=3.72, SD=0.75) and that many people visited Oljogi for wildlife adventures (M=3.55, SD=0.70).

Table 4.19: Statements on Animal Conservation and Wildlife Tourism

	N	Min	Max	Mean	Std. Dev

Poaching is a major challenge in animal conservation	339	1	4	3.74	0.85
Habitat destruction hinders animal conservation efforts	339	3	5	4.04	0.32
Animal conservation status defines wildlife tourism in protected areas	339	2	4	4.23	0.77
I have seen unique wild animals conserved in Oljogi	339	1	5	4.34	0.79
I have seen big five in Oljogi	339	3	5	4.11	0.43
Poor conservation of wild animals reduces visitors for wildlife tourism	339	2	5	4.31	0.58
Many people visit Oljogi for wildlife adventures	339	1	4	3.55	0.70
Oljogi has a variety of wildlife conserved within its borders	339	1	5	3.72	0.75

Source: Research data (2019)

4.4 Hypothesis Testing

From the table 4.20, the factors show an asymptotic significance of 0.000 which shows that the factors have a significant effect on wildlife tourism. In this case, we reject the null hypothesis that animal conservation was the only factor influencing wildlife tourism at Oljogi conservancy. Hence, we conclude there are other factors influencing wildlife tourism apart from animal conservation at Oljogi conservancy.

Table 4.20: Hypothesis Testing

	Visitor profile for preference	Habitat Conditions	Visitor satisfaction	Animal conservation
Chi-Square	24.925[a]	242.686[b]	232.343[b]	823.711[c]
Df	3	4	4	3

Asymp. Sig.	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 173.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 70.0.

c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 87.3.

Source: Research data (2019)

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter gives a discussion on the key findings of the study. The discussions were based on the objectives of the study.

5.2 Wildlife Tourism

Descriptive findings revealed that to most of the visitors it was their first time to see the wild animal they preferred. To them it was a wonderful experience with native animals as they touched, handled or fed the wild animals. They also agreed that the preferred wild animals were rare and unique but disagreed that the animals were aggressive. The study found that the most preferred animal was the black rhino, followed by the leopard and lion in that order. The bear was the least preferred animal followed by hyena and black panther.

5.3 Visitor's Profile

The study revealed that visitor's profile had a significant influence on wildlife tourism. The study found that males were more likely prefer to see non-unique animals, visitors on their first trip were more likely to want to see iconic big five, while those on a return were more likely want to see other types of animals.

In an effort to segment the wildlife market, visitors were divided into groups based on the types of animals they most wanted to see. This study revealed that for instance previous knowledge of preferred animal, level of education, Age, employment status, social affiliation, nature of travel organization such as groups and their dynamics and

financial status influenced visitor's preference of wildlife tourism at Oljogi conservancy.

Results also show that education increased one's interest in wildlife tourism with single people preferring wildlife tourism to other fun activities. Men and youth preferred adventurous activities like game drives and wildlife tourism expeditions. It also found out that characteristics of the visitors influenced their viewing of wildlife. Hypothesis test showed that visitor's profile for preference had an effect on wildlife tourism (X^2 =24.925, p=0.000). These findings concur with the study findings by Higginbottom and Bjerke et al., (2012) who reported that individual characteristics such career, age, level of education significantly influenced wildlife tourism preference among visitors.

5.4 Habitat Conditions

The study revealed that most visitors preferred seeing wild animals in their natural environment. They also preferred rare and unique wildlife in their adventures. In contrast, few respondents preferred the animals in cages and enclosures. The respondents agreed that they preferred the endangered, free ranging and friendly wildlife. These findings are in support of the study findings by Higginbottom and Buckley (2014) who indicated that visitors preferred to view wildlife in untouched natural environment where the wildlife was mainly found. Nevertheless, they also agreed that wildlife habitat determined the number of visitors in wildlife tourism. Finally, in the hypothesis testing, the study found that wildlife habitat conditions influenced wildlife tourism (X^2 =242.686, p=0.000). The findings concur with the findings of Njeri (2013).

5.5 Visitor Satisfaction

Assessment on satisfactory showed that majority of the wildlife visitors visiting Oljogi were satisfied and would definitely recommend others to visit the conservancy. Results showed that most were definitely willing to recommend others to visit the conservancy. In addition, the majority of the visitors visiting Oljogi Conservancy encountered the wild animal they most preferred. In addition, the hypothesis testing confirmed that visitor satisfaction influenced wildlife tourism (X^2=232.343, p=0.000). The findings concur with those of Odunga and Maingi (2011) found that visitors' preferences and choices of wildlife-based experiences play a critical role in attracting overseas visitors.

5.6 Animal Conservation

The fourth objective of the study was to determine whether animal conservation influenced wildlife tourism at Oljogi conservancy. The study found that there was unique wildlife conserved with all the big fives available within its borders. The findings support those of Van Wijk, Lamers and Van der Duim (2015) who found that conservation of unique wildlife enhanced wildlife tourism within protected areas.

Poor conservation of wild animals was found to influence wildlife tourism in protected areas by reducing the number of visitors. The findings supported those of Shutt (2014) who found that wildlife tourism is on the decline with animal conservation being the main challenge facing wildlife tourism. From the hypothesis testing, animal conservation showed a significant effect on wildlife tourism (X^2 =823.711, p=0.000).

CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the study summary, conclusions and recommendations based on the study findings. The objectives of the study were to investigate the relationship between visitor's profile and preference of wildlife tourism at Oljogi conservancy. Also, whether visitors' preferences to wildlife tourism at Oljogi conservancy related to the habitat they existed in, the satisfaction level of visitors on wildlife tourism and finally whether animal conservation influenced wildlife tourism at Oljogi conservancy.

6.2 Summary of the Findings

6.2.1 Visitor's Profile

This study revealed that previous knowledge on preferred animals, level of education, age, employment status, social affiliation, nature of travel organization such as groups and their dynamics and financial status influenced visitor's preference of wildlife tourism at Oljogi conservancy.

Results also showed that education increases one's interest in wildlife tourism with single people preferring wildlife tourism to other fun activities. Men and youth preferred adventurous activities like game drives and wildlife tourism expeditions . The study also found that characteristics of the visitors influenced their viewing of wildlife.

6.2.2 Habitat Conditions

Results showed that the majority of the participants viewed preferred animals in a natural environment in addition to most endangered species being in cages and

enclosures. Nevertheless, wildlife in captive habitats were friendlier compared to the free ranging wildlife which existed in the natural environment. Most of the visitors liked viewing free ranging wildlife while wildlife habitat determined the number of visitors in wildlife tourism and that a number of tourists also liked viewing wildlife in cages.

6.2.3 Satisfaction Level

Most of the visitors were satisfied with wildlife tourism experience at Oljogi Conservancy in Laikipia County, Kenya. This is because the majority of visitors encountered the wild animal, they most preferred. The study also revealed that seeing wildlife in its natural environment, behaving naturally and viewing rare, unique or unusual wildlife were the three most important features sought in a wildlife tourism experience. Most of the visitors would recommend others to visits Oljogi conservancy.

Results also revealed that for most of the visitors, it was their first time to see the preferred wild animal, to them it was a wonderful experience seeing native animals. Also, most of the visitors touched, handled or fed the wild animals and thought that wild animals were of friendly nature in addition to being rare and unique.

However, most respondents disagreed that wild animals were aggressive. The study found that the most preferred animal was the black rhino, followed by leopard and lion as the top three. The bear was the least preferred animal followed by hyena and black panther.

6.2.4 Animal Conservation

The fourth objective of the study was to determine whether animal conservation influences wildlife tourism at Oljogi conservancy. The study found that most of the

rated animal conservation measures in Oljogi were very good. This was supported by the findings from the interviews with tour guides who indicated so. This was given by the vast area covered by the conservancy, beefed up security, existence of the big five, and existence of unique wildlife in addition to a feasible and working conservation strategy. Also, the majority of the respondents indicated that animal conservation influenced wildlife tourism.

From the interviews done with the tour guides, animal conservation influenced wildlife tourism which also determined the number of animals to be viewed, area covered by the tourists in their adventures, the number of unique wildlife destinations and the number of visitors.

The study found that there was unique wild animals conserved at Oljogi with a high number of people coming for wildlife adventures. There was also a variety of wildlife in the conservancy with all the big fives available in addition to the endangered species for example the black rhinos. Poor conservation of wild animals was found to influence wildlife tourism by   reducing the number of visitors. In addition, destruction of habitat and poaching was found to hinder animal conservation efforts. From the hypothesis testing animal conservation showed a significant effect on wildlife tourism.

6.3 Conclusions

This study concludes that visitor's profile has a significant relationship with wildlife tourism at Oljogi conservancy. For instance, previous knowledge of preferred animals, level of education, Age, employment status, social affiliation, nature of travel

organization such as group organization and its dynamics and financial status influenced visitor's preference for wildlife tourism at Oljogi conservancy.

In addition, habitat condition has a significant relationship with wildlife tourism at Oljogi conservancy. For instance, some would prefer a practical interaction with the animal whereby they could feed or touch/handle wildlife animals while others such as those traveling in organized groups preferred to view wildlife in an untouched natural environment whereby they could scrutinize the animal's real behavior unlike in a caged situation.

Also, most of the visitors paying a stopover at Oljogi conservancy were highly satisfied with the experience. Majority of the visitors encountered the wild animal they most preferred, hence would consider visiting once more. They would also recommend others to visit the conservancy. The study further concludes that visitor satisfaction has a significant relationship with wildlife tourism at Oljogi conservancy. The animal conservation in Oljogi conservancy was highly good. This was based on the conservation of the big five and unique wildlife within its borders. Destruction of habitat and poaching was found to hinder animal conservation efforts within Oljogi conservancy. The study further concludes that animal conservation has a significant relationship with wildlife tourism at Oljogi conservancy. From the findings, the study concludes that the biodiversity conservation factors influence the wildlife tourism at Oljogi conservancy.

6.4 Recommendation for Policy and Practice

Given that individual or group profile was found to influence visitor's preference of wildlife tourism, the management of Oljogi Conservancy should therefore tailor its tourism packages to match the dynamics of the visitors. Such should include group

size and variety of animals especially those in caged units as well as visitors' age and education in reference to animal preference.

Given that animal habitats were found to play a significant role in influencing visitor's preference of wildlife tourism the management of Oljogi Conservancy should again strive to offer different extensive view points for the wildlife in the conservancy. As the majority loved learning natural behaviors of the animals in their natural habitats, it is therefore important to give information in advance, explaining reasons as to why some animals are caged.

To ensure competitiveness and client satisfaction, the management of Oljogi Conservancy must continually embrace distinctive strategies that keep the tourists satisfied with the conservancy. This may involve having unique animals and offering great wildlife experience for the visitors. Oljogi conservancy need to consider biodiversity conservation factors in order to enhance their wildlife tourism.

6.5 Recommendations for Further studies

The study recommended a further investigation on biodiversity conservation factors influencing wildlife tourism in national reserves and parks as these are protected areas. This would give an indication on what would drive or influence visitors and as a result use the outcomes to compare with the findings of the current study. This would be important to the organizations in reviewing and putting in strategies for wildlife conservation and tourism.

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APPENDICES

Appendix A: Letter of Consent

From,

Kenyatta University
School of Hospitality & Tourism Studies.

Dear Participant:

You are invited to participate in a research study on biodiversity conservation factors influencing wildlife tourism at Oljogi conservancy in Laikipia County, Kenya. By participating in this research, you will assist wildlife conservation policy makers to understand this topic to allow them to make informed decisions. Your participation is completely voluntary. There are no anticipated risks or discomforts related to this research. However, if you feel uncomfortable with any part of this study at any time, you have the right to terminate participation without consequence. Steps will be taken to protect your anonymity and identity if you so wish.

You have the right to withdraw from the study at any one time for any reason. Information contributed may be deleted or kept according to your wish. No more information or date will be collected from you from that point on. Furthermore, the data collected to be used for such presentations will require your permission after you are given the opportunity to view the selected photographs/videos. Your personal information, including your name, will be kept confidential and not be distributed in any way. If you require further information about this study, please call NZOMO COSMAS MUNYAO (BSC.) at 0772481217 or 0728466136 of Kenyatta University.

I have read the above information regarding this research study and consent to participate in this study.

_____ (Printed Name)
_____ (Signature)

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_____ (Date)

_____ (Interviewer's name)

Appendix B: Questionnaire

This questionnaire is constructed to assist a Master's of Science Tourism Management student at Kenyatta University to carry out research on biodiversity conservation factors influencing wildlife tourism at Oljogi conservancy in Laikipia County, Kenya. Tick where appropriate. For the Likert questions use the scale: Please indicate.1- Strongly Disagree (S.D) 2- Disagree (D) 3- Undecided (U) 4- Agree (A) 5- Strongly Agree (S.A). Your help will be highly appreciated. Please spare a few minutes of your valuable time to answer the following simple questions.

Section I: Visitors Profile

1. Age:

   [ ] 18-25   [ ] 26-34   [ ] 35-44   [ ] 45-54   [ ] 55 and above

2. Gender

   Male [ ]   Female [ ]

3. Number in group: (Tick appropriately)

   [ ] 1-2   [ ] 3-5   [ ] 6-10   [ ] More than 10

4. Nationality   _____

5. Marital status:

   Single   [ ]   Married   [ ]

6. Occupation

   Manager   [ ]   Other white-collar occupation [ ]   Skilled manual [ ]

   State pensioner   [ ]   Self-employed [ ]

7. Highest qualification:

   Primary   [ ]   Secondary [ ] Graduate [ ]   Post-

   Graduate [ ]   PHD   [ ]   Post-Doc [ ]

8. To what extent do you agree on the following statements?

	1	2	3	4	5
Characteristics of visitors that influence their viewing of wildlife					

Education increases one's interest in wildlife tourism					
Men who travel seek adventurous activities like game drives					
Single people prefer wildlife tourism to other fun activities					
Youth are more likely to go for a wildlife tourism expedition compared to the aged					

Section II: Wildlife Habitat conditions

9. Where was the animal located that you viewed in the conservancy?

In natural environment   [ ]   In a cage or enclosure   [ ]

10. To what extent do you agree on the following statements?

	1	2	3	4	5
wildlife animals exist in natural environment					
I like viewing wildlife in a cage					
I like viewing free ranging wildlife					
Wildlife in captive habitats are more friendly compared to the free ranging wildlife					
Endangered species are caged in the conservancy					
Wildlife habitat determines the number of visitors in wildlife tourism					

Section III: Satisfaction level of Visitors on preferred wildlife

11. Overall how satisfied were you with your wildlife tourism experience at Oljogi Conservancy in Laikipia County, Kenya? Please tick on the number.

Completely Dissatisfied   [1]   [2]   [3]   [4]   [5]Completely Satisfied.

12. Did you encounter the wild animal you most prefer? Yes [ ]   No [ ]

13. Was the wild animal free ranging or in captive/semi captive…………………….

14. Would you say that your encounter with preferred wild animal led to the satisfaction?

15. Would you recommend a visit to Oljogi Conservancy to others?

Yes, definitely [ ] possibly[ ]   No [ ] Don'tknow [ ]

16. Would you visit Oljogi Conservancy again?

Yes, definitely   [ ]   Maybe. [ ]

Yes, if I return to the region [ ]   No   [ ]

17. To what extent do you agree on the following reasons for your satisfaction in wildlife tourism in the conservancy?

Cause of satisfaction	SD	D	U	A	SA
It was the first time to see the wild animal	1	2	3	4	5
Wild animal was rare and unique	1	2	3	4	5
Wild animal was of friendly nature	1	2	3	4	5
To experience native animals'					
You touched, handled or fed the wild animal	1	2	3	4	5
The wild animal was aggressive	1	2	3	4	5

Section IV: Wildlife conservation

18. How would you rate their conservation efforts?

   Excellent ( ) Very good( ) Good ( ) Poor   ( ) Very poor ( )

19. Do you think wildlife conservation influence wildlife tourism in Oljogi?

   Yes ( )   No   ( )

20. To what extent do you agree on the following statements relating to wildlife conservation and wildlife tourism in the conservancy?

	SD	D	U	A	SA
Poaching is a major challenge wildlife conservation	1	2	3	4	5
Habitat destruction hinders wildlife conservation efforts	1	2	3	4	5

Animal conservation status defines wildlife tourism in protected areas	1	2	3	4	5
I have seen unique wild animals conserved in Oljogi					
I have seen big five in Oljogi	1	2	3	4	5
Poor conservation of wild animals reduces visitors for wildlife tourism	1	2	3	4	5
Many people visit Oljogi for wildlife adventures					
Oljogi has a variety of wildlife conserved within its borders					

Section V: Wildlife Tourism

21. Below are some of the wild animals that visitors may have preference on while on a tour to Oljogi conservancy and wildlife rescue centre. Which animals do you like to see while on your tour to Oljogi conservancy?

Wild Animals	YES	NO
African wild dog		
Cheetah		
Leopard		
Bear		
Buffalo		
Lion		
Elephant		
Black Panther		
Impala		
Black Rhino		
Grevy's Zebra		
Plains Zebra		
Hippopotamus		
Monkey		
Hyena		

Giraffe		
Any other (Specify)		

22. Can you make two suggestions to improve the wildlife experiences available at Oljogi Conservancy in Laikipia County?

_____

_____

Thank you

Appendix C: Interview Guide

1. How is profiling done in your conservancy?

_____

_____

2. How do you think visitor's profile influence wildlife tourism in your conservancy?

_____

_____

_____

3. In which habitat does your animals exist in your conservancy?

_____

_____

4. How does the animal habitat influence wildlife tourism in your conservancy?

_____

_____

_____

_____

5. How satisfied are your visitors in the conservancy?

_____

_____
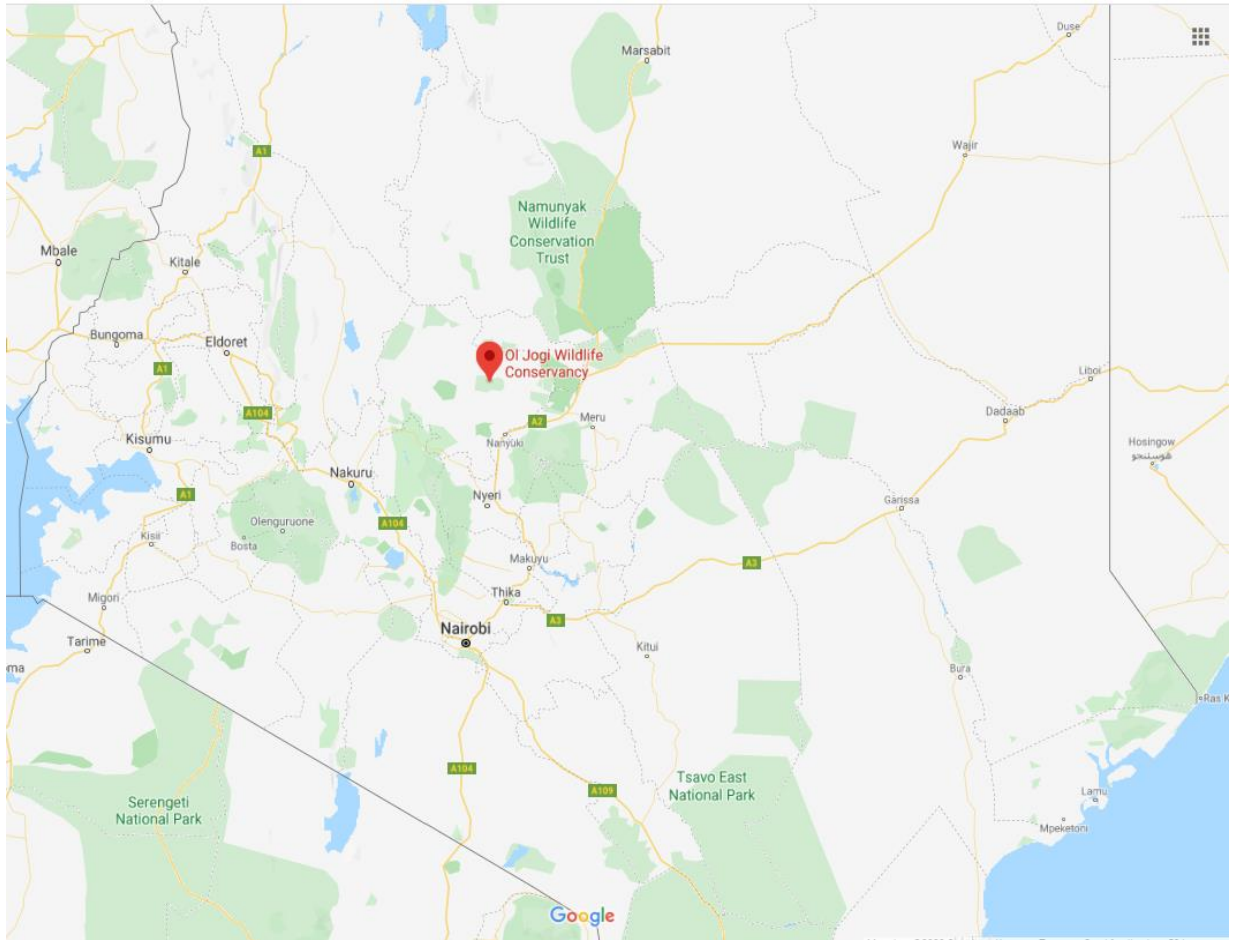
6. How does satisfaction level of your visitors influence wildlife tourism in your conservancy?

_____

_____

7. How would you describe animal conservation in your conservancy?
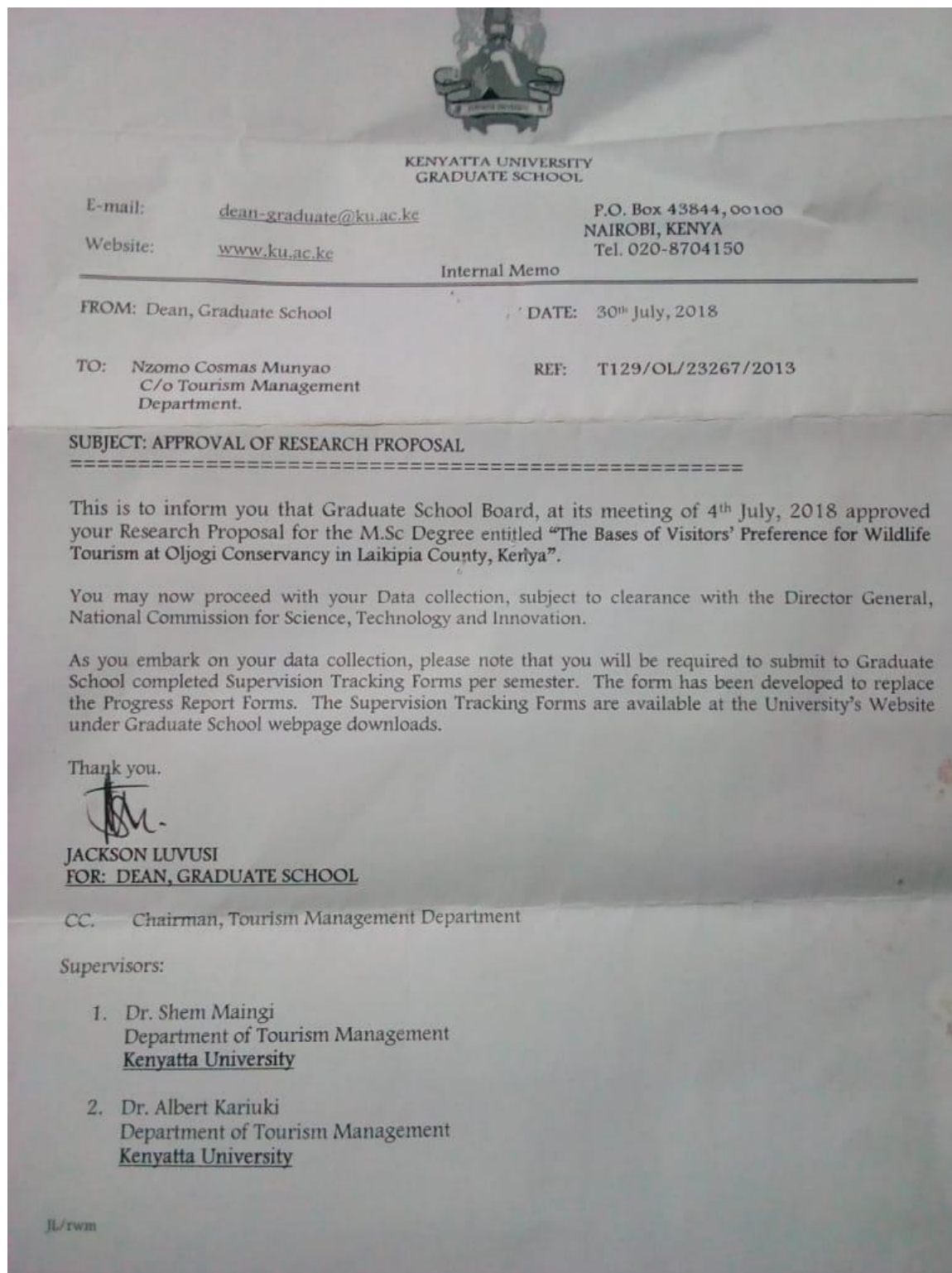
_____

_____

8. How do you think animal conservation relate to wildlife tourism in your conservancy?

_____

_____

9. How would you describe wildlife tourism in your conservancy?

_____

_____

Appendix D: Map

Appendix E: Approval of Proposal For Data Collection

KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke   P.O. Box 43844, 00100
NAIROBI, KENYA
Website: www.ku.ac.ke   Tel. 020-8704150

Internal Memo

FROM: Dean, Graduate School   DATE: 30th July, 2018

TO: Nzomo Cosmas Munyao   REF: T129/OL/23267/2013
C/o Tourism Management
Department.

SUBJECT: APPROVAL OF RESEARCH PROPOSAL
===

This is to inform you that Graduate School Board, at its meeting of 4th July, 2018 approved your Research Proposal for the M.Sc Degree entitled "The Bases of Visitors' Preference for Wildlife Tourism at Oljogi Conservancy in Laikipia County, Kenya".

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking Forms per semester. The form has been developed to replace the Progress Report Forms. The Supervision Tracking Forms are available at the University's Website under Graduate School webpage downloads.

Thank you.

JACKSON LUVUSI
FOR: DEAN, GRADUATE SCHOOL

CC.   Chairman, Tourism Management Department

Supervisors:

1. Dr. Shem Maingi
   Department of Tourism Management
   Kenyatta University

2. Dr. Albert Kariuki
   Department of Tourism Management
   Kenyatta University

JL/rwm

Appendix F: Research Authorization

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone:+254-20-2213471,
2241349,3310571,2219420
Fax:+254-20-318245,318249
Email: dg@nacosti.go.ke
Website : www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No. **NACOSTI/P/18/61821/24782**   Date: **14ᵗʰ September, 2018**

Cosmas Munyao Nzomo
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"The bases of visitors' preference for wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya"* I am pleased to inform you that you have been authorized to undertake research in **Laikipia County** for the period ending **13ᵗʰ September, 2019.**

You are advised to report to **the County Commissioner and the County Director of Education, Laikipia County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

BONIFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Laikipia County.

The County Director of Education
Laikipia County.

Appendix G: Research Permit

THIS IS TO CERTIFY THAT:
MR. COSMAS MUNYAO NZOMO
of KENYATTA UNIVERSITY, 0-10400
Nanyuki,has been permitted to conduct
research in *Laikipia   County*

on the topic: *THE BASES OF VISITORS'*
PREFERENCE FOR WILDLIFE TOURISM AT
OLJOGI CONSERVANCY IN LAIKIPIA
COUNTY, KENYA.

for the period ending:
13th September,2019

Permit No : NACOSTI/P/18/61821/24782
Date Of Issue : 14th September,2018
Fee Recieved :Ksh 1000

....
Applicant's
Signature

....
Director General
National Commission for Science,
Technology & Innovation

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