

**ROLE OF BRAND PERCEPTIONS AND ENTREPRENEURIAL
SELF-EFFICACY ON PLACE BRAND EQUITY IN WESTERN
KENYA TOURISM CIRCUIT**

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JULY, 2019

DECLARATION

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DECLARATION

This Thesis is my original work and has not been presented for a Degree in any other University.

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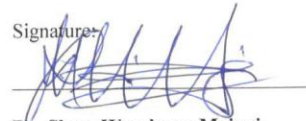
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DEDICATION

This work is dedicated to my family, specifically my wife, Linet Saisi, my children, Brian Mukongo and Sean Kiteyi, my father, Kalisto Ndubi (RIP), my mother Prudence Aori Ndubi, my grandmother, Felista Wakhaya Ngobi (RIP) who nurtured my education by making me see the sense of learning early on in my school. God bless you all.

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LIST OF ABBREVIATIONS AND ACRONYMS

CA	Communications Authority of Kenya
CBBE	Customer-Based Brand Equity
CoG	Council of Governors
CPV	Consumer-Perceived Value
ESE	Entrepreneurial Self-Efficacy
ETC	European Tourism Commission
GOK	Government of Kenya
IC	Sum of Industry Context
ICT	Information and Communication Technologies
KIPPRA	Kenya Institute for Public Policy Research and Analysis
NACOSTI	National Commission for Science, Technology and Innovation
NTB2030	National Tourism Blueprint 2030
SEBP	Sum of Entrepreneur Brand Perceptions
SESE	Sum of Entrepreneurial Self-Efficacy
UNWTO	United Nations World Tourism Organization
WEF	World Economic Forum
WKTC	Western Kenya Tourism Circuit

OPERATIONAL DEFINITION OF TERMS

Term	Operational Definition
Tourism Enterprise	This is a registered enterprise undertaking tourism related activities as per Fourth Schedule of the Tourism Act 2011.
Entrepreneur Based Equity	This is the overall value accrued to tourism enterprises in terms of profitability; greater trade cooperation and support; satisfactory performance and brand extension opportunities; improved employee recruitment and retention; loyalty from clients and nature of the business future.
Entrepreneur Brand Perceptions	These were views from tourism entrepreneurs with regard to Brand Awareness, Brand Image, Brand Loyalty and Brand Quality
Entrepreneur Brand Image	These are entrepreneurs' perceptions about the tourism business environment and its relationship to the enterprise. The main elements are availability of financing and economic support; place investment policies; place law and order support to business; whether employees are professional; Quality of the Brand; diversity and richness of circuit.

Term	Operational Definition
Entrepreneur	These are entrepreneurs' perceptions on the destinations
Brand Awareness	business potential; knowledge of main authorities that control this destination; promotional initiatives by stakeholders; whether destination could be branded as an eco-tourism hub; and the relationship between the destination brand and the Magical Kenya brand.
Entrepreneur	These are entrepreneurs behavioral perceptions about whether
Brand Loyalty	they would re-invest in the destination in the future, recommend destination to other investors, satisfaction, relationship with other businesses, benefits from destination and aspects customer retention.
Entrepreneur	These are entrepreneurs' perceptions of whether the place is
Brand Quality	favorable for investment; whether there are business and investment support mechanisms; whether the destination brand is a guarantee of quality; if customers are loyal to the destination and whether the entrepreneurs can identify with the destination brand image.
Place	Brand This is the value apportioned to a place as a brand based on its
Equity	attributes as per the views of entrepreneurs or customers

Term	Operational Definition
Entrepreneurial Self-Efficacy	These are beliefs held by an entrepreneur relating to their enterprise's capability to achieve its objectives as a tourism business venture
Opportunity Recognition	Comprises of entrepreneur perceptions on identification of market opportunities for new products and services; discovering new ways to improve existing products; timely introduction of products to the market; determining business outlook in the future; formulation of a set of actions in pursuit of opportunities; having an established a position in the product market
Innovations	Consists of entrepreneur perceptions on having a working environment that:- allows employees be their own boss; encourages employee to try new things; encourage employees to take initiatives and responsibilities for their ideas and decisions, regardless of outcome; new ways of production, marketing and management; product development
Entrepreneur Relationships	Comprises of entrepreneur perceptions on relationships with other investors; relationships with key people who have access to financial resources; partnerships and associations; relationship with local community; awareness of institutions offering business support

Term	Operational Definition
Defining Purpose	Core This relates to entrepreneur perceptions on articulation of business vision and values; organizational roles, responsibilities and policies; incorporating others in the vision; information management and set of actions in pursuit of opportunities
Harnessing Critical Organizational Resources	Consists of entrepreneur perceptions on recruit of key employees; contingency plans to backfill key technical staff; management teams; financial analyses and systems
Risks and uncertainties	This relates to entrepreneur perceptions on working under continuous stress; tolerance to changes in business conditions; negotiation process; future business outlook; reaction to change and failure; outlook despite setbacks
Industry Context	This is the external and internal environment of a tourism destination whose features such as the political/legal environment; socio-cultural factors; economic factors; technological factors and general environment play a role in determining the relationship between entrepreneurial self-efficacy and place brand equity

Term	Operational Definition
Political/Legal Environment	These are tourism entrepreneurs' perception of political/legal factors and how tourism policies; consumer and business protection; new regulations; environmental Protection Laws and leadership in tourism policy and strategic planning affects business
Technological Environment	These are tourism entrepreneurs' perception of technological factors such as hardware; software; use technological applications to gain opportunities and ward off threats; product development; and use of technology in marketing and their influence on business
General Environment	These are tourism entrepreneurs perception of general environment factors such as Safety and security; forecasting future; managing rate of change and varying changes; scope of business growth; and how favorable the environment is with regard to business
Socio-cultural Environment	These are tourism entrepreneurs perception of socio-cultural factors such as residents' values and attitudes; adaptation to changing trends; gender mainstreaming; populations trends and work-life balance influence on business

Term	Operational Definition
Economic Environment	These are tourism entrepreneurs perception of economic factors in the tourism industry context such as inflation, prices taxation; consumer confidence and competition and how they influence business
Customer	Anyone who patronizes tourism related products and services
Customer based Brand Equity	This are overall customer perceptions with regard to choice of the destination regardless of whether other destinations are different, have similar features and whether it makes sense to patronize this destination even if the others are similar
Customer Brand Perceptions	These are perceptions of customers with regard to the destinations brand awareness, brand image, brand loyalty and brand quality
Customer Brand Awareness	These are customers' perceptions about ability to recall the destinations characteristics; popularity of destination; advertising and promotion of the destination
Customer Brand Image	These are customers' perceptions about the attractiveness of destination environment; accessibility; friendliness of residents; destination pricing; destination reviews

Term	Operational Definition
Customer Brand Quality	These are customers' perceptions about the nature of Services; infrastructure standards; condition of accommodation facilities; personal safety; value for money
Customer Brand Loyalty	These are customers' behavioral perceptions about the re-visit intention; choice for a vacation; destination benefits; destination recommendation to others
Western Kenya Tourism Circuit	Comprises ten counties of Kakamega County; Vihiga County; Bungoma County; Busia County; Siaya County; Kisumu County; Homabay County; Migori County; Kisii County; Nyamira County
Role	This represented influence of independent variables (brand perceptions and entrepreneurial self-efficacy) on the dependent variable (place brand equity)

ABSTRACT

Many destinations have open up to and invested in the tourism industry leading to heightened competition between them. This has brought to fore the concept of place brand equity, where destinations seek to highlight their value to not only visitors, but also residents and investors. Tourism destinations have therefore developed strategies to enhance their brands. In Kenya, the National Tourism Blueprint 2030 recognizes that the tourism industry plays an important role in Kenya's economy. It also acknowledges that various tourism circuits in Kenya are at different levels of tourism development, which is attributed to each circuit's place brand equity. The purpose of this study therefore, was to examine the role of brand perceptions and entrepreneurial self-efficacy in influencing place brand equity in the WKTC. The study was guided by the four specific objectives:- to determine the influence of tourism entrepreneurs' brand perceptions on place brand equity; to evaluate the relationship of customers brand perceptions on place brand equity; to explore the influence of entrepreneurial self-efficacy on place brand equity and to investigate the moderating effect of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity. The study employed a cross sectional descriptive survey design, using a mixed methods approach. Secondary sources, questionnaires and interview schedules were to collect data. The study's sample size was 316 managers of various tourism enterprises, and 309 customers to tourism enterprises in the four Counties Kakamega, Kisumu, Kisii and Busia in the WKTC. Ten (10) interviews were held with key tourism public sector officials and industry stakeholders. The overall response rate was 79.75% and was deemed to be appropriate for the study. Data collected was analyzed in SPSS 21, using descriptive statistics to infer variable characteristics. Pearson correlation was used to infer pattern of relationship between the variables used in the study while regression analysis was used to determine significant variable predictors and test hypothesis. Directed content analysis using NVivo 12, was used to analyze qualitative data. The results of the Pearson correlation coefficient analysis $r=0.588$, $p=0.000$, adjusted $R^2=0.343$ showed that 34.3% variation in place brand equity can be explained by customer brand perceptions with the most significant predictors being brand awareness and brand loyalty. The regression analysis coefficient $R=0.842$ and adjusted $R^2=0.706$ showed that 70.6% of variation in place brand equity can be explained by tourism entrepreneur brand perceptions, entrepreneurial self-efficacy and the moderating effect of industry context. The findings of the study show that tourism entrepreneurs brand perceptions; customers brand perceptions; entrepreneurial self-efficacy and the moderating effect of industry context, statistically significantly influence place brand equity in the WKTC. Industry context on its own did not statistically significantly influence place brand equity in the Western Kenya Tourism Circuit. The study also identified 14 predictor variables with the most significant ($p \leq 0.000 \leq 0.05$) contribution to the model. These predictor variables could be used by destination stakeholders in managing the WKTC's place brand equity based on the impact (coefficient) of each of them and the prevailing circumstances. The study recommends that the WKTC County Governments and the national government spearhead development and management of the WKTC destination brand. This will enhance awareness about WKTC and improve loyalty to the destination. Tourism entrepreneurs in the region also need to take advantage of the numerous resources such Lake Victoria and cultural heritage that abound in the region in order to enhance the WKTC brand. The study suggests further research on place brand equity in other tourism circuits.

CHAPTER 1 - INTRODUCTION

1.1 Background to the Study

According to (UNWTO, 2017), tourists arrivals have continued on an upward trend, from 25 million across the world in 1950 to 1,235 million in 2016. Tourism receipts earned by world destinations also grew from 2 billion US\$ in 1950 to 1,220 billion US\$ in 2016. With regard to trade in services, international tourism also contributed 216 billion US\$ in exports through international passenger transport services rendered to non-residents in 2016, making the total value of tourism exports up to 1.4 trillion US\$. This translated to 4 billion US\$, a day on average. In 2016, international tourism represented 7% of the world's exports in goods and services, compared to 6% in 2015. This continued growth has not only increased the size of the industry, it has also become diversified with increased competition between destinations, (UNWTO, 2015a). Never in the history of the tourism sector has the visibility of the different destinations been of paramount importance.

Place brand equity has therefore emerged as one of the most important discourses for attractions, cities, regions, nations and even continents seeking to enhance their identity (Kavaratzis & Hatch, 2013). The notion of determining real value that brands holds for products and services features frequently in most studies (Keller, 2013); (Kotler & Keller, 2014). More recently, destinations are seeking to determine the value of their places to their stakeholders, (Aitken & Campelo, 2011); (Florek & Kavaratzis, 2014). In this regard, tourism being a place-based sector, numerous destinations all over the world, are in heightened competition to enhance their attractiveness.

According to the (UNWTO, 2017), there is continued increase in new destinations, which have opened up to and invested in the tourism industry, making them endeavor to identify and differentiate themselves from each other. This form of differentiation has led to destinations branding themselves as places of choice for investment and visitation, leading to benefits such as creation of jobs and enterprises, export revenues, and infrastructure development. The choice to develop new destinations is therefore influenced by benefits that may be derived from these places, with each place seeking to ensure its investors and visitors gain value from their interaction with resources, products and services in these places, (Lee & Leh, 2011); (UNWTO, 2015a). The concept of place brand equity thus becomes an important aspect in destination marketing, given that it denotes efforts that are geared towards enhancing value of a place and offering benefits to stakeholders who use these places for tourism related purposes, (Kotler & Keller, 2014).

The tourism industry is also highly volatile and competitive in nature. Many destinations across the world are characterized by perceived stereotypes that do not represent their true nature effectively (Torres I. , 2012). These stereotypes are created by stakeholders who may not necessarily hail from these destinations or have little or no understanding of such places. The developing world is one such place whose destination brands have been mired in the greater negative events such as diseases and calamities in these areas for example Kenya received negative travel advisories due to Ebola virus in the Central and Western parts of Africa, (GOK, 2015).

According to the (UNWTO, 2017), international tourism arrivals to Africa's increased by 8%, receiving 58 million international tourists in 2016 compared to 54

million in 2015, earning US\$ 35 billion in international tourism receipts. Compared to the rest of the world, in 2016, Africa received only 5% of the world's total tourist arrivals and earned just 3% of the tourism receipts. This could be attributed to heightened competition that has made some destinations to perform well while Africa has struggled due to the health, geopolitical and economic challenges in 2014 and 2015. While these challenges are not a daily occurrence, the wholesome characterization of the continent in such terms obscures the real worth and potential of Africa's numerous tourism destinations. For the tourism industry to flourish, these negative perceptions of the continent should be managed, (UNCTAD, 2017). This wholesome blanketing of Africa's unique tourism destinations together with the negative depiction has led to unwarranted travel advisories and restrictions, which tends to diminish its place brand equity in the eyes of tourism investors and visitors. The visibility of tourism in Africa experiences various challenges. According to (Lepp & Gibson, 2011), Africa is perceived by people living outside the continent, as a risky destination.

Even though the future of tourism in Africa is bright with UNWTO projecting that international tourism arrivals in the continent to grow at a rate of 4.4% per annum by 2030 (UNWTO, 2011), coupled with global tourism growth, there is need to change the narrative in the foreigners perception of the "African brand". According to (UNWTO, 2015), tourism is recognized as Africa's most promising sector that will enhance the continent's participation in the global economy amongst a host of other benefits to the people. This calls for regional synergies and partnerships that will lead to the creation of a stronger brand value for Africa and enhance the sectors resilience and growth in the coming years, (UNWTO, 2015). Through these initiatives,

increased visibility will give a true reflection of such destinations and enhance their distinction in the minds of stakeholders, hence the need to appreciate factors that influence place brand equity.

Challenges associated with place brand equity have led to theoretical and practical studies. These studies have mainly emphasized the demand side perspective in generating and shaping the destination brand. However, it is noted that place brand equity shapes not only the consumer expectations and choice of destinations through the image projected, it also influences the supply side stakeholders initiatives in ensuring the products and services rendered meet the needs of their customers, (Kavaratzis & Hatch, 2013); (Herstein, 2011). Products and services offered by the supply side include attractions, accommodation, accessibility, amenities, and activities. According to (Sartori, Mottironi, & Corigliano, 2012), it is the supply side that is involved in designing, managing and sustaining place branding thus warranting further research on the role of the supply side in enhancing place brand equity.

Subsequently, there has been much interest recently among academicians and practitioners in the tourism sector, in the concept of place brand equity and its relevance in destination marketing. The considerable body of research, indicates the crucial role place branding plays in enhancing brand equity to both tourism enterprises and clients through destinations promoting themselves as places for living, investing and where tourists' needs could be met through the products and services they offer, (UNWTO, 2015a); (Aitken & Campelo, 2011); (Wheeler, 2013); (Kotler & Keller, 2014).

Most scholars agree that destinations worldwide have numerous stakeholders in the public and private sector who are involved in developing and managing place brands. In essence, tourism entrepreneurs emerge as a key constituent in enhancing value of place brands, since there are no brands without products or services to carry them, (Kapferer, 2008). Tourism enterprises therefore seek to find value to both themselves and to their clients based on resources within their destinations (Bose, Roy, & Tiwari, 2016). Entrepreneurs' attitudes, initiatives and feelings thus play a crucial role in influencing place brand equity. Despite this recognition, numerous studies on place brand equity have concentrated on the demand side perspective, (Kotler & Keller, 2014); (Fayrene & Lee, 2011), they rarely reflect the perspectives of the supply side stakeholders and their influence in shaping place brand equity.

In addition to how the supply side perceives the destination brand, tourism entrepreneurs skills and resources determine organizations ability to meet market-place needs, (De Chernatony & McDonald, 1998); (Kotler & Keller, 2014), and in turn contribute to achieving place brand equity. This organizational capability is reflected in the concept of entrepreneurial self-efficacy (ESE), that denotes roles played by enterprises in harnessing resources in order to meet the expectations of their clients as well as achieve their organizational objectives, (Hallak, Assaker, & Lee, 2015). Appreciation of the role of entrepreneurial self-efficacy in place brand equity is therefore equally important.

Knowing that there is already substantial work on brand perceptions; entrepreneurial self-efficacy and place brand equity; there is rarely any linkage between brand perceptions and entrepreneurial self-efficacy and their influence on place brand

equity. Identifying the drivers of place brand equity requires understanding factors accounting for both an increase in demand for services and in supply. This study therefore seeks to further explore the linkage between these concepts. The question therefore is , “what value do stakeholders derive from places and how can stakeholder brand perceptions influence place brand equity” The other question is on the role tourism entrepreneurs, entrepreneurial self-efficacy and its role in enhancing place brand equity. The last question is what other factors within the tourism industry context intervene to realize place brand equity in destinations. Answering these questions in one of Kenya’s upcoming tourism circuits, the Western Kenya Tourist Circuit, will contribute further to this academic discourse on place brand equity. In breathing fresh debate of this concept through the additional lens of the tourism supply side perspectives, this study seeks to create an understanding of the role of stakeholders’ brand perceptions and entrepreneurial self-efficacy in influencing place brand equity in the Western Kenya Tourism Circuit.

1.1.1 Tourism in Kenya

The tourism sector in Kenya has witnessed tremendous growth from 54,400 international tourist arrivals at independence in 1964 to 1,448,800 in 2017, (GOK, 2017); (GOK, 2018a). The domestic tourism segment has also grown considerably by 11%, with the bed-nights growing from 2.7 million in 2013 to 3.5 million in 2016, (KTB, 2017); . This segment also generated 60.8% direct travel and tourism GDP in 2016, (WTTC, 2017). The sectors overall contribution to the economy was as follows:- to GDP was 9.8%, to employment was 9.2%; to exports was 16.5%; and to investment was 5.7%, (WTTC, 2017). This contribution to the economy is attributed to Kenya’s rich natural tourism resources, particularly quality wildlife and beaches; accessibility from tourist source markets; a relatively developed tourist infrastructure,

hospitality of the Kenyan people, availability of associated services in banking and health; the relatively stable socio-economic and political environment and security since independence.

Taking cognizance of the value of tourism to Kenya's economy, the Government in collaboration with other stakeholders have anchored the sector in various policy documents including, The Constitution of Kenya, (GOK, 2010); the current long-term development blueprint, VISION 2030, (GOK, 2007), Medium Term Plan I, (GOK, 2008) and Medium Term Plan II, (GOKa, 2013), the current Medium Term plan III, (GOK, 2018), The National Tourism Blueprint 2030, (GOK, 2017a) and the various County Integrated Development Plans. These policy documents sought to nurture Kenya into a preferred long-haul destination through increasing tourism's GDP contribution to at least KES. 200 billion annually; increasing international visitors from 1.6 million in 2006 to 3 million by 2012, and raising average expenditure per visitor from KShs.40,000 to at least KShs.70,000. The other target was to grow the number of hotel beds from 40,000 to at least 65,000, while emphasizing high quality service.

According to (GOK, 2018a), the implementation of these strategies has led to increased domestic tourism bed-nights by 4.27%, from 3,495,900 in in 2016 to 3,645,100 in 2017; while international tourist arrivals increased by 8.1% from 1,339,700 in 2016 to 1,448,800 in 2017. Tourism earnings also increased from KES. 99.7 billion to KES 119.9 billion during the same period, while the global brand advertising campaigns that sought to build global awareness of Kenya as a preferred

tourism destination also bore fruits with awareness levels of destination Kenya Brand Index moving from 55% in 2012 to 62% in 2016, (KTB, 2017).

In order to increase the propensity to travel to Kenya, perception of the country as a preferred destination brand is as important as it is, to undertake tourism activities due to the value that emanates from the products and services. Destination brand experiences contribute to tourists' expenditure, which has a bearing on the overall receipts from tourism. On the other hand, development of tourism support infrastructure, products and services, has a bearing on tourism entrepreneurship. The challenge is for Kenya to offer new and innovative products and services, expand tourist expenditure per capita and improve international marketing strategies, (World Bank, 2010); (GOKb, 2013). Enhanced experiences contribute to perceptions that in turn influence place brand equity. The National Tourism blueprint 2030 therefore seeks to diversify and variedly enhance Kenya's tourism product range, which at the moment are at various stages of the tourism life cycle, Figure 1.1.

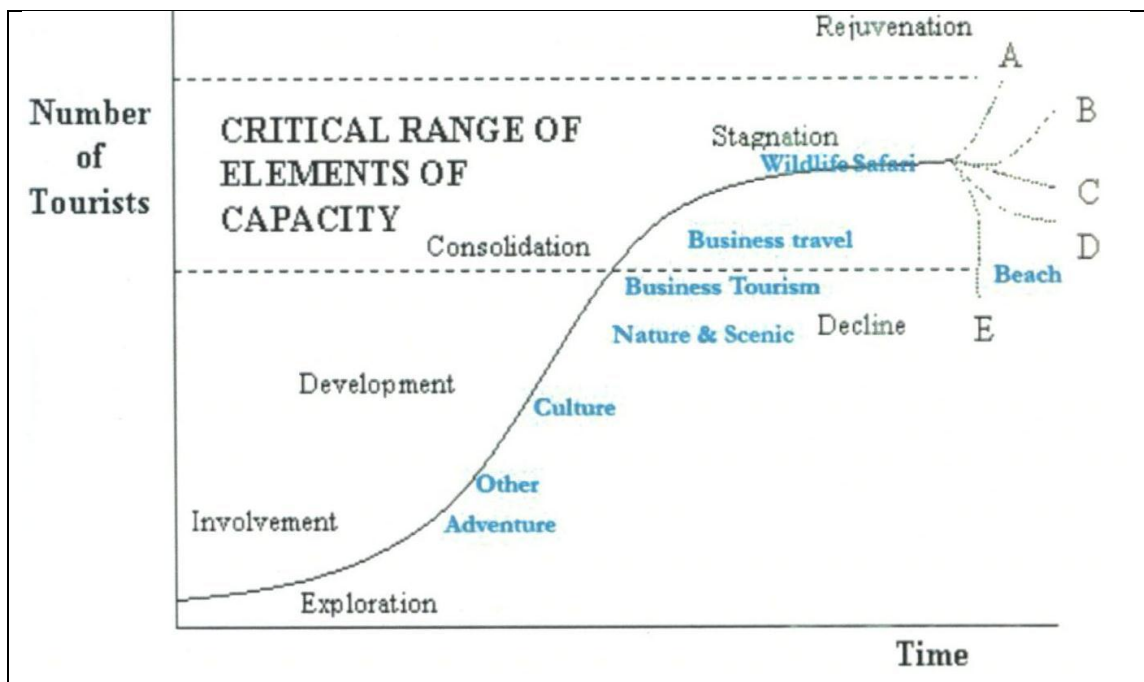


Figure 1-1:- Tourism Experience Lifecycle Status
(GOK, 2017a)

Taking cognizance of the current status of the Kenyan tourism industry, the National Tourism Blueprint notes that the sector is complex, and not all functions; markets and experiences are in a similar position in the tourism life cycle, (GOK, 2017a). The source market lifecycle status shows that different markets and market segments are at various stages hence need for complementary approaches when targeting to sustain foreign markets while developing the Africa/Regional markets as well as the domestic markets (Fig. 1.2).

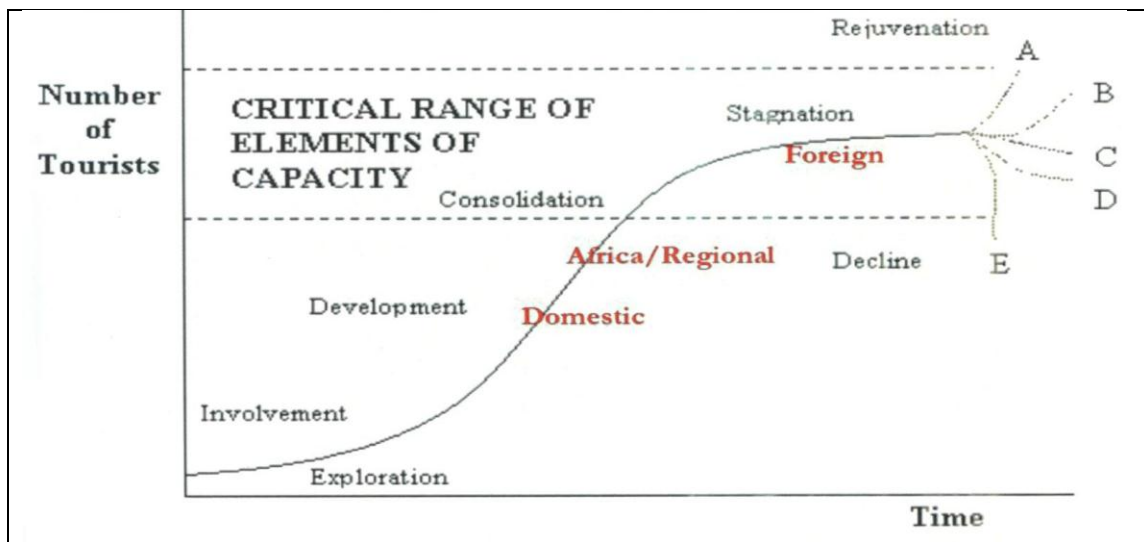


Figure 1-2:- Primary Source Market Life Cycle Status
(GOK, 2017a)

Despite the tourism sectors importance, Kenya has had its own share of perception issues, owing to a number of factors such as insecurity mainly associated with terror attacks in 1998, 2002 and 2013, adverse travel advisories and the country's election cycle and disputed presidential outcomes, (GOK, 2014); (GOK, 2015); (GOK, 2017), (GOK, 2018a). Kenya's image is also affected by calamities elsewhere in the continent as was the case of Ebola in West African countries in 2014. These events have led to the negative portrayal of Kenya in the world through restrictions that

hinder tourists from not only visiting the country, but also affects tourism business performance (GOK, 2015).

Kenya's fluctuating performance is evident in its tourist arrivals and earnings which shows a sinusoidal curve (Figure 1.3). These inconsistent trends affects the destinations brand perceptions and ultimately has a bearing on the destinations brand equity. The question therefore is, what can tourism stakeholders do to manage Kenya's brand equity amidst all these issues?



Figure 1-3:- Kenya's Tourism Arrivals and Earnings 2007 - 2017

Source:- (GOK, 2011); (GOK, 2014); (GOK, 2017); (GOK, 2018a)

According to the Travel and Tourism Competitiveness Index, Kenya is ranked 80th with a score of 3.59, as per the (WEF, 2017). At the continental level, South Africa is ranked highest at position 53 with a score of 4.01; Morocco at position 65 with a score of 3.81 and Egypt at position 74 with a score of 3.64. Spain was the leading country at position 1 with a score of 5.43.

While Kenya's overall rankings, places it among the big five in Africa and leading in East Africa, Kenya still lags behind its competitors when considering the business environment (Position 7, Score=4.43); safety and security (Position 129, Score=3.45); health and hygiene (Position 120, Score=3.17); human resources and labour market (Position 76, Score=4.49); ICT Readiness (Position 106, Score=3.43); prioritization of travel and tourism (Position 21, Score=5.31); international openness (Position 70, Score=3.01); price competitiveness (Position 74, Score=4.83); environmental sustainability (Position 26, Score=4.68); air transport infrastructure (Position 72, Score=2.53); ground and port infrastructure (Position 70, Score=3.13); tourist service infrastructure (Position 95, Score=3.18); natural resources (Position 15, Score=4.73); and cultural resources and business travel (Position 77, Score=1.63). The travel and tourism competitiveness indices is a basis on which direction, tourism destinations could take with regard to tourism developments and their relationship to tourism place brand equity at the national level and also at the enterprise level. Enhanced brand equity at the destination level will definitely impact positively on the overall ranking of Kenya's competitiveness globally.

In 2010, Kenya passed its new Constitution. This Constitution entrenched devolution into the country's governance structure. This structure created 47 Counties (See Appendix 6.5), for administrative purposes (GOK, 2010). According to the Fourth Schedule, Part I, Section 35, of the Constitution, the National Government is in charge of Tourism policy and development, while Part II, Section 7d mandates County Governments to be in charge of local tourism. The devolved system of governance through County Governments, has led to increased recognition of the tourism potential that abounds in each county. Each County today has the sector

embedded in its County Integrated Plan. This has led to initiatives that seek to differentiate counties from each other based on their unique aspects. Kenya Tourism Board has also developed the County Engagement Framework that has sought to package products and undertake promotions with the counties, (KTB, 2017). This framework seeks to distribute tourism receipts and enhance capacity building in the counties thus having focus not only on perceptions of the destination but also how to enhance tourism businesses in utilizing resources within these counties, since destination brands are the summation of its unique products and services.

While each County has a unique opportunity to prioritize and address its development needs, the recognition of need for synergies between counties in certain regions with regard to tourism development cannot be gainsaid. Stakeholders in counties especially in the Coast, Western, North Rift, South Rift, Northern Kenya, South East Kenya and Central Kenya have mooted the idea of promoting these regions as single tourism blocks given the shared resources and attractions that complement each another. Through each counties comparative advantage, clusters of counties have come together to develop tourism circuits. Based on these configurations, the several Western Kenya Counties have developed the Lake Region Economic blueprint (CoG, 2016), that seeks to enhance tourism in this region.

1.1.2 Western Kenya Tourism Circuit

According to the Ministry of Tourism, (GOKb, 2013), the Western Kenya Tourism Circuit is one of the main tourist regions in Kenya, the others being Coast, Nairobi, Central, Southern-Rift, Mid-Rift, North-Rift, Northern, North Eastern, and Eastern. This circuit comprises ten (10) counties of 37-Kakamega; 38-Vihiga; 39-Bungoma;

40-Busia; 41-Siaya; 42-Kisumu; 43-Homa Bay; 44-Migori; 45-Kisii and 46-Nyamira as outlined in the Constitution of Kenya, (GOK, 2010). Four (4) of these counties (Kakamega, Vihiga, Bungoma and Busia) are in the Western area zone and six (6) of these counties (Siaya, Kisumu, Homa Bay, Migori, Kisii and Nyamira) are in the Nyanza basin zone. These counties could be regarded as lake shore counties bordering Lake Victoria; Frontier counties bordering Republic of Uganda to the West and United Republic of Tanzania to the South; and counties that neither border Lake Victoria or the neighbouring countries.

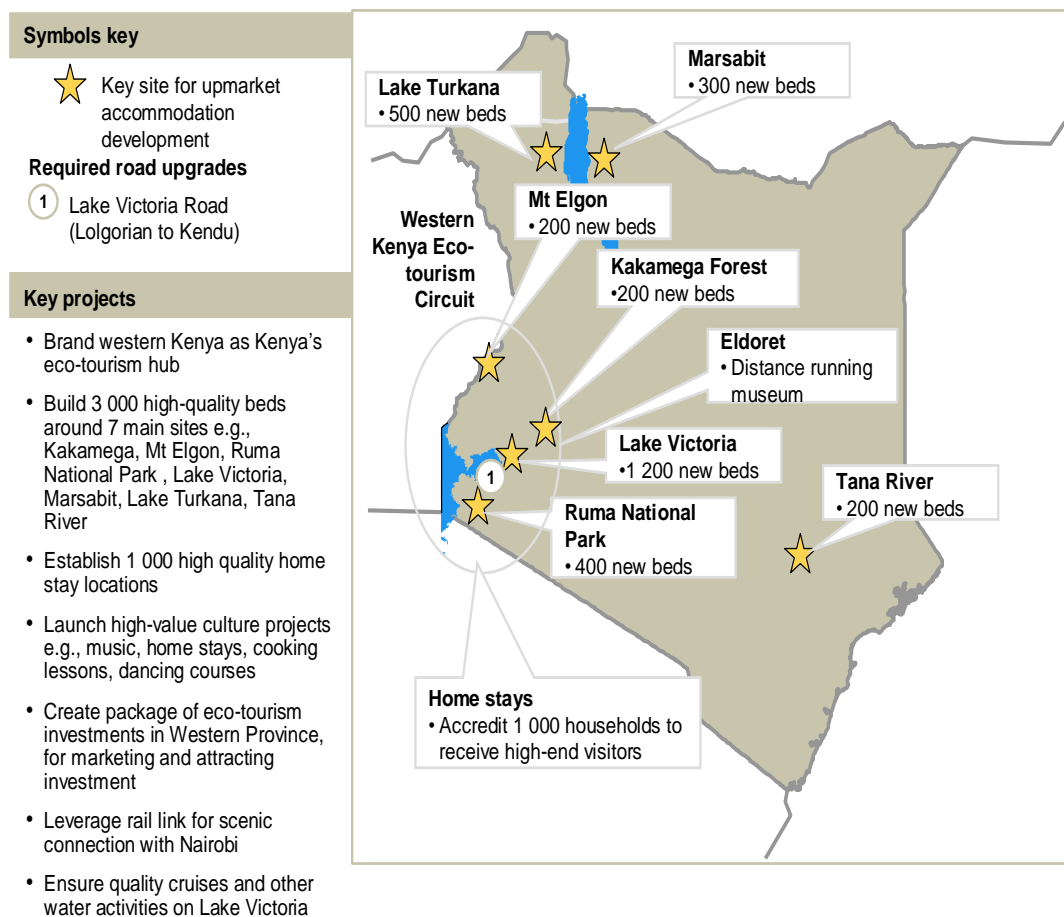


Figure 1-4:- Vision 2030 Tourism Potential in Kenya

Source: (GOK, 2007)

The Vision 2030 framework noted the potential of various regions in Kenya highlighting key projects that could be implemented to enhance tourism development

in these destinations as shown in Figure 1.4. The Western Kenya tourism circuit was to be branded as an ecotourism hub, (Figure (GoK, 2007).

Using KTB Regions' Lifecycle Status, the WKTC is at the development stage of the tourism area life cycle (Figure 1.8), (GOK 2017), hence the need to explore factors that would affect the destinations place brand equity and enable it grow to the maturity stage.

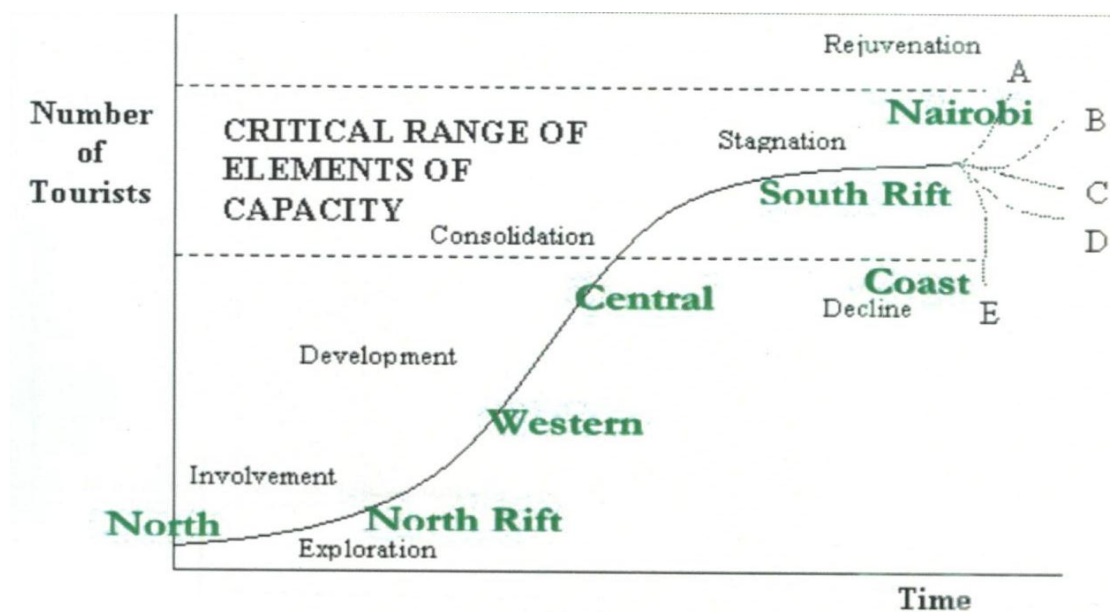


Figure 1-5:- Stage of Development for Tourism Regions in Kenya

Source: (GOK, 2017a)

However, despite its enormous potential, the region accounts for about 12.7% of the national beds occupied as indicated in Figure 1.5. Appendix 6.9 gives a detailed analysis of hotel bednights in Kenya by zone between 2012 and 2017.

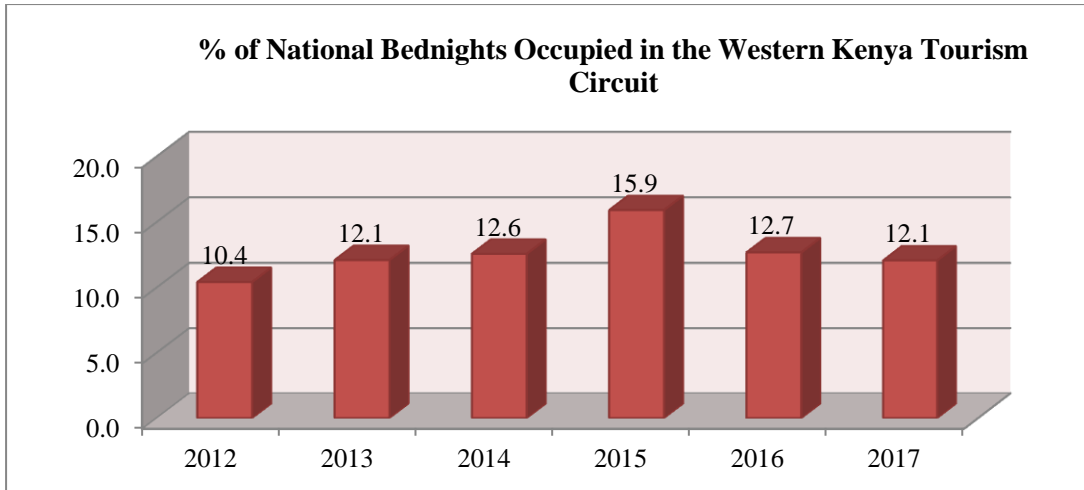


Figure 1-6:- % of National Bednights Occupied in Nyanza Basin and Western Region (2012 - 2016)

Source:- (GOK, 2017); (GOK, 2018a)

With regard to visitation to National Parks and Reserves, the Impala Sanctuary in Kisumu, accounts for 10.1% of the national visitors, between 2012 and 2017 as reflected in Figure 1.6. The other wildlife sanctuaries being Kakamega Forest National Reserve; Ndere Island National Park, Mount Elgon National park and Lake Simbi National Sanctuary.

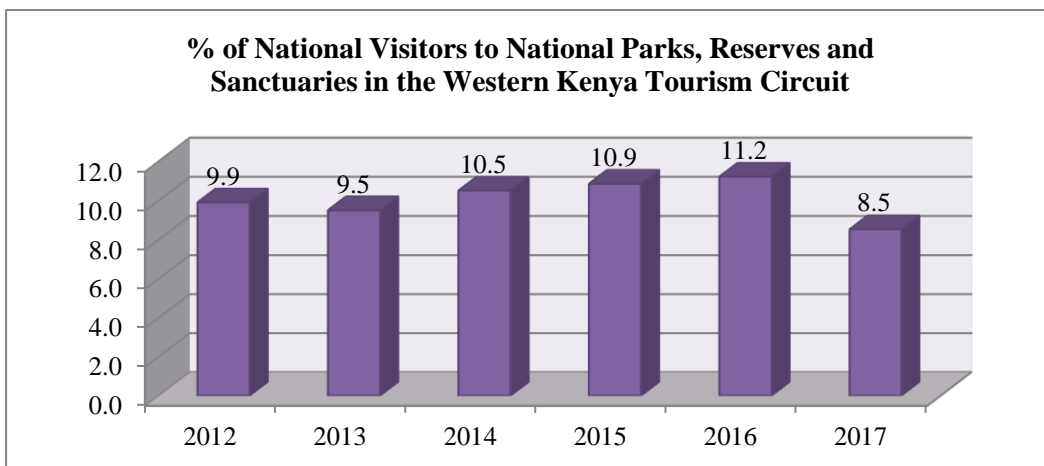


Figure 1-7:- Percentage of National Visitors to Parks and Reserves in the Western Kenya Tourism Circuit

Source:- (GOK, 2017); (GOK, 2018a)

This region has two museums, Kisumu Museum in Kisumu County and Thimlich Ohinga in Migori County under the National Museums of Kenya. The other museums

are Jaramogi Oginga Odinga Mausoleum; Achieng Oneko Mausoleum; Tom Mboya Mausoleum and Thimlich Ohinga. The County Governments in region are also in the process of developing other sites as part of their tourism product development strategy. With regard to patronization, on average, 22.2% of the national visitors to museums (Figure 1.7) patronized the Western Kenya Tourism Circuits during the period 2012-2017.

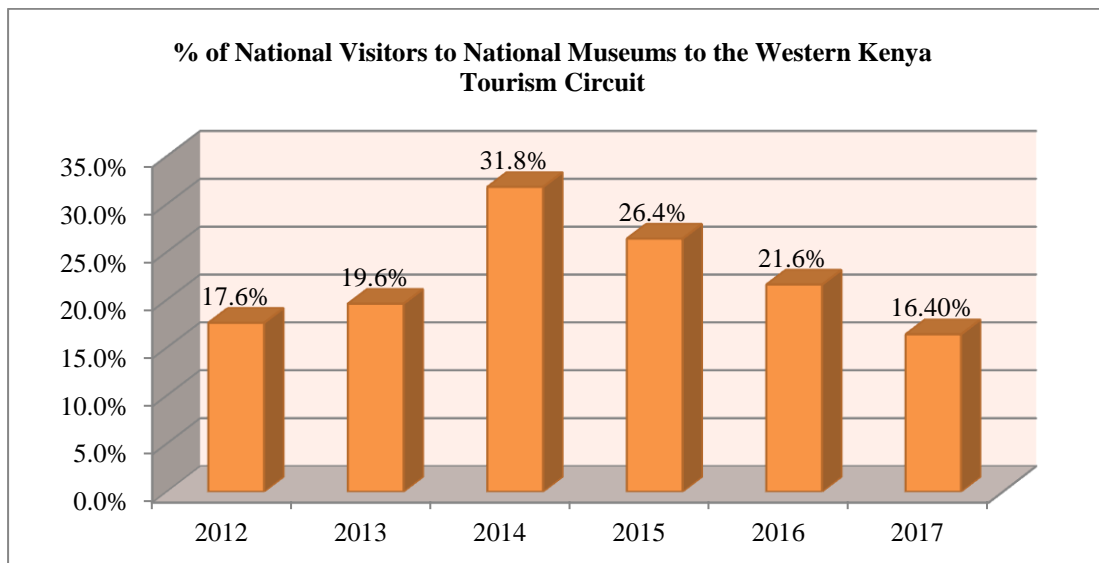


Figure 1-8:- Percentage of National Visitors to Museums in the Western Kenya Tourism Circuit

Source:- (GOK, 2017); (GOK, 2018a)

1.2 Problem Statement and Justification

Despite various blueprints such as Vision 2030, Medium Term Plans, National Tourism Blueprint, Strategic plans and the Kenya Economic Reports, emphasizing the importance of branding and investments in Kenya's tourism sector, (GOKa, 2013); (GoK, 2007); (KIPPRA, 2013), few studies have been undertaken to understand the aspects that shape the development and sustenance of place brands in Kenya's tourism circuits.

According to the National Tourism Blueprint for 2030, the WKTC is considered one of the emerging tourism destinations in Kenya, (GOK, 2017a), with diverse tourism resources. The WKTC counties abound with numerous tourism resources ranging from the Lake Victoria, peoples culture, history and heritage, landscapes, flora and fauna. These resources contribute to tourism entrepreneurship and form part of the iconic images that are used in marketing and branding the destination, (CoG, 2016). The region is also experiencing infrastructural developments in communication, roads and air connectivity and increased connections to the electricity grid, which have a bearing on the economic activities including tourism in this region. In order for the WKTC to grow in stature and be a key player in Kenya's tourism sector, aspects that contribute to its brand equity need to be understood in order for it to go beyond the development stage in the tourism area life cycle. Subsequently, an understanding of what shapes the WKTC place brand equity is therefore important.

Place brand equity is an evolving concept that seeks to highlight benefits that accrue to stakeholders in tourism destinations. Given that place brand equity is the sum of destination attributes, its contribution to the identity and reputation of places cannot be overemphasized. According to (Keller, 2013), place branding is becoming a key feature in various tourism destinations. Place brand equity opens up destinations leading to tourism investments and visitation, which in turn contributes to economic development of these areas, (Bose, Roy, & Tiwari, 2016). Developing destinations of high repute thus offers each destination an equal opportunity to shape and sustain its identity amongst competing destination brands which offers additional attraction and competitiveness to these places.

Competition for visitors has intensified leading to the intertwining of branding with everyday life, be it branding people, places or sectors, (Go, Lemmetyinen, & Hakala, 2015), (Kotler & Keller, 2014). The perspectives of customer's on branding of firms or places, has been invaluable in enabling destination stakeholders to shape entrepreneurial intentions and actions and in turn contributed to place brand equity. Research on the link between self-efficacy and performance, and with entrepreneurship, has been explored considerably, (Torres & Watson, 2013); (Hallak, Assaker, & O'Connor, 2014), however, there are few studies that portray the interrelatedness between entrepreneurial self-efficacy and place brand equity. Even though place branding is gaining prominence, it is also noted that existing research on branding in Kenya has mainly focused on the demand side perspective (Kyalo & Katuse, 2013); (Maingi, 2014); (Njuguna, 2014), as opposed to incorporating the supply side whose understanding and appreciation of destination attributes is equally vital.

Based on these arguments, this study sought to fill in gaps through investigating how tourism entrepreneurs' and customers brand perceptions; and entrepreneurial self-efficacy in affects place brand equity in the Western Kenya Tourism Circuit. The study was also concerned with the industry context playing the moderating role on the relationship between entrepreneurial self-efficacy in affects place brand equity in the Western Kenya Tourism Circuit.

1.3 Purpose of Study

This study aimed to establish the role of brand perceptions and entrepreneurial self-efficacy in influencing place brand equity in the Western Kenya Tourism Circuit.

1.4 Objectives of Study

1.4.1 General Objective

The general objective of this study was to investigate the role of brand perceptions and entrepreneurial-self efficacy in influencing place brand equity in the Western Kenya Tourism Circuit.

1.4.2 Specific Objectives

The following were the specific objectives for the study:-

1. To determine the influence of tourism entrepreneurs brand perceptions on place brand equity in the Western Kenya Tourism Circuit.
2. To evaluate the relationship between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit.
3. To explore the influence of entrepreneurial self-efficacy on place brand equity among tourism enterprises in the Western Kenya Tourism Circuit.
4. To investigate the role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity.

1.6 Hypothesis

H₀₁ There is no significant relationship between tourism entrepreneurs brand perceptions and place brand equity in the Western Kenya Tourism Circuit.

H₀₂ There is no significant relationship between customer brand perceptions and place brand equity in tourism enterprises in Western Kenya Tourist Circuit.

H₀₃ There is no significant relationship between entrepreneurial self-efficacy and place brand equity in tourism enterprises in Western Kenya Tourist Circuit.

H₀₄ Industry context has no significant moderating effect on the relationship between entrepreneurial self-efficacy and place brand equity, among tourism enterprises in Western Kenya Tourist Circuit.

1.7 Significance of Study

This study continues the discourse on place brand equity. It has elicited insights into factors that influence place brand equity in the Western Kenya Tourism Circuit. These insights have meaningful implications as follows:-

1.7.1 Policy Significance

The results of this study will enable policy makers such as County Governments in the region; Ministry of Tourism and Wildlife, Kenya Tourism Board and Lake Basin Development Authority understand destination aspects they can leverage on to develop the competitive advantage of tourism in this region and Kenya. This will be in line with the National Tourism Blueprint 2030 that seeks to further develop the tourism sector. The study will therefore aid in making decisions with regard to place branding efforts since destination brands are a sum of their identity and reputation. This is geared towards enhancing positive destination brand outcomes with regard to growth and sustainability of the tourism industry, since each destination context is unique. Given that destinations evolve over time with a tendency for place brand equity to fluctuate, various stakeholders including Lake Victoria Tourism Association will use the information in creating understanding on what constitutes place brand equity and how these measures influence tourism entrepreneurship; destination marketing strategies and brand management decisions for various tourism destinations in different circumstances.

1.7.2 Practical Significance

The results of the study provides valuable insights to investors in the hotels, tour and travel companies and lobby groups such as Lake Victoria Tourism Association in seeking to further harness association with the destination by providing additional information necessary for creating incentives and enhancing investments that would spur growth of tourism in the region and the country in general.

1.7.3 Theoretical Significance

The nascent state of devolution coupled with regional and county branding efforts in Kenya presents an opportunity for further research on place brand equity in various places in Kenya. Lastly the study will contribute to knowledge on place brand equity by examining the interrelatedness between brand perceptions, entrepreneurial self-efficacy, industry context and place brand equity. The conceptual and empirical insights will expand and deepen the researchers understanding of factors that contribute to place brand equity on various destinations. The incorporation of quantitative and qualitative methods also contributed to making the study rigorous and comprehensive.

1.8 Delimitations

The study was carried out for a period of six months between May and October, 2017 in the Counties of Busia, Kakamega, Kisii and Kisumu that form part of the ten Counties in the Western Kenya Tourism Circuit. The study confined itself to registered tourism enterprises in Western Kenya tourism circuit as per the 4th Schedule of the Tourism Act (2011) (GoK, 2011), (Appendix 6.10); and customers to tourism enterprises in the region. The study was confined to tourism entrepreneurs

brand perceptions; customers brand perceptions; entrepreneurial self-efficacy dimensions and industry context factors that influence place brand equity in the Western Kenya Tourism Circuit. Lastly the study also concentrated on views of tourism professionals and key tourism stakeholders associations, with regard to the Western Kenya Tourism Circuit brand and tourism entrepreneurship in the region.

1.9 Limitations

The first limitation was the geographical scope of the study area. It would have been ideal to cover all the ten (10) counties in the study area, however due to the expanse of the circuit, time and resources available to the researcher, the study concentrated on registered tourism enterprises in the four (4) sampled counties as per the Tourism Act, (GoK, 2011), enumerated in Appendix 6.11. The study also concentrated on customers to tourism enterprises in the four (4) counties.

The second limitation related to concepts. To ensure that the respondents comprehended the study concepts, the researcher endeavored to explain and clarify issues through researcher administered questionnaires and interviews. The research assistants were also well versed with the concepts and followed up once the questionnaires had been issued by the researcher.

1.10 Assumptions

This study assumes that the views, attitudes, perceptions and challenges among tourism enterprises towards brand perceptions, entrepreneurial self-efficacy and industry context in the western Kenya tourism circuit was fairly representative of those across other tourism regions in Kenya. Generalizations to other areas outside the

survey area should be handled with caution. The study also assumes that the respondents will be sincere in their responses.

1.11 Conceptual Framework

The conceptual framework (Figure, 1.9) highlights a conceptualized view of brand perceptions, entrepreneurial self-efficacy, industry context and their influence on place brand equity.

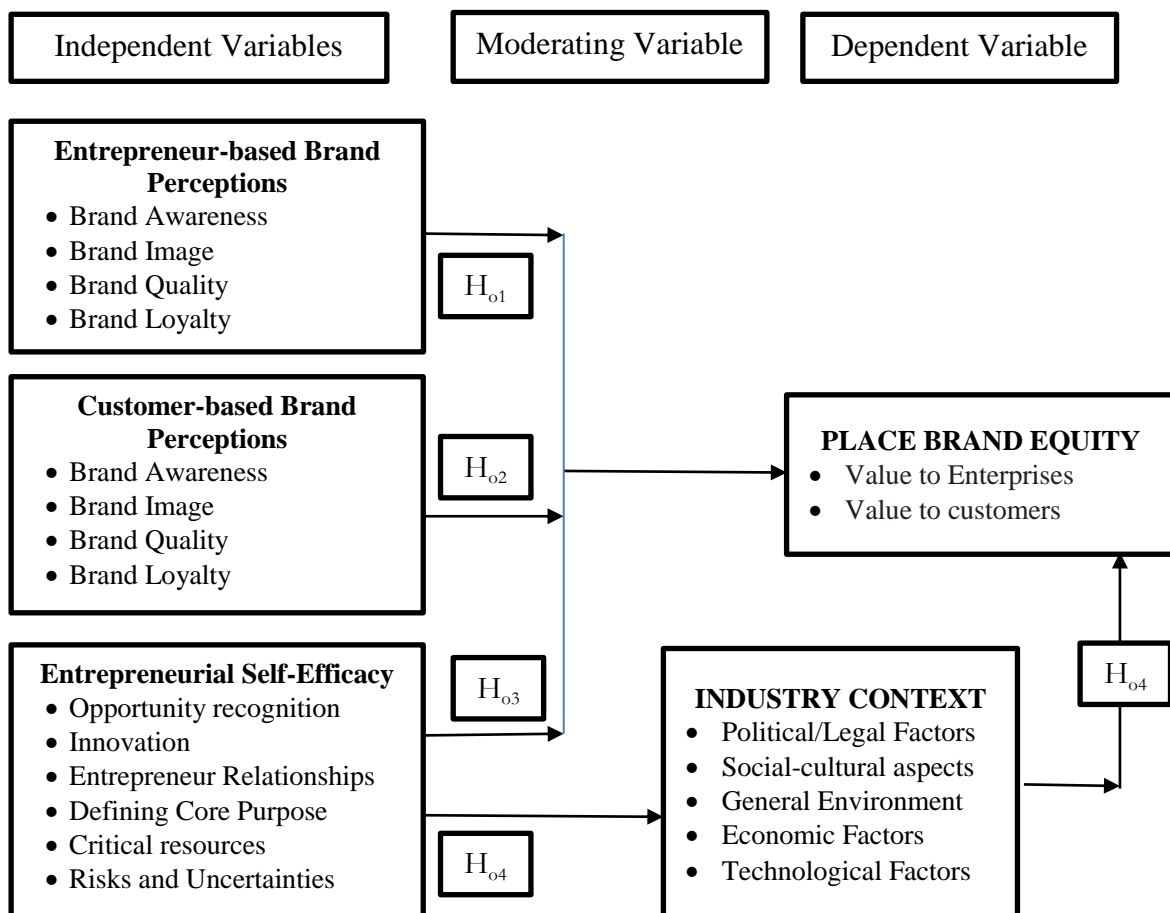


Figure 1-9:- Conceptual Framework

Source:- (Adapted and Modified from (Aaker, 2002); (Kotler & Keller, 2014); (De Noble, Jung, & Ehrlich, 1999); (Chen, Greene, & Crick, 1998); (Hallak, Assaker, & Lee, 2015); (Casero, Mogollon, & Roldan, 2005); (UNWTO; ETC, 2009); (Matos, Mendes, & Valle, 2012); (Im, Kim, Elliot, & Han, 2012).

By understanding entrepreneurs and customers perceptions about brand dimensions (image, awareness, loyalty, quality), the full range of brand meanings about a place and its influence on place brand equity can be effectively managed, (Fayrene & Lee, 2011). The framework posits that brand perceptions have an influence on place brand equity. The brand dimensions comprise cognitive aspects of brand image, awareness and quality; while brand loyalty provides the behavioral intentions among tourism entrepreneurs and customers as well (Kaya & Marangoz, 2014).

Due to the intricacies that characterize brands and places, place brand equity denotes diverse and varied aspects of place performance as reflected in their stakeholders' perceptions, (Florek & Kavaratzis, 2014). The framework presumes that there will be benefits associated with place brand equity to customers and tourism enterprises. This is reflected in enterprise profitability; trade cooperation and support; less vulnerability to competition; improved perceptions and expansion opportunities that are of value to tourism enterprises and consumers, (Hallak, Assaker, & Lee, 2015). Tourism entrepreneurs derive benefits through the presence of their businesses in certain destinations. Given that tourism businesses perform variedly even within the same destinations, an evaluation of the tourism entrepreneurs place brand equity is important in understanding the overall value accrued to the enterprises, (Kotler & Keller, 2014).

On the other hand customers select destinations based overall customer place brand equity. This framework therefore denotes that value to customers influence their behavior with regard to choice of the destination regardless of whether other destinations are different, have similar features and whether it makes sense to

patronize this destination even if the others are similar, influences place brand equity (Im, Kim, Elliot, & Han, 2012). Coupled with cognition embedded in the brand dimensions based on the customer-based brand equity model, the behavioral aspects reflected in the overall brand equity is necessary in explaining place brand equity among customers and their whole contribution to place brand equity of a destination.

This framework suggests that entrepreneurial self-efficacy dimensions (defining core purpose; risk and uncertainty; innovation in product and market developments as well as business environment; entrepreneurs relationships and networking; opportunity recognition; and harnessing of critical resources) (Chen, Greene, & Crick, 1998); (De Noble, Jung, & Ehrlich, 1999), may influence place brand equity. The framework further notes that for self-efficacy among tourism entrepreneurs to be manifested, the industry context dimensions are equally important since tourism business do not work in isolation of the general environment in which they operate.

The framework therefore indicates that places are dynamic based on changing and competitive narratives in the industry context. The moderating effect of industry context on the relationship between entrepreneurial self-efficacy on place brand equity cannot be ignored, (Go, Lemmetyinen, & Hakala, 2015). The industry context presents factors in the socio-cultural, technological, political, economic, environmental and legal realms that influence investments attractiveness, enterprise outcomes and place brand equity in tourism destinations, (Bose, Roy, & Tiwari, 2016).

1.12 Study Variables

The study was based on themes that revolved around place brand equity; brand perceptions, entrepreneurial self-efficacy and industry context.

1.12.1 Independent Variables

The independent variables were brand perceptions (Aaker, 2002); (Kotler & Keller, 2014) among tourism entrepreneurs, included the tourism entrepreneurs brand image; brand loyalty; brand awareness and brand quality. The customer brand perceptions included brand image; brand loyalty; brand awareness and brand quality, (Im, Kim, Elliot, & Han, 2012). Entrepreneurial self-efficacy included opportunity recognition, innovation, entrepreneur relationships, defining core purpose, critical resources and risks and uncertainties (De Noble, Jung, & Ehrlich, 1999); (Chen, Greene, & Crick, 1998); (Hallak, Assaker, & Lee, 2015).

1.12.2 Moderating Variables

The moderating variables related to the industry context. This included political/legal factors; social-cultural aspects; general environment; economic factors and technological factors (Casero, Mogollon, & Roldan, 2005); (UNWTO; ETC, 2009); (Matos, Mendes, & Valle, 2012). This theme concentrated on factors that tourism entrepreneurs in WKTC deem valuable in influencing the relationship between their ESE and place brand equity.

1.12.3 Dependent Variables

The dependent variable was place brand equity. It was measured to gauge the strength of its relationship with the independent variables. Entrepreneur brand equity

dimensions included profitability; trade cooperation and support; brand extension opportunities; employee recruitment and retention; loyalty from clients and future of business in the destination, (Aaker, 2002); (Hallak, Assaker, & Lee, 2015). The dependent variable was measured against the independent variables which were tourism entrepreneurs' brand perceptions and entrepreneurial self-efficacy. The intervening variable was used to measure the moderating effect between the dependent variable and entrepreneurial self-efficacy. Customer brand equity dimensions included choice of the destination regardless of whether other destinations are different, have similar features and whether it makes sense to patronize this destination even if the others are similar, (Im, Kim, Elliot, & Han, 2012).

1.13 Organization of Study

This Thesis adopts the following structure. Chapter 1 gives a general introduction, describes the problem statement, the objectives and questions of the research, relevance of this research and the outline of the study. Chapter 2 deals with the empirical and theoretical framework on branding, place brand equity, entrepreneurial self-efficacy and industry context. Chapter 3 deals with the research methodology employed during data collection, fieldwork, data analysis procedures; and logistical considerations. Chapter 4 deals with findings, results, and discussions of findings. Chapter 5 deals with the summary of results, conclusions and recommendations. This Thesis concludes with references and appendices.

CHAPTER 2 - LITERATURE REVIEW

2.0 Introduction

This chapter presents review of literature that defines the foundations of this study. The chapter details the empirical foundation and theoretical framework guiding the study. Various dimensions of entrepreneurial self-efficacy and place brand equity are discussed.

2.1 The Concept of Place Brand Equity

Equity denotes the extent one is willing to contribute to an organization based on the fair assessment of rewards received in exchange (Ferrel, Hirt, & Ferrel, 2009). Brand equity is a therefore a term used to signify the additional value bestowed on products and services. More specifically, brands are valuable intangible assets that offer a number of benefits to customers and firms, which calls for the need to be manage them carefully. According to (Kotler & Keller, 2014), brand equity is mirrored in the way clients reflect, feel, and act towards a brand. It is also echoed in the prices, market share, and profitability that the brand commands for the enterprise. Clients in this case could be either individuals or organizations.

In addition to products and services, brands have also been applied to places, hence the concept of place brand equity. Tourism destinations have been regarded as brands, following the adoption of various marketing approaches (Im, Kim, Elliot, & Han, 2012). Tourism destinations by nature are an amalgamation of various components that include attractions, activities, accommodation, accessibility and amenities. These components are assets that enhance the comparative advantage of tourism destination owing to their value to clients, firms and destination management organizations.

Subsequently, an essential aspect of place brand equity therefore, is the value of a destination brand through the lens of customers or organizations. Due to their nature, place brands play an important role in influencing decisions to live, visit or invest in a tourism destination, influencing the place brand equity.

Studies have shown that consumption of images has become crucial in place branding, (Go, Lemmetyinen, & Hakala, 2015). This medium gives diverse motivation to tourism entrepreneurs for development and dynamic engagement in the social and economic well-being of a destination, based on resources of the place (Kozlenkoya, Samaha, & Palmatier, 2013); (Sartori, Mottironi, & Corigliano, 2012). It is also argued that a brand is not just a promotional tool to enhance prominence, but it is also relationship-builder, that provides an active interface between the destinations and varied stakeholders who gain value from interacting with the brand (Lury, 2004 cited in Pasquinelli, 2010).

Research on place brand equity has highlighted the functional and symbolic dimensions in relation to values accrued to tourism stakeholders. According to (Kotler & Keller, 2014), the functional dimension, is about product performance and how these products and services seek to meet customers' functional needs; while the symbolic dimension relates to emotional or intangible aspects of the product or service which is concerned with the image association by the user of the brand and the context in which the brand is used. All these dimensions reflect the diversity of components that could influence perceptions about place brand equity. Measuring place brand equity is therefore regarded as important given brands are strong

determinants of critical business outcomes, (Keller, 2013), within tourism destinations.

2.1.1 Place Brand Equity Research

Destination branding is a means by which communication of a destination's unique identity is achieved by differentiating a destination from its competitors (Qu, Kim, & Im, 2011). Conceptualization of place brand equity is therefore not an easy task given the multifaceted nature of destinations. In the study of city branding, (Lucarelli, 2012), noted that it is important to approach the concept from various perspectives and perceptions. This would address the complex nature of city branding as well as evaluation and characterization of city brands Fig 2-1.

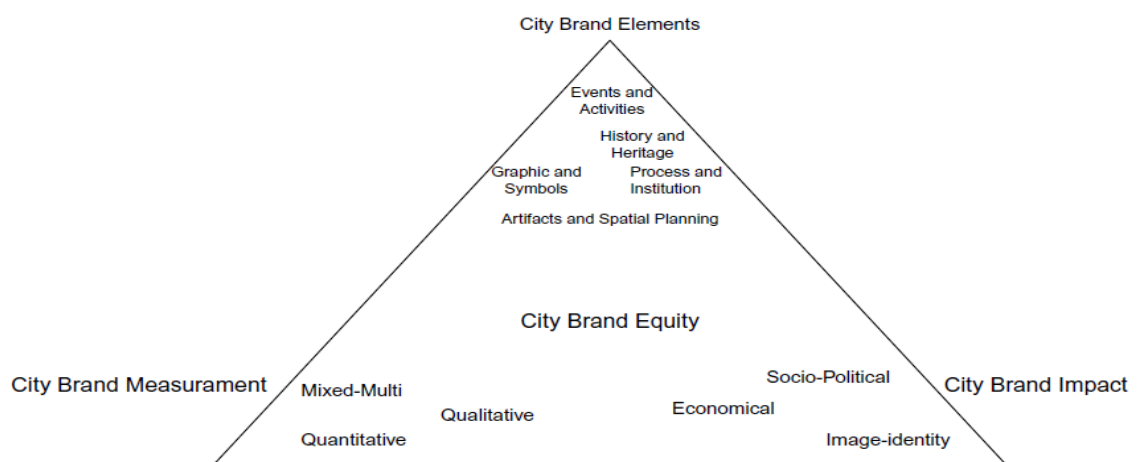


Figure 2-1:- Framework for City Branding

Source: (Lucarelli, 2012)

Taken on a larger scale, entire destinations have their own complexities hence the need to have an interdisciplinary approach. The context in which destinations operate is therefore important given that it has an influence on place brand equity.

Various models have been applied in research on place brand equity. Given the uniqueness of destinations based on their characteristics, (Gartner, 2014), developed a

framework for measuring destination brand equity. The main argument of the study was that brand equity does fluctuate since economic and social aspects change over time. Despite economic turbulence that may occur, the framework further noted that the long-term health of the destination should always be in focus. That must include the environmental and socio-cultural elements of the destination.

The concept of the customer-based brand equity (CBBE) model was applied by (Myagmarsuren & Chen, 2011), in their study on factors of destination brand equity that led to tourist satisfaction and destination loyalty. Their study found that tourists' awareness of a destination, led to a positive perception of the image. This led to the expectation and actual experience of perceived service quality. In addition, the study by (Im, Kim, Elliot, & Han, 2012), conceptualized destination brand equity dimensions from the CBBE perspective and highlighted the moderating role of loyalty between brand dimensions and overall brand equity among Malaysians with regard to Korea. Their study notes the importance of brand image, associations and awareness and the mediating role of brand loyalty in enhancing the destinations brand equity.

(Sartori, Mottironi, & Corigliano, 2012), applied the CBBE model to the supply side stakeholders as well. In their study of South Tyrol's regional branding strategy, through a survey of internal brand users, they acknowledge that successful destination branding strategies require the commitment and mobilization of internal stakeholders. They also noted the importance of communication of the brand message to the tourist market. Their model comprised four dimensions of brand awareness, image, commitment, and satisfaction/loyalty. The study found that an inclusive and

participative model to the branding process enhanced the overall internal brand equity.

2.1.2 Tourism Entrepreneurs' Brand Perceptions

Entrepreneur-based Brand Perceptions are vital in enhancing brand equity of a destination. Tourism entrepreneurs have their perceptions of how the destination should be perceived. This is enshrined in their offerings supplied through their organizations in order to meet the needs and wants of customers, and achieve business objectives. In order for destination managers to design strategies that will woo visitors to their destination or retain existing customers as repeat clientele, customers' holistic perception of a destination are crucial, (Michaelidou, Siamagka, Moraes, & Micevski, 2013) (Wijethunga & Warnakulasooriya, 2014). In order to achieve effective brand positioning strategies, it is important that the different perspectives from the demand side be considered.

According to (Mikulic, Milicevic, & Kresic, 2016), the strength of place brand is seen as an important indicator of the destination branding efficiency, from the visitors' perspective as well the brand awareness of the supply side that involves, free exchange of ideas, innovations and synergic interaction between stakeholders. Brand equity perceptions are therefore important in order to grow the brand and enhance credibility among customers

Brand perceptions revolve around the emotional sense of relatedness to a place hence the concept of place identity. The extent to which people are willing to identify themselves with a place is very important in tourism entrepreneurship and place branding. Length of time one has stayed or done business in a place has influence on

how they perceive their environment. According to (Hallak, Assaker, & Lee, 2015), place identity among tourism entrepreneurs is influenced by how they evaluate their external environment; how they are generally attached to the place; continuity with personal past, familiarity and commitment to the destination.

Place identity is important in branding tourism destinations. According to (Ringbeck & Pietsch, T., 2013), the building blocks of any tourism destination are its natural, cultural and infrastructural assets that enable the tourism industry activities to be undertaken. These aspects define the identity of a place, through investment, conservation and preservation and maintenance, without which, destinations cannot compete in the global tourism market. (Burmam, Jost-Benz, & Riley, 2009), noted that the identity of a brand directly influences client perceptions about a particular destination. Leveraging on these capabilities of destinations by tourism stakeholders interactions will help a destination to distinguish itself (Kavaratzis & Hatch, 2013).

It is noted that positive experiences in a place increase positive feelings and in turn aids in decision making. Initiatives to make a destination attractive for tourism business and visitation are therefore crucial. Place identity aspects are important in tourism entrepreneurship given that those businesses that feel connected to a destination will always seek to enhance its position and in return heighten its brand equity through further investments in the area. Such investors also tend to understand the dynamics of the area and thus are better able to appreciate and work to strengthen such a destinations reputation.

While emphasizing the importance of the supply-side in defining destination brand and its content, (Worlu, Adekanbi, Ajagbe, Isiaywe, & Oke, 2015), in their study on brand identity of tourist destination and impact on patronage in Nigeria noted that “in order to know how we are perceived, we must know who we are”. Their findings indicated that the creation and continuous development of brand identity would have a positive effect on tourists’ view and choice of Nigeria as a tourist destination and recommended an overall marketing approach that is customer oriented. An understanding of perceptions of place from the tourism entrepreneur’s perspective is therefore valuable in identifying factors that influence place brand equity of tourism destinations.

2.1.3 Customers’ brand perceptions

Destinations play a crucial role in tourism development through their competitiveness. According to Kotler, 2012 in (Wijethunga & Warnakulasooriya, 2014), destination products that are marketed to consumers include physical goods, services, experiences, food (Lin, Pearson, & Cai, 2011), events (Hallmann, Zehrer, & Müller, 2015), persons, places, properties, organizations, information and ideas. These products are attractions that seek to meet visitor needs and wants thus creating expectations. According to Lubbe, 1998 in Lopes, 2011, based on the concept of construction of primary image (Figure, 2-2) denote that attraction to travel factors in a destination are static, dynamic and current decision. Destination attributes and the benefits that places accrue to various stakeholders are of great importance. According to (Saraniemi, 2011) in addition to image building, it is crucial to consider both the internal and external generated activities and factors of the destination, in order to comprehensively create and co-create place brands.

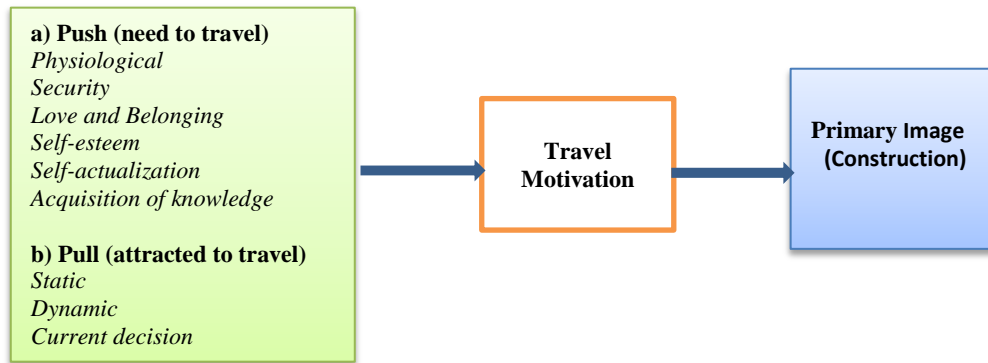


Figure 2-2:- Construction of the Primary Image

Source: (Lopes, 2011)

Owing to the competitiveness of tourist destinations (Matos, Mendes, & Valle, 2012) place factors will play an important role in attracting customers to a particular destination as opposed to another. Destinations with competitive edge will therefore enjoy place brand equity through sustained visitation and good returns to investment. Findings show that the event image directly and positively affected the destination image, providing empirical support for the image transfer theory (Deng & Li, 2013).

According to the (UNWTO; ETC, 2009), promoting tourism destinations is not just about marketing communications, it is about what destinations offer to potential clients. These offers include its tourism and heritage attractions, its companies and their products and services, its music and art and other cultural products, its sport, its people, its investment and employment opportunities.

Various factors influence a customers' perception about a destination. According to Lubbe 1998, in Lopes, 2011, the "need to travel" factors play a crucial role in travel motivation. These factors include physiological, security, love and belonging, self-esteem, self-actualization and acquisition of knowledge among others determine the attractiveness of a destination. These push factors motivate a customers to select one

destination over another through the image developed in their minds. (Matos, Mendes, & Valle, 2012), argue that destination marketers should look at the needs and characteristics of their target markets in addition to other demographic aspects. It is also noted that formation of destination image might also be a social psychological process and influenced by social factors, (Chen, Lin, & Petrick, 2012), that destination managers should consider when marketing.

Subsequently, combining competitiveness and attractiveness perspectives seeks to create a wholesome understanding of destination dynamics and their influence on destinations popularity. The input of both tourists and tourist facility operators is necessary for any destination to manage and enhance its competitive advantage and in turn enhance its brand equity.

This study therefore adapted place brand perception measurement items of, brand awareness; brand image, brand quality and brand loyalty; from studies of Lee & Leh, (2011); Sartori, *et al*, (2012) and (Kotler & Keller, 2014) to determine their influence on place brand equity, from the tourism entrepreneurs and the customers perspectives. This study therefore sought to utilize perceptions from combine

2.1.4 Brand Awareness and Brand Equity

Brand awareness is seen as the strength of a brand in a consumers mind. According to (Xu, Li, & Zhou, 2015), high brand awareness is often thought to have high brand equity and becomes a strong brand. Awareness enhances customers trust and choice of a particular destination. Appreciation of brand awareness among customers and

tourism entrepreneurs is therefore crucial in enhancing brand equity of a destination given that tourism stakeholders have varied brand attitudes towards destinations.

Using the Structural Equations Modelling to analyze brand attitudes of entrepreneurs as stakeholders towards a city, (Kaya & Marangoz, 2014) noted that nature; business opportunities and networking; and governmental services affected the attitudes of entrepreneurs. These attitudes influenced their behavioral intentions to the city brand. Brand awareness thus brings advantages with regard to learning, consideration, and choice by both tourism investors and customers in various destinations.

Brand awareness influences investment and purchase decisions given that highly visible brands are perceived to be of good quality and this makes them popular. Decisions on destination or product advertising are also made on the premise that enhanced awareness makes stakeholders associate advertised products with quality, and is also a risk-reduction strategy among consumers, (Rubio, Oubiña, & Villaseñor, 2014). While this study looked at food product, the same applies to tourism destinations whose brand equity has been enhanced as a result of promotion and publicity that makes an imprint in the potential visitors mind with regard to recall and choice behavior.

2.1.5 Brand Image and Brand Equity

Brand image is an important concept in place branding literature. These refer to perceptions stakeholders in a destination and how these perceptions are in line with the contribution of tourism products and services found there. Gallarza *et al.*, 2002, p.71 in Wij Beerli *et al.* (2002) summarized that destination image is characterized by

subjective perceptions that consist of both high levels of cognitive aspects (belief) and affective aspects (feeling) (Qu, Kim, & Im, 2011).

According to (Zenker, 2014), place brand image is a particularly important factor in measuring place brand equity since it is both a brand value driver – affecting the brand – and part of brand equity – defined as the outcome of the brand. The relationship between brand image and brand equity cannot therefore be gainsaid. An enhanced brand image of a destination insinuates that the destination has features that are of value to both customers and entrepreneurs (Lopes, 2011). Positive image influences purchase behavior, (Fianto, Hadiwidjojo, Aisjah, & Solimun, 2014) and enhances competitive advantage of destinations (Frías, Rodríguez, Castañeda, Sabiote, & Buhalis, 2012).

Destination images held by customers are therefore considered priceless important role in the marketing activities (Wijethunga & Warnakulasooriya, 2014). Destination image is also associated with positioning of destinations (Hanzaee & Saeedi, 2011). Uniqueness of destinations makes it to stand out and differentiate itself from its competitors. According to the induced image formation model, (Camprubi, Guia, & Comas, 2014), destination management organizations (DMO) need to know the tourist destination image well and project it appropriately to their potential clients, Figure 2.1. The model also denotes the important role that other stakeholders and institutions need to play to enhance the image of a destination.

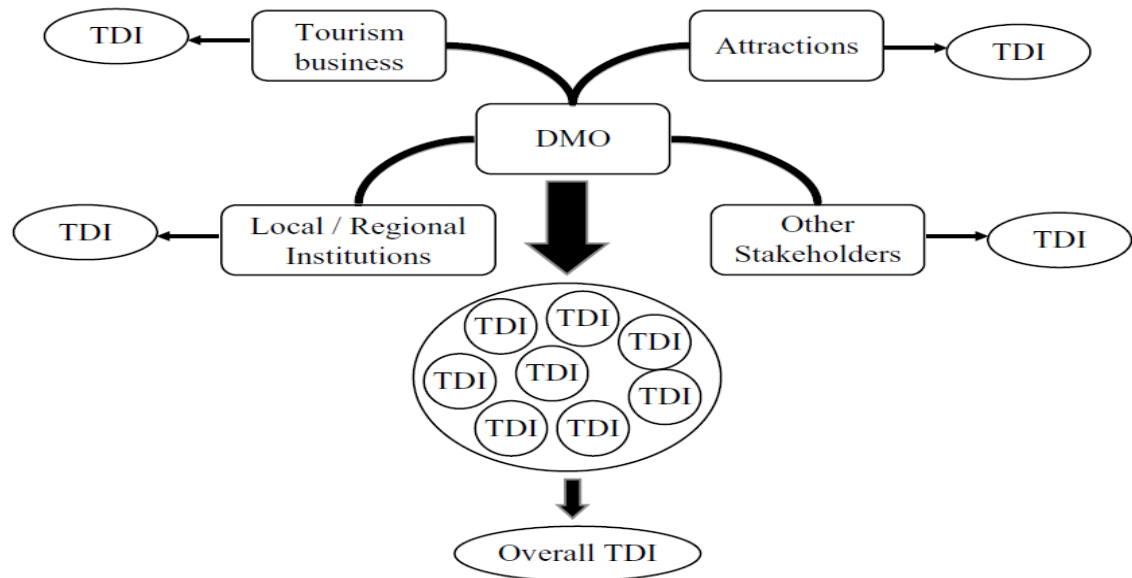


Figure 2-3:- Induced Image Formation Model

Source:- (Camprubi, Guia, & Comas, 2014)

An understanding and appreciation of destination image perception from the tourism entrepreneurs' view is vital since they are part of destination image developing, managing and transmission process; while for customers, its value lies in the use of such images in a customers' destination evaluation and selection process (Lopes, 2011). The image of a destination goes hand in hand with the visual identity of the area. Visual identity is characterized by name, slogan, symbols, logos, pictures and tag lines among other aspects. In their study of the visual identity of Croatia, (Barisic & Blazevic, 2014) found that logo was the most significant followed by name and slogan. Visual identity of the destination thus bring to fore the issue of destination character and how this can be manifested in visible manner to clients (Ruzzier, 2010). In this study, visibility of the Western Kenya Tourism Circuit is important in the brand image formation and its influence on destinations brand equity.

Destination image plays a very important role in the development of the tourism sector. However, image is nothing without a strong identity. According to (Kyalo &

Katuse, 2013), the image of a place is important not only to a tourist but also to the tourist receiving country. It is universally acknowledged that such image affects the tourist behavior in many ways such as choice, after-decision behavior and opinions on whether their needs were met or not, (Maingi, 2014)

Destination image has been recognized as an influential component of travel decision processes. Although organic sources of information play an important role in shaping destination image, researchers have often ignored the types of sources and the information they deliver (Monterrubion, 2013).

2.1.6 Brand Quality and Brand Equity

Quality refers to a consumer's opinion of a product's ability to meet their expectations. According to (Kotler & Keller, 2014), the only value companies ever create is the value that comes from customers since businesses succeed by getting, keeping, and growing customers. This has an implication on customers' perception of the quality of these products and services. In some instances, it has been noted that, a consumers' opinion may have little or nothing to do with the actual excellence or superiority of the product (Zeithaml, 1988 in (Jung, Lee, Kim, & Yang, 2014).

Perceived quality therefore tends to not only differentiate the brand's products and services, it also determines choice decisions when value is provided. Quality of tourism products and services therefore has an influence on place brand equity owing to the value that customers may derive from certain destinations. According to (Keller, 2008, in (Jung, Lee, Kim, & Yang, 2014), customers also tend to evaluate

factors they think determine product quality and how well a brand reflects such factors

Destination quality is a key aspect in enhancing destination brand equity. Tourism entrepreneurs therefore need to offer quality services in order to create brand loyalty among customers. (Owusu-Frimpong, Nwankwo, Blankson, & Tarnanidis, 2013), using triangulation data collection protocol, examined and found causal links between the functional forms of service quality (SQ) and satisfaction in relation to destination attractiveness. They suggested future research to explore the positioning of destination image of tourist centres and influence of destination loyalty on return visits which have a bearing on entrepreneurship.

2.1.7 Brand Loyalty and Brand Equity

In order to attract and retain customers, winning over their loyalty to you destinations, its products and services is very important. Loyalty is a key factor in contributing to high brand equity of tourism destinations. According to (Vitouladiti, 2014) managing the image of the destination emanates from priorities for product differentiation, competitive advantage and supply enhancements. This results in the increase of product loyalty for destination marketing authorities and the tourism entrepreneurs.

Consistency in preference of certain destinations is crucial in ensuring the destinations brand equity is maintained. According to (Jung, Lee, Kim, & Yang, 2014), a consumers brand attachment is key to brand performance which if high enhances place equity. In order to improve loyalty and retention among customers, (Kotler & Keller, 2014), argue that service providers should interact with customers; develop

loyalty programs and create institutional ties. Tourism entrepreneurs should therefore strive to enhance loyalty if they are to attain destination place equity.

Place attachment is crucial in influencing customer brand perceptions with regard to choice of tourism destinations. According to (Mlozi, Pesama, & Haahti, 2013), perceived constraints and satisfaction by tourists visiting Tanzania, depends on expectation and travel motivation. The study also noted that these two aspects may further predict place identity and place dependence and found them to be related to destination attachment. This has implication on policy of how destinations are planned and marketed. While this study highlights place identity and place dependence from the demand side, it negates the input from the supply side that puts together all the tourism products and services that are consumed in a destination.

Place branding is driven by the interests of individuals and groups that hold commercial and political clout, (Giovanardi, Lucarelli, & Pasquinelli, 2013). Tourism stakeholders through their rights, roles, relationship and responsibilities (Aitken & Campelo, 2011), have an influence on place branding hence the need to understand stakeholders' relationships at the destination and how they influence place brand equity. Place branding therefore has a strong governance character, involving many different actors in the branding process (Klijn, Eshuis, & Braun, 2012).

These dimensions of brand perceptions individually or collectively among tourism entrepreneurs' and customers tend to influence place brand equity differently. Perceptions of entrepreneurs are different from those of customers and it is therefore

important to appreciate both sides since both perceptions may have an effect on the destinations brand equity.

Gap 1:- In order to comprehend complexities that abound in destinations, analysis of stakeholders' perception gaps could help appreciate similarities and differences about places and brands, hence the purpose of this study.

2.2 The Concept of Entrepreneurial Self-Efficacy

Entrepreneurship is a very important force to mankind. According to (Kuratko & Hodgetts, R. M., 2004), entrepreneurship pervades all aspects of business thinking and planning through creativity, risk taking, innovations and passion. These features give impetus to economic development in many societies through various sectors, tourism being one of them.

There are various approaches to the theory of entrepreneurship. The macro view posits a broad array of external factors that highlights the importance of taking advantage of opportunities to creatively develop and sustain businesses. The micro view examines factors specific to the entrepreneur and how this affects the enterprise outcomes (Kuratko & Hodgetts, R. M., 2004). The other view of entrepreneurship is the process approach that explains entrepreneurship from an integrative model of entrepreneurial inputs and outcomes; entrepreneurial assessment from a qualitative, quantitative, strategic and ethical standpoint; and the multidimensional approach that explains entrepreneurship as a complex framework with emphasis on the individual, the environment, the organization and the process that interact to create and sustain enterprises (Wickham, 2006). The entrepreneurship theory thus denotes the value of

entrepreneurial attitudes and behaviours that are undertaken in order to enhance the competitive position of business through products and services offered to their customers (Bissonette, 2012).

Various authors have defined entrepreneurship from the psychological (traits and behavior); sociological (social and cultural); economics and management standpoints, (Wickham, 2006). According to (Kaufmann & Dant, 1998), entrepreneurship can be viewed as having the following perspectives, traits; processes and activities. These perspectives highlight the influence of personality type; opportunity recognition and information search; resource acquisition and business strategies; and enhancing businesses through innovation and identification of opportunities. Entrepreneurship thus revolves around personal characteristics; personal environment; business environment; business ideas and the goals of the entrepreneur, (Naffziger, Hornsby, & Kuratko, 1994).

Subsequently theory on entrepreneurship brings to fore the aspect of self-efficacy among entrepreneurs, whether it is developing new business and managing them opportunity exploitation and business growth, (Smith & Smith , 2004). Self-efficacy refers to the “subjective beliefs that people have of their capability to perform a given task” (Torres and Watson 2013). According to Hallak, *et al*, (2015), “self-efficacy is the task-specific consideration of the ability to perform a certain activity”. It denotes that behavior, cognitions, and the environment where individuals and businesses operate influence each other. This is reflected through personal choices, goals, emotional reactions, effort, ability to cope and persistence. ESE is therefore a good measure of entrepreneurial behavior (Schjoedt & Craig, 2017).

Entrepreneurial self-efficacy therefore is a construct that measures intentions and actions based on an entrepreneurs belief in their own strengths to perform on the various skill requirements necessary to undertake a business start-up or enhance an ongoing business De Noble, *et al*, (1999); Go, *et al*, (2015). Self-efficacy amongst tourism entrepreneurs embodies enterprise development, given that it is the entrepreneurs that put together various features that bring the brand to reality before they are visualized by potential visitors to the destination (Kavaratzis, 2013).

2.2.1 Entrepreneurial Self-Efficacy Research

In order to operationalize the concept of entrepreneurial self-efficacy, various studies have been undertaken in different contexts using various constructs. The study by Chen *et al*. (1998), on whether entrepreneurial self-efficacy could distinguish entrepreneurs from managers and the possibility of one being an entrepreneur. The constructs used were, marketing, innovation, management, risk-taking, and financial control.

The tourism sector depends on entrepreneurship to thrive and could survive in the long run by being both sustainable and entrepreneurial at the same time. The study by (Katja, Miroslav, Barbara, & Doris, 2014), identified sustainable entrepreneurship dimensions at three levels of inquiry, individual (entrepreneur), organizational (SME), and tourism destination in developing a model for entrepreneurship, tourism and sustainability. Investment in travel and tourism products and infrastructure is not only essential for destinations to maintain and expand capacity, but it also allows for and

encourages improvements in quality, competitiveness, and productivity (Cockerell & Goodger, 2011).

Skill requirement is an important aspect of entrepreneurship. To further contribute to knowledge on entrepreneurial self-efficacy, (De Noble, Jung, & Ehrlich, 1999) in their study on the development of ESE measure and its relationship to entrepreneurial action, incorporated only those items that are specifically related to the skill requirements for the startup entrepreneur. Cognitive dimensions were included in their study. The ESE constructs used comprised risk and uncertainty management skills; innovation and product development skills; interpersonal and networking management skills; opportunity recognition (Hosseini, 2016), procurement and allocation of critical resources and development and maintenance of an innovative environment.

The study by (Torres & Watson, 2013), sought to validate the ESE constructs by (Chen, Greene, & Crick, 1998), in a sample of small businesses in a small city of west-central Mexico. According to the study, difficulty and complexity of the task; perceived business performance, as well as the entrepreneurial objectives of business owners and managers converged. The facets of business performance included sales growth, cash flow, market share, return on sales, return on investment, return on assets, and profit. The study by (Setiawan, 2014), included defining core purpose, when examining dimensions of entrepreneurial self-efficacy among students in Indonesia. The study noted that though the students' ESE was high; they needed a lot of psychological support.

In order to refine entrepreneurial self-efficacy measures, (McGee, Peterson, Mueller, & Sequeira, 2009), used five ESE dimensions as follows: searching, planning, marshaling, implementing-people, and implementing-financial. Different scholars have advanced measures of entrepreneurial self-efficacy, however, ESE measurement scales among tourism entrepreneurs shows that there is no definite measure of ESE, and that the scale is still evolving by incorporating emerging ideas. In the exploratory study on Tourism e-Micro-entrepreneurial Self-Efficacy (TeMSE) (Ferreira, 2017), proposed five factors, pursuing innovation; marshaling resources; adapting to externalities; aligning core purpose with self and e-marketing to be the measure of the self-efficacy scale. E-marketing and especially how savvy enterprises are in utilizing social media in their marketing strategies is becoming a frontier of reaching new markets.

The Temporal Construal Theory denotes that expected outcomes can change relative to their proximity in time. Based on this theory, (Hallam, Zanella, Dosamantes, & Cardenas, 2016) investigated the influence of temporal construal theory on entrepreneurial intentions among students from three different countries. They used the perceived efficacy determinants that included to “manage a company”, “manage people” and “manage finance and accounting problems”, and found that short-term entrepreneurial intent significantly mediates the effect of ESE on long-term entrepreneurial intent. This indicates that based on the perceived value of expected outcomes, behavior choices of individuals can be determined, however, there is always a time lapse before the actual entrepreneurial intent is achieved.

Borrowing from the concept of entrepreneurial self-efficacy, (Antoncic, Antoncic, & Aaltonen, 2016) looked at the concept of marketing self-efficacy, where they analyzed the role of marketing self-efficacy on creation of new firms among students from two different European countries. Their study used marketing-related tasks (i.e. to set and meet market share and sales goals, conduct market analysis, establish a position in a product market, enter new markets and geographic territories, employ new methods of production, marketing and management) in predicting firm creation. Their findings indicated that marketing self-efficacy may be an important determinant of firm creation.

Based on scholarly work and reviewed literature, this study adapted six measures of entrepreneurial self-efficacy of opportunity recognition; innovation; entrepreneur relationships; defining core purpose; harnessing critical resources and mitigating risks and uncertainties from studies of Chen, *et al*, (1998); De Noble, *et al*, (1999); Hallak, *et al*, (2015).

2.2.2 Opportunity recognition

Opportunity recognition is a very important aspect of entrepreneurship (Wickham, 2006). According to (Kotler & Keller, 2014), it is vital that brands be the organizing principle for the business. This calls for the need to find an essential brand idea or thought that can serve as a lens through which entrepreneurs define every aspect of the customer experience, including products, services, and communications. This can only be achieved through opportunity recognition with tourism destinations and business in those destinations to create unique products and services of value to

targeted customers, (Bissonette, 2012). The determinants of opportunity recognition are therefore important.

In their study among senior tourism businessmen in Iran (Nikraftar & Hosseini, 2016) noted that social networks were an important antecedents of entrepreneurial opportunity recognition. With regard to the important role information plays in opportunity recognition, (Pech & Cameron, 2006) proposed the Information Processing (I-P) Framework that denotes that relevant information is a catalyst for entrepreneurial behavior. In their I-P framework, they argue that the process of searching for meaningful information, analyzing its entrepreneurial benefit and acting on it to produce a business idea and venture insinuates that opportunity recognition among tourism entrepreneurs through information-processing is a back and forth process until the venture is realized.

2.2.3 Innovation

Innovation is a very important concept with regard to entrepreneurial self-efficacy. In many studies, innovation is seen as the basis of competitive advantage. According to (Zach, 2016), innovations in the tourism industry leads to the development of new or adjusted service offerings and reduction of production costs. These innovations enable tourism businesses to create value for visitors and stakeholders thus contributing to the brand equity of these enterprises and the destinations where they are found. In their study on American DMO's with less than 10 employees, they found that leadership plays a significant role in collaboration for innovation, as opposed to internal organizational resources. This insinuates that tourism organizations can leverage on external resources to further innovations at various destinations.

According to (Cordero, 2017), travellers want diverse and unique experiences. This provides tourism entrepreneurs the opportunity to create unique value propositions that will not only attract visitors, but will contribute immensely to the local economy. In this regard, collaboration among local actors in creatively and innovatively developing touristic products will deliver value to both the visitors and the local community. (Kotler & Keller, 2014), further argue that there is need to create a loop of constant re-invention. This will keep organizations and their brand in a state of constant renewal. The same applies to destinations brand managers who must be keenly aware of shifts in consumers' perception and values and be ready to reshape themselves again and again.

It is further noted that there is need for organizations to engage in “blue-ocean thinking” by creating products and services for which there are no direct competitors. This is a tall order given the competition that is present among tourism destinations, with many destinations coming up with differentiated products and services through innovation. (Kotler & Keller, 2014), opine that destination managers should look beyond those boundaries of industry competition to find unoccupied market positions that represent real value innovation. Value innovation concept thus becomes quite important if destinations are to enhance their competitiveness.

2.2.4 Entrepreneur Relationships

Entrepreneurial relations are very important in not only meeting individual enterprise objectives, but could also be used to enhance the brand image of a destination. In their study on social infrastructure that nurtures and strengthens cooperation in business

networks, (Nieminen & Lemmetyinen, 2015) noted that there were benefits at the functional, relational and symbolic level that enthruse cooperation. They noted that social infrastructure aids in the promotion of cultural tourism and in addition encourages higher level entrepreneurial learning, where small firms cannot manage on their own.

Entrepreneurial relationships and networks through ICT's have led to brand communities. According to (Kotler & Keller, 2014), through the internet, many companies are collaborating with consumers to create value through communities built around brands. These communities have a sense of felt connection to the brand, or community members; shared rituals, stories, and traditions that help to convey the meaning of the community; and have a shared moral responsibility. Such networks are also a constant source of inspiration and feedback for product improvements or innovations.

2.2.5 Defining Core Purpose

In their study on factors that influence entrepreneurial intention among university students, (Yun, Lim, Li, & Park, 2016), found that defining core purpose requires that; the locus of control be internal, with minimal influence from the external environment; entrepreneurial education which provides learning opportunities through technology as well as various experiences be encouraged and organizational factors that support entrepreneurial intentions and mitigates risks and uncertainties be incorporated within institutions in order to support and nurture entrepreneurship intentions. Even though their study focused on students, the combination of these

factors applies to tourism enterprises and it well grounded, will enhances the definition of core purpose of such businesses.

Defining core purpose of a business is clearly expressed in the beliefs held by entrepreneurs. (Kirkley, 2016), sought to discover cognitive antecedents to entrepreneurial behavior based on the argument that deep beliefs influence the way we think and feel. With regard to entrepreneurial behavior, that study identified independence, creativity, ambition and daring, as specific values believed to be critical to the motivation of entrepreneurial behavior. These values set an individual on a path to acquire skills, knowledge and experience to perform certain roles. In case of value conflicting situations, the intrinsic values embedded in an individual tend to ensure focus within an enterprise is maintained. Change in value-set to less desirable values will lead to disengagement with the entrepreneurial process and deviation from core purpose.

Defining core purpose means that there is need for energy-driven enterprises. When tourism entrepreneurs transfer their energy and passion to their business units and functions, their management aspirations become embedded in the organizations culture. According to (Kotler & Keller, 2014), once management's aspirations for the brand and business begin becoming part of the culture, the process of building an energized brand enterprise is nearly complete. Since tourism enterprise play a key role in developing and maintaining destination brands, defining their core purpose at the firm level will in turn enhance the place brand equity of a destination.

2.2.6 Harnessing Critical Resources

Organizational resources are both human and material. In order to enhance the brand equity of tourism destinations, there is need to create an energized value chain bringing together these resources in realizing the goals of the organization or the tourism destination. According to (Kotler & Keller, 2014), everyone in the organization should be aware of the organization's brand goals for it to be a reality. This calls for all stakeholders to think exclusively from the perspective of the brand and understand how their own actions boost the energy level of the brand and fuel the core. By bolstering their internal resources and capabilities, tourism enterprises can align these competencies with opportunities, as they appear in the firm's external environment.

Personal values and self-efficacy motivation are crucial ingredients in influencing entrepreneurial orientation. These are crucial resources that entrepreneurs must possess in order to realize their entrepreneurship ideals. In their study among Malay entrepreneurs in Malaysia, (Alam, Mohd, Kamaruddin, & Nor, 2015) noted that personal values and self-efficacy are significantly related to entrepreneurial orientation. This implies that these are resources that tourism organizations need to harness in order to enhance the brand equity of not only their enterprises but the tourism destinations as well.

Competitive advantage flows from resources and capabilities of firms. This has influence on a firm's performance. According to (Akio, 2005) this implies that, resources are allocated heterogeneously (unevenly) within an industry. The resource based view presupposes that enterprises should be aware of their strengths and

weaknesses. This will enable them to harness strategies on how to outperform competitors with the resources and capabilities that they possess. Resources, which are inputs in the firm's production processes, include assets, capabilities, organizational processes, firm attributes, information, and knowledge among other resources. Proper control of these resources enables the firm to initiate and implement strategies that improve its efficiency and effectiveness. They also help firms to scan their environment, seize opportunities and ward off threats to their businesses.

With regard to marketing, the resource based theory posits that a firm gains competitive advantage when it is able to generate "more economic value than the marginal (breakeven) competitor in its product market" (Kozlenkoya, Samaha, & Palmatier, 2013). This theory is based on the principle that firms within the same industry possess different bundles of resources that make them perform better than others and secondly, differences in performance may emanate from difficulty in trading resources across firms, which allows benefits from heterogeneous resources to persist over time as well. These two aspects influence the sustained competitive advantage of enterprises within the same industry.

2.2.7 Risks and Uncertainties

Risk-bearing is an important aspect of entrepreneurship, (Smith & Smith, 2004). The tourism sector is replete with a lot of risks and uncertainties. These risks emanate from the economic performance of the demand side as well as the supply side; disease outbreaks such as Ebola in Central and West Africa and bird flu in Asia; terrorism related activities and political upheavals, (UNWTO, 2017). These dynamics in the marketplace influence tourism entrepreneurship in various ways and in turn call for

an “energy audit” on a destinations brand. The will enable tourism firms and destinations to understand their strengths and weaknesses and develop ways to mitigate against them, (Kotler & Keller, 2014).

It is tourism entrepreneurs who package resources in order to develop tourism products and services. Enhanced competitiveness of tourism enterprises in a destination contributes to its place brands. Entrepreneurial self-efficacy among tourism entrepreneurs is vital in enhancing value to destinations. However it is noted that the tourism industry is multifaceted with various components of entrepreneurship offering diverse product, services and amenities. This diversity calls for different capabilities and competencies that are embedded in the organizations in their own unique way. The combination of ESE dimensions therefore presents scenarios that influence the place brand equity of various destinations through entrepreneurial attitudes and behaviors.

Gap 2:- Given the need beat the odds in order to enhance the place brand equity of the Western Kenya Tourism Circuit in terms of significance to Kenya’s tourism. Tourism entrepreneurs’ ability to create, maintain, enhance, and protect brands is a gap that this study sought to unravel in the study area given its value for the sustenance of tourism destinations.

2.3 The Concept of Industry context

Tourism enterprise and place branding are influenced by various factors within the industry context that serve to reinforce or diminish their investment dreams. According to (Go, *et al*, (2015), no brand can be managed in isolation. They are

influenced by factors in the institutional environment nested in the political, economic, social, technological, environmental and legal realms in which the businesses operate, Bradly, 2015); Casero, Mogollon, & Roldan, (2005).

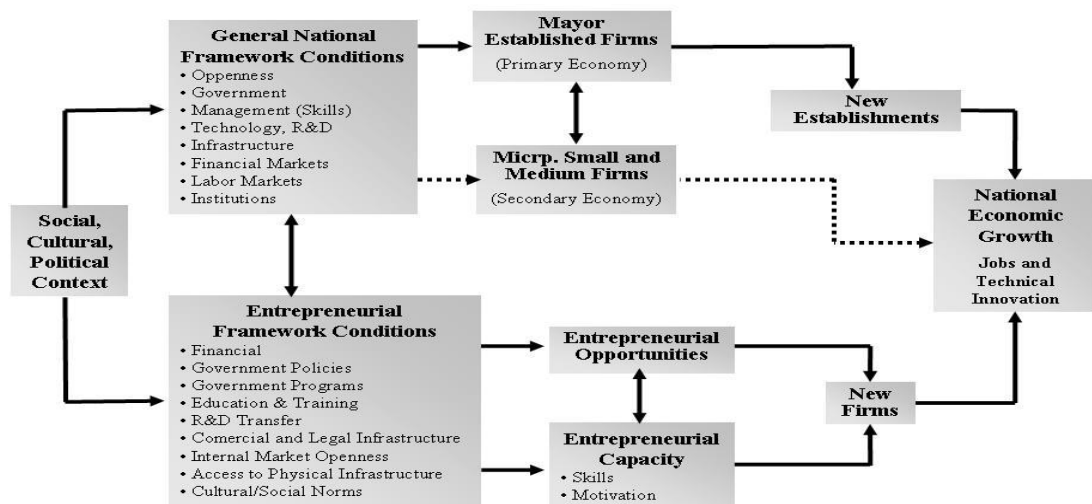
According to the travel and tourism competitiveness index (WEF, 2017), various factors such as the business environment; safety and security; health and hygiene; human resources and labour market; prioritization of travel and tourism; international openness; price competitiveness; environmental sustainability; air transport infrastructure; ground and port infrastructure; tourist service infrastructure; natural resources; and cultural resources and business travel. These factors portray the image of a destination, influence tourism related activities and in turn destination place brands.

In addition, based on the endogenous growth theory, (Ridderstaat, Croes, R., & Nijkamp, P., 2013), argue that the endogenous growth of tourism originates from factors within the tourism destination (among others, leadership, creativity, innovation, and entrepreneurship) that command its outcome. This concept insinuates that the success of a region eventually hinges on its own capacity to initiate and lead an economic growth process. Such a process should ultimately make it thrive, based on the aspirations, ingenuity and technical competence of its people and companies.

Having a vision is very important for destination stakeholders. In the study of small entrepreneurs in Croatia, (Ivanis, 2011), noted that local tourism enterprises clear definition of the vision and destination image improved the destination's competitiveness. The study also found that the success of new strategic positioning of

the destination on the tourist market hinged on understanding the tourist product as a complex product. While the interdependence between business activities, their competitiveness and destination competitiveness was identified as core, cooperation and formation of partnerships among enterprises was also key to the success of the destination.

Entrepreneurship is a complex, multidimensional framework that seeks to provide the interaction of the individual, the environment, the organization and processes in developing and sustaining enterprises, (Kuratko & Hodgetts, R. M., 2004). The General Entrepreneurship Monitor Model by Reynolds *et al* (1999) in (Casero, Mogollon, & Roldan, 2005) identified a group of fundamental elements that relate and interact, key among them being, social, cultural and political context; general national conditions; general national conditions; entrepreneurial conditions, opportunities, capacity and dynamics and national economic growth (Reynolds, *et al.*, 1999).



Fuente: Reynolds et al., (1999: 14)

Figure 2-4:- General Entrepreneurship Monitor Conceptual Model
(Source:- Casero, Mogollon, & Roldan, (2005)

2.3.1 Political/Legal Factors

Political and legal factors influence the realm in which destinations operate. Involvement in entrepreneurial activities, tourism being one of them is therefore influenced by political and legal processes ranging from developing policies and passing laws; allocation of resources including budgetary provisions. These factors engender roles of economic production and their influence of entrepreneurial ventures.

According to the study by (Bakas, 2017), gender and entrepreneurial roles do interact. The study acknowledges that this interaction influences community resilience to economic upheavals. The study further notes that politico-economic structures perpetuate feminised responsibility for social reproduction thus configuring feminine entrepreneurial roles, which have a positive effect on increasing community resilience. This study, criticizes the neoclassical economics entrepreneurial discourse that focuses on entrepreneurial activities that are geared towards individual gain as opposed to community gain hence the importance of feminine entrepreneurial involvement discourse.

2.3.2 Social-Cultural Aspects

The social structure and the culture of society affect the undertaking of business activities (Sharma & Singh, 2015). Each society has its own culture that comprises of the customs, norms, values, attitudes, beliefs, habits, languages and other forms of interaction between people in the society. (Robaro & Mamuzo, 2012), in their study on the study of the impact of socio-cultural environment on entrepreneurial emergence, noted that the socio-cultural environment influences entrepreneurship

positively and sometimes negatively. In their study on the influence of the Socio-cultural Business Environment (using Education, Religion and Family background as variables), (Abdullahi & Zainol, 2016), also noted that all the factors had a positive impact on Entrepreneurial Intention. This call for businesses to develop complete understanding of socio economic philosophy of the society in which they are located.

Given that tourism activities take place in socio-cultural environment that pertains to the geographic, demographic, and psychographic description of markets and the emerging trends in them. There is need for an appreciation of the impact of demographic factors and their changes over time within a given destination. The geographic locations of markets and the socio-cultural aspects in the supply side both have an influence on tourism business in various destinations.

2.3.4 General Environment

The general environment plays a crucial role in destination brand equity. According to (Hallmann, Zehrer, & Müller, 2015), there is need to ensure that structural development and architectural changes are implemented carefully to maintain the tourists' perception of landscape or their overall image of the destination. The holistic representations of the destination, is therefore crucial in shaping entrepreneurs and customer perceptions, (Matos, Mendes, & Valle, 2012) .

Criminal activities, terrorism, disasters and disease outbreaks lead to travel advice which affects various destinations and their image management. The overall health of the destination is therefore important since it contributes to the brand equity of a destination (Monterrubio, 2013).

2.3.5 Economic Factors

The survival and success of each and every business enterprise depend fully on its economic environment. Economic environment determines and defines opportunities for an organization. In their study on impact of external business environment on organization performance, (Olawajun & Folarin, 2012), noted that growth of an economy opens up more opportunities for various sectors of the economy as opposed to periods of economic recession. The economic environment therefore relates to factors such as the GDP growth rate, rates of interest, mortgage rates, stock market performance, foreign direct investment, consumer confidence, and inflation rates. These factors are indicators of the state of the economy and the opportunities of business which are available in that economy.

It is crucial that tourism enterprises monitor changes in the economy with a view to be critically conscious of their influence to the industry. Consideration of business cycles analysis in terms of economic cycles in addition to industry related effects of these trends is equally important. Enhanced economic activities will improve businesses in terms of opportunities for profitability, which would in turn could spur business and leisure travel (Wickham, 2006).

Economic factors form part of the macroeconomic environment in which the tourism industry activities take place (GOK, 2017). A sound economic system, coupled with good economic conditions and favourable economic policies gives the destination a comparative advantage, based on the resources that the destination has been endowed with.

2.3.6 Technological Factors

Technology is one of the ever-changing internal and external stimuli that destinations need to respond to in order to perform better in the marketplace. Agility is emerging as a marketing management process that uses technology to bring together key stakeholders in a neural network, thus creating a holistic system to promote destinations, (Inversini, Pesonen, & Buhalis, 2014).

While technology and especially the internet has revolutionized access to information, it can also be detrimental to the image of destination, and especially when it becomes a source of negative information. In their study on the relationship between crime-related travel advice given by foreign governments and Mexico's destination image, (Monterrubio, 2013) noted that it is always important to consider the sources of information used by potential clients, especially the use of government website through internet that is accessible by everybody around the globe.

Interaction with destination through online search for information can have profound effects on potential clients. (Li, Pan, Zhang, & Smith, 2009), explored the potential effects of online information search on tourists' destination image development among students and noted a significant and positive change after online search. Given the value on technology and especially the internet and social media platforms, difference between destinations will play out based on the online content and its resonance with the clients.

Gap 3:- This study however argues that in most place brand equity research the industry context is often ignored or treated casually hence the importance of this

study. When it comes to the idea of place brand equity, consideration of various factors at the tourism enterprise level, and destination level, could influence perceptions of among stakeholders. Given the importance of entrepreneurial self-efficacy among tourism entrepreneurs, an analysis of the moderating effect of industry context in which the business operates on place brand equity is a gap that this study seeks to evaluate.

2.4 Theoretical Review

Different scholars have extensively researched the concept of brand equity, brand perceptions, entrepreneurial self-efficacy and tourism industry context. Various theories and models have been developed to unravel these concepts from the fields of destination marketing, environmental psychology and business. Some of these theories include:- Theory of entrepreneurship; Self-Efficacy Theory; Expectancy Theory; Endogenous Theory; Resource Based View; Temporal Construal Theory; Equity Theory; Brand Theory; Brand Equity Theory; Place Identity Theory, Place Attachment Theory; Competitive Identity Theory and Consumer Perceived Value Theory.

This study is based on the Brand Equity Theory (Kotler & Keller, 2014); Entrepreneurial Self-Efficacy Theory (Bandura, 1977), (Chen, Greene, & Crick, 1998), (De Noble, Jung, & Ehrlich, 1999); Competitive Identity Theory (UNWTO; ETC, 2009) and Consumer Perceived Value Theory (Kotler & Keller, 2014).

2.4.1 Brand Equity Theory

Brand equity theory emanates from the branding theory. According to (Kotler & Keller, 2014), the most valuable intangible asset of a firm lies in its brands. In order for a brand to have meaning, it must be well developed to meet the aspirations of its customers (Ferrel, Hirt, & Ferrel, 2009). In this regard, a good brand means that it is valuable to its users. Ideally, brands have been viewed as products and services that firms offer to the clients. Subsequently, brand equity theory was developed to explain the additional benefits that brands have and how users of these brands interact with them in meeting their needs. This interaction with brands leads to choices of products and services.

Brands could be explained based on various dimensions. According to Kotler & Keller, (2014), there are two ways for choosing brand elements, which are the development attributes and the defensive attributes. The brand development attributes revolve around a brand being memorable, meaningful, and likable; while the defensive attributes revolve around brands being transferable, adaptable, and protectable. These elements depict brands as having a life of their own, whereby once developed, they could encounter fluctuations and challenges that must be managed if they are to be of any value to their clients.

In addition to products and services, brand equity theory has been applied to places hence the concept of place brand equity (Kotler & Keller, 2014). Due to the multiplicity of tourism places, with each trying to distinguish itself from competition, today's clients are faced with numerous propositions to patronize various products and services at tourist destinations. With regard to destinations, some of the benefits

of brand equity include improved perceptions of product performance; greater loyalty; less vulnerability to competitive marketing actions; less vulnerability to marketing crises; larger margins; more inelastic consumer response to price increases; more elastic consumer response to price decreases; greater trade cooperation and support; increased marketing communications effectiveness; possible licensing opportunities and additional brand extension opportunities (Keller, 2013).

According to (Kotler & Keller, 2014), various models of brand equity have been developed. Even though each offers differing perspectives, they all subscribe to the branding principles. The first brand equity model is the Brand Asset Valuator (BAV). The BAV Model comprises of four pillars of brand equity, which are:- energized differentiation and relevance that determine brand strength; and, esteem and knowledge that determines the brand stature. The model has been used to forecast future growth and value, in addition to recognizing past performance and indication of the current value of the brand. The degree of brand differentiation, perceived momentum and leadership; brand's appeal; perceived quality and loyalty; awareness and familiarity are key dimensions enshrined in this model.

The second model is the Brandz Model highlights the brand dynamics pyramid which indicates that the level of the pyramid that the consumers have reached. There are five elements in this model relate to presence, relevance, performance, advantage and bonding. Its key dimensions are knowledge of brand promise; ability to meet consumers' needs; perceived benefits and attachment.

The third model is the Brand Resonance Model that views brand building that is hierarchical in nature, it's elements begin at the level of ability to identify the brand; creating brand associations; shaping consumer feelings to elicit proper response and converting such response into active loyalty for the brand.

Through the numerous brand equity models, various approaches have been developed to concretize the concept. One such approach is the customer-based brand equity (CBBE). The customer approach views the brand from the perspective of the consumer-either an individual or an organization. It is premised on the fact that the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time. In this regard, customer-based brand equity is the differential effect brand knowledge has on consumer response to the marketing of that brand. Customer-based brand equity denotes that brand equity arises from differences in consumer response (Kotler & Keller, 2014); differences in response are a result of consumers' brand knowledge, and that brand equity is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand.

Some researchers have adapted the CBBE model to evaluate the supply side tourism stakeholders through the internal stakeholder-based brand equity model for tourism destinations, (Sartori, Mottironi, & Corigliano, 2012); (Bose, Roy, & Tiwari, 2016). Even though this model could be used to interrogate brand perceptions, there is dearth in scholarly work that combines both the demand and supply side brand perceptions with regard to place brand equity.

According to (Fayrene & Lee, 2011) brand equity has four dimensions, namely brand awareness, which is the ability to recall and recognize the brand; brand association, the basis for purchase decision and for brand loyalty; perceived quality, the customer's judgment about a product's overall excellence and brand loyalty, the attachment a customer has to the brand. In conceptualizing brand equity, critics have noted the importance of realizing that these dimensions could influence each other. These interactivity may lead to some being antecedents to consequences with respect to others. These constructs are conceptualized in Figure 2.5.

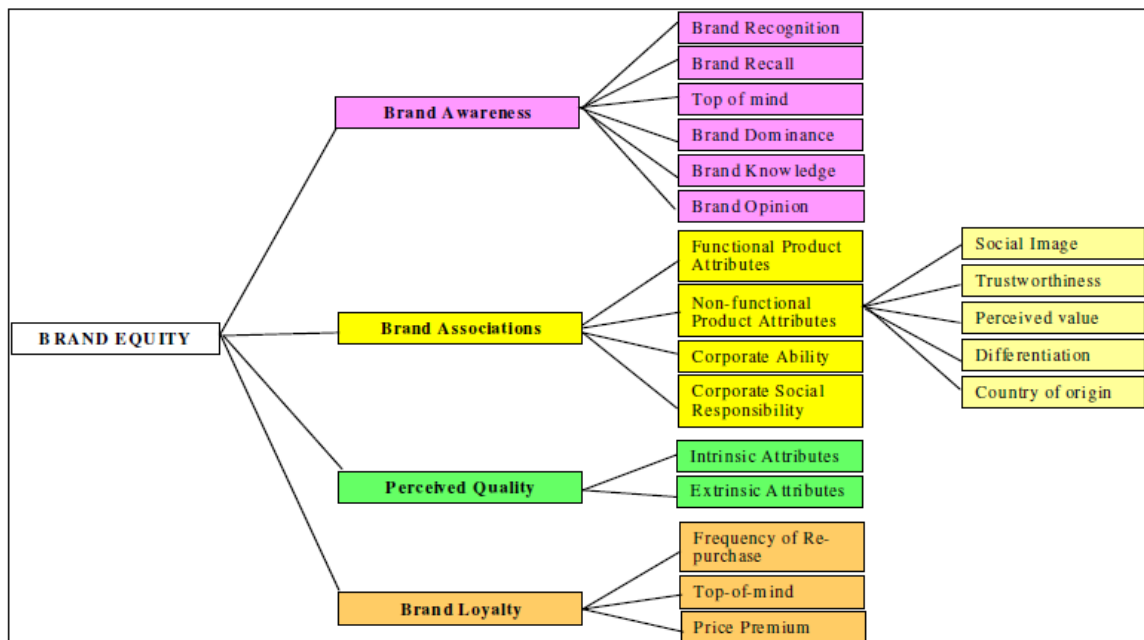


Figure 2-5:- Dimensions of Brand Equity

Source:- (Fayrene & Lee, 2011)

Based on the above arguments, this study adopted brand perception constructs of image, awareness, loyalty and quality to gauge the feelings of customers and tourism entrepreneurs and how their perceptions on these brand constructs influences the WKTC place brand equity.

2.4.2 Entrepreneurial Self-Efficacy Theory

Self-efficacy theory (SET) was originated from Social Cognitive theory by Albert Bandura. Self-efficacy is an important concept in positive psychology. According to (Bandura, 1977), “one has the power to produce that effect by completing a given task or activity related to that competency. It relates to a person’s perception of their ability to reach a goal or belief that one is capable of performing in a certain manner to attain set goals” Bandura’s Social Cognitive Model behaviors, the environment and personal/cognitive factors influence self-efficacy. He opines that these factors affect each other, though the cognitive factors are important. The concept states that mastery of experiences enables goals to be achieved through determination and overcoming obstacles and by sheer learning from the success of others.

According to (Bandura, 1977), self-efficacy is the task-specific consideration of perceived fitness to perform a particular activity. With regard to entrepreneurship, entrepreneurial self-efficacy relates to tasks associated with commencement and expansion of new ventures based on the basic functional areas of business. It is therefore assumed that ESE will have a positive influence on place brand equity through enhanced business performance.

It has been noted that even though there is rich scholarly work on the study of self-efficacy, there is no consensus on the measure of self-efficacy (McGee, Peterson, Mueller, & Sequeira, 2009). The general self-efficacy (GSE) construct has been argued as a stable and appropriate measure (Chen, Greene, & Crick, 1998); (Baum and Locke, 2004; Chen *et al.*, 2004).

Bandura (1977) argued that the more task-specific the instrument, the better the predictive efficacy. Consequently, scholars have identified core entrepreneurial activities or skills in order to capture the domain specific elements in the ESE construct (Chen *et al.*, 1998; De Noble *et al.*, 1999; McGee *et al.*, 2009). This study there adopts social cognitive theory as ESE concepts of reinforcement and observation, gives importance to the internal processes of organizations as well as the interaction of the enterprise with others in developing a destinations place brand equity.

2.4.3 Competitive Identity Theory

According to the (UNWTO; ETC, 2009), integration is highlighted through the concept of competitive identity, where factors related to tourism, brands, policy, people, culture and investment (Figure 2.6), need to be combined in various ways to enhance the identity of a destination. The theory of Competitive Identity presupposes that there is need for enhanced interaction between the various points of the hexagon, in order to improve the destinations brand.



Figure 2-6:- The Hexagon of Competitive Identity

Source: (UNWTO; ETC, 2009)

(Aaker, 2002), developed four categories within which brand identity perspectives could be formulated. These perspectives on their own or in combination can enable a brand attain a desirable identification in the market place. A brand could therefore be considered as a product and their related associations; organizations and their attributes that lead to the development of distinct brands; person and how brands reflect their personality; and symbols that give the brand an image and sense of belonging.

Identity-based marketing insinuates that there should be a balance between the identity characteristics on the supply side and consumer needs on the demand side for the development of a strong brand that is well communicated to the clients (Alsem & Kosteljik, 2008).

2.4.4 Customer-Perceived Value (CPV)

This theory advances the view that consumers must acquire perceived value in order to patronize a tourism destination. Customer perceived value (CPV) is the variance between the potential customer's analysis of benefits and costs on offer and the perceived alternatives (Kotler & Keller, 2014). The customer cost-benefit analysis is therefore the difference between monetary value of the economic, functional, and psychological benefits and costs they expect to incur in evaluating, obtaining, using, and disposing of the given market offering. This includes monetary, time, energy and psychological costs. In addition to being a source of information, brands have the ability to undertake other functions that validate their attractiveness and monetary return when valued by customers, (Kapferer, 2008).

Research conducted on the conceptualization of perceived value by (Sanchez-Fernandez & Iniesta-Bonillo, 2007), concluded that the concept can be understood through the uni-dimensional and multidimensional models of value; Nature of perceived value is complex and multi-dimensional; It implies an interaction between a consumer and a product; It is relative due to its comparative, personal, and situational nature; and that value is preferential, perceptual, and cognitive-affective in nature. The tradeoff here is to increase the value of the customer offering by raising economic, functional, or emotional benefits and/or reducing one or more costs.

2.4.5 Theoretical Model for Brand Perceptions; Entrepreneurial Self-Efficacy and Place Brand Equity

The following theoretical model (Figure 2.7) was used to relate the constructs and variables in the study.

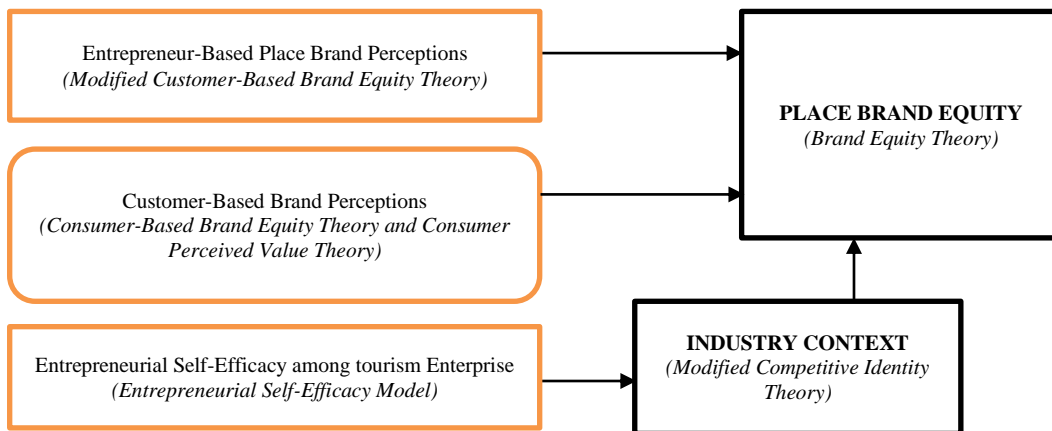


Figure 2-7:- Theoretical Model for Brand Perceptions, Entrepreneurial Self-Efficacy and Place Brand Equity

Source: (Survey Data, 2016)

2.5 Summary of Gaps from Reviewed Literature

In conclusion, it is noted that branding has been highlighted in various policy and planning documents (VISION 2030, KIPPRA Report, Strategic Plans), while various counties and agencies seek to enhance Kenya's brand. However, there are few

initiatives that seek to evaluate stakeholders' perceptions about the destination brands. As a consequence of devolution, various counties seek to enhance their tourism sector through local tourism development and branding. This devolved system of governance is therefore crucial to tourism development in Kenya since all resource endowments are found within these administrative units.

In order to build strong tourism destination brands in Kenya, there is need to identify the elements that affect their success. Linkage of the concept of ESE and place brand equity using an approach that considers the views of entrepreneurs, who package together tourism components into reputable destination brands, is therefore necessary for enhanced place brand equity in the Western Kenya Tourism Circuit. Based on this context, this study seeks to contribute to the knowledge on development and sustenance of Kenya's tourism brands.

Entrepreneurial self-efficacy and place brand equity concepts have not yet been studied in the Western Kenya Tourism Circuit context. This study offers an interdisciplinary extension in terms of knowledge. This study also explored the moderating role of industry context in which tourism enterprises operate and how this shapes place brand equity in the Western Kenya Tourism Circuit. This study seeks to contribute to this debate in a Kenyan context. Table 2.1, gives a summary of the gaps identified in literature reviewed.

Table 2-1:- Summary of Gaps

Topic	Sources and Theoretical Models	Key Contributions	Key Gaps
Branding Concept	(Keller, 2013), (Kotler & Keller, 2014)	Development of Brands Brand elements Brand benefits to enterprises Brand benefits to customers	<ul style="list-style-type: none"> • Application of brand concept to the tourism destination context in Kenya • Need to have initiatives that guide the process of developing and sustaining Kenya's tourism brands.
Place Brand Equity	(Keller, 2013), (Kotler & Keller, 2014); (Im, Kim, Elliot, & Han, 2012), (Hallak, Assaker, & Lee, 2015), (Sartori, Mottironi, & Corigliano, 2012)	<p>Importance of relational linkages between four principle brand equity dimensions (Brand Image, Associations, Awareness and loyalty)</p> <p>Measuring brand dimensions in relation to overall brand equity</p> <p>Commitment and mobilization of internal stakeholders is crucial for successful branding strategies</p> <p>Authorities need to adopt an inclusive and participatory approach to branding process necessary</p> <p>Build on Consumer-based brand equity model</p> <p>Place branding emanates from rights, roles, relationships and responsibilities</p> <p>Bottom-up approach based on paradigm of co-creation leads to authenticity (brand essence)</p> <p>Influence of culture in developing brands</p> <p>Managing brands as long-term assets whose value increases with time</p>	<ul style="list-style-type: none"> • Need for brand equity analysis to include a separate place brand equity construct • Need to consider moderating effect of industry context • Instead of using Community as a whole, targeted stakeholders would give more insights hence use of entrepreneurs in this study • Need to incorporate quantitative aspects as well for objectivity and confirmation of theory
Entrepreneur Based Brand Perceptions	(Mikulic, Milicevic, & Kresic, 2016), (Wood, 2000)	Brand Strength and Tourism intensity Branding is a team activity Managing brands as assets	<ul style="list-style-type: none"> • The strength of place brand is seen as an important indicator of the destination branding efficiency, from the supply side that involves, free exchange of ideas, innovations and

			<p>synergic interaction between stakeholders. Analysis of place brand equity is therefore important in order to grow the brand and enhance credibility among customers.</p> <ul style="list-style-type: none"> • Place branding is needs involvement of different stakeholders at the tourism destination hence value of their perceptions
Customer Based Brand Perceptions	(Im, Kim, Elliot, & Han, 2012); (Kotler & Keller, 2014); (Lee & Leh, 2011)	Customer-based brand equity dimensions Value of customer perceptions	<ul style="list-style-type: none"> • In order to build strong tourism destination brands in Kenya, there is need to identify the elements that affect their success.
Entrepreneurial Self-Efficacy Concept	(Bandura, 1977), (Chen, Greene, & Crick, 1998), (De Noble, Jung, & Ehrlich, 1999); (Bissonette, 2012); (Ferrel, Hirt, & Ferrel, 2009); (Hallak, Assaker, & Lee, 2015); (Wickham, 2006); (Smith & Smith, 2004); (Kuratko & Hodgetts, R. M., 2004); (Setiawan, 2014)	Place identity (sense of identity with their town of residence) is positively related to entrepreneurial self-efficacy (beliefs in their capabilities as entrepreneurs). Self-efficacy is a direct driver of performance, for both male and female entrepreneurs Interaction between individuals, environment, organizations and processes	<ul style="list-style-type: none"> • Need to consider entrepreneurs based brand perceptions and linkage to ESE • Need to support the sustainable development of tourism destinations. • In order to build strong tourism destination brands in Kenya, there is need to identify the supply side elements that affect their success of destination brands. • Linkage of the concept of ESE and place brand equity using an approach that considers the views of entrepreneurs, who package together tourism components into reputable destination brands, is therefore necessary for enhanced place brand equity in the Western Kenya Tourism Circuit.
Industry Context	(Bakas, 2017), (Ridderstaat, Croes, R., & Nijkamp, P., 2013)	Economic externality influences entrepreneurial discourse, Endogenous Growth Theory Impact of shock events on relationship between tourism development and quality of life	<ul style="list-style-type: none"> • The need to appreciate entrepreneurship contribution to social well-being • Need to interrogate power relations that influence entrepreneurial decisions and policy directions

			<ul style="list-style-type: none"> • Human potential discourses in tourism entrepreneurship studies. • This study also explores the moderating role of industry context in which tourism enterprises operate and how this shapes place brand equity in the Western Kenya Tourism Circuit. • These environmental factors in which businesses operate tend to influence entrepreneurs intentions and initiatives that in turn influence place brand equity
Theoretical Framework	(Keller, 2013), (Kotler & Keller, 2014); (Im, Kim, Elliot, & Han, 2012), (Hallak, Assaker, & Lee, 2015), (Sartori, Mottironi, & Corigliano, 2012); (Bandura, 1977), (Chen, Greene, & Crick, 1998), (De Noble, Jung, & Ehrlich, 1999); (UNWTO; ETC, 2009)	Brand Equity Theory Entrepreneurial Self-Efficacy Theory Consumer Perceived Value Theory Competitive Identity Theory	<ul style="list-style-type: none"> • Place brand equity research rarely incorporates IC and ESE constructs in the supply side • Entrepreneurial Self-Efficacy research focuses on business and their internal growth as opposed to using these ESE dimensions to evaluate place brand equity, hence the value of tourism entrepreneurs in developing, managing and sustaining destination brands • This study offers an interdisciplinary extension in terms of knowledge. This study seeks to contribute to the place brand equity debate in a Kenyan context.

CHAPTER 3 – RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the methodological process guiding the study by giving the research design, study area, target population, sampling techniques, research instruments, pre-testing, validity and reliability of research instruments, data collection, data analysis logistical and ethical consideration.

3.1 Research Design

The study adopted cross-sectional descriptive research design to determine the influence of brand perceptions and entrepreneurial self-efficacy on place brand equity in the Western Kenya Tourism Circuit. The object of descriptive design is to portray an accurate profile of persons, events or situations, (Saunders, Lewis, & Thornhill, 2012). The research design was found appropriate given that it saves on time and expenses while enabling the researcher collect quality and reliable information. The interviewee bias is also reduced, (Kothari, 2004).

3.1.1 Methodology

To realize the objectives of the study, the mixed-method approach was employed. The aim for selecting such a mixed-method strategy was to enhance the stability of results and, thus, develop refreshing insights into the problem under investigation, (Saunders, Lewis, & Thornhill, 2012).

Deductive approach involves the development of a theory that is subjected to a rigorous test. It presents the basis of explanation, allows the anticipation of phenomena, predict their occurrence and therefore permit them to be controlled. To

adhere to this approach, and following the five sequential stages (Robson, 2002) through which deductive research progresses, this study deduced a set of objectives that revolved around the relationship between brand perceptions and place brand equity; and entrepreneurial self-efficacy and brand equity; and the moderating industry context between brand perceptions and place brand equity.

The objectives were then operationalized indicating how the variables were to be measured, and the proposed relationship between the specific variables. The deduced hypotheses from the objectives were then tested using regression analysis; with the specific outcomes of the inquiry confirming or refuting the theory and whether there was need for its modification (Saunders, Lewis, & Thornhill, 2012).

Deduction was therefore used to seek to explain causal relationships between brand perceptions; entrepreneurial self-efficacy; industry context and brand equity variables through collection of quantitative data. This calls for controls to allow the testing of hypotheses thus the research employed a highly structured methodology to allow replication and reliability (Saunders, Lewis, & Thornhill, 2012). The various concepts of brand equity, brand perceptions, entrepreneurial self-efficacy and industry context were operationalized in such a way that enabled the facts to be measured quantitatively. To enable the respondents understand the concepts, the principle of reductionism was followed where the simplest possible elements were used. Lastly, to allow for generalization, samples of sufficient numerical size were used in this study.

The first research strategy used in this study was survey research. The cross-sectional survey strategy was based on the need to describe perceptions of the respondents on

the western Kenya brand and entrepreneurial self-efficacy among tourism entrepreneurs', test hypotheses and analyze relationships between the study constructs. The survey strategy, usually associated with the deductive approach was used in this study since it allows the collection of a large amount of data from a sizeable population in a highly economical way. Quantitative data are standardized, which allows easy comparison. The survey strategy is also perceived as authoritative in general and is both comparatively easy to explain and to understand. In addition, the data collected using a survey strategy can be used to suggest possible reasons for particular relationships between brand perceptions, entrepreneurial self-efficacy and place brand equity variables and to produce models of these relationships. The survey strategy also gives the researcher more control over the research process and, when sampling is used, it is possible to generate findings that are representative of the whole population at a lower cost than collecting the data for the whole population (Mason, 2014).

The other approach to conducting this research was the induction approach that seeks to build theory on various phenomena. This study thus sought to gain more insights into the experiences of stakeholders and better understand better the nature of the place brand equity problem in the Western Kenya tourism circuit through open ended questions and structured interviews. The result of this analysis would lead to the formulation of a theory, (Mason, 2014).

Induction seeks an understanding of the way in which humans interpret their social world. Perceptions and alternative explanations on brand perceptions and tourism entrepreneurship were therefore sought from the respondents. The context in which

events take place is equally important under the deductive approach hence the small sample of subjects is deemed more appropriate. Qualitative data was therefore collected under this approach. A variety of methods to collect the data was used in order to establish different views of phenomena (Easterby-Smith *et al.* 2008:109 in (Saunders, Lewis, & Thornhill, 2012).

According to (Easterby-Smith *et al.* 2008:109 in (Saunders, Lewis, & Thornhill, 2012), induction approach enables one to take a more informed decision about the research design; use research strategies and choices that will work for the study and finally knowledge of the different research traditions enables the researcher to adapt their research design to cater for constraints, especially limited access to data. This enables the researcher to gain sufficient understanding about a research problem.

In addition to testing theory, qualitative research which is a systematic and subjective approach was used to describe life experiences of tourism stakeholders and give them meaning with regard to the Western Kenya tourism circuit brand and aspects of tourism entrepreneurship in the region. Based on the inductive approach, this study sought to gain insights, explore the depth and richness, and complexity that is inherent in tourism entrepreneurship and the place brand phenomena. Through this inquiry, the social phenomenon of actors shaping their world in the WKTC, provided an opportunity to enrich the study (Saunders, Lewis, & Thornhill, 2012). The use of this approach allows for studying real-world situations and the researcher is open to whatever emerges, which also incorporates the emergent design that gives opportunities to pursue new paths (Mason, 2014).

3.2 Study Area

The Western Kenya Tourism Circuit is one of the main tourist regions in Kenya. Based on the above analysis, the study area comprised four (4) counties in the Nyanza basin and the Western area. These were Kakamega County (neither border nor lake shore county), Busia County (Border County), Kisumu County (Lake Shore County) and Kisii County (neither border nor lake shore county). The attributes of these four (4) counties (Kakamega County, Appendix 6.14; Busia County, Appendix 6.15; Kisumu County, Appendix 6.16 and Kisii County, Appendix 6.17) based on similarities and contrasts in levels of tourism development and geographical spread within the region, were deemed appropriate for the study. They were also seen as a good representation for analysis of the influence brand perceptions and entrepreneurial self-efficacy on place brand equity in all the ten (10) Counties in the Western Kenya Tourism Circuit. It is also noted that aspects of tourism promotion and branding these destinations are some of the strategic issues for tourism development in the respective counties. With regard to tourism entrepreneurship, these four counties comprise majority (64.5%) of tourism enterprises as enumerated in Appendix 6.11.

3.3 Target Population

The target population comprised tourism enterprise managers, customers to the tourism enterprises, and tourism professionals (Table 3.1).

Table 3-1:- Target Population

Regional Strata	Population of Tourism Enterprises in Western Kenya Tourism Circuit		Population of Tourism Enterprises in Selected Counties
Nyanza Basin			
Lake Shore Counties	Migori	47	Kisumu (192)
	Homabay	28	
	Kisumu	192	
	Siaya	26	
	Strata Population	293	
Non-Lake Shore Counties	Kisii	50	Kisii (50)
	Nyamira	2	
	Strata Population	52	
Western			
Border Counties	Bungoma	28	Busia (28)
	Busia	28	
	Strata Population	56	
Non-Border Counties	Kakamega	39	Kakamega (39)
	Vihiga	39	
	Strata Population	78	
Totals	479		309

Source (TRA, 2016; Survey Data, 2016)

3.3.1 Tourism Enterprise Managers

The first target population comprised tourism enterprises managers from 309 registered hotels, restaurants, tour operators and travel agents in the Western Kenya Tourism Circuit, as per the Tourism Regulatory Authority Regulations (TRA), (GoK, 2011); (see Appendix 6.10). The managerial respondents were general managers and marketing managers who were deemed appropriate to represent the tourism enterprise proprietors since they are the ones who undertake the daily running of the tourism enterprises as well as participate in other initiatives aimed at enhancing the destinations brand. More often than not, it is the managers who carry the will of the

proprietors and even guide the proprietors in decision making. As the first set of tourism stakeholders, they were found fit to participate in this study since they have a good grasp of the perceptions of the demand side and what they need to do in order to sustain their tourism enterprises and the destinations brand. These managers had information on tourism entrepreneurs brand perceptions; entrepreneurial self-efficacy and industry context within which their enterprises operate and how these influence place brand equity in the WKTC. Their views on what the tourism entrepreneurs and government should do to enhance the WKTC brand and also enhance tourism entrepreneurship in the region were found to be vital.

3.3.2 Customers

The second group of tourism stakeholders were customers to tourism enterprises in the Western Kenya Tourism Circuit. Customers play an important role in enhancing the destinations brand. Their perceptions, feelings and attitudes are therefore deemed important in informing the supply side on the design and strategies for sustenance of tourism destination brands. These customers' brand perceptions and their influence on place brand equity in the Western Kenya Tourism Circuit were found important to gain more insights into the destinations brand from the demand side. Their views on what the tourism entrepreneurs and government should do to enhance the Western Kenya Tourism Circuit brand were also deemed as crucial.

3.3.3 Tourism Professionals and Experts

The third target group comprised tourism professionals and experts within the industry, including the national and county government officials and key tourism associations, owing to their insights of the tourism industry development initiatives in

Kenya and in the study area (Appendix 6.12). They were also purposively sampled based on their expertise in enhancing the regions and at the larger level, Kenya's tourism brand in their various capacities. These included public officials in the tourism sector at the county and national government levels. This was based on their availability and recommendation from other tourism professionals in the industry. These experts were deemed appropriate for purposes of the study since they had a general overview of brand issues and tourism entrepreneurship in the study area.

3.4 Sampling Techniques

In order to get the sampling units, the researcher identified a large primary sampling unit, the Western Kenya Tourism Circuit from the other ten circuits in Kenya. The Western Kenya Tourism Circuit comprises ten (10) Counties. The second stage involved demarcating the ten counties into four (4) strata based on whether the county is a Lake Shore County or not and whether the county is a border county or not in view of this circuit being at frontier with the Republic of Uganda to the West and United Republic of Tanzania to the South. Using this categorization, four (4) counties Busia, Kakamega, Kisii and Kisumu were randomly selected as the sampling units.

The third stage involved proportional sampling of tourism enterprises since each county has a different number of tourism enterprises, (Kothari, 2004). This was to ensure that each tourism enterprise had an equal chance of being selected.

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2(N-1) + z^2 \cdot p \cdot q} \dots\dots\dots \text{Equation [1]}$$

Where

$p =$ Sample proportion $z =$ the value of the standard variate at 95% confidence level
 $q = 1-p$ $n =$ Size of the sample
 $N =$ Population in Study Area $e =$ 0.05 estimate error within 5% of true value

$$n = \frac{1.96^2 * 0.5 * 0.5 * 479}{0.05^2(479-1) + 1.96^2 * 0.5 * 0.5} = 214 \text{ Tourism Enterprises Equation [2]}$$

where $z = 1.96$; $p = 0.5$ at 95% level of confidence; $q = 0.5$; $N = 479$ entire population of tourism enterprises in the study area; $e = 0.05$ estimate error within 5% of true value. A total of 214 tourism enterprises were targeted in the four counties (Table 3.2).

The sample size for managerial respondents from tourism enterprises was arrived at using the following formula (Equation 3). This was followed by random sampling of managerial respondents to ensure that each had an equal chance of being selected.

$$n = \frac{z^2 * p * q}{e^2} \text{ Equation [3]}$$

Where

$p =$ Sample proportion $z =$ the value of the standard variate at 95% confidence level
 $q = 1-p$ $n =$ Size of the sample
 $e =$ 0.05 estimate error within 5% of true value

$$= \frac{1.96^2 * 0.5 * 0.5}{0.05^2} = 385 \text{ Managerial respondents Equation [4]}$$

where $z = 1.96$; $p = 0.5$ at 95% level of confidence; $q = 0.5$; $e = 0.05$ estimate error within 5% of true value. The 385 managerial respondents and 385 customer respondents were distributed based on the p values for tourism enterprises as summarized in Table 3.2, where $p = 0.621359$ for Kisumu County; $p = 0.126214$ for

Kisii County; $p = 0.090615$ for Busia County and $p = 0.161812$ for Kakamega County.

Table 3-2:- Stratum and Respondents in the Study Area

Sampled County	Population of Tourism Enterprises	Sampled Tourism Enterprises	Sample of Managerial respondents	Sample of Customer respondents
Kisumu	192	$0.62*214 = 133$	$0.62*385 = 239$	$0.62*385 = 239$
Kisii	50	$0.12*214 = 26$	$0.12*385 = 49$	$0.12*385 = 49$
Busia	28	$0.09*214 = 20$	$0.09*385 = 35$	$0.09*385 = 35$
Kakamega	39	$0.16*214 = 35$	$0.16*385 = 62$	$0.16*385 = 62$
Totals	309	214	385	385

Source (TRA, 2016; Survey Data, 2016)

In addition, convenience sampling based on knowledge of the subject matter was used in order to identify and include tourism professionals and key tourism associations in the study. This was undertaken through identifying key tourism professionals and associations in various agencies and through further discussions, references to other informants were made.

3.5 Research Instruments

To achieve the objectives of the study, the researcher used qualitative research and quantitative research methods concurrently. This was informed by the geographical nature of the study area, timelines and availability of the respondents. Based on the mixed methodology approach, quantitative data was collected through semi-structured questionnaires; and qualitative data was collected through semi-structured interview and open ended questions. These instruments enabled triangulation of results which sought to iron out any inadequacies that would have arisen if each was used alone, (Kothari, 2004).

3.5.1 Structured Questionnaires,

The structured questionnaire for tourism enterprises (Appendix 6.6) was used to collect data from tourism enterprises with regard to tourism entrepreneurs brand perceptions; entrepreneurial self-efficacy; industry context and place brand equity in the Western Kenya Tourism Circuit. The structured questionnaire for customers, (Appendix 6.7), sought information on customers' brand perceptions, place brand equity IN the Western Kenya Tourism Circuit brand. According to (Kothari, 2004), research using questionnaires is popular because questionnaires are relatively easy to administer and efficiently gather relatively large amounts of data at a low cost.

3.5.2 Semi-Structured Interview Schedule

The interview schedule (Appendix 6.8) was used to collect data from tourism professionals in the public sector and other stakeholders (Kothari, 2004). This interview was recorded with an audiotape in addition to taking notes. Field notes were also taken. The semi-structured interview schedule sought information on perceptions branding, tourism entrepreneurship and desirability of the Western Kenya Tourism Circuit destination.

The researcher identified tourism experts and professionals; and industry practitioners who were deemed eligible to participate as key informants and agreed to participate in the semi-structured interviews (Appendix 6.12). These individuals were selected due to their knowledge of the subject matter being practitioners in the tourism industry.

3.5.3 Secondary Information

Secondary information was used to gather information on the profile of counties in the Western Tourism Circuit, number of tourism facilities in the region and the performance of the tourism sector in the region. The secondary information was sourced from journal articles; government reports on tourism and the general economy; books and online sources. The secondary information was used to complement other sources of data for purposes of this study.

3.6 Pre-testing

After refining the research instruments, pre-testing the research instruments was carried out in May 2017. This was done on 5 tourism establishments, customers and tourism public sector officials and key tourism stakeholders that were not included in the eventual survey. This was undertaken to gauge the usefulness of the questionnaires and interview schedule and understanding among the respondents (Mugenda and Mugenda, (2003). The pre-tested respondents were not included in the sample chosen for the main study.

3.7 Validity and Reliability of Research Instruments

3.7.1 Validity Tests

Validity is crucial since it indicates the extent to which the research instruments measures what it is supposed to measure. According to (Kothari, 2004), content validity and criterion-related validity are necessary. The researcher sought for expert opinion in tourism policy, regulation, marketing, and entrepreneurship from supervisors and colleagues, and from Ministry of Tourism and Wildlife Officials;

trade association officials and members; Kenya Tourism Board Officials, Tourism Regulatory Authority Officials, Kenya Wildlife Service Officials, Tourism Finance Corporation Officials, Lake Victoria Tourism Association and a statistician. This panel of experts enhanced the validity of the research instruments through the through subject experience while keeping an open context and setting aside pre-conceptions. Through these discussions concepts to be interrogated in the study were improved upon to enhance their content validity and suitability to capture respondents' perceptions; sufficiency in detail to create clear understanding of the concepts under study; and finally the discussion ensured that the collected data led to meanings that could be understood and explored further. These three validity checks, (Saunders, Lewis, & Thornhill, 2012), ensured that the research instruments used achieved the study goals of examining the influence of brand perceptions and entrepreneurial self-efficacy on place brand equity constructs and industry context. The researchers' own personality and intuition through actually looking at the brand perception and tourism entrepreneurship, focusing awareness and energy on the topic, and complete absorption in the phenomenon did enhance the validity of the research instrument, (Merriam, 2009).

3.7.2 Reliability Tests

Test of reliability was carried to test of soundness of the research instrument and whether it would produce consistent results. According to (Kothari, 2004), the researcher should endeavor to standardize conditions and measurement directions in order to improve the stability aspect and the equivalence aspect. The reliability of the instrument was estimated using Cronbach's Alpha Coefficient which is the most common measure of internal consistency ("reliability"). The closer Cronbach's alpha

coefficient is to 1.0 the greater the internal consistency of the items in the scale. A reliability of at least 0.70 at $\alpha=0.05$ significance level of confidence is acceptable (Gliem & Gliem, 2003).

According to (Saunders, Lewis and Thornhill, 2009), reliability refers to the extent to which data collection techniques or analysis procedures will yield consistent findings. (Shuttleworth, 2015), also note that the Cronbach's Alpha test in general reliabilities of less than 0.6 range are considered to be poor, those in the 0.7 range are considered acceptable and those above the 0.8 range good. Variables derived from test instruments are acknowledged to be reliable only when they measures yield the same results on other occasions; when similar observations be reached by other observers and if there is transparency in how sense is made from the raw data (Easterby-Smith *et al.* 2008:109 in (Saunders, Lewis and Thornhill, 2009).

The Cronbach's Alpha test (Cronbach, 1951), was used to test the reliability of the two instruments used in the study. The Cronbach's alpha reliability coefficients for the role of brand perceptions and entrepreneurial self-efficacy in influencing place brand equity in the Western Kenya Tourism Circuit were found to be generally acceptable.

3.7.2.1 Reliability Test for Tourism Enterprises Questionnaire

The reliability for the Tourism Enterprise questionnaire is 0.987 which implies that the tool was highly reliable, Table 3.3.

Table 3-3:- Reliability Statistics for Tourism Enterprises Questionnaire

Objectives	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Objective 1,3,4	.987	.988	85

Source: (Survey Data, 2017)

3.7.2.2 Reliability Test for Customers Questionnaire

The reliability for the Customers questionnaire is 0.711 which indicates that the instrument was reliable, Table 3.4.

Table 3-4:- Reliability Statistics for Customers Questionnaire

Objectives	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Objective 2	.711	.722	21

Source: (Survey Data, 2017)

3.7.2.3 Objectives Reliability Test

Table 3.5 indicates that the factors influencing overall brand equity; brand perceptions and entrepreneurial self-efficacy among tourism enterprises had a high internal consistency.

Table 3-5:- Cronbach's Alpha Reliability Test for Objectives

Objectives	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Objective 1	.987	.988	27
Objective 2	.711	.722	21
Objective 3	.987	.988	32
Objective 4	.987	.988	26

Source: (Survey Data, 2017)

The relationship between tourism entrepreneurs' perceptions on place brand equity (Objective 1) in the Western Kenya Tourism Circuit had a Cronbach's Alpha of 0.987, which indicates that the instrument was reliable Table 3.5.

The relationship between entrepreneurial self-efficacy on place brand equity among tourism enterprises (Objective 3) in the Western Kenya Tourism Circuit had a Cronbach's Alpha of 0.987, which indicates that the instrument was reliable Table 3.4.

The role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity (Objective 4 & 5) in the Western Kenya Tourism Circuit had a Cronbach's Alpha of 0.987, which indicates that the instrument was reliable. The complete reliability statistics for the Tourism Enterprises Questionnaire is in Appendix 6.19.

The relationship between customers brand perceptions on place brand equity (Objective 2) in the Western Kenya Tourism Circuit had a Cronbach's Alpha of 0.711, which indicates that the instrument was reliable. The complete reliability statistics for the Customers Questionnaire is in Appendix 6.20.

3.8 Data Collection Procedure

The study was approved by Kenyatta University, Graduate School on 15th September, 2016 (Appendix 6.1 and Appendix 6.2). Data collection by NACOSTI was granted on 24th October, 2016 (Appendix 6.3 and Appendix 6.4). 385 questionnaires to enterprises and customers were administered by the researcher and four research assistants through face to face interaction. The drop and pick method was also employed for respondents who were not able to fill in the questionnaires immediately. To avoid low response the researcher followed up continuously with telephone calls which resulted in a favourable response rate. There were instances, where the

interviewees who did not have much time for a sit-down in-depth interview, requested that the interview schedule be sent to them via email. On these occasions, there was constant exchange of information between the researcher and the interviewees until all questions were answered.

The research instruments were structured in such a way that it was easy to elicit information from respondents. These measures sought to enhance objectivity and accuracy from the respondents and enhance response rate. To save on time and cost, initial contact with tourism enterprises was done through telephone and email. On securing confirmation, personal visits were undertaken by the researcher and the research assistants. Management of enterprises being patronized by visitors were contacted and informed of intent to interview their visitors. Once given the go ahead, customers were requested for their consent before administering the questionnaire.

Data collection was undertaken for a period of six months between May 2017 and October, 2017. A total of 385 questionnaires were issues to entrepreneurs and customers respectively, while 10 in-depth interviews were conducted.

3.8.1 Measurement of Constructs and Variables

Drawing from literature reviewed and past research, this study adapted the concepts of brand perceptions; place brand equity; entrepreneurial self-efficacy and industry context. The independent variables relating to entrepreneurial self-efficacy and brand perceptions were measured against the dependent variables, place brand equity. The moderating effect of the intervening variables in the industry context was measured to gauge their influence on place brand equity, Table 3.6.

Table 3-6:- Measurement of Constructs and Variables

Variable	Measurement	Scaling
Place Brand Equity	<ul style="list-style-type: none"> • 5-Point Likert Scale • Interview Schedule 	<ul style="list-style-type: none"> • Interval • Ordinal
Entrepreneur-based Place Brand Perceptions	<ul style="list-style-type: none"> • 5-Point Likert Scale • Interview Schedule 	<ul style="list-style-type: none"> • Interval • Ordinal
Customer-based Place Brand Perceptions	<ul style="list-style-type: none"> • 5-Point Likert Scale • Interview Schedule 	<ul style="list-style-type: none"> • Interval • Ordinal
Entrepreneurial Self-Efficacy Dimensions	<ul style="list-style-type: none"> • 5-Point Likert Scale • Interview Schedule 	<ul style="list-style-type: none"> • Interval • Ordinal
Industry context factors	<ul style="list-style-type: none"> • 5-Point Likert Scale • Multichotomous • Interview Schedule 	<ul style="list-style-type: none"> • Interval • Ordinal

Source (Survey Data, 2016)

The tourism enterprise questionnaire was structured into six sections each of which focused on particular aspect in the study. The first section i.e. Section A (Question 1 to 3) sought to determine the profile of the tourism enterprises. Section B (Question 4) considered the tourism enterprises place value (brand equity). Section C (Question 5) covered the tourism enterprises brand views. Section D (Question 6) regarded entrepreneurial self-efficacy among tourism enterprises while Section E (Question 7) sought to determine the tourism entrepreneurs' industry context views. Section F considered open ended question 8 and 9 that sought the entrepreneurs' opinion on measures that the tourism industry enterprises and measures that the government (at the County and National Level) needs to undertake in order for tourism businesses to enhance the Western Kenya Tourism Circuit brand. Open ended question 10 and 11 sought the entrepreneurs' opinion on measures that the tourism industry enterprises and measures that the government (at the County and National Level) should undertake to enhance the success of tourism businesses in the Western Kenya Tourism Circuit. The semi-structured questionnaire and open ended questions were also employed for triangulation of information from various respondents. The

measurement of constructs and variables for Tourism Enterprises, are operationalized in Appendix 6.13.

The customers' questionnaire was structured into five sections each of which focused on particular aspect in the study. The first section i.e. Section A, (Question 1 to 8) sought to determine the socio-demographic profile of the customers. Section B (Question 9) considered the factors relating to overall place value (brand equity) for the customers. Section C (Question 10 and 11) covered the industry context factors that influence customers brand perceptions while Section D (Question 12) regarded the customers brand views. Section E considered open ended question 13 that sought to ascertain the customers views on measures that the tourism enterprises should employ in order to enhance the destinations' brand while Open ended question 14 sought views on measures that the government (at the County and National Level) need to undertake in order to enhance this destinations brand. The semi-structured questionnaire and open ended questions were also employed for triangulation of information from various respondents. The measurement of constructs and variables for customers, are operationalized in Appendix 6.13.

3.9 Data Analysis Framework

The study endeavoured to analyze and discuss the results as per the study objectives and the research hypotheses. In this regard, both quantitative and qualitative analytical methods were used to demonstrate the findings. After data collection, questionnaires were coded and summarized. Descriptive statistics was used in organizing (editing, coding, classifying) and summarizing information from respondents to determine their characteristics from collected data (Kothari, 2004). A coding file was created with

each variable being given a distinct code. The following sections present these methods.

3.9.1 Diagnostic Tests

Tests for violations of assumptions were also conducted. These included tests of normality tests and multicollinearity tests to ensure that data was fit for advanced statistical analysis, predictors (Kothari, 2004). Diagnostic tests were carried out before data analysis to ensure that there were no violation of assumption of normality and multicollinearity as presented below.

3.9.1.1 Normality Tests

The results of the tests of normality are presented in Table 3.7

Table 3-7:- Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Brand Equity	.216	309	.000	.871	309	.000
Customer Brand Perceptions	.159	309	.000	.901	309	.000
Brand Equity	.218	316	.000	.872	316	.000
Entrepreneur Brand Perceptions	.131	316	.000	.927	316	.000
Entrepreneurial Self-Efficacy	.095	316	.000	.965	316	.000
Industry Context	.143	316	.000	.934	316	.000
a. Lilliefors Significance Correction						

The normality tests included the Kolmogorov-Smirnov^a and Shapiro-Wilk test. From table, the results of study variables df (316), $p < 0.05$ for customers and df (316), $p < 0.05$ for tourism entrepreneurs show that all the variables were significantly non-normal which implies sample distributions are different from normal distribution. In this regard the tests confirmed that the deviations were significant.

3.9.1.2 Multicollinearity Tests

Before undertaking the regression analysis, it was important to meet the preconditions for multiple regression, if the variables were correlated. The results of the multicollinearity tests indicate that the Variance Inflation Factors (VIF) were between, 1-10 hence no multicollinearity. The results for multicollinearity tests are shown in Table 3.8.

Table 3-8:- Multicollinearity Tests

Tourism Entrepreneurs Brand Perceptions		Multicollinearity Statistics	
Model		Tolerance	VIF
	Brand Loyalty	.222	4.507
	Brand Quality	.242	4.126
	Brand Image	.180	5.559
	Brand Awareness	.144	6.961
Entrepreneurial Self-Efficacy		Multicollinearity Statistics	
Model		Tolerance	VIF
	recognition	.327	3.058
	innovation	.193	5.192
	relationships	.314	3.188
	purpose	.386	2.590
	resources	.373	2.683
	risks	.616	1.622
Industry Context		Multicollinearity Statistics	
		Tolerance	VIF
	Political Legal	.657	1.521
	Technological	.650	1.538
	General Environment	.321	3.117
	Socio-Cultural	.427	2.341
	Economic	.293	3.411
Customers Brand Perceptions		Multicollinearity Statistics	
		Tolerance	VIF
	Brand Awareness	.506	1.975
	Brand Image	.357	2.803
	Brand Quality	.328	3.053
	Brand Loyalty	.533	1.876

Source: (Survey data, 2017)

3.9.2 Descriptive Analysis

With regard to the profile of tourism enterprises and that of customers, charts, graphs and tables were used to present the data. The descriptive statistics involved computation of actual numbers, percentages, averages, the means, standard deviation and measures of spread or relations.

3.9.3 Quantitative Data Analysis

Inferential statistics were also used in drawing and measuring the reliability of conclusions about the respondents. Inferential statistics used included Pearson moment correlation and multiple regression analysis to determine the relationship between the various variables for hypothesis testing.

Regression is the determination of the statistical relationship between two or more variables, (Kothari, 2004). In order to test and interpret the relationship between the independent and dependent variables, and measure the predictive strength of the multiple regression model. Composite scores were first calculated to convert the data from ordinal to interval.

In Regression analysis the R value denotes simple correlation and the R^2 (square) value normally indicates how much of the total variation in the dependent variable can be explained by the independent variables when tests are conducted (Kothari, 2004). The output of the tests is provided in a model summary table for the multiple regression analysis was provided. Secondly the results of the regression analysis are interpreted based on significance of F statistics to further test the goodness of fit. The ANOVA table is then generated. This test seeks to check how well the regression

equation fits the data (i.e. predicts the dependent variable). In this study, significance was tested at 5% level, (Kothari, 2004).

Lastly, the results of the study are interpreted based on the significance of beta values from the coefficients of the X variables. The coefficients table is therefore generated. The coefficients table provides necessary information to predict the dependent variable from the independent variable composites. The table is also used to provide information to determine whether the coefficients are jointly statistically significantly to contribute to the model (by looking at the “sig” column). Finally the regression equation is presented (Kothari, 2004).

3.9.4 Empirical Model Formulation and Estimation

Place brand equity was deemed to be influenced by entrepreneur-based brand perceptions; customer brand perceptions; entrepreneurial self-efficacy and moderating effect of industry context. The model is presented as:- $(Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon)$. Where:- Place Brand Equity (Y) = β_0 + β_1 Entrepreneur brand perceptions + β_2 Customer brand perceptions + β_3 entrepreneurial self-efficacy + β_3 Industry context + ϵ . P-values were used to test hypothesis H_{01} , H_{02} , H_{03} , H_{04} and H_{05} . The criteria for hypothesis testing are based on objectives, hypotheses, statistical model and interpretation of hypotheses tests. The summary of hypotheses test is highlighted in Table 3.9.

Table 3-9:- Summary of the Hypotheses Tests Criteria

Objectives	Hypotheses	Statistical Model	Interpretation of Hypothesis
To determine the influence tourism entrepreneurs brand perceptions on place brand equity in the Western Kenya Tourism Circuit	H ₀₁ There is no significant relationship between tourism entrepreneurs brand perceptions and place brand equity in the Western Kenya Tourism Circuit.	$(Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon)$ Whereby: Y = Place Brand Equity, β_0 = the constant, X ₁ = Entrepreneur brand Loyalty; X ₂ = Entrepreneur brand Image; X ₃ = Entrepreneur brand Quality and X ₄ = Entrepreneur brand Awareness, ϵ = Error term.	H ₀₁ : $\beta = 0$ H _{a1} : $\beta \neq 0$ Reject H ₀ if $p > 0.05$, otherwise fail to reject the H ₀ β = Regression coefficients
To evaluate the relationship between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit.	H ₀₂ There is no significant relationship between customer brand perceptions and place brand equity in the Western Kenya Tourism Circuit.	$(Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon)$ Whereby: Y = Place Brand Equity, β_0 = the constant, X ₁ = Customer brand Loyalty; X ₂ = Customer brand Image; X ₃ = Customer brand Quality and X ₄ = Entrepreneur brand Awareness, ϵ = Error term.	H ₀₂ : $\beta = 0$ H _{a2} : $\beta \neq 0$ Reject H ₀ if $p > 0.05$, otherwise fail to reject the H ₀ β = Regression coefficients
To explore the influence of entrepreneurial self-efficacy on place brand equity among tourism enterprises in the Western Kenya Tourism Circuit	H ₀₃ There is no significant relationship between entrepreneurial self-efficacy and place brand equity in tourism enterprises in Western Kenya Tourist Circuit.	$(Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon)$ Whereby: Y = Place Brand Equity, β_0 = the constant, X ₁ = Critical Resources; X ₂ = Entrepreneur Relationships; X ₃ = Risks and Uncertainties; and X ₄ = Opportunity Recognition, X ₅ = Innovation X ₆ = Core Purpose ϵ = Error term.	H ₀₃ : $\beta = 0$ H _{a3} : $\beta \neq 0$ Reject H ₀ if $p > 0.05$, otherwise fail to reject the H ₀ β = Regression coefficients
To investigate the role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity	H ₀₅ Industry context has no significant moderating effect on the relationship between entrepreneurial self-efficacy and place brand equity, among tourism enterprises in Western Kenya Tourist Circuit.	$(Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon)$ Whereby: Y = Place Brand Equity, β_0 = the constant, X ₁ = Entrepreneurial Self-Efficacy Centered; X ₂ = Industry Context Centered; X ₃ = Entrepreneurial self-efficacy/Industry Context Centered X ₄ =, ϵ = Error term.	H ₀₄ : $\beta = 0$ H _{a4} : $\beta \neq 0$ Reject H ₀ if $p > 0.05$, otherwise fail to reject the H ₀ β = Regression coefficients

Source: (Survey data, 2017)

3.9.5 Qualitative Data Analysis

In order to undertake qualitative data analysis, the study employed inductive analysis, where interview details and specifics of the data collected was analyzed to generate vital patterns, themes and inter-relationships, (Denzin & Yvonna, 2000). This was undertaken through directed content analysis where the structure of the interview, theme codes and memos of similar themes were grouped together in order to analyze observed phenomenon and data from interviews, (Elo & Kyngas, 2008), (Hsieh & Shannon, 2005). NVivo 12 Software was used to import data which was coded based on various thematic areas. The content analysis outcome of the query was in form of Word Cloud and Word Frequency Count Percentage.

Data analysis methods are summarized in Table 3-10.

Table 3-10:- Summary of Methods of Data Analysis

Research Objectives	Source of Data	Research Design	Data Collection	Method of analysis
To determine the influence tourism entrepreneurs brand perceptions on place brand equity in the Western Kenya Tourism Circuit	Questionnaire Interview schedule	Quantitative Qualitative	Tourism Entreprise Questionnaire Interview Schedule for tourism professionals	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Multiple Regression Analysis • Content Analysis
To evaluate the relationship between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit.	Questionnaire Interview schedule	Quantitative Qualitative	Customer Questionnaire Interview Schedule for tourism professionals	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Multiple Regression Analysis • Content Analysis
To explore the influence of entrepreneurial self-efficacy on place brand equity among tourism enterprises in the Western Kenya Tourism Circuit	Questionnaire Interview schedule	Quantitative	Tourism Entreprise Questionnaire Interview Schedule for tourism professionals	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Multiple Regression Analysis • Content Analysis
To investigate the role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity	Questionnaire Interview schedule	Quantitative Qualitative	Tourism Entreprise Questionnaire Interview Schedule for tourism professionals	<ul style="list-style-type: none"> • Descriptive • Pearson Correlation • Moderated Multiple Regression Analysis • Content Analysis
Hypotheses 1-4				<ul style="list-style-type: none"> • Regression Coefficients

Source (Survey Data, 2016)

3.10 Logistical and Ethical Considerations

The main ethical issues concerned consent, confidentiality and honesty on the part of the researcher and the respondents as follows:-

Before proceeding for fieldwork, the researcher first sought approval from Graduate School, Kenyatta University (Appendix 6.1 and Appendix 6.2) and NACOSTI (Appendix 6.3 and Appendix 6.4). Once research approval letters from Graduate School and NACOSTI were granted, the researcher developed a workplan and budget before proceeding for field work.

In the field, the researcher first got acquainted with the study area and sought consent from the tourism enterprise management, customers to these establishments and the tourism professionals before administering the questionnaires or interviews. Where consent was not granted, the researcher appreciated the respondents for their time and proceeded to the next respondent. Given the sensitive nature of customer, patronizing tourism enterprises, confidentiality was of paramount importance. In this regard, the survey and interview respondents were identified by codes and not by name of respondent or tourism enterprises.

During and after the fieldwork, the respondents and their views were kept confidential in order to protect the clients and enterprise identity and standing in the society. This ensured that respondents' dignity was upheld at all times. This also elicited honesty and sincerity from the respondents in order make the findings meaningful.

CHAPTER 4 – FINDINGS AND DISCUSSIONS

4.1 Introduction

The purpose of the study was to establish and gain insights into how brand perceptions and tourism entrepreneurship influences place brand equity in the Western Kenya Tourism Circuit. The study assesses brand equity perceptions among tourism entrepreneurs and customers as well as entrepreneurs' self-efficacy and its influence on place brand equity. The study also sought to address the role of the industry context on the relationship between entrepreneurial self-efficacy and place brand equity. This chapter presents the statistical analysis of data, interpretation of findings and discussion of results based on the objectives. The hypotheses of the study are also tested.

4.2 Response rate

The study had three sets of respondents, the tourism enterprises' questionnaire targeted 385 managerial respondents, of which 316 respondents participated in the study giving a response rate of 82%. 69 questionnaires (18%) were excluded from the analysis since they were incomplete for purposes of the study. The customers' questionnaire targeted 385 respondents, with 309 respondents participating in the study, which gave a response rate of 80.2%. 76 questionnaires (19.8%) were excluded from the analysis since they were incomplete for purposes of the study. The study targeted 13 tourism professionals in the public sector and other stakeholders, of which 10 participated in the survey, giving a response rate of 79.6.9%. The average response rate was 79.75%, (Table 4.1). The spoilt/rejected/non-response rate was attributed to the geographical expanse of the area, incomplete questionnaires and time constraints after constant reminders. The response rate for the study corresponds with that of

(Nulty, 2008), citing Richardson 2005, which noted that a response rate of over 50% is acceptable, while (Johnson & Wislar, 2012) noted that a response rate above 60% is the threshold for survey quality in social sciences.

Table 4-1:- Response rate

Instrument	Target	Achieved %	Spoilt/Rejected, Non-response%
Questionnaire – Tourism Enterprises	385	316 (82.0%)	69 (18%)
Questionnaire – Customers	385	309 (80.2%)	76 (19.8%)
Interview – Tourism Professionals	13	10 (76.9%)	3 (23%)
Total	783	635	
Average Response rate		79.75%	

Source:- Survey data, (2017)

4.3 Characteristics of Tourism Enterprises

General information on tourism enterprises was based on business ownership, whether that was their core business and type of business registration.

4.3.1 Business Ownership by Nationality

Descriptive analysis of business ownership by nationality (Figure 4-1) indicated that majority of the tourism business 88.6% that participated in the study area are Kenyan owned, 6.3% are of mixed ownership while 5.1% are foreign owned.

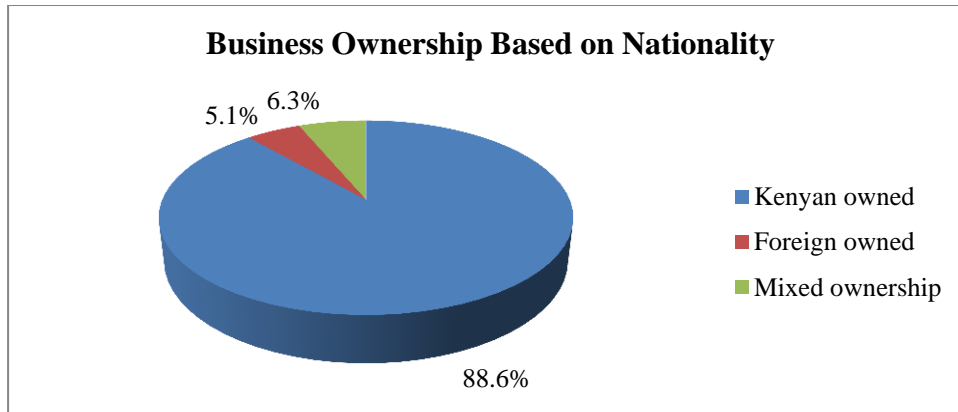


Figure 4-1:- Business Ownership

The tourism industry is composed of investors from different parts of the world. Nationality of entrepreneurs thus plays a crucial role in the development of the tourism since it brings in experiences from other parts of the world into destinations where these investments are undertaken. According to Alam, *et al*, (2015), people from different parts of the world have different cultures and religion that influence their way of thinking and behaving. These findings are consistent with that of (Mutinda, 2013) who found that majority of hotels were Kenyan owned.

4.3.2 Core business

Descriptive analysis with regard to whether business is core to the owners showed that majority of the respondents 85.1% indicated that the business participating in the survey was their main one, while 14.9% of the respondents noted that they were also engaged in other business, (Figure 4.2). According to (Wickham, 2006), having a vision for the business venture helps define scope and the strategic direction the business should take, which is good pointer for to tourism enterprises in this region with regard to enhancing its competitiveness as a tourism destination.

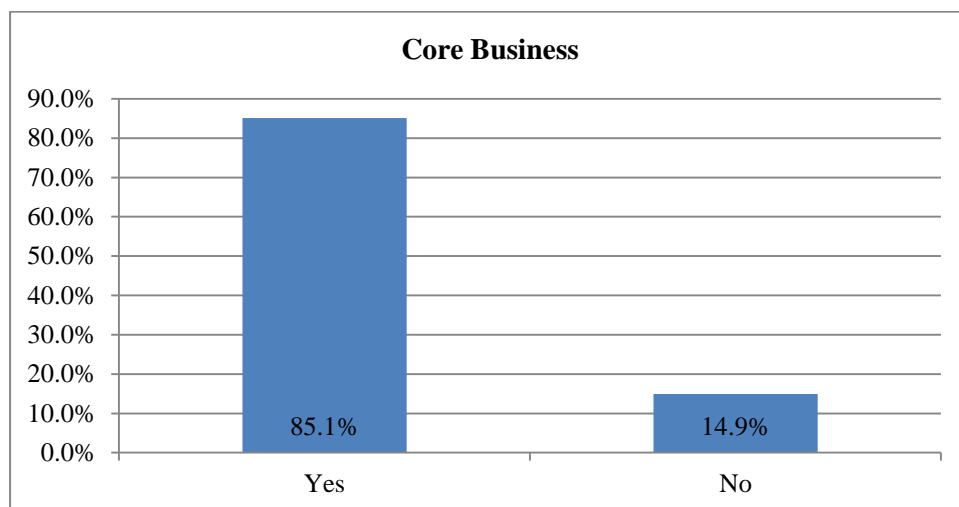


Figure 4-2:- Core Business

4.3.3 Type of registration

With regard to the type of registration, the descriptive analysis (Figure 4.3) shows that majority of the businesses 29.4% indicated that they were sole proprietorship, 27% indicated that they were limited companies, while 13.4% of the businesses were partnerships. 11.8% of the business were, NGO based while 10.1% of the businesses were family owned. 4.5% were owned by cooperative societies, 3.9% were owned by faith based organizations while 0.01% of the tourism enterprises are owned by Government agencies. This shows that the private sector owns majority of the tourism enterprises in the region with the Government owning a negligible stake.

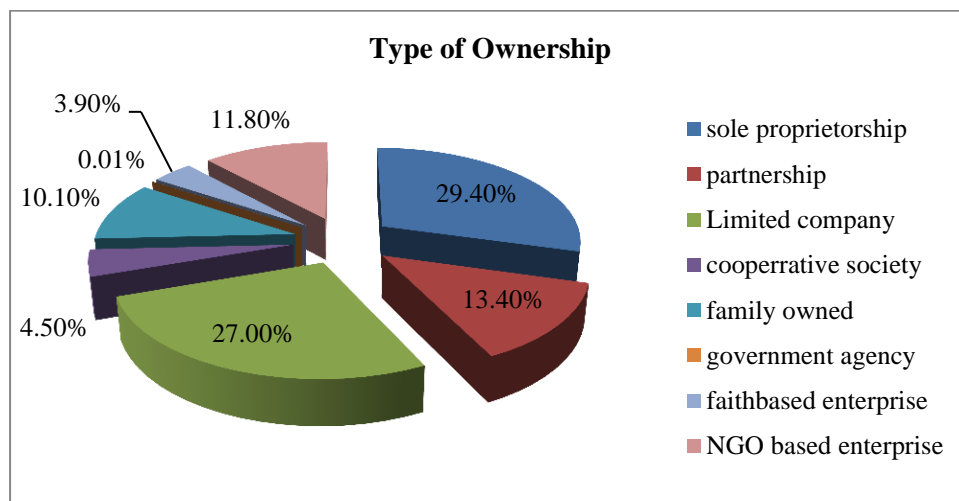


Figure 4-3:- Type of Registration

The type of registration of a company has implications tourism entrepreneurship and destination branding. There is need therefore to take advantage and mitigate disadvantages associated of each form of business ownership in the region. These range from decision making, period of operation, involvement, risks aversion, innovation, service provision and relationships with business partners and customers (Ferrel, Hirt, & Ferrel, 2009). The different scenarios present tourism entrepreneurs with an avenue for facilitating, personal, family, communal and even public goals. (Getz, Carlsen, & Morrison, 2004).

4.4 Characteristics of Customers

Respondents demographic characteristics were based on Age; Sex; Nationality; Mode of Travel; Level of Education; Purpose of visit; duration of visit and Source of information.

4.4.1 Age of Respondents

In terms of the respondents characteristics, (n=309), it was noted that majority of the respondents 58.3% who participated in the survey were in the age bracket of 31-40 years; 19.4% were in the age bracket 51-60 years; 15.2% were in the age bracket 41-50 years; 6.1% were in the age bracket 21-30 years, while 1% were in the age bracket above 60 years, (Figure 4.4). According to (Maranga, 2015), age is a demographic variable that forms the basis of demographic classification. The study shows that most of the customers to the region were below 50 years. This has implications to marketers on the demand segment that patronizes the region and how to sustain these numbers.

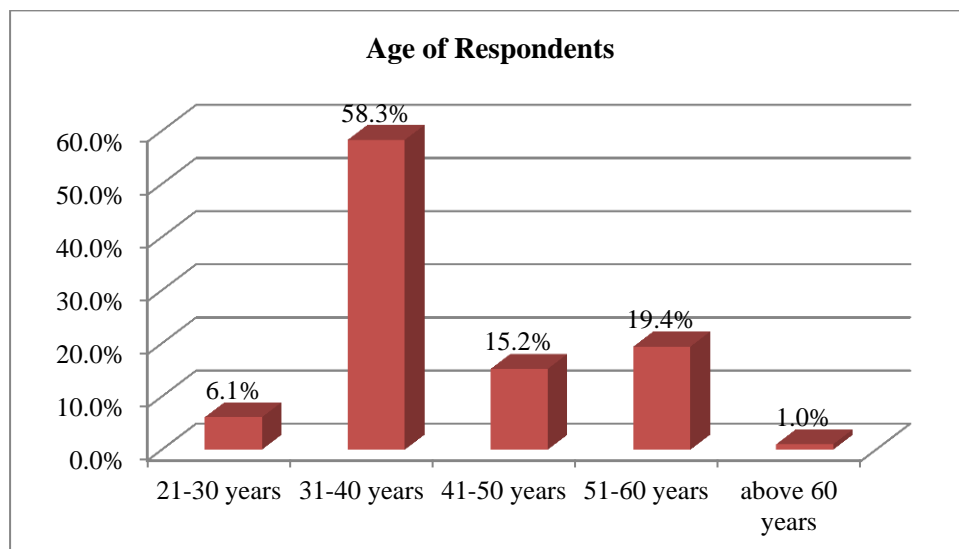


Figure 4-4:- Age of Respondents

4.4.2 Gender

The findings of the study (Figure 4-5), (n=309), indicate that majority of the respondents travelling to the Western Kenya Tourist Circuit, 65% were male while 35% were female. The findings concur with findings by (Mutisya, 2011) and (Maingi, 2014) who found that male visitors were more than their female counterparts. This shows that the destination attributes during the period of the survey attracted more male patrons as opposed to female ones.

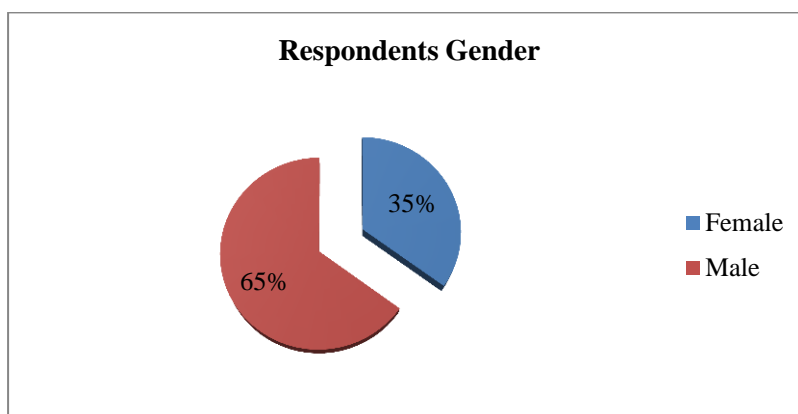


Figure 4-5:- Respondents Gender

4.4.3 Respondents Nationality

The findings of the study (Figure 4-6), (n=309) indicate that majority of the respondents 73.8% were Kenyans while 26.2% were from other nationalities. The findings are also consistent with the bed occupancy data that shows that Kenyans occupied more bed-nights compared to any other single nationality (GOK, 2015), but contrary to those (Mutisya, 2011), who found that majority of customers at all inclusive clubs at the Kenyan Coast were foreigners. This implies that the Western Kenya tourism circuit has attributes that attract more locals as opposed to other destinations in Kenya. With regard to the primary source markets lifecycle status, Kenyan owned tourism business could tap into the domestic market and align their

activities in line with the NTB 2030, (GOK, 2017a), since they are the majority in this region and it is also a growing tourism market segment in Kenya.

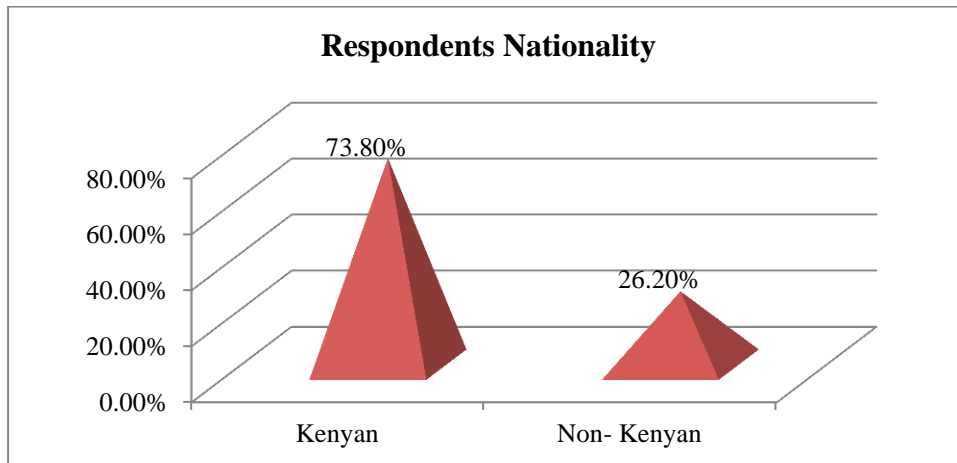


Figure 4-6:- Respondents Nationality

4.4.4 Level of Education

The findings of the study (Figure 4-7), (n=309), showed that majority of the respondents 46% had an undergraduate degree, 22% had a postgraduate degree, while 25.2% had diploma and 6.08% held high school qualifications. Level of educations denoted ability to comprehend

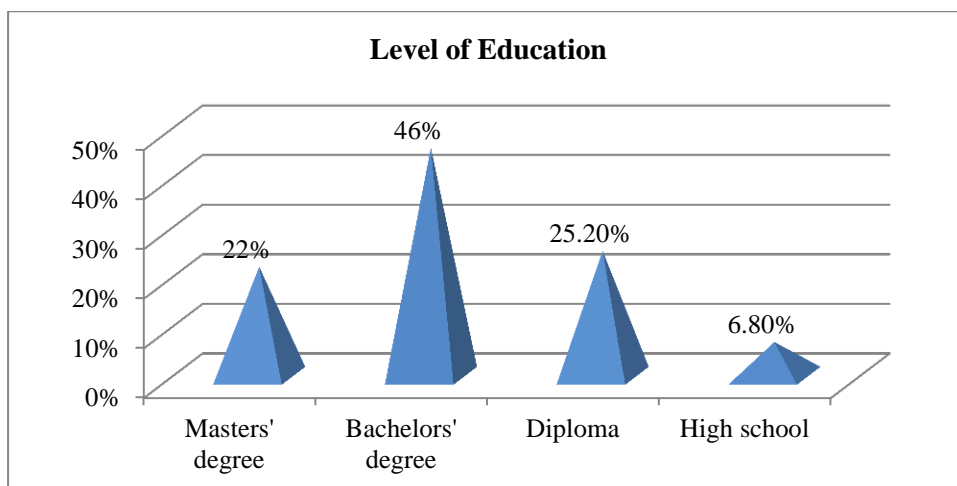


Figure 4-7:- Level of Education

4.4.5 Purpose of Visit

From the findings of the study (Figure 4-8) it was noted that majority of the respondents 55.7% were on holiday; 29.4% were on business while 14.9% were visiting family and friends.

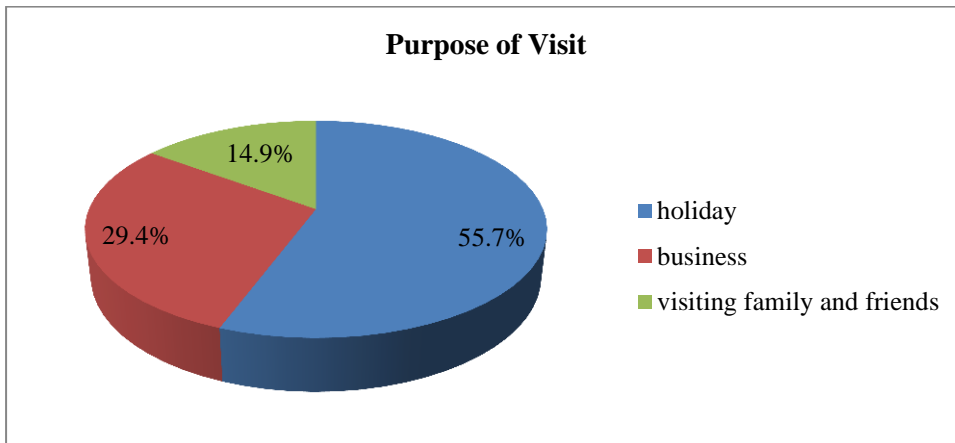


Figure 4-8:- Purpose of Visit

4.4.6 Duration of Visit

With regard to the duration of visit, (Figure 4-9) majority of the respondents 54.4% were in the destination for 3 days; 14.9% for 1 and 7 days; 10.7% for 2 days while 5.2% were there for 4 days.

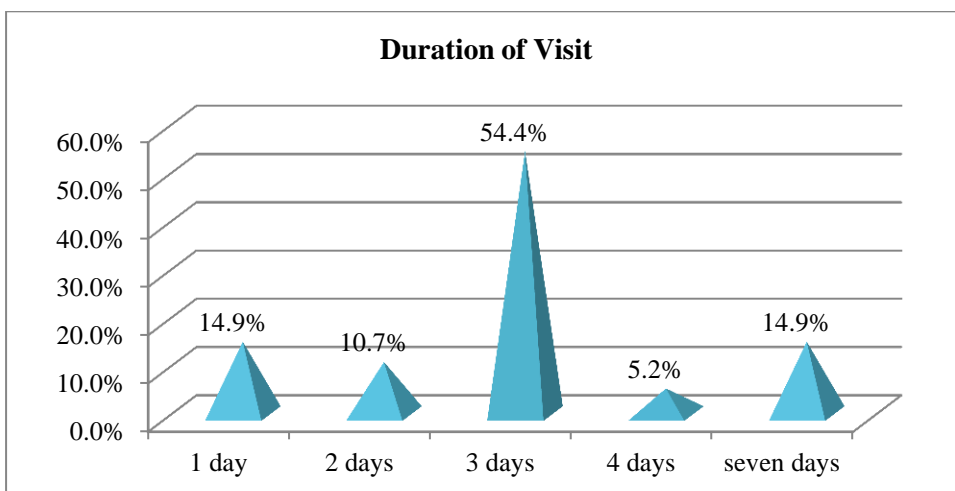


Figure 4-9:- Duration of Visit

4.4.7 Sources of Information

From the respondents, 29.4% got to know about the destination through radio, the findings of the study (Figure 4-10) concur with the reports by (CA, 2017) that indicates an increase in the number of FM Radio stations from 139 in the 1st Quarter of 2016/2017 to 178 in the 1st Quarter of 2017/2018. The popularity of these radio stations is an indicator of the marketing avenue that could be used by destination marketers to further promote this region.

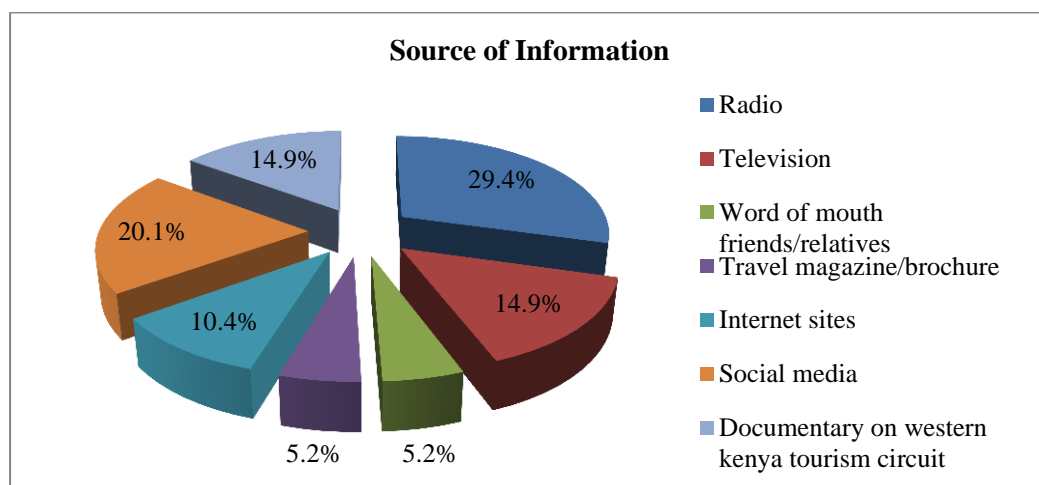


Figure 4-10:- Source of Information

However a combination of internet sites 20.1%; social media 20.1% carries the day owing to technological revolutions in information communications (ICT's) and smart mobile technology. The other sources of information included Television (14.9%); word of mouth friends/relatives (5.2%); travel magazine/brochure (5.2%); and documentary on western Kenya tourism circuit (14.9%). The finding show that a combination of internet sites, social media, documentaries, television and radio will play a key role in enhancing information about the Western Kenya Tourist Circuit.

The findings in part concur with the study by (Isa & Ramli, 2014), which noted that in addition to destination awareness, motivation and image, word of mouth (WOM)

which is a direct medium to transfer information had a full mediating effect for awareness towards tourist visitation, as opposed to destination image which had an insignificant relationship with tourist visitation.

4.5 Results for Objective One – Determining influence of tourism entrepreneurs brand perceptions on place brand equity in the WKTC

4.5.1 Descriptive Statistics on Tourism Entrepreneurs’ Place Brand Equity

In order to determine the tourism entrepreneurs’ brand perceptions on place brand equity in the western Kenya Tourism Circuit. The respondents were first asked to respond to enterprise outcomes with regard to overall value (brand equity). These outcomes were placed on a 5-point Likert Scale. The descriptive statistics for place brand equity are presented in Table 4.2.

Table 4-2:- Measures of Brand Equity

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Remarks
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %			
business profitability	0(0)	58(18.4)	86(27.2)	114(36.1)	58(18.4)	3.54	.993	Agree
performance of our business brand extension opportunities	0(0)	57(18)	86(27.2)	113(35.8)	60(19)	3.56	.995	Agree
employee recruitment and retention	0(0)	15(4.7)	99(31.3)	72(22.8)	130(41.1)	3.68	.971	Strongly Agree
growth, greater trade cooperation and support	0(0)	57(18)	87(27.5)	114(36.1)	58(18.4)	3.55	.989	Agree
perceptions and greater loyalty from clients	0(0)	15(4.7)	99(31.3)	72(22.8)	130(41.1)	4.00	.958	Strongly Agree
intend to close or transfer our business in the future	30(9.5)	14(4.4)	85(26.9)	58(18.4)	129(40.8)	3.77	1.288	Strongly Agree
Average						3.67	1.09	

The findings of the survey (Table 4.5) indicate that 54.5%, n=172 of the respondents agreed with the statement that business has been profitable and has generated a high volume of sales with a mean of M=3.54 and standard deviation SD=0.993; (54.5%, n=172) agreed with the statement that business has achieved rapid growth, greater trade cooperation and support with a mean of M=3.55 and standard deviation

SD=0.989; (54.8%, n=173) agreed with the statement that performance of business has been satisfactory and gained additional brand extension opportunities with a mean of $M=3.56$ and standard deviation $SD=0.995$; (63.9%, n=202) agreed with the statement that business experiences improved employee recruitment and retention with a mean of $M=3.68$ and standard deviation $SD=0.971$; (63.9%, n=202) agreed with the statement that business experiences improved perceptions and greater loyalty from clients as supported by a mean of $M=4.00$ and standard deviation $SD=0.958$; (59.2%, n=187) agreed with the statement that they do not intend to close or transfer our business in the future with a mean of $M=3.77$ and standard deviation $SD=1.288$.

The descriptive findings of tourism entrepreneurs brand equity perceptions, indicates a sign of confidence in the Western Kenya Tourism Circuit as a destination. Most tourism enterprise respondents (63.9%) felt that their clients were loyal to their business and that their business experiences improved employee recruitment and retention. While 59.2% of the respondents noted that they did not intend to close business in the region in future. This finding is consistent with (Fayrene & Lee, 2011), whose study noted that, it is important to know how much equity a brand commands. The same applies for destinations (Gartner, 2014). The findings concur with those of (Jacobsen, 2012), who noted that effectiveness of place brands emanates from destinations' attributes and benefits to investors, which is vital since it aids in developing better strategies to ensure that the destination is competitive and distinct from the others.

4.5.2 Descriptive Statistics on Tourism Entrepreneurs' Place Brand Perceptions

The descriptive analysis was based on a 5-point Likert Scale to reflect the respondent's views on entrepreneur-based Place Brand Perceptions statements and their influence on place brand equity as shown in (Table 4.3).

Table 4-3:- Descriptive Statistics for Tourism Entrepreneurs' Brand Perceptions

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Remarks
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %			
Brand Loyalty								
We will invest or do our business in this place again	0(0)	28(8.9)	86(27.2)	59(18.7)	143(45.3)	4.00	1.040	Strongly Agree
Recommend this place as a good investment option	0(0)	28(8.9)	42(13.3)	159(50.3)	87(27.5)	3.97	.874	Agree
Satisfied with the brand	0(0)	28(8.9)	115(36.4)	101(32)	72(22.8)	3.69	.922	Neutral
We encourage referrals to other enterprises	0(0)	30(9.5)	85(26.9)	72(22.8)	129(40.8)	3.95	1.028	Strongly Agree
Destination provides more business benefits than others	0(0)	57(18)	102(32.3)	100(31.6)	57(18)	3.50	.987	Neutral
Brand is an instrument of customer retention	0(0)	28(8.9)	43(13.6)	115(36.4)	130(41.1)	4.10	.946	Strongly Agree
Brand Quality								
The strategic location of the place is favourable for investment	0(0)	42(13.3)	84(26.6)	103(32.6)	87(27.5)	3.74	1.005	Agree
The places' resources support business and investment	0(0)	14(4.4)	128(40.5)	88(27.8)	86(27.2)	3.78	.899	Neutral
Brand is a guarantee of quality	0(0)	0(0)	126(39.9)	88(27.8)	102(32.3)	3.92	.847	Neutral
we identify ourselves with the destination brand image	0(0)	42(13.3)	43(13.6)	159(50.3)	72(22.8)	3.83	.932	Agree
Brand Image								
Availability of financing and economic support	0(0)	15(4.7)	56(17.7)	85(26.9)	74(23.4)	3.51	1.199	Agree
The place offers investment friendly policies	0(0)	14(4.4)	115(36.4)	87(27.5)	100(31.6)	3.86	.917	Strongly Agree
The place offers strong law and other support to business	0(0)	28(8.9)	86(27.2)	145(45.9)	57(18)	3.73	.858	Agree
Employees are professional, cooperative and have good ethics	0(0)	0(0)	100(31.6)	113(35.8)	103(32.6)	4.01	.803	Agree
quality is key to brand	0(0)	0(0)	99(31.3)	87(27.5)	130(41.1)	4.10	.847	Strongly Agree
Circuit brand represents diversity and richness in contrasts	0(0)	14(4.4)	87(27.5)	129(40.8)	86(27.2)	3.91	.848	Agree
Brand Awareness								
Place has strong business potential	0(0)	14(4.4)	85(26.9)	101(32)	116(36.7)	4.01	.903	Strongly Agree
we know the main authorities that control this destination	0(0)	0(0)	71(22.5)	129(40.8)	116(36.7)	4.14	.757	Agree
There are promotional initiatives by stakeholders from this destination	15(4.7)	42(13.3)	115(36.4)	72(22.8)	72(22.8)	3.46	1.122	Neutral
The Circuit could be branded as an eco-tourism destination	14(4.4)	43(13.6)	58(18.4)	115(36.4)	86(27.2)	3.68	1.141	Agree
Destination brand is in line with the magical Kenya brand	42(13.3)	14(4.4)	43(13.6)	145(45.9)	72(22.8)	3.60	1.259	Agree
Valid N Listwise (n=316)								

The findings indicate that entrepreneur-based brand loyalty perceptions yielded high mean of 4 for two statements; i.e willingness to invest or do business in the

destination again, with a mean of $M=4$, and standard deviation, $SD=1.040$) with (64%, $n=202$) agreeing with that statement. (77.5%, $n=245$) agreed with the statement that the destination brand is an instrument of customer retention, with a mean of $M=4.10$ and standard deviation, $SD=0.946$). The other statement yielded means closer to 4 with (77.8%, $n=246$) agreed with the statement that they would recommend the place for investment ($M=3.97$, $SD=0.874$); (54.8%, $n=173$) agreed that they are satisfied with the place brand with a mean of ($M=3.69$, $SD=0.922$); (63.6%, $n=201$) agreed with the statement on encouraging referrals to other enterprises with a mean of ($M=3.95$, $SD=1.028$); while (49.6%, $n=157$) agreed that destination provides more business benefits than others, with a mean of ($M=3.5$, $SD=0.987$). The findings brand loyalty is an important variable in tourism entrepreneurs brand perceptions and their influence on place brand equity in the Western Kenya Tourism Circuit.

Overall results imply that tourism entrepreneurs in the Western Kenya Tourist Circuit are loyal to the destination. These findings concur with that of (Myagmarsuren & Chen, 2011) who noted the significance of destinations brand equity through brand loyalty. However, the respondents are of the opinion that the destination is yet provide more business benefits as compared to other destinations and they are also not quite satisfied with the destination brand. Brand loyalty is very important for destinations and cannot be overemphasized. In this regard, willingness to invest again by tourism entrepreneurs in the circuit denotes the faith they have in destination.

With regard to brand quality, the findings of the survey indicate that majority of the respondents (60.1%, $n=190$) agreed with the statement that the strategic location of the place is favourable for investment with a mean of $M=3.74$, and standard

deviation $SD=1.005$). (55%, $n=174$) agreed with the statement that the places' resources support business and investment with a mean of $M=3.78$, and standard deviation, $SD=0.899$). (60.1%, $n=190$) agreed with the statement that the brand is a guarantee of quality with a mean of $M=3.92$, and standard deviation, $SD=0.847$). (64.3%, $n=203$) agreed with the statement that the brand helps to increase customer loyalty, with a mean of $M=4.06$, and standard deviation, $SD=0.974$), while (73.1%, $n=231$) agreed with the statement that they identify themselves with the destination brand image with a mean of $M=3.83$, and standard deviation, $SD=0.932$. These findings indicate that quality has a great contribution to brand equity in the Western Kenya Tourism Circuit.

These findings indicate that tourism entrepreneurs in Western Kenya Tourism Circuit are of the view that quality has a great contribution to brand equity, thus concurring with (Hsu, Hung, & Tang, 2012) who noted the need to incorporate a quality function deployment in order to build a robust brand equity model in hospitality firms.

With regard to brand image, majority of the respondents (50.6%, $n=160$) agreed with the statement that there is availability of financing and economic support with a mean of $M=3.51$, and standard deviation $SD=1.199$. (59.1%, $n=187$) noted that the place offers investment friendly policies, with a mean of $M=3.86$, and standard deviation $SD=0.917$. (63.9%, $n=202$) indicated that the place offers strong law and other support to business, with a mean of $M=3.73$, and standard deviation $SD=0.858$. (68.4%, $n=216$) stated that employees are professional, cooperative and have good ethics, with a mean of $M=4.01$, and standard deviation $SD=0.803$. (68.6%, $n=217$)

noted that quality is key to brand, with a mean of $M=4.10$, and standard deviation $SD=0.847$, while (68.0%, $n=215$) had the opinion that the circuit brand represents diversity and richness in contrasts, with a mean of $M=3.91$, and standard deviation $SD=0.848$.

The findings denote that image plays a very important role in destination branding perceptions and the influence on place brand equity in the region. The descriptive findings on tourism entrepreneurs' image perceptions denote that image plays a very important role in destination branding. The results concur with the study by (Ruzzier, 2010) who while investigating two competitive European tourism destination brands (Slovenia and Austria) from the perspective of two culturally heterogeneous tourist markets (Germany and Croatia), noted that image of a destination plays an important role in destination choice.

With regard to brand awareness, majority of the respondents (68.7%, $n=217$) agreed with the statement that the place has strong business potential, with a mean of $M=4.01$, and standard deviation, $SD=0.903$. (77.5%, $n=245$) noted that they know the main authorities that control this destination with a mean of $M=4.14$, and standard deviation, $SD=0.757$). (45.6%, $n=144$) stated that there are promotional initiatives by stakeholders from this destination, with a mean of $M=3.46$, and standard deviation, $SD=1.122$). (63.6%, $n=201$) asserted that western Kenya Tourism Circuit could be branded as an eco-tourism destination, with a mean of $M=3.68$, and standard deviation, $SD=1.141$; while (68.7%, $n=217$) stated that this destination brand is in line with the magical Kenya brand, with a mean of $M=3.6$ and standard deviation, $SD=1.259$. The study found that tourism entrepreneurs'

awareness with regard to their brand perceptions had influence on the destinations brand equity.

The descriptive findings on awareness revealed that most tourism entrepreneurs are aware of the destinations potential, and that it could be branded as an ecotourism hub in line with the aspirations in Vision 2030 (GoK, 2007). However, the study had mixed results, whereas majority of the respondents agreed that the magical Kenya brand was in line with the destinations brand; less than 50% who indicated that there were promotional initiatives by stakeholders in this region.

4.5.3 Role of Tourism Entrepreneur Brand Perceptions on Place Brand Equity in WKTC

The first objective sought to determine the influence of tourism entrepreneurs brand perceptions on place brand equity in the Western Kenya Tourism Circuit.

4.5.4 Pearson Correlation on Entrepreneurs Brand Perceptions and Place Brand Equity

The first analysis was Pearson correlation coefficient analysis between entrepreneur brand perceptions and place brand equity are presented in Table 4.4.

Table 4-4:- Pearson Correlation of Entrepreneur Brand Perceptions on Place Brand Equity

		Correlations					
		Brand Loyalty	Brand Quality	Brand Image	Brand Awareness	SEBP	Place Brand Equity
Brand Loyalty	Pearson Correlation	1	.756**	.864**	.840**	.931**	.817**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	316	316	316	316	316	316
Brand Quality	Pearson Correlation	.756**	1	.789**	.868**	.906**	.674**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	316	316	316	316	316	316
Brand Image	Pearson Correlation	.864**	.789**	1	.871**	.944**	.796**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	316	316	316	316	316	316
Brand Awareness	Pearson Correlation	.840**	.868**	.871**	1	.957**	.705**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	316	316	316	316	316	316
SEBP	Pearson Correlation	.931**	.906**	.944**	.957**	1	.803**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	316	316	316	316	316	316
Place Brand Equity	Pearson Correlation	.817**	.674**	.796**	.705**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	316	316	316	316	316	316

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the Pearson Correlation coefficient analysis on entrepreneur brand perceptions (SEBP) and place brand equity indicated a significant and positive relationship between the two variables [$r=0.803$, $p=0.000$]. Entrepreneur brand perceptions' significantly correlates with place brand equity in the Western Kenya Tourism Circuit. The results $r=0.803$, $n=316$, $p<000$ imply that as entrepreneur brand perceptions increase, so does place brand equity in the region. The correlation coefficient $r=0.803$ when squared shows 0.645 shared variance of entrepreneur brand perceptions on place brand equity in the Western Kenya Tourism Circuit. This means that entrepreneur brand perceptions explained 64.5% of the variance in scores on place brand equity in the Western Kenya Tourism Circuit.

4.5.5 Multiple Regression Analysis on Entrepreneur Brand Perceptions and Place Brand Equity

Multiple Regression analysis was undertaken to test the level of significance and determine the influence of entrepreneur brand perceptions on place brand equity. The results of the model summary are presented in Table 4.5.

Table 4-5:- Model Summary Entrepreneur Brand Perceptions and Place Brand Equity

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.842 ^a	.708	.705	2.58795	.708	188.915	4	311	.000	1.691
a. Predictors: (Constant), Brand Awareness, Brand Loyalty, Brand Quality, Brand Image										
b. Dependent Variable: Place Brand Equity										

The first table to consider in multiple regression analysis was the model summary table above (Table 4.5). The R value which denotes simple correlation was found to be 0.842 which indicated a high degree of correlation between brand equity and the group of independent variables (tourism entrepreneur brand awareness, brand loyalty, brand image and brand quality). The adjusted dR^2 (square) value was 0.705. The R^2 value indicated how much of the total variation in the dependent variable (brand equity) was explained by the independent variables (entrepreneur brand perceptions). In this case, 70.5% of the variation in place brand equity can be explained by the entrepreneur brand perceptions in the Western Kenya Tourist Circuit, which was quite significant.

The next table to consider was the ANOVA table, which reports how well the regression equation fits the data (i.e. predicts the dependent variable). From the Table

4.6, it was noted that the regression model predicted the dependent variable significantly well, with $p=0.000 = p < 0.05$. This result indicates the statistical significance of the regression model that was run. The low P value therefore means that the results can be generalized to the population from which the sample was drawn. Overall, the regression model statistically and significantly predicts the outcome variable (i.e. it is a good fit for the data).

Table 4-6:- ANOVA Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5061.033	4	1265.258	188.915	.000 ^b
	Residual	2082.926	311	6.698		
	Total	7143.959	315			
a. Dependent Variable: Place Brand Equity						
b. Predictors: (Constant), Brand Awareness, Brand Loyalty, Brand Quality, Brand Image						

The third table to consider in multiple regression analysis was the coefficients table. The predictors (tourism entrepreneur brand awareness, brand loyalty, brand image and brand quality) of brand equity were included in the model. The regression analysis coefficient results are provided in Table 4.7 below, where tourism entrepreneurs' brand perceptions of brand loyalty, $P=0.00$; Brand quality, $P=0.032$; brand image, $P=0.00$; and brand awareness $P=0.02$ at 95% confidence interval, had a statistically significant relationship with place brand equity. The estimated contribution of the individual predictors, beta (b) values to the model were also determined.

Table 4-7:- Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.272	.859		.317	.751
	Brand Loyalty	.561	.065	.558	8.584	.000
	Brand Quality	.163	.076	.134	2.158	.032
	Brand Image	.468	.079	.430	5.958	.000
	Brand Awareness	.273	.086	.255	3.159	.002

a. Dependent Variable: Place Brand Equity

The model outcome was determined as follows;-

Place Brand Equity = $f \beta + \text{Entrepreneur Brand Perceptions } (\beta_1 \text{ brand loyalty} + \beta_2 \text{ brand image} + \beta_3 \text{ brand awareness} + B_4 \text{ Brand quality})$

Therefore:-

Place Brand Equity = Place Brand Equity = $0.272 + \text{Entrepreneur Brand Perceptions } (\beta_1 \text{ brand loyalty } 0.561 + \beta_2 \text{ brand image } 0.468 + \beta_3 \text{ brand awareness } 0.273 + B_4 \text{ Brand quality } 0.163)$

Since the beta values were positive, there was a significant positive relationship between the predictors (Entrepreneur Brand Perceptions = $(\beta_1 \text{ brand loyalty} + \beta_2 \text{ brand image} + \beta_3 \text{ brand awareness} + B_4 \text{ Brand quality})$) and the outcome (place brand equity). The beta β -values indicate that a unit increase in entrepreneur brand perceptions will lead to an increase in place brand equity if the other predictors remain constant with brand image and brand loyalty contributing the most to variation in place brand equity in the Western Kenya Tourism Circuit.

The standardized β -values of the level of importance of the predictors indicate that Entrepreneur Brand Perceptions = $\beta_1 \text{ brand loyalty } \beta=0.558 + \beta_2 \text{ brand image } \beta=0.430 + \beta_3 \text{ brand awareness } \beta=0.255 + B_4 \text{ Brand quality } \beta=0.134$.

The extent to which the coefficients differed significantly from zero using an alpha of 0.05 was indicated by the standard error. The coefficient of entrepreneur brand perceptions was significantly different from zero as follows:- .

- The coefficient of brand loyalty of $\beta=0.558$ was significantly different from zero because the p-values = 0.000 was less than that of $p \leq 0.05$.

- The coefficient of brand image of $\beta=0.430$ was significantly different from zero because the p-values = 0.000 was less than that of $p \leq 0.05$.
- The coefficient of brand awareness of $\beta=0.255$ was significantly different from zero because the p-values = 0.002 was less than that of $p \leq 0.05$.
- The coefficient of brand quality of $\beta=0.134$ was significantly different from zero because the p-values = 0.032 was less than that of $p \leq 0.05$.

With regard to the influence of tourism entrepreneurs' brand perceptions on place brand equity in the Western Kenya Tourism Circuit, the findings clearly indicate that the perceptive and evaluative systems of tourism entrepreneurs are important in enhancing a destination's brand. Through destination branding, the perceptions of entrepreneurs play a crucial role in how customers will perceive and evaluate a destination. According to (Gartner, 2014), in addition to image, awareness, quality, loyalty and value play a crucial role in a destination's brand equity.

Based on the brand equity theory, brand equity reflects the way customers feel and act towards a brand, (Kotler & Keller, 2014). Tourism entrepreneurs' perceptions about place brand equity in the Western Kenya Tourism Circuit, and especially the value they derive from the destination is therefore important. The consumer perceived value theory explains the cost-benefit analysis of the destination, which is positive if there are more benefits than costs to the entrepreneur. From these findings, the tourism entrepreneurs derive benefits from the destination. Given that destinations are marketed as a unified tourist destination product, when tourism entrepreneurs feel the value of a destination, this could act as a springboard to align their diverse goals and strategies; visions of the local destination growth; resources; competencies and

knowledge base, that otherwise present different approaches to tourist destination marketing.

Destination brand attributes and benefits are therefore crucial in influencing behavior among tourism stakeholders. According to (Jacobsen, 2012), through identification and application of suitable place brand attributes and place brand benefits, the effectiveness of place brands in influencing the behaviour of inward investors cannot be achieved. In this regard, while Western Kenya tourism circuit place brand attributes are necessary for the destinations brand management processes, the place brand benefits or equity that accrues to tourism entrepreneurs will enhance strategic decisions to be taken by place brand stakeholders.

4.5.6 Test of hypothesis

The study further sought to test the relationship between tourism entrepreneurs' brand perceptions' and place brand equity in the Western Kenya Tourism Circuit through research hypotheses. The first null hypothesis [H_{o1}] and alternative hypothesis [H_{a1}] were stated as follows:-

H_{o1} :- $\beta_1 = 0$ (There is no significant relationship between tourism entrepreneurs brand perceptions and place brand equity in the Western Kenya Tourism Circuit).

H_{a1} :- $\beta_1 \neq 0$ (*There is a significant relationship between tourism entrepreneurs brand perceptions and place brand equity in the Western Kenya Tourism Circuit*).

In this regard, the t-statistic and p-value for entrepreneur brand perception was $t=7.164$, $p\text{-value}=0.000$. Since the entrepreneur brand perception predictor p-value was less than that of $p \leq 0.05$, on this basis therefore, the null hypothesis was rejected

and the alternative accepted. This indicates that entrepreneur brand perception has significant influence on place brand equity in the Western Kenya Tourist Circuit.

4.6 Results for Objective Two – Evaluating the relationship between customers brand perceptions and place brand equity in the WKTC

4.6.1 Descriptive Statistics on Customers' Place Brand Equity

In order to determine the customers brand perceptions on place brand equity in the WKTC. The respondents were first asked to respond to enterprise outcomes with regard to overall value (brand equity). These outcomes were placed on a 5-point Likert Scale. The descriptive statistics for place brand equity are presented in Table 4.8.

Table 4-8:- Measures of Customers' Place Brand Equity

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Remarks
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %			
even if another destination had the same features, i would prefer to travel to the western Kenya tourist circuit	61(19.7)	46(14.9)	46(14.9)	111(35.9)	45(14.6)	3.11	1.369	Agree
if another destination is not different from western Kenya tourist circuit in any way, it seems smarter to travel to this destination	15(4.9)	46(14.9)	30(9.7)	127(41.1)	91(29.4)	3.75	1.170	Agree
it makes sense to travel to the western Kenya tourist circuit instead of any other destination, even if they are the same	30(9.7)	0(0)	0(0)	169(54.7)	110(35.6)	4.06	1.109	Agree
Average						3.67	1.09	

The customer-based perceptions on Place Brand Equity yielded a mean of 4 for the statement that it makes sense to travel to the western Kenya tourist circuit instead of any other destination, even if they are the same (M=4.06, SD=1.109). The other statements yielded the following means:- i.e if another destination is not different from western Kenya tourist circuit in any way, it seems smarter to travel to this

destination ($M=3.75$, $SD=1.170$) and even if another destination had the same features, i would prefer to travel to the western Kenya tourist circuit the place has strong business potential ($M=3.11$, $SD=1.369$).

The findings of the study indicate that majority of the respondents 90.3%, $n=279$ agreed with the statement that “it makes sense to travel to the western Kenya tourist circuit instead of any other destination, even if they are the same”; 50.5%, $n=156$, agreed with the statement that, “even if another destination had the same features, i would prefer to travel to the western Kenya tourist circuit” while 71%, $n=218$, agreed with the statement that “if another destination is not different from western Kenya tourist circuit in any way, it seems smarter to travel to this destination”. These findings show that both entrepreneurs and customers derive value from the Western Kenya Tourism Circuit.

These descriptive findings with regard to customers brand equity perceptions imply that destination attributes and the benefits that places accrue to various stakeholders are of great importance. According to (Saraniemi, 2011) in addition to image building, it is crucial to consider both the internal and external generated activities and factors of the destination, in order to comprehensively create and co-create place brands. Even though personal variables, influence customers decisions to patronize certain destinations, the attractiveness of a destination from the demand side of tourism plays an important role in enhancing its brand competitiveness. The competitiveness elements of a destination are derived from the supply side that offers tourism products, services and amenities, (Mutinda, 2013).

Good perceptions about a destination and its features will enhance the place brand equity. According to (Hindley & Font, 2015), there is a complex inter-relationship between consumer values and motivations that in turn influence purchase intentions. An understanding of the place brand equity perceptions from the customers' standpoint could enable destination managers to re-orient their destinations to influence choice of destination and meet the customers' needs.

4.6.2 Descriptive Statistics on Customers Brand Perceptions

In order to determine the influence of customers' brand perceptions on place brand equity in the western Kenya Tourism Circuit. The respondents were asked to give their views on customer-based place brand perceptions statements and their influence on place brand equity in the Western Kenya Tourism Circuit based on a 5-point Likert Scale as shown in Table 4.9.

With regard to brand awareness, the findings of the study shows that majority of the respondents (90.2%, n=279) agreed with the statement that they had seen lots of advertising and promotion of the destination with a mean of (M=4.16, SD=0.571). (65.4%, n=202) with a mean of M=3.61, and standard deviation, SD=1.071, agreed with the statement that characteristics of the destination come to their mind quickly.

Table 4-9:- Customers' Place Brand Perceptions

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Remarks
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %			
Customers' Brand Awareness								
characteristics of the destination come to my mind quickly	0(0)	77(24.9)	30(9.7)	139(45)	63(20.4)	3.61	1.071	Agree
when I am thinking of holiday, the destination comes to my mind immediately	0(0)	48(15.5)	45(14.6)	152(49.2)	64(20.7)	3.60	1.262	Agree
the destination is very famous	0(0)	46(14.9)	0(0)	230(74.4)	33(10.7)	3.81	.817	Agree
i have seen/heard lots of advertising and promotion of the destination	0(0)	0(0)	30(9.7)	201(65)	78(25.2)	4.16	.571	Agree
Customers' Brand Image								
the destination environment is attractive	0(0)	0(0)	0(0)	169(54.7)	140(45.3)	4.45	.499	Agree
it is easy to access historical and touristic places		0(0)	0(0)	168(54.4)	141(45.6)	4.46	.499	Agree
residents of the destination are friendly and welcoming	0(0)	0(0)	60(19.4)	200(64.7)	49(15.9)	3.96	.594	Agree
the destination is well priced	0(0)	0(0)	46(14.9)	169(54.7)	94(30.4)	4.16	.656	Agree
the destination is well regarded by my friends	46(14.9)	0(0)	46(14.9)	168(54.4)	49(15.9)	3.56	1.209	Agree
Customers' Brand Quality								
services are modern and technologically relevant	0(0)	46(14.9)	182(58.9)	32(10.4)	49(15.9)	3.27	.903	Neutral
infrastructure is well designed and well of high standards	0(0)	0(0)	106(34.3)	154(49.8)	49(15.9)	3.82	.685	Neutral
accommodation facilities are appealing and in good condition	30(9.7)	30(9.7)	60(19.4)	108(35)	81(26.2)	3.58	1.245	Agree
personal safety was a major aspect in services provided	0(0)	0(0)	106(34.3)	154(49.8)	49(15.9)	3.82	.685	Agree
i get more than my money's worth in services provided	0(0)	0(0)	30(9.7)	214(69.3)	65(21)	4.11	.544	Agree
Customers' Brand Loyalty								
i intend visiting the destination in future	0(0)	0(0)	60(19.4)	138(44.7)	111(35.9)	4.17	.727	Agree
the destination would be my first choice for a vacation	0(0)	0(0)	46(14.9)	108(35)	155(50.2)	4.35	.726	Strongly Agree
this destination provides more benefits than others	0(0)	0(0)	60(19.4)	123(39.8)	126(40.8)	4.21	.747	Strongly Agree
i would recommend other people to visit the destination	0(0)	0(0)	0(0)	153(49.5)	156(50.5)	4.50	.501	Strongly Agree
Valid N Listwise (n=316)								

(70.17%, n=216) agreed with the statement that the destination comes to my mind immediately when they are thinking of holiday, with a mean of $M=3.60$, and standard deviation of $SD=1.262$, while 85.1%, n=263) indicated that the destination is very famous with a mean of $M=3.81$, and standard deviation of $SD=0.817$.

These descriptive findings show that customers brand awareness is strong for the region. These results concur with those of (Qaemi, 2012), who noted that when a customer thinks of visiting a destination or procuring its tourism products and

services, retrieval of relevant information is important. This retrieval of information aids in not only enhancing the value of the destination thus contributing positively to its brand equity. The challenge for this destination therefore is to ensure that there is enhanced awareness to ensure the destination is the only focus amongst competing destinations.

The findings of the study with regard to brand image indicates that majority of the respondents (100%, n=309) agreed with the statement that the destination environment is attractive with a mean of $M=4.45$, and standard deviation, $SD=0.499$. (100%, n=309) agreed with the statement that it is easy to access historical and touristic places with a mean of $M=4.46$, and standard deviation, $SD=0.499$. (80.60%, n=249) agreed with the statement that the residents of the destination are friendly and welcoming with a mean of $M=3.96$, and standard deviation, $SD=0.594$. (85.1%, n=263) agreed with the statement that the destination is well priced, with a mean of $M=4.16$, and standard deviation, $SD=0.656$; while (70.30%, n=217) agreed with the statement that the destination is well regarded by my friends with a mean of $M=3.56$, and standard deviation, $SD=1.209$.

The descriptive findings on customers brand image denote that the associative nature of destination brands makes brand image a very important aspect in the Western Kenya Tourism Circuit and the onus is on destination managers to ensure that the image portrayed of the region is always met with favour in the eyes of the customers. The findings are in tandem with those of (Qaemi, 2012), who noted that brand image aid in information processing and retrieval; distinguishing product points and in usage experiences.

With regard to the brand quality, the respondents views were as follows:- (90.3%, n=279) agreed with the statement that they get more than their money's worth in services provided with a mean of $M=4.11$, and standard deviation, $SD=0.544$. (25.9%, n=81) agreed with the statement that services are modern and technologically relevant with a mean of $M=3.27$, and standard deviation, $SD=0.903$. (65.7%, n=203) agreed with the statement that infrastructure is well-designed and of high standards with a mean of $M=3.82$, and standard deviation, $SD=0.685$. (61.20%, n=189) agreed with the statement that accommodation facilities are appealing and in good condition, with a mean of $M=3.58$, and standard deviation, $SD=1.245$ while (75.7%, n=213) agreed with the statement that personal safety was a major aspect in services provided, with a mean of $M=3.82$, and standard deviation, $SD=0.685$.

These findings on customer loyalty perceptions are in line with that of (Manthiou, Kang , & Schrier, 2014), who noted that product offering and their attributes enhances visitor loyalty of destinations. The findings also agree with the study by (Qaemi, 2012), which shows that destination brands play an important role in making customers remain faithful to a destination in future.

With regard to brand loyalty, the findings of the study shows that majority of the respondents (100%, n=309) agreed with the statement that they would recommend other people to visit the destination with a mean of $M=4.50$, and standard deviation, $SD=0.501$. (85.2%, n=263), agreed with the statement that the destination would be their first choice for a vacation, with a mean of $M=4.35$, and standard deviation, $SD=0.726$. (80.6%, n=249), indicated that they intend visiting the destination in the future with a mean of $M=4.17$, and standard deviation, $SD=0.727$ while 80.6%, n=249

agreed with the statement that this destination provides more benefits than others with a mean of $M=4.21$, and standard deviation, $SD=0.747$.

The descriptive findings of customers quality perceptions concur with those of who noted that perceived quality can create value and impacts on tourism destination brand equity (Qaemi, 2012), by giving customers a reason for purchase; distinction of competing destinations, willingness to pay more; development of higher quality products by the supply side and eventually lead to a sustained brand development.

4.6.3 Role of Customer Brand Perceptions on Place Brand Equity in the WKTC

The second objective sought to evaluate the relationship between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit.

4.6.4 Pearson Correlation on Customers Brand Perceptions and Place Brand Equity

The Pearson correlation coefficient analysis between customer brand perceptions and place brand equity are presented in Table 4.10.

The results of the Pearson correlation coefficient analysis on customer brand perceptions and place brand equity indicated a significant and positive relationship between the two variables [$r=0.588$, $p=0.000$]. Customer brand perceptions' significantly correlates with place brand equity in the Western Kenya Tourism Circuit. The correlation analysis indicated that customer brand perceptions significantly influence place brand equity in the Western Kenya Tourism Circuit.

Table 4-10:- Pearson Correlation for Customer Brand Perceptions on Place Brand Equity

Correlations							
		Brand Awareness	Brand Image	Brand Quality	Brand Loyalty	Customer Brand Perceptions	Brand Equity
Brand Awareness	Pearson Correlation	1	.606**	.557**	.568**	.817**	.590**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	309	309	309	309	309	309
Brand Image	Pearson Correlation	.606**	1	.756**	.402**	.855**	.437**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	309	309	309	309	309	309
Brand Quality	Pearson Correlation	.557**	.756**	1	.594**	.904**	.469**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	309	309	309	309	309	309
Brand Loyalty	Pearson Correlation	.568**	.402**	.594**	1	.723**	.473**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	309	309	309	309	309	309
Customer Brand Perceptions	Pearson Correlation	.817**	.855**	.904**	.723**	1	.588**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	309	309	309	309	309	309
Brand Equity	Pearson Correlation	.590**	.437**	.469**	.473**	.588**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	309	309	309	309	309	309

** . Correlation is significant at the 0.01 level (2-tailed).

The results $r=0.588$, $n=309$, $p<.000$ imply that as customer brand perceptions increase, so does place brand equity in the region. The correlation coefficient $r=0.588$ when squared shows 0.346 shared variance of customer brand perceptions on place brand equity in the Western Kenya Tourism Circuit. This means that customer brand perceptions explained 34.6% of the variance in scores on place brand equity in the Western Kenya Tourism Circuit.

4.6.5 Multiple Regression Analysis on Customer Brand Perceptions and Place Brand Equity

Multiple Regression analysis was undertaken to test the level of significance and determine the influence of customer brand perceptions on place brand equity. The results of the model summary are presented in Table 4.11.

Table 4-11:- Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.623 ^a	.389	.381	2.13926	.389	48.294	4	304	.000	1.677
a. Predictors: (Constant), Brand Loyalty, Brand Image, Brand Awareness, Brand Quality										
b. Dependent Variable: Place Brand Equity										

The first table to consider in multiple regression analysis was the model summary table above (Table 4.15). The R value which denotes simple correlation was found to be 0.623 which indicated a high degree of correlation between the dependent variable (brand equity) and the group of independent variables. The adjusted R² (square) value was 0.381. The adjusted R² value indicated that 38.1% of the total variation in the dependent variable (brand equity) was explained by the independent variables Customers Brand Perceptions (Brand loyalty, Brand image, Brand awareness and Brand quality), in the Western Kenya Tourist Circuit, which was quite significant.

The next table to consider was the ANOVA table (Table 4-15). The ANOVA table normally reports how well the regression equation fits the data (i.e. predicts the dependent variable). From the Table 4.12, it was noted that the regression model predicted the dependent variable significantly well, with $p=0.000 = p < 0.05$. This result indicates the statistical significance of the regression model that was run. The low P

value therefore means that the results can be generalized to the population from which the sample was drawn. Overall, the regression model statistically and significantly predicts the outcome variable (i.e. it is a good fit for the data).

Table 4-12:- ANOVA Table

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	884.056	4	221.014	48.294	.000 ^b
	Residual	1391.232	304	4.576		
	Total	2275.288	308			
a. Dependent Variable: Place brand Equity						
b. Predictors: (Constant), Brand Loyalty, Brand Image, Brand Awareness, Brand Quality						

The third table to consider in multiple regression analysis was the coefficients table. The predictors (customers brand awareness, brand loyalty, brand image and brand quality) of place brand equity were included in the model. The regression analysis coefficient results are provided in Table 4.13 below, where customers brand perceptions of brand loyalty, $P=0.016$ and brand awareness $P=0.00$ at 95% confidence interval, had a statistically significant relationship with place brand equity. Brand image, $P=0.699$ and Brand quality $p=0.110$ did not have a significant statistical relationship with place brand equity. The estimated contribution of the individual predictors' beta (b) values to the model were also determined.

Table 4-13:- Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.817	1.535		1.184	.238
	Brand Awareness	.413	.062	.417	6.622	.000
	Brand Image	.031	.080	.029	.387	.699
	Brand Quality	.097	.060	.126	1.605	.110
	Brand Loyalty	.234	.096	.149	2.433	.016

a. Dependent Variable: Place Brand Equity

The model outcome was determined as follows;-

Place Brand Equity = $f \beta + \text{Customer Brand Perceptions } (\beta_1 \text{ brand loyalty} + \beta_2 \text{ brand image} + \beta_3 \text{ brand awareness} + B_4 \text{ Brand quality})$

Therefore:-

Place Brand Equity = Place Brand Equity = $1.817 + \text{Customer Brand Perceptions } (\beta_1 \text{ brand loyalty } 0.234 + \beta_2 \text{ brand image } 0.031 + \beta_3 \text{ brand awareness } 0.413 + B_4 \text{ Brand quality } 0.097)$

Since the beta values were positive, there was a significant positive relationship between the predictors (Customer Brand Perceptions = $(\beta_1 \text{ brand loyalty} + \beta_2 \text{ brand image} + \beta_3 \text{ brand awareness} + B_4 \text{ Brand quality})$) and the outcome (place brand equity). The beta β -values indicate that a unit increase in customer brand perceptions will lead to an increase in place brand equity if the other predictors remain constant.

The standardized β -values of the level of importance of the predictors indicate that Entrepreneur Brand Perceptions = $\beta_1 \text{ brand loyalty } \beta=0.149 + \beta_2 \text{ brand image } \beta=0.029 + \beta_3 \text{ brand awareness } \beta=0.417 + B_4 \text{ Brand quality } \beta=0.126$. The extent to which the coefficients differed significantly from zero using an alpha of 0.05 was indicated by the standard error. The coefficient of customer brand awareness and brand loyalty was significantly different from zero because the p-value = $p=0.000$ was less than $p \leq 0.05$, while that of brand image, $p=0.699$ and brand quality $p=0.110$ was not significantly different from zero because their p-value was more than $p \leq 0.05$

The overall customer brand perception influence on place brand equity regression analysis coefficient results show that customers brand perceptions $P=0.000 \leq 0.05$, at

95% confidence interval, had a statistically significant relationship with place brand equity, (see Appendix 6.19). The R value was found to be 0.588 which indicated a high degree of correlation between place brand equity customer brand perceptions. The adjusted R² (square) value was 0.343, indicating that 34.3% of the total variation brand equity was explained by customers brand perceptions.

On the influence of customers brand perceptions on place brand equity in the Western Kenya Tourism Circuit, the findings of the study concurred with (Kumar, Dash, & Purwar, 2013), who found that the brand perceptions (brand awareness, brand image, brand quality and brand loyalty), had a significant influence on customer-based hospital brand equity. The study findings were also in line with that by (Pike & Bianchi, 2016), who sought to test and compare the customer based brand equity model in both short- and long-haul markets indicated that destination brand salience, brand image, and brand value were positively related to purchase intent by both New Zealand and Chilean samples for Australia.

Customer based brand equity model and the customer perceived value theory (Kotler & Keller, 2014); (Myagmarsuren & Chen, 2011), seeks to appreciate the value that customers derive from destinations and how this interaction with destination products and service influences destination brand equity through their experiences and whether they get satisfaction from such places. Even though value and satisfaction are subjective in nature, these findings have implication on product development and marketing efforts that should be geared towards enhanced visibility and awareness of the destination through quality products and services that will enhance loyalty and increase the brand equity of the Western Kenya Tourism Circuit.

4.6.6 Test of Hypothesis

The study further sought to test the relationship between customers' brand perceptions and place brand equity in the Western Kenya Tourism Circuit through research hypotheses. The second null hypothesis [H_{o2}] and alternative hypothesis [H_{a2}] were stated as follows:-

H_{o2} :- $\beta_2 = 0$ (There is no significant relationship between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit).

H_{a2} :- $\beta_2 \neq 0$ (There is a significant relationship between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit).

Subsequently, the t-statistic and p-value for customer brand perceptions was $t=12.722$ $p\text{-value}=0.000 \leq 0.05$, (Appendix 6.18) on this basis therefore, the study rejected the null hypothesis and accepted the alternative hypothesis. This indicates that customer brand perceptions' has significant influence on place brand equity in the Western Kenya Tourist Circuit.

4.6.7 Content Analysis on Stakeholders Brand Perceptions

Brand perceptions were further expressed through tourism professional's interviews with regard to roles on construction of the regions brand and critical strategic success factors in developing the destinations brand. Through analysis based on NVivo 12 Software, data was imported and coded based on various thematic areas. The query outcome is presented in the form of:- Word Cloud (Appendix 6.21); text word frequency count percentage (Appendix 6.22), and Word Tree, that highlights themes from the interviews. Some of the descriptions with regard to how stakeholders

perceive the region with regard to Western Kenya Tourism Circuit Brand, are as follows:-

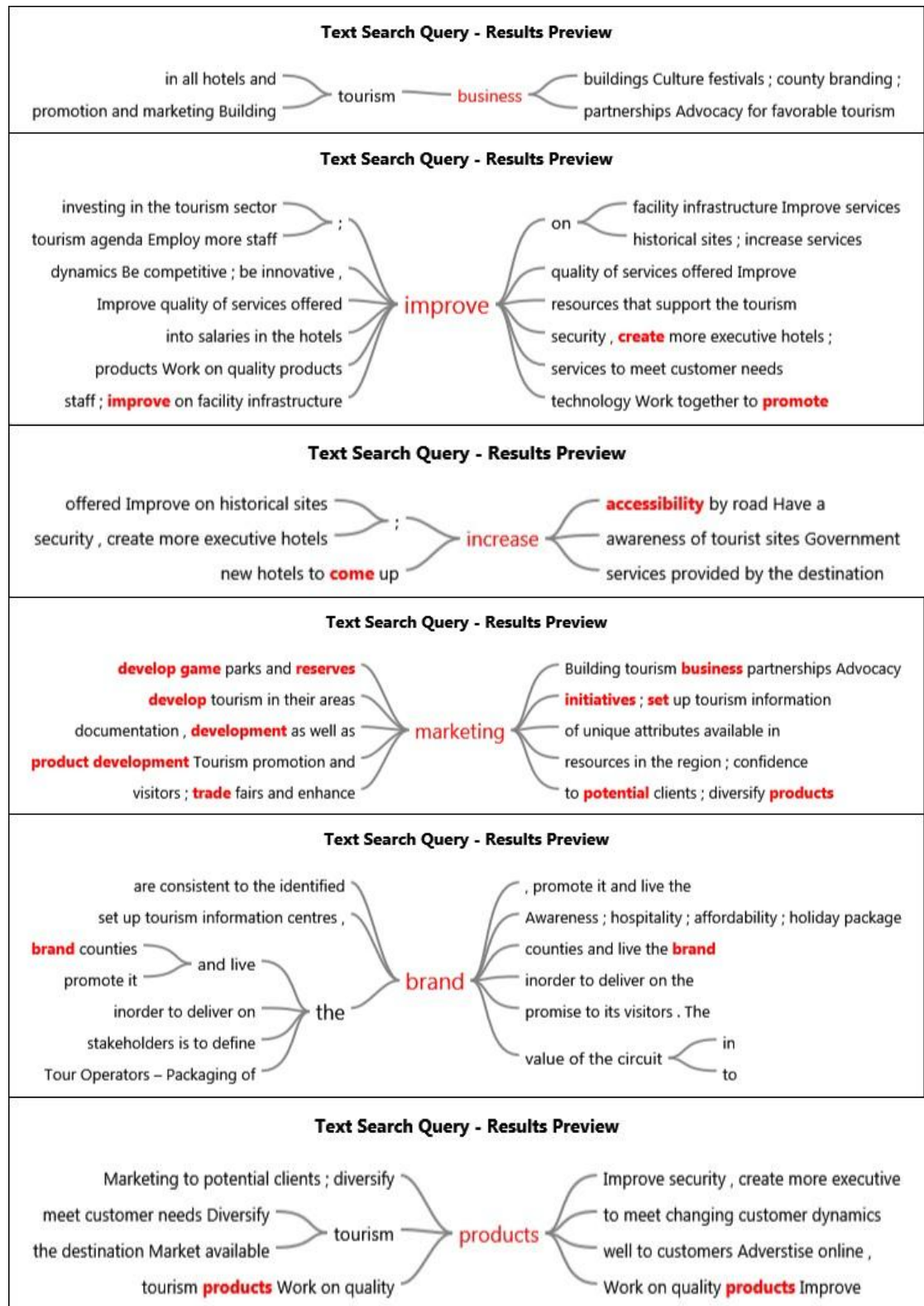
Table 4-14:- Text Search Query Frequency Summary for Brand Perceptions

Role of Stakeholders in Constructing the WKTC Brand				Critical Success Factors in Developing the WKTC Brand			
Word	Length	Count	Weighted Percentage (%)	Word	Length	Count	Weighted Percentage (%)
business	8	36	6.20	business	8	145	4.43
changing	8	66	5.50	changing	8	266	2.20
communities	11	28	2.66	activities	10	170	1.96
travel	6	21	2.30	organization	12	134	1.85
hotels	6	8	2.07	region	6	102	1.64
attributes	10	22	2.01	products	8	72	1.51
Products	8	17	1.98	communities	11	119	1.32
marketing	9	9	1.93	attributes	10	109	1.09
Building	8	23	1.82	cities	6	29	1.00
customer	8	8	1.78	land	4	52	0.93

From the text search query (Table 4.14) and the word cloud analysis outcome, the role of stakeholders includes enhancing tourism business, product development activities; community initiatives, marketing and taking advantage of the unique attributes that the destination is endowed with. These are the critical success factors that will influence the development of the WKTC brand.

The word tree analysis (Box 4.1) for role of stakeholders also highlighted aspects on business that should be geared towards developing and sustaining the WKTC brand. The need to improve on the existing WKTC brand aspects such as service quality and harnessing tourism resources was also expressed by stakeholders during interviews.

Box 4-1:- Word Tree for Role of Stakeholders

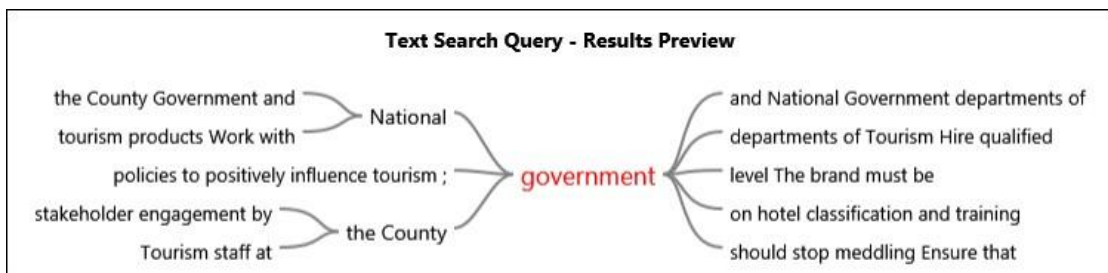
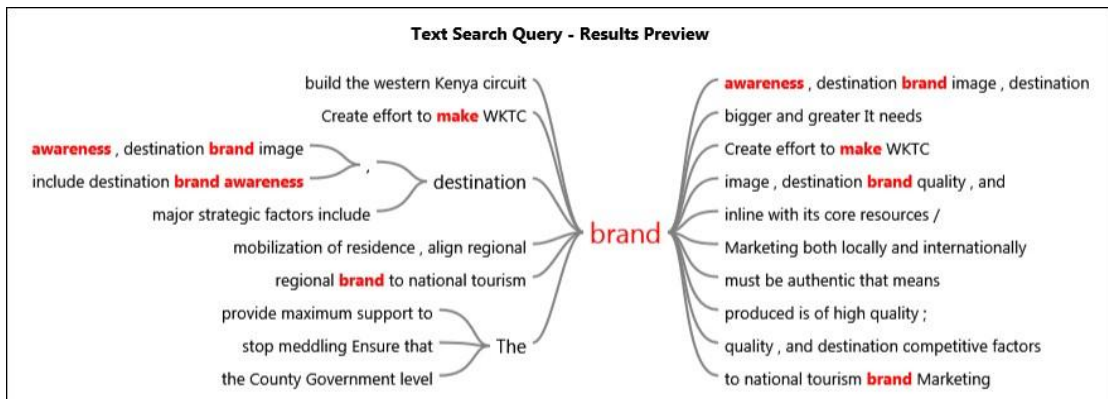


The success of WKTC brand is dependent on excellent cooperation and communication between all stakeholders involved in the tourism system. Government

Agencies should spearhead identification, documentation, development as well as marketing of unique attributes available in this circuit. Tour Operators on the other hand should package the brand value of the circuit in readiness for sale to the customers (tourists), based on what they feel the region should be associated with, while investors need to develop or initiate support services that are consistent to the identified brand value of the circuit. The interviewees also noted the need for enhanced tourism product development; tourism promotion and marketing; building tourism business partnerships; advocacy for favorable tourism policies through institutional frameworks; Support in the conservation efforts for flora and fauna; capacity building and product sensitization. The analysis also shows that the role of stakeholders is to define the brand, promote it and live the brand in order to deliver on the brand promise to its visitors.

On the most critical strategic success factors in developing the WKTC, destination brand, the word tree analysis (Box 4.2) highlights interviewee comments with regard to differentiation strategies; identification of USPs (Unique Selling Points) available in this circuit and optimizing on its unique attributes. Interviewees also noted the need for proper development and packaging of the tourism products in line with market needs, research, product profiling. Collaboration between counties within the circuit, market identification, branding and marketing also featured. The brand must be authentic and stakeholders must build the western Kenya circuit brand in line with its core resources/ attributes because it must be believable and achievable and sustainable.

Box 4-2:- Word Tree for Critical Success Factors



Interviewees also expressed the need to develop a WKTC tourism marketing plan; value addition to the existing tourism products; constant stakeholder engagement by the County Government and National Government departments of Tourism and the need for highly skilled professionals. The importance of communities in WKTC to buy into branding the destination was deemed necessary in making it a reality. Lastly interviewees' highlighted aspects related to security, availability of tourism support services and infrastructure, especially proper road network, technology and communication systems, as key to branding WKTC.

4.7 Results for Objective Three – Exploring the influence of entrepreneurial self-efficacy on place brand equity among tourism enterprises in the WKTC

4.6.1 Descriptive Statistics on Entrepreneurial Self-Efficacy

The descriptive analysis for entrepreneurial self-efficacy statements and their influence on place brand equity in the Western Kenya Tourism Circuit were based on their levels of importance on the 5-Point Likert Scale. The descriptive statistics are highlighted on Table 4.15.

The findings of the survey on opportunity recognition, shows that majority of the respondents (72.5%, n=229) agreed with the statement that they identify market opportunities for new products and services, with a mean of $M=3.82$, and standard deviation, $SD=0.716$. (90.8%, n=287) agreed with the statement that they discover new ways to improve existing products to solve problems with a mean of $M=4.09$, and standard deviation, $SD=0.675$. (86.1%, n=272) agreed with the statement that they introduce product concepts to the market in a timely manner, with a mean of $M=4.09$, and standard deviation, $SD=0.602$. (82.3%, n=260) agreed with the statement that they determine what the business will look like in the future with a mean of $M=3.96$, and standard deviation, $SD=0.559$.

Table 4-15:- Descriptive Statistics for Entrepreneurial Self-Efficacy

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Remarks
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %			
Opportunity Recognition								
Identify market opportunities for new products and services	0(0)	14(4.4)	73(23.1)	186(58.9)	43(13.6)	3.82	.716	Agree
Discover new ways to improve existing products to solve problems	0(0)	15(4.7)	14(4.4)	215(68)	72(22.8)	4.09	.675	Agree
Introduce product concepts to the market in a timely manner	0(0)	0(0)	44(13.9)	199(63)	73(23.1)	4.09	.602	Agree
Determine what the business will look like in the future	0(0)	0(0)	56(17.7)	217(68.7)	43(13.6)	3.96	.559	Agree
Formulate a set of actions in pursuit of opportunities	0(0)	29(9.2)	29(9.2)	187(59.2)	71(22.5)	3.95	.827	Agree
Established a position in the product market	0(0)	14(4.4)	100(31.6)	101(32)	101(32)	3.91	.899	Strongly Agree
Innovation								
Working environment that allows employees to be their own boss	0(0)	15(4.7)	85(26.9)	130(41.1)	86(27.2)	3.91	.851	Agree
Working environment that encourages employee to try new things	0(0)	14(4.4)	100(31.6)	86(27.2)	116(36.7)	3.96	.928	Strongly Agree
Encourage employees to take initiatives and responsibilities for their ideas and decisions, regardless of outcome	0(0)	30(9.5)	86(27.2)	114(36.1)	86(27.2)	3.81	.944	Agree
Introduce new ways of production, marketing and management	0(0)	29(9.2)	58(18.4)	115(36.4)	114(36.1)	3.99	.956	Agree
Develop and introduce new products and services	0(0)	0(0)	87(27.5)	115(36.4)	114(36.1)	4.09	.794	Agree
Entrepreneur Relationships								
Develop and maintain favorable relationships with other investors	0(0)	14(4.4)	100(31.6)	87(27.5)	115(36.4)	3.96	.927	Strongly Agree
Develop relationships with key people with access to financial resources	15(4.7)	44(13.9)	71(22.5)	86(27.2)	100(31.6)	3.67	1.192	Strongly Agree
Belong to regional and local partnerships and associations	0(0)	30(9.5)	71(22.5)	115(36.4)	100(31.6)	3.90	.956	Strongly Agree
we care about the social community where our business operates	15(4.7)	15(4.7)	42(13.3)	158(50)	86(27.2)	3.90	1.008	Agree
Aware of institutions (government and NGO) offering business support	0(0)	0(0)	58(18.4)	172(54.4)	86(27.2)	4.09	.670	Agree
Defining Core Purpose								
we articulate the vision and values of our business	0(0)	15(4.7)	72(22.8)	114(36.1)	115(36.4)	4.04	.885	Strongly Agree
we define organizational roles, responsibilities and policies	0(0)	14(4.4)	72(22.8)	115(36.4)	115(36.4)	4.05	.877	Strongly Agree
we inspire others to embrace the vision and values of our business	0(0)	0(0)	30(9.5)	185(58.5)	101(32)	4.24	.609	Agree

(81.7%, n=258) agreed with the statement that they can formulate a set of actions in pursuit of opportunities, with a mean of $M=3.95$, and standard deviation, $SD=0.827$.

(64.0%, n=202) agreed with the statement that they have established a position in the product market, with a mean of $M=3.91$, and standard deviation, $SD=0.899$.

These findings insinuate that opportunity recognition plays a key role in enhancing place brand equity. According to (Ryan & Silvano, 2011) in their study on World Heritage Sites designation, it was noted that these are opportunities that are available at no cost, as opposed to other opportunities that require enormous resources, and yet they can bring in major returns in terms of new markets and enhance the image of the destination where they are found.

In order to find out new opportunities in the tourism industry, (Nikraftar & Hosseini, 2016) note that self-efficacy, prior knowledge and social networks, play an important role in opportunity recognition. (Antoncic, Antoncic, & Aaltonen, 2016) in their study of marketing self-efficacy and firm creation, affirmed the important marketing training plays in opportunity recognition and eventually lead in businesses development. Opportunity recognition could be undertaken to rebrand the image of Africa as a partner in global trade, (Gbadamosi, 2011), given that in addition to other sectors of the African economy, tourism is one of the business opportunities that could enhance the continents image.

The findings of the survey with regard to innovations, indicates that majority of the respondents (68.3%, n=216) agreed with the statement that they create a working environment that allows employees be their own boss with a mean $M=3.91$, standard

deviation, $SD=0.851$. (63.9%, $n=202$) agreed with the statement that they develop a working environment that encourages employee to try new things with a mean of $M=3.96$, and standard deviation, $SD=0.928$. (63.3%, $n=200$) agreed with the statement that they encourage employees to take initiatives and responsibilities for their ideas and decisions, regardless of outcome, with a mean of $M=3.81$, and standard deviation, $SD=0.944$. (72.5%, $n=229$) agreed with the statement that they introduce new ways of production, marketing and management, with a mean of $M=3.99$, and standard deviation, $SD=0.956$ while (72.5%, $n=229$) agreed with the statement that they develop and introduce new products and services with a mean of $M=4.09$, and standard deviation, $SD=0.794$.

These findings show that innovations at various levels are important in place brand equity. This agrees with the study of the service branding process of the historic tourist attraction, the Norwegian Coastal Voyage, by (Skaalsvik & Olsen, 2014), who concluded that new ways of leadership in the organization brings new ways of conducting business. Such innovations enhance brands and keep competition at bay.

These findings are also consistent with the assertion by (O'Dwyer, Gilmore, A., & Carson, D., 2009), who noted that the ability of the entrepreneurs to continuously innovate in order to lead and react to the dynamic situations involving customers and competitors, enables enterprises to not only grow but also survive in the turbulent business world. Innovations within tourism enterprises are therefore important given the volatile nature of the environment in which the industry operates.

Innovations in ICT's have also assisted female entrepreneurs in venturing into new foreign markets without necessarily relying on traditional role assigned to networks, as the study by (Rosenbaum, 2017), found out when they investigated Female entrepreneurial networks and foreign market entry. That study noted that firms could gain entry into foreign markets without incurring unnecessary membership costs while enhancing work-life balance.

With regard to entrepreneur relationships, the findings of the survey indicate that majority of the respondents (63.9%, n=202) agreed with the statement that they develop and maintain favorable relationships with other investors with a mean of $M=3.96$, and standard deviation, $SD=0.927$. (58.8%, n=186) agreed with the statement that they develop relationships with key people who have access to financial resources, with a mean of $M=3.67$, and standard deviation, $SD=1.192$. (68.0%, n=215) agreed with the statement that they belong to regional and local partnerships and associations, with a mean of $M=3.90$, and standard deviation, $SD=0.956$. (77.2%, n=244) agreed with the statement that they care about the social community where my business operates, with a mean of $M=3.90$, and standard deviation, $SD=1.008$ while (81.6%, n=258) agreed with the statement that they are aware of institutions (Government and NGO) offering business support with a mean of $M=4.09$, and standard deviation, $SD=0.670$.

The findings from the study (66% n=215) show that entrepreneur relationships are very important. The study concurs with findings by (Gomez, Molina, & Esteban, 2013) when conducting study on factors that attract visitors to wineries. Their study recommended that creation of alliances between wine companies and tourism

enterprises would lead to the success of their own businesses. The findings are in line with the study by (Martinez & Aldrich, 2011) in their study on networking strategies for entrepreneurs, who noted that cohesive and diverse networks affect entrepreneurial activities such as profitability, survival and marketing. Even though they note that strengthened relations could provide entrepreneurs with scarce resources and customers; innovation; better organizational outcomes; information and marketing opportunities among other benefits, they argue that such ties should not stifle innovation or lead to missed opportunities.

The findings of the survey on defining core purpose produced the following results:- (72.5%, n=229) agreed with the statement that they articulate the vision and values of their business with a mean of $M=4.04$, and standard deviation, $SD=0.885$. (72.8%, n=230) agreed with the statement that they define organizational roles, responsibilities and policies with a mean of $M=4.05$, and standard deviation, $SD=0.877$. (90.5%, n=286) agreed with the statement that they inspire others to embrace the vision and values of their business, with a mean of $M=4.24$, and standard deviation, $SD=0.609$. (72.8%, n=230) agreed with the statement that they have a developed information management system, with a mean of $M=3.96$, and standard deviation, $SD=0.707$ while (77.3%, n=244) agreed with the statement that they formulate sets of actions in pursuit of opportunities, with a mean of $M=3.86$, and standard deviation, $SD=0.819$.

These findings insinuate that defining entrepreneurial orientations is a very important aspect in enhancing place brand equity. According to (Alam, *et al* 2015) personal values and internal motivation of individuals are crucial in not only defining but also consistently sticking to the vision and values of a tourism enterprise. In order to

define core purpose for an enterprise, these findings are consistent with that of (Siddiqui, 2016) who noted that passion plays a mediating role for entrepreneurial performance especially at the inception stage where the vision of the enterprise is articulated.

On harnessing critical organizational resources, the findings of the survey indicate that (59.2%, n=187) agreed with the statement that they recruit and train key employees, with a mean of $M=3.63$, and standard deviation, $SD=0.835$. (63.6%, n=201) agreed with the statement that they develop contingency plans to backfill key technical staff with a mean of $M=3.86$, and standard deviation, $SD=0.875$; (86.3%, n=273) agreed with the statement that they identify and build management teams with a mean of $M=4.14$, and standard deviation, $SD=0.629$; (90.5%, n=286) agreed that they perform financial analyses, with a mean of $M=4.18$, and standard deviation, $SD=0.580$ while (81.7%, n=258) agreed with the statement that they develop financial systems, with a mean of $M=3.95$, and standard deviation, $SD=0.887$.

These findings concur with findings by (Skaalsvik & Olsen, 2014), who noted that harnessing organizational resources, especially integrating members of staff in organizational processes may lead to employees' brand commitment and loyalty. Though this applied to an enterprise, the same applies to destinations.

With regard to managing risks and uncertainties, the findings of the survey shows that only (22.8%, n=72) agreed with the statement that they work productively under continuous stress, pressure, and conflict, with a mean of $M=3.05$, and standard deviation, $SD=0.923$. (55.1%, n=174) agreed with the statement that they tolerate

unexpected changes in business conditions with a mean of $M=3.60$, and standard deviation, $SD=0.982$. (50.0%, $n=158$) agreed with the statement that they manage negotiation processes to obtain outcomes favorable to our business with a mean of $M=3.51$, and standard deviation, $SD=0.941$. (73.4%, $n=232$) agreed with the statement that they determine what the business will look like through calculated risks with a mean of $M=3.92$, and standard deviation, $SD=0.898$. (68.4%, $n=216$) agreed with the statement that they react quickly to unexpected change and failure with a mean of $M=3.87$, and standard deviation, $SD=0.696$, while (64.2%, $n=203$) agreed with the statement that they maintain a positive outlook despite setbacks and negative feedback from others with a mean of $M=3.82$, and standard deviation, $SD=0.713$.

These findings insinuate that tourism entrepreneurs in the region engage in risk management in order to meet their objectives. Managing risks and uncertainties is a form of image reconstruction that stems from the analysis of the business environment. The study by (Torres I. , 2012), noted that regardless of the perception about a particular destination, image management from the residents standpoint is crucial in avoiding stigma and exclusion of certain destinations.

4.7.2 Role of Entrepreneurial Self-Efficacy on Place Brand Equity in WKTC

The third objective of the study sought to analyze the influence of entrepreneurial self-efficacy on place brand equity among tourism entrepreneurs in the Western Kenya Tourism circuit.

4.7.3 Pearson Correlation on Entrepreneurial Self-Efficacy and Place Brand Equity

The first analysis involved Pearson correlation coefficient analysis between entrepreneurial self-efficacy and place brand equity as presented in Table 4.16.

Table 4-16:- Pearson Correlation for Entrepreneurial Self-Efficacy on Place Brand Equity

		Correlations							
		recognition	innovation	relationships	purpose	Resources	risks	SESE	Brand Equity
recognition	Pearson Correlation	1	.769**	.546**	.615**	.668**	.130*	.763**	.556**
	Sig. (2-tailed)		.000	.000	.000	.000	.021	.000	.000
	N	316	316	316	316	316	316	316	316
innovation	Pearson Correlation	.769**	1	.777**	.719**	.729**	.376**	.912**	.653**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	316	316	316	316	316	316	316	316
relationships	Pearson Correlation	.546**	.777**	1	.699**	.536**	.481**	.857**	.668**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	316	316	316	316	316	316	316	316
purpose	Pearson Correlation	.615**	.719**	.699**	1	.632**	.431**	.850**	.588**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	316	316	316	316	316	316	316	316
resources	Pearson Correlation	.668**	.729**	.536**	.632**	1	.427**	.813**	.756**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	316	316	316	316	316	316	316	316
risks	Pearson Correlation	.130*	.376**	.481**	.431**	.427**	1	.605**	.612**
	Sig. (2-tailed)	.021	.000	.000	.000	.000		.000	.000
	N	316	316	316	316	316	316	316	316
SESE	Pearson Correlation	.763**	.912**	.857**	.850**	.813**	.605**	1	.796**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	316	316	316	316	316	316	316	316
Place Brand Equity	Pearson Correlation	.556**	.653**	.668**	.588**	.756**	.612**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	316	316	316	316	316	316	316	316
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

The results of the Pearson correlation coefficient analysis on Entrepreneurial self-efficacy (SESE) and place brand equity indicated a significant and positive relationship between the two variables [$r=0.796$, $p=0.000$]. Entrepreneurial self-efficacy significantly correlates with place brand equity in the Western Kenya

Tourism Circuit. The correlation analysis showed that entrepreneurial self-efficacy positively influenced place brand equity in the Western Kenya Tourism Circuit.

The results $r=0.796$, $n=316$, $p<000$ imply that as entrepreneurial self-efficacy increases, so does place brand equity in the region. The correlation coefficient $r=0.796$ when squared shows 0.634 shared variance of entrepreneurial self-efficacy on place brand equity in the Western Kenya Tourism Circuit. This means that entrepreneurial self-efficacy explained 63.4% of the variance in scores on place brand equity in the Western Kenya Tourism Circuit.

4.7.4 Multiple Regression Analysis on Entrepreneurial Self-Efficacy and Place Brand Equity

Multiple Regression analysis was undertaken to test the level of significance and determine the influence of entrepreneurial self-efficacy on place brand equity. The results of the model summary are presented in Table 4.17.

Table 4-17:- Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.858 ^a	.736	.730	2.47273	.736	143.231	6	309	.000	2.100
a. Predictors: (Constant), risks, recognition, relationships, resources, purpose, innovation										
b. Dependent Variable: Place Brand Equity										

The first table to consider in multiple regression analysis was the model summary table above (Table 4.18). The R value which denotes simple correlation was found to be 0.858 which indicated a high degree of correlation between the dependent variable (brand equity) and the group of independent variables. The adjusted R^2 (square) value

was 0.730. The adjusted R^2 value indicated how much of the total variation in the dependent variable (brand equity) was explained by the independent variables (entrepreneurial self-efficacy). In this case, 73% of the variation in place brand equity can be explained by the entrepreneurial self-efficacy in the Western Kenya Tourist Circuit, which was quite significant.

The next table to consider was the ANOVA table (Table 4-18). The ANOVA table normally reports how well the regression equation fits the data (i.e. predicts the dependent variable). From the Table 4.19, it was noted that the regression model predicted the dependent variable significantly well, with $p=0.000 = p < 0.05$. This result indicates the statistical significance of the regression model that was run. The low P value therefore means that the results can be generalized to the population from which the sample was drawn. Overall, the regression model statistically and significantly predicts the outcome variable (i.e. it is a good fit for the data).

Table 4-18:- ANOVA Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5254.617	6	875.769	143.231	.000 ^b
	Residual	1889.342	309	6.114		
	Total	7143.959	315			
a. Dependent Variable: Place Brand Equity						
b. Predictors: (Constant), risks, recognition, relationships, resources, purpose, innovation						

The third table to consider in multiple regression analysis was the coefficients table. The predictors (harnessing critical resources; entrepreneur relationships; managing risks and uncertainties; opportunity recognition; innovation and core purpose) of place brand equity were included in the model. The regression analysis coefficient results are provided in Table 4.19 below, where entrepreneurial self-efficacy predictors of harnessing critical resources, $P=0.000$; entrepreneur relationships, $P=0.000$; managing

risks and uncertainties, $P=0.000$; opportunity recognition, $P=0.000$; innovation, $P=0.010$ and core purpose, $P=0.045$ at 95% confidence interval, had a statistically significant relationship with place brand equity. The estimated contribution of the individual predictors, beta (b) values to the model were also determined.

Table 4-19:- Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.690	1.421		8.931	.000
	recognition	.282	.079	.183	3.581	.000
	innovation	.226	.087	.174	2.606	.010
	relationships	.446	.066	.352	6.733	.000
	purpose	.144	.072	.095	2.010	.045
	resources	.888	.085	.498	10.388	.000
	risks	.422	.050	.313	8.397	.000

a. Dependent Variable: Place Brand Equity

The model outcome was determined as follows;-

Place Brand Equity = $f \beta +$ Entrepreneurial Self-Efficacy (β_1 resources + β_2 relationships + β_3 risks + B_4 recognition + B_5 innovation + B_6 Purpose)

Therefore:-

Place brand equity= 12.690+ 0.888 (resources) +0.446 (relationships) + 0.422 (risks) + 0.282 (recognition) + 0.226 (innovation) + 0.144 (purpose)

From the Regression analysis, it can be noted that since the beta values were positive, there was a significant positive relationship between the predictors of entrepreneurial self-efficacy (harnessing organizational resources contributes the most $b=0.888$ to brand equity in the Western Kenya Tourist Circuit followed by entrepreneur relationships $b=0.446$; managing risks and uncertainties $b=0.422$; opportunity recognition $b=0.282$; innovation $b=0.226$; defining core purpose $b=0.144$; and purpose $b=0.144$) and the outcome, place brand equity . The results indicate that

defining core purpose $b=0.144$ contributed the least to brand equity. From the results, p -values were not >0.05 indicating that all the independent variables contributed statistically significantly to the model. The beta β -values indicate that a unit increase in entrepreneurial self-efficacy will lead to an increase in place brand equity if the other predictors remain constant.

The standardized β -values of the level of importance of the predictors indicate that Entrepreneurial Self-efficacy were as follows:- harnessing organizational resources $b=0.498$; entrepreneur relationships $b=0.352$; managing risks and uncertainties $b=0.313$; opportunity recognition $b=0.183$; innovation $b=0.174$; and defining core purpose $b=0.095$.

The extent to which the coefficients differed significantly from zero using an alpha of 0.05 was indicated by the standard error. The coefficient of entrepreneurial self-efficacy was significantly different from zero as follows:-

- The coefficient of harnessing organizational resources of $b=0.498$ was significantly different from zero because the p -values = 0.000 was less than that of $p \leq 0.05$.
- The coefficient of entrepreneur relationships $b=0.352$ was significantly different from zero because the p -values = 0.000 was less than that of $p \leq 0.05$.
- The coefficient of managing risks and uncertainties $b=0.313$ was significantly different from zero because the p -values = 0.000 was less than that of $p \leq 0.05$.
- The coefficient of opportunity recognition $b=0.183$ was significantly different from zero because the p -values = 0.000 was less than that of $p \leq 0.05$.

- The coefficient of innovation of 0.174 was significantly different from zero because the p-values = 0.010 was less than that of $p \leq 0.05$.
- The coefficient of defining core purpose $b=0.095$ was significantly different from zero because the p-values = 0.045 was less than that of $p \leq 0.05$.

The study further sought to test the relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit through research hypotheses. The third null hypothesis [H_{03}] and alternative hypothesis [H_{a3}] were stated as follows:-

4.7.5 Test of Hypothesis

H_{03} :- $\beta_3 = 0$ (There is no significant relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit).

H_{a3} :- $\beta_3 \neq 0$ (There is a significant relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit).

In this regard, the t-statistic and p-value for entrepreneurial self-efficacy was $t=4.854$, $p\text{-value}=0.000$; Since the entrepreneurial self-efficacy predictors p-values were less than $p \leq 0.05$, on this basis therefore, the null hypothesis was rejected and the alternative accepted. This indicates that entrepreneurial self-efficacy has significant influence on place brand equity in the Western Kenya Tourist Circuit.

With regard to the influence of entrepreneurial self-efficacy on place brand equity in the Western Kenya Tourism Circuit, these findings confirm the fact that entrepreneurs play a central position in the market economy. For it is the entrepreneurs who serve as

a spark plug in an economy's engine, activating and stimulating all economic activities. The economic success of a tourism destination is as a result of encouraging and rewarding entrepreneurial instinct. The findings are consistent with those of (Herath & Mahmood , 2013), who in their exploratory study among entrepreneurs in the hotel and restaurant industry in Sri-Lanka found that they were highly efficacious despite the constraints they faced. It also presents an opportunity for the respondents in this study area to improve their performance through the various ESE dimensions for their own business and also in enhancing the place brand.

The findings are also in line with those of (Bahrami, 2015) whose study on evaluating ESE and its dimensions in higher education, noted the importance of analyzing ESE dimensions. Such analysis gives entrepreneurs a base to identify, measure, manage and value their entrepreneurial assets.

The Entrepreneurial Self-Efficacy Model, (De Noble, Jung, & Ehrlich, 1999); (Go, Lemmetyinen, & Hakala, 2015), notes that entrepreneurs intentions and actions based on their beliefs to perform on the various skill requirements necessary run their business is crucial for tourism development. Through the Place Identity theory, (Ringbeck & Pietsch, T., 2013), the emotional sense of relatedness to place and the harnessing of resources in these places through tourism entrepreneurship is important in branding tourism destinations. This study highlights the importance of ESE to place brand equity in Western Kenya Tourism Circuit. This shows that measures to enhance ESE among tourism entrepreneurs will impact positively on the performance of enterprises, (Hallak, Assaker, & O'Connor, 2014), which in turn would enhance the destinations brand equity.

With regard to innovations, these findings are in line with the study by (Hsin, 2015), who noted that airlines innovative brand experiences contributed positively to brand equity and satisfaction among airline customers. Strong relationships between brands and their customers are based on the brands unique functional and emotional elements, which tourism entrepreneurs should endeavor to develop based on the firms capabilities and taking advantage of the destination attributes.

4.7.6 Content Analysis on Entrepreneurial Self-Efficacy

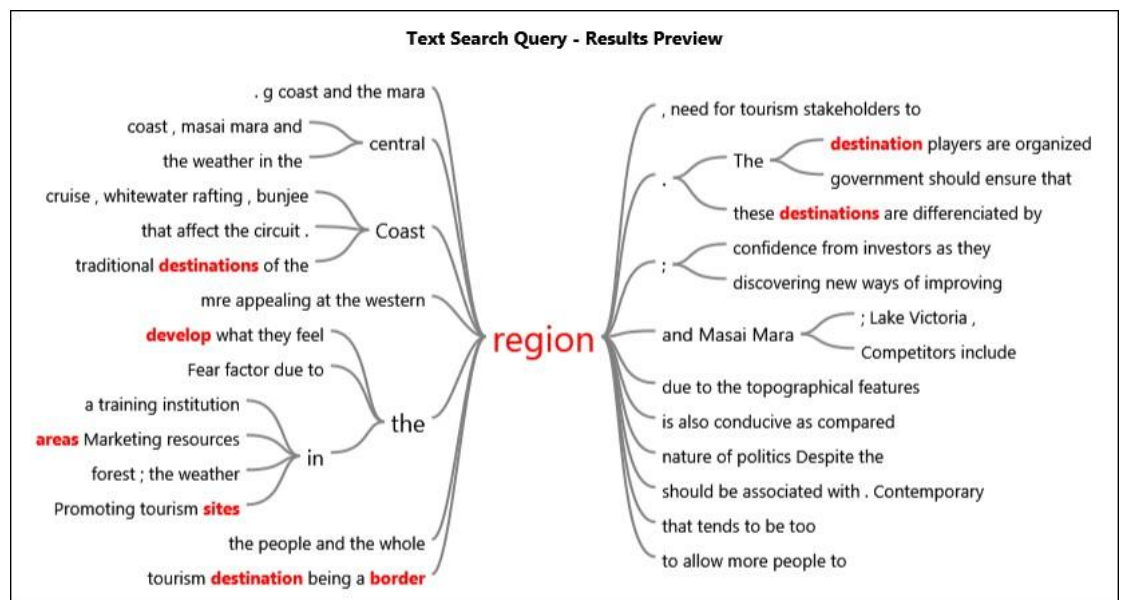
Aspects involving entrepreneurial self-efficacy among tourism entrepreneurs in the WKTC were expressed through interviews with tourism professionals with regard to the destinations competitors and features that differentiate it from the others. Factors that affect how tourism entrepreneurship can be enhanced in the WKTC were also sought. The outcome of the query was in form of:- Word Cloud (Appendix 6.23), text word frequency count percentage (Appendix 6.24), and Word Tree, that highlights themes from the interviews. These perspectives are summarized below:-

Table 4-20:- Text Search Query Frequency Summary for Entrepreneurial Self-Efficacy

WKTC Competitors				Factors enhancing Tourism Entrepreneurship			
Word	Length	Count	Weighted Percentage (%)	Word	Length	Count	Weighted Percentage (%)
region	6	13	5.38	Business	8	54	6.82
mara	4	9	4.33	Change	6	79	3.90
water	5	12	4.25	organization	12	49	3.02
formations	10	10	4.18	Activities	10	51	2.70
destinations	12	9	3.85	government	10	25	2.20
organizations	13	13	3.65	Funds	5	25	2.08
circuit	7	7	3.37	Support	7	30	2.01
features	8	6	2.88	region	6	22	1.66
masai	5	5	2.40	local	5	8	1.64
competitors	11	5	2.16	charge	6	35	1.61

With regard to the Western Kenya Tourism Circuit destination competitors and features differentiates this circuit from its competitors, the interviewee text word query (Table 4.20) and Word Tree analysis (Box 4.3), shows that WKTC faces competition from the other lakes especially in the Rift Valley, tropical rain forests of Aberdares and Mt. Kenya, geographical formations as well as cultural experiences from other circuits. The differentiator is Lake Victoria because of its size hence more water based sports and activities can be carried out there.

Box 4-3:- Word Tree for WKTC Competitors



The other regions that pose competition as per interviewee's comments were, the Naivasha, coast, Masai Mara and central region. these destinations are differentiated by the fact that the coast is over used while the beaches in the western circuit are not: the parks in the WKTC are premium with unique wildlife and under-utilized as opposed to Masai Mara: adventure tourism would be more appealing at the WKTC due to the topographical features and the presence of Kakamega forest; the weather in the region is also conducive as compared to the weather in the central region that

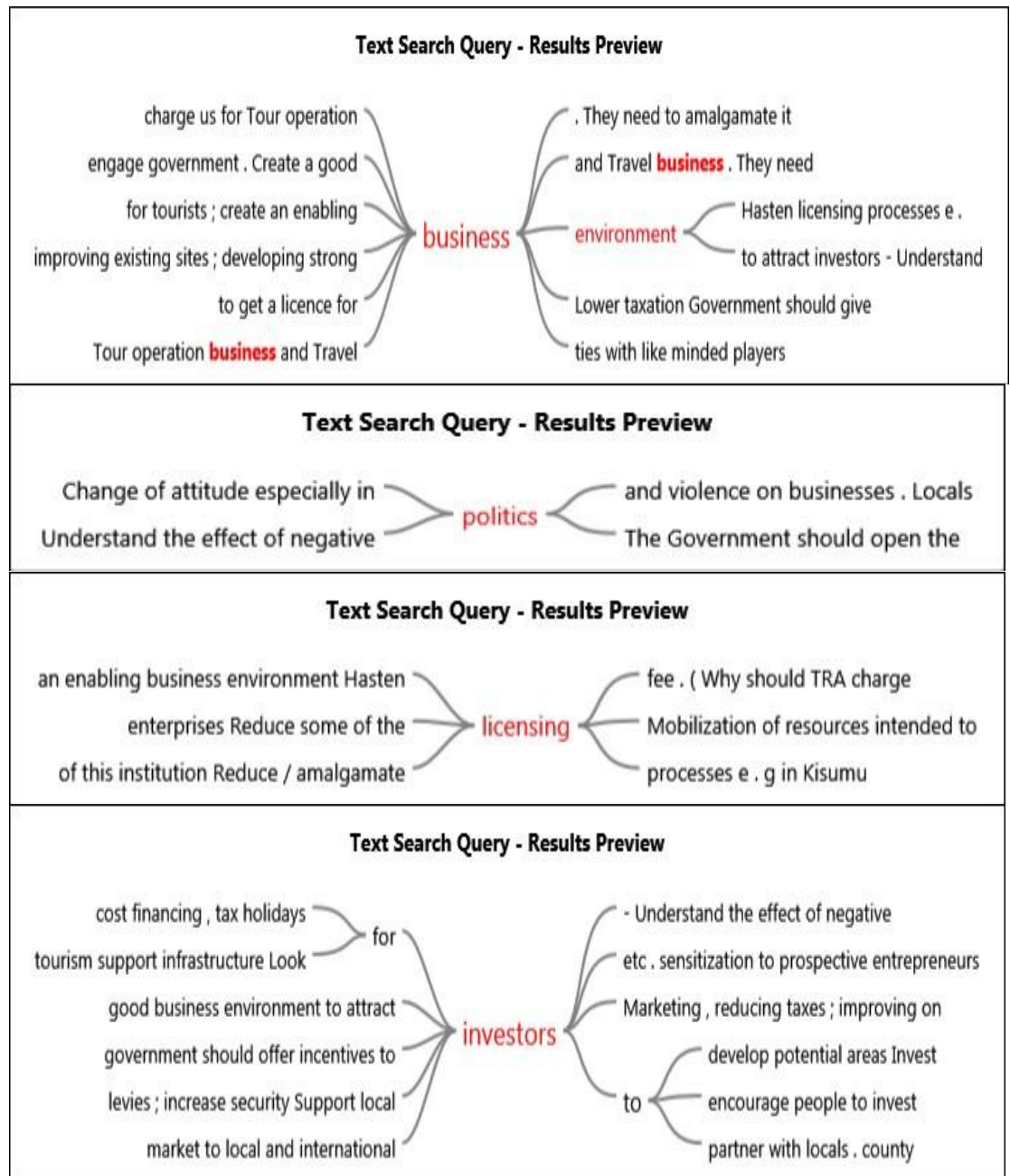
tends to be too cold at certain times of the year. Cultural diversity in the WKTC was also seen as a plus.

In addition, other towns bordering Lake Victoria, such as Mwanza in Tanzania; Jinja and Kampala in Uganda were seen as key competitors; Features that give the competitors leverage are natural attractions like wildlife; quality bed capacities e.g Naivasha, professional service; marketing emphasis on certain destinations such as Maasai Mara; features in other destinations such as better outdoor activities with adventurous activities such as cruise, whitewater rafting, bungee jumping pose competition to WKTC.

The level of organization among stakeholders was also found to be important. Interviewees stated that destination players in the Coast region are organized in various bodies and work as a team for the interests of their destination. They are passionate about tourism and know the benefits, as the main source of income for many households. Through the various lobby organizations i.e. Associations e.g. Kenya Coast Tourism Association (KCTA) they are able to lobby government on various issues that affect the circuit. The WKTC should emulate this as well.

On initiatives that should be considered in enhancing tourism entrepreneurship in the WKTC, the Word Tree analysis (Box 4.4), presents some of the interviewee comments, who noted the need to develop boutique hotels, resorts and volunteer Centres, in addition to water sports and adventure activities that will contribute to enhancing the businesses in the circuit.

Box 4-4:- Word Tree for Factors to Enhance Tourism Entrepreneurship



Interviewees also noted that funding is a major issue to many that would want to get into the sector. It was suggested that credit should be made more affordable and available to interested investors. Marketing with a view to opening up of the various attraction sites to give a wide selection of investment opportunities was also mooted. Government incentives such as low cost financing, tax holidays for investors and

sensitization to prospective entrepreneurs, were also noted as factors that would encourage entrepreneurial self-efficacy in the tourism sector in WKTC.

Develop new tourism products and market them to local and international investors to partner with locals was also voiced. Other interviewees noted the need to develop iHubs for tourism. Capacity building, exposure and training was also found to be important in enhancing tourism entrepreneurship. The respondents also reflected on need for better quality training, encourage tourism advocacy and enhance home stays and community based tourism enterprises. With regard to taxation, respondents noted the need to reduce some of the licensing fee, with County Government department of Tourism being encouraged to adopt laws that will attract tourism investments and improve infrastructure.

There was also concern for change of attitude especially in politics in order to attract and retain tourism investors. It was noted that many residents do not understand the effect of negative politics and violence on tourism businesses. With regard to accessibility, respondents noted the need for government to open the air space to enable low cost carriers and chartered flights to land in Kisumu. The need for strong industry associations that are linked to a regional association was deemed critical in order to engage government in order to create a conducive environment for tourism business.

4.8 Results for Objective Four – Evaluating the moderating influence of industry context on the relationship between entrepreneurial self-efficacy and place brand equity tourism enterprises in the WKTC

4.8.1 Descriptive Statistics for Industry Context

The descriptive analysis for industry context statements and their influence on place brand equity in the Western Kenya Tourism Circuit were based on their levels of importance on the 5-Point Likert Scale. The descriptive statistics are highlighted on Table 4.21.

With regard to industry context factors on Political/Legal Environment, the findings of the survey further indicates that (36.4%, n=115) of the respondents agreed with the statement that the Tourism policies (At national and County level) are favourable with a mean of $M=3.45$, and standard deviation, $SD=1.039$. (54.7%, n=173) of the respondents agreed with the statement that the Legal framework protects businesses and consumers with a mean of $M=3.68$, and standard deviation, $SD=0.817$; (72.8%, n=230) of the respondents agreed with the statement that the New regulations are affecting their firms negatively with a mean of $M=3.86$, and standard deviation, $SD=0.871$. (59.2%, n=187) of the respondents agreed with the statement that the Environmental Protection Laws and demand for green destinations has affected their firms with a mean of $M=3.72$, and standard deviation, $SD=0.971$. (77.5%, n=245) of the respondents agreed with the statement that there is necessity for increased leadership in tourism policy and strategic planning at National and County levels with a mean of $M=4.28$, and standard deviation, $SD=0.807$.

These findings show that the need for increased tourism leadership at both levels of government is necessary in this region. One of the key pillars of Vision 2030 is to ensure that there is a conducive political and legal framework in order to spur economic development and social cohesion within the country, (GOK, 2007).

The findings of the survey with regard to the technological environment implies that (68.4%, n=216) of the respondents agreed with the statement that they had incorporated new hardware in their firms with a mean of $M=3.69$, and standard deviation, $SD=1.020$. (72.5%, n=229) had incorporated new software in their firm with a mean of $M=3.73$, and standard deviation, $SD=0.970$. (58.9%, n=186) indicated that they had incorporated new technological applications in their firms to take advantage of opportunities and ward off threats with a mean of $M=3.68$, and standard deviation, $SD=0.980$. (59.5%, n=188) noted that advanced technology has enabled them to develop new products and services with a mean of $M=3.59$, and standard deviation, $SD=0.895$; while (63.6%, n=316) showed that technology had enabled them transform the marketing mix with a mean of $M=3.73$, and standard deviation, $SD=1.021$.

Table 4-21:- Descriptive Statistics for Industry Context

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation	Remarks
	Freq. %	Freq. %	Freq. %	Freq. %	Freq. %			
Political/Legal Environment								
Tourism policies at national and county level are favorable	15(4.7)	14(4.4)	172(54.4)	43(13.6)	72(22.8)	3.45	1.039	Neutral
legal framework protects businesses and customers	0(0)	14(4.4)	129(40.8)	116(36.7)	57(18)	3.68	.817	Neutral
new regulations are affecting my firm negatively	0(0)	29(9.2)	57(18)	158(50)	72(22.8)	3.86	.871	Agree
Environmental protection laws and demand for green destinations has affected my firm	0(0)	15(4.7)	114(36.1)	115(36.4)	72(22.8)	3.72	.971	Agree
there is necessity for increased leadership in tourism policy and strategic planning at national and county levels	0(0)	0(0)	71(22.5)	87(27.5)	158(50)	4.28	.807	Strongly Agree
Technological Environment								
We have incorporate new hardware in our firm	14(4.4)	29(9.2)	57(18)	157(49.7)	59(18.7)	3.69	1.020	Agree
we have incorporated new software in our firm	0(0)	58(18.4)	29(9.2)	170(53.8)	59(18.7)	3.73	.970	Agree
we have incorporated new technological applications in our firm to take advantage of opportunities and ward off threats	0(0)	44(13.9)	86(27.2)	113(35.8)	73(23.1)	3.68	.980	Agree
advanced technology has enabled us to develop new products and services	0(0)	44(13.9)	84(26.6)	144(45.6)	44(13.9)	3.59	.895	Agree
technology has enabled us transform the marketing mix	15(4.7)	14(4.4)	86(27.2)	127(40.2)	74(23.4)	3.73	1.021	Agree
General Environment								
safety and security is guaranteed	0(0)	30(9.5)	98(31)	59(18.7)	129(40.8)	3.91	1.046	Strongly Agree
the future can be adequately predicted	0(0)	15(4.7)	143(45.3)	29(9.2)	129(40.8)	3.86	1.017	Strongly Agree
our firm can manage rate change related to factors in the external environment	15(4.7)	15(4.7)	85(26.9)	114(36.1)	87(27.5)	3.77	1.054	Agree
scope of business growth is limited	15(4.7)	0(0)	128(40.5)	86(27.2)	87(27.5)	3.73	1.018	Neutral
our firm can operate through varying degree of change in the environment	0(0)	15(4.7)	99(31.3)	144(45.6)	58(18.4)	3.78	.799	Agree
enterprises operate in a favourable environment	0(0)	15(4.7)	113(35.8)	130(41.1)	58(18.4)	3.73	.813	Agree
Socio-Cultural Environment								
residents values and attitudes affect our business	0(0)	14(4.4)	87(27.5)	100(31.6)	115(36.4)	3.96	1.019	Strongly Agree
our business has adapted to changing trends	0(0)	43(13.6)	71(22.5)	101(32)	101(32)	3.82	1.030	Strongly Agree
we have mainstreamed gender aspects in our business	0(0)	15(4.7)	72(22.8)	114(36.1)	115(36.4)	4.04	.885	Strongly Agree
population trends have influenced our business	0(0)	15(4.7)	56(17.7)	158(50)	87(27.5)	3.96	.938	Agree
work-life balance has affected our business	15(4.7)	0(0)	85(26.9)	143(45.3)	73(23.1)	3.82	.947	Agree
Economic Environment								
inflation influences our business	0(0)	0(0)	86(27.2)	101(32)	129(40.8)	4.14	.815	Strongly Agree
unstable prices influence our business	15(4.7)	14(4.4)	101(32)	114(36.1)	72(22.8)	3.68	1.025	Agree
taxation is high	15(4.7)	0(0)	28(8.9)	202(63.9)	71(22.5)	3.99	.862	Agree
consumer confidence is high	0(0)	43(13.6)	57(18)	116(36.7)	100(31.6)	3.86	1.013	Agree
we know our competitors	15(4.7)	0(0)	14(4.4)	116(36.7)	171(54.1)	4.35	.943	Strongly Agree
Valid N Listwise (n=316)								

These findings show that there is uptake technology especially ICTs in tourism enterprise operations in the region influence place brand equity. These findings are in line with the Economic Survey 2017 report that stated that the fundamental role of ICT's as an innovative economic sector and as a catalyst for other sectors cannot be overemphasized, (GOK, 2017).

The findings of the survey with regard to the technological environment implies that (68.4%, n=216) of the respondents agreed with the statement that they had incorporated new hardware in their firms with a mean of $M=3.69$, and standard deviation, $SD=1.020$. (72.5%, n=229) had incorporated new software in their firm with a mean of $M=3.73$, and standard deviation, $SD=0.970$. (58.9%, n=186) indicated that they had incorporated new technological applications in their firms to take advantage of opportunities and ward off threats with a mean of $M=3.68$, and standard deviation, $SD=0.980$. (59.5%, n=188) noted that advanced technology has enabled them to develop new products and services with a mean of $M=3.59$, and standard deviation, $SD=0.895$; while (63.6%, n=316) showed that technology had enabled them transform the marketing mix with a mean of $M=3.73$, and standard deviation, $SD=1.021$.

These findings show that there is uptake technology especially ICTs in tourism enterprise operations in the region influence place brand equity. These findings are in line with the Economic Survey 2017 report that stated that the fundamental role of ICT's as an innovative economic sector and as a catalyst for other sectors cannot be overemphasized, (GOK, 2017).

The findings of the survey with regard to the general environment demonstrated that (59.5%, n=188) of the respondents agreed with the statement that the Safety and security is guaranteed with a mean of $M=3.91$, and standard deviation, $SD=1.046$. (50%, n=158) agreed that the future can be accurately predicted with a mean of $M=3.86$, standard deviation, $SD=1.017$. (63.6%, n=201) felt that their firms can manage rate of change related to factors in the external environment with a mean of $M=3.77$, and standard deviation, $SD=1.054$. (54.7%, n=173) noted that the scope of business growth is limited with a mean of $M=3.73$, and standard deviation, $SD=1.018$; (64%, n=202) admitted that their firm can operate through varying degrees of change in the environment with a mean of $M=3.78$, standard deviation, $SD=0.799$ while (59.5%, n=188) indicated that enterprises operate in a favorable environment with a mean of $M=3.73$, and standard deviation, $SD=0.813$.

The general environment of a destination shapes the destinations brand equity. The study by (Abodeeb, Wilson, & Moyle, 2015), found that destination image which is a reflection of the general environment can be shaped, created and crafted, from an induced-source, supply-side perspective. Tourism entrepreneurs' appreciation of the general environment tends to build a strong destination image while striving to reduce the negative destination image that may influence potential visitors.

The findings of the survey with regard to the socio-cultural environment indicate that (77.5%, n=255) agreed with the statement that population trends have influenced their business with a mean of $M=3.96$, and standard deviation, $SD=0.938$; (72.5%, n=229) agreed with the statement that they have mainstreamed genders aspects in their business with a mean of $M=4.04$, and standard deviation, $SD=0.885$; (68.0%, n=215)

noted that residents' values and attitudes affect their business with a mean of $M=3.96$, and standard deviation, $SD=1.019$; (64.0%, $n=202$) stated that their business has adapted to changing trends with a mean of $M=3.82$, and standard deviation, $SD=1.030$ while (68.4%, $n=216$) agreed that work-life balance has affected their business with a mean of $M=3.82$, and standard deviation, $SD=0.947$.

These findings on socio-cultural environment are in line with those of (Manthiou, Kang , & Schrier, 2014), who noted that product offerings of the community that reflect the local culture attract visitors to various destinations, especially those running cultural festivals and events.

With regard to the economic environment, the findings of the survey show that majority of the respondents (72.8%, $n=230$) noted that inflation influenced their business with a mean of $M=4.14$, and standard deviation, $SD=0.815$; (58.9%, $n=186$), indicated that unstable prices influenced their business with a mean of $M=3.68$, and standard deviation, $SD=1.025$; (86.4%, $n=273$) stated that taxation is high with a mean of $M=3.99$, and standard deviation, $SD=0.862$; (31.6%, $n=216$) noted that consumer confidence was high with a mean of $M=3.86$, with standard deviation, $SD=1.013$ while (90.8%, $n=287$) agreed that they knew their competitors, with a mean of $M=4.35$, and standard deviation, $SD=0.943$.

Economic growth is influenced by both domestic factors and external factors. These factors have an influence on tourism enterprises within destination. These finding concur with projections in the economic survey report of 2017 that noted rise in oil prices, deceleration of credit growth, stable exchange rate, development of

infrastructure and public and private final consumption as key factors that are likely to influence economic activities, (GOK, 2017). Knowledge of these happenings by tourism entrepreneurs is likely to influence their measures to improve their business, ward off competition and enhance their competitiveness. It is also noted that taxation and inflation is affecting the tourism business which call for favourable economic policies in order to increase consumer confidence in the region.

4.8.2 Role of Industry Context on the Relationship between Entrepreneurial Self-Efficacy and Place Brand Equity

The fourth objective sought to investigate the role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity.

4.8.3 Pearson Correlation on Industry Context and Place Brand Equity

The first analysis was Pearson correlation coefficient analysis between industry context and place brand equity is presented in Table 4.22 below. The Pearson correlation analysis revealed that industry context positively correlated with place brand equity in the Western Kenya Tourism Circuit. The results $r=0.672$, $n=316$, $p<000$ imply that as industry context perceptions increases, so does place brand equity in the region. The correlation coefficient $r=0.672$ when squared shows 0.452 shared variance of industry context on place brand equity in the Western Kenya Tourism Circuit. This means that industry context explained 45.2% of the variance in scores on place brand equity in the Western Kenya Tourism Circuit.

Table 4-22:- Pearson Correlation for Industry Context

		Correlations						
		Political/Legal	Technological	General Environment	Socio Cultural	Economic	Industry Context	Place Brand Equity
Political/Legal	Pearson Correlation	1	.141*	.530**	.239**	.429**	.578**	.477**
	Sig. (2-tailed)		.012	.000	.000	.000	.000	.000
	N	316	316	316	316	316	316	316
Technological	Pearson Correlation	.141*	1	.533**	.421**	.526**	.695**	.322**
	Sig. (2-tailed)	.012		.000	.000	.000	.000	.000
	N	316	316	316	316	316	316	316
General Environment	Pearson Correlation	.530**	.533**	1	.633**	.760**	.910**	.761**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	316	316	316	316	316	316	316
Socio Cultural	Pearson Correlation	.239**	.421**	.633**	1	.736**	.785**	.453**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	316	316	316	316	316	316	316
Economic	Pearson Correlation	.429**	.526**	.760**	.736**	1	.887**	.550**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	316	316	316	316	316	316	316
Industry Context	Pearson Correlation	.578**	.695**	.910**	.785**	.887**	1	.672**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	316	316	316	316	316	316	316
Place Brand Equity	Pearson Correlation	.477**	.322**	.761**	.453**	.550**	.672**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	316	316	316	316	316	316	316
*. Correlation is significant at the 0.05 level (2-tailed).								
**. Correlation is significant at the 0.01 level (2-tailed).								

In order to test the role of industry context on the relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit, the study used Moderated Multiple Regression (MMR). The variables were first transformed to generate composite scores. The independent variables (Entrepreneurial self-efficacy and industry context) were then centered as per the requirements of moderated multiple regression and then used to run the tests.

4.8.4 Moderated Multiple Regression (MMR) Analysis on the Relationship between Entrepreneurial Self-Efficacy and Place Brand Equity

The first table to consider in multiple regression analysis was the model summary table above (Table 4-23). The R value which denotes simple correlation was found to be 0.811 which indicates a high degree of correlation between entrepreneurial self-efficacy, industry context and place brand equity. The R^2 (square) value was 65.8%. The R^2 value implies that 65.8% of place brand equity can be explained by efficacy and through the moderating effect of the industry context, which was quite significant.

Table 4-23:- Model Summary for Moderated Multiple Regression Analysis on the Role of Industry Context on the Relationship between Industry Context and Place Brand Equity

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.811 ^a	.658	.655	2.79863	.658	200.037	3	312	.000
a. Predictors: (Constant), efficacy context centered, efficacy centered, context centered									
b. Dependent Variable: brand equity									

The next table to consider was the ANOVA table (Table 4-26). The ANOVA table normally reports how well the regression equation fits the data (i.e. predicts the dependent variable). From the Table 4-24, it was noted that the regression model predicted the dependent variable significantly well, with the “sig” =0.000 which was less than 0.05. This result indicates the statistical significance of the regression model that was run. The low P value therefore means that the results can be generalized to the population from which the sample was drawn. Overall, the regression model statistically and significantly predicts the outcome variable (i.e.it is a good fit for the data).

Table 4-24:- ANOVA Statistics on Regression Equation Fit Between Entrepreneurial Self-Efficacy, Industry Context and Brand Equity

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4700.272	3	1566.757	200.037	.000 ^b
	Residual	2443.687	312	7.832		
	Total	7143.959	315			
a. Dependent Variable: brand equity						
b. Predictors: (Constant), efficacy context centered, efficacy centered, context centered						

The third table to consider in moderated multiple regression analysis was the coefficients table. The coefficients table provides necessary information to predict brand equity from entrepreneurial self-efficacy and industry context. The table also provides information to determine whether entrepreneurial self-efficacy and industry context variables statistically and significantly contributed to the model. From this equation it can be concluded that entrepreneurial self-efficacy has a statistically significant effect on place brand equity ($P=0.000$); industry context by itself does not have a statistically significant effect on place brand equity ($P=0.124$); and industry context has a statistically significant moderating effect on entrepreneurial efficacy and place brand equity ($P=0.000$). The regression analysis coefficient results are provided in Table 4-25 below:-

Table 4-25:- Moderated Multiple Regression Analysis Coefficients Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	21.563				
	Efficacy centered	.282	.029	.941	9.732	.000	.225	.340
	Context centered	.037	.024	.150	1.543	.124	.085	.010
	Efficacy context centered	.002	.000	.135	3.954	.000	.001	.003
a. Dependent Variable: brand equity								

Entrepreneurial Self-Efficacy-Industry Context centered ($\beta_2 = 0.002$):- This value indicates that a unit increase in industry context effect of entrepreneurial self-efficacy will lead to an increase in place brand equity if the other predictors remain constant.

The standardized β -values of the level of importance of the predictors indicate that Entrepreneurial Self-Efficacy-Industry Context centered $\beta=0.135$.

The extent to which the coefficients differed significantly from zero using an alpha of 0.05 was indicated by the standard error. The coefficient of Entrepreneurial Self-Efficacy-Industry Context centered $\beta=0.135$ was significantly different from zero because the p-value = $p=0.000 \leq 0.05$.

4.8.5 Test of Hypothesis

The study further sought to test the role of industry context on the relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit through research hypothesis. The fifth null hypothesis [H_{o5}] and alternative hypothesis [H_{a5}] were stated as follows:-

H_{o5} :- $\beta_5 = 0$ (Industry context has no significant moderating effect on the relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit).

H_{a5} :- $\beta_5 \neq 0$ (Industry context has a significant moderating effect on the relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit).

In this regard, the t-statistic and p-value for industry context/efficacy centred indicated $t=2.766$, $p\text{-value}=0.006\leq 0.05$, on this basis therefore, the null hypothesis was rejected and the alternative accepted. This indicates that industry context has a significant moderating effect on the relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourist Circuit.

On the moderating effect of industry context, on the relationship between entrepreneurial self-efficacy and place brand equity, the theory of Competitive Identity, (UNWTO; ETC, 2009), assumes that heightened collaboration between the various points of the hexagon, will improve the destinations brand. The place Identity Theory, Proshansky *et al.*, (1983) in (Hauge, 2007) cements this interaction, given that emotional attachment to place leads to commitment even when brand equity changes. The enhanced interaction leads to resolving issues within the industry context that would lead to enhanced tourism entrepreneurship and place brand equity.

The findings are in tandem with (Gartner, 2014), who noted that brand equity fluctuates due to forces, both economic and social factors that change things over time. These findings confirm that entrepreneurship and brand development cannot be achieved without an appreciation of the environment in which this interplay takes place. The findings are also consistent with those of (Fisher, Maritz, & Lobo, 2014), who in their study on measures of entrepreneurial success, noted that entrepreneurs perceive entrepreneurial success as the presence of both personal and macro level variables. These variables are embedded in the context in which the entrepreneur and the enterprise are found. The significance of industry context and as a moderator of the relationship between entrepreneurial self-efficacy and place brand equity in the

region denotes that entrepreneurial success is a multidimensional construct best captured by more than financial and economic indicators. The interviewee statements indicate that destinations cannot work in isolation but create synergies based on their comparative advantage.

4.8.6 Content Analysis on Industry Context

The study further sought tourism professionals' industry context opinions on attributes that makes the WKTC a desirable destination. The NVivo 12 summary for WKTC desirability and its perceived attributes are highlighted in Word Cloud (Appendix 6.25), text search query frequency (Appendix 6.26), and Word Tree analysis. The analysis revealed that aspects related to water, general area, products, communities and activities featured prominently in the responses.

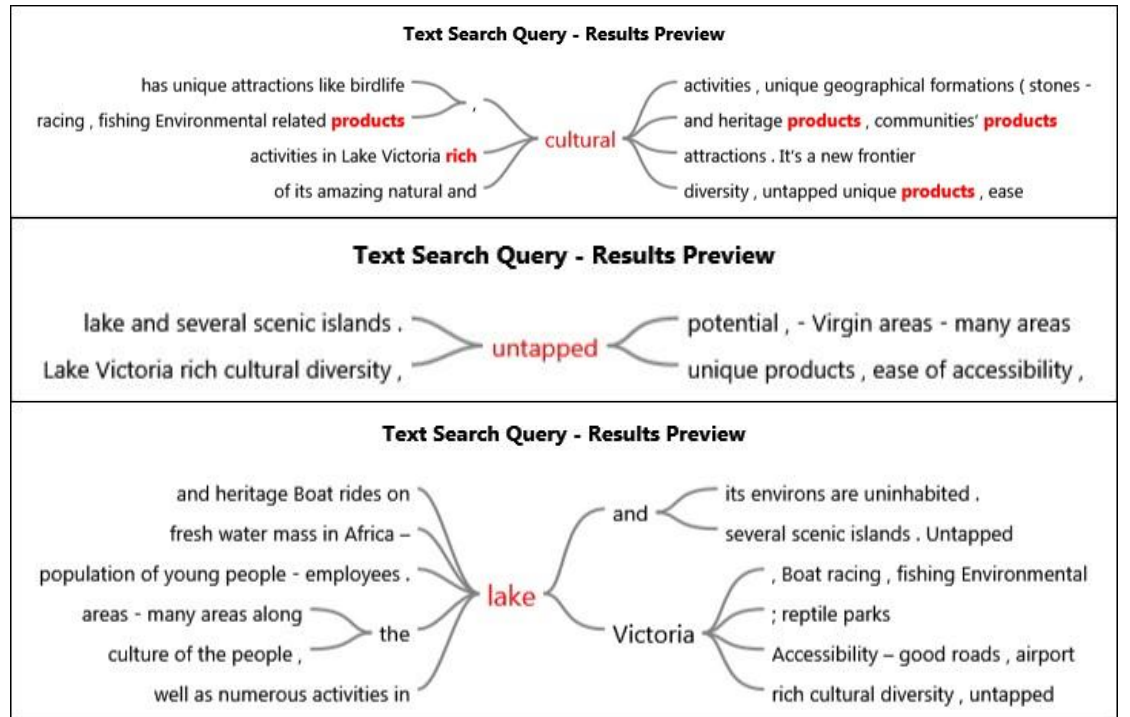
Table 4-26:- Text Search Query Frequency Summary for Industry Context

Desirability of WKTC				Perceived Attributes of WKTC			
Word	Length	Count	Weighted Percentage (%)	Word	Length	Count	Weighted Percentage (%)
Water	5	12	5.19	business	8	16	6.99
Areas	5	10	4.35	region	6	17	6.27
Products	8	11	3.98	feel	4	9	3.36
communities'	12	10	3.97	activities	10	16	3.35
Activities	10	11	3.60	government	10	8	3.26
Cities	6	8	2.96	especially	10	5	3.11
attractions	11	5	2.78	much	4	5	2.33
Tourism	7	5	2.78	give	4	10	1.90
Cultural	8	6	2.59	positive	8	8	1.88
Related	7	6	2.59	investors	9	3	1.86

With regard to what makes WKTC a desirable destination competitors and features differentiates this circuit from its competitors, the interviewee Word Tree analysis (Box 4.5), shows that the region has untapped unique products, ease of accessibility, a friendly population, "virgin" destination which interviewees noted were key to the destinations desirability. They also affirmed that the circuit offers a diversified

tourism product, away from the traditional tourism attractions of wildlife and beaches. Its untapped nature grants WKTC an opportunity to develop into a world class destination through avoiding mistakes from other renowned destination in Kenya.

Box 4-5:- Word Tree on WKTC a Desirable Destination



Unlike other tourism circuits where the centre of attraction is the Wildlife, this circuit has unique attractions like birdlife, unique geographical formations (stones- Kit Mikay), tropical forests, rare animal species (Sitatunga) as well as numerous activities in Lake Victoria. The interviewees also noted that engagement in cultural and heritage tourism activities would make the WKTC desirable.

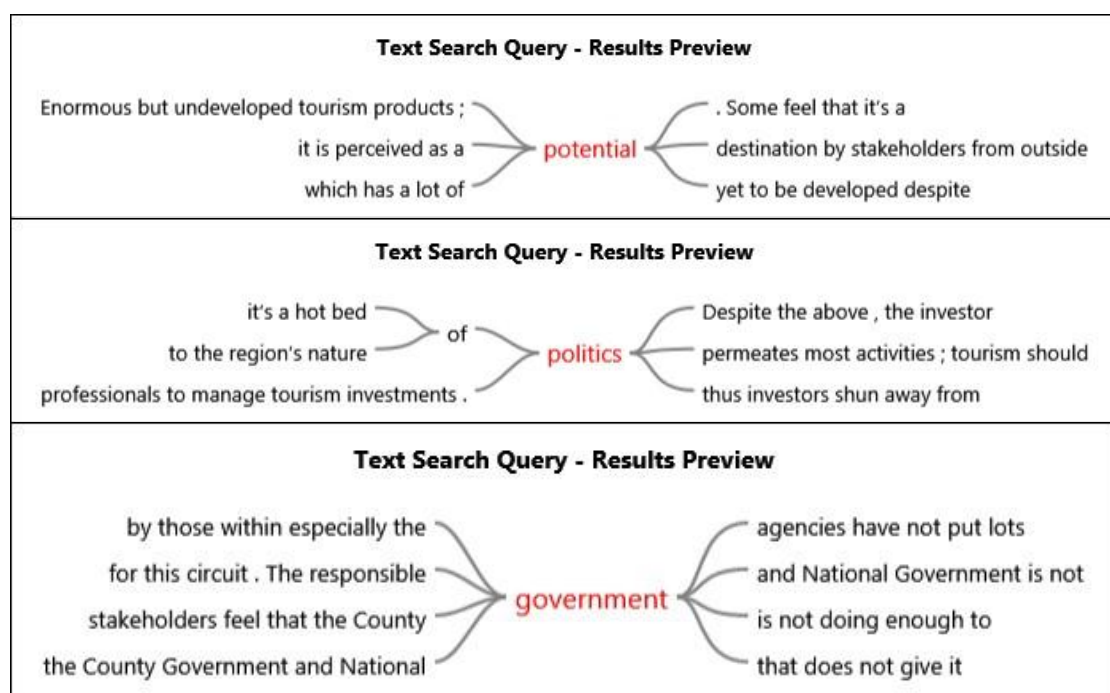
Proximity to the biggest fresh water mass in Africa – Lake Victoria was seen as key to the desirability of WKTC. Other aspects that make WKTC desirable included accessibility (good roads, airport availability); reliable communication infrastructure such as telephone operations; security is guaranteed; improved bed capacity in

Kisumu County and Kakamega County. The largest Equatorial Forest cover found in Kakamega was also found to make the place desirable.

The interviewees also noted that proximity to Maasai Mara Game reserve and the region being near Uganda, Rwanda and South Sudan, makes it a new frontier in tourism in Kenya that adds to the desirability of the destination. Availability of the Kisumu international airport coupled the warm weather makes WKTC a desirable destination.

In addition, the researcher further enquired on perception of attributes in the WKTC, with the Word Tree analysis (Box 4-5). , showing that there is need to consider tourism business development. The interviewees noted that the perception of this circuit is not very positive especially from tour operators as there are very little packages being sold for this circuit.

Box 4-6:- Word Tree on Destination Attributes



With regard to government agencies, interviewees noted that government needs to put lots of efforts in branding and marketing to build a case for opening up this circuit, based on its richness and diversity as an eco-tourism destination. Despite its potential, some respondents' feel that WKTC is a hot bed of politics thus investors shun away from the destination.

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4.9 WKTC Place Brand Equity Outcome Model

In order to develop the study model, variables relating entrepreneur brand perceptions (SEBP); entrepreneurial self-efficacy (SESE) and industry context (IC) variables were grouped. Multiple regression analysis was then undertaken to gauge the effect of entrepreneur brand perceptions (SEBP); entrepreneurial self-efficacy (SESE) and industry context (IC) on place brand equity of as presented below. The results of the model summary are presented in Table 4.27.

The R value which denotes simple correlation was found to be 0.842 which indicated a high degree of correlation between the dependent variable (brand equity) and the group of independent variables. The R² (square) value was 0.706. The adjusted R² value indicated how much of the total variation in the dependent variable (brand equity) was explained by the independent variables (entrepreneur brand perceptions,

entrepreneurial self-efficacy, industry context; industry context/efficacy centered). In this case, 70.6% of the variation in place brand equity can be explained by the entrepreneur brand perceptions; entrepreneurial self-efficacy; industry context; industry context/efficacy centered in the Western Kenya Tourist Circuit, which was quite significant.

Table 4-27:- Model Summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.842 ^a	.710	.706	2.58273	.710	189.994	4	311	.000	2.195
a. Predictors: (Constant), Efficacycontext centered, SESE, SEBP, IC										
b. Dependent Variable: Place Brand Equity										

The next table to consider was the ANOVA table (Table 4.28), which denoted that the regression model predicted the dependent variable significantly well, with $p=0.000$ $=p<0.05$. This result indicates the statistical significance of the regression model that was run. The low P value therefore means that the results can be generalized to the population from which the sample was drawn. Overall, the regression model statistically and significantly predicts the outcome variable (i.e.it is a good fit for the data).

Table 4-28:- ANOVA Table

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5069.428	4	1267.357	189.994	.000 ^b
	Residual	2074.531	311	6.671		
	Total	7143.959	315			
a. Dependent Variable: Place Brand Equity						
b. Predictors: (Constant), Efficacycontext centered, SESE, SEBP, IC						

The third table to consider in linear regression analysis was the coefficients table. The predictors (entrepreneur brand perceptions, entrepreneurial self-efficacy, industry

context; industry context/efficacy centered), of place brand equity were included in the model. The regression analysis coefficient results are provided in Table 4.29 below, where (entrepreneur brand perceptions, $P=0.000$; entrepreneurial self-efficacy, $P=0.000$; industry context/efficacy centered, $P=0.006$, at 95% confidence interval, had a statistically significant relationship with place brand equity, while industry context, $P=0.668$, on its own did not have a statistically significant relationship with place brand equity in the Western Kenya Tourism Circuit.

Table 4-29:- Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.743	1.276		-4.501	.000
	SEBP	.120	.017	.414	7.164	.000
	SESE	.147	.030	.489	4.854	.000
	IC	-.010	.024	-.034	-.429	.668
	Efficacycontext centered	.001	.000	.089	2.766	.006

a. Dependent Variable: Place Brand Equity

The results of the influence of customer brand perceptions $P=0.000$, on place brand equity in WKTC was found to be significant, presented in Table 4.30.

Table 4-30:- Model Summary – Customer Brand Perceptions

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.976	1.022		-1.934	.054
	Customer Brand Perceptions	.180	.014	.588	12.722	.000

a. Dependent Variable: Place Brand Equity

The study model was realized by including predictor variables with $p \leq 0.05$. The study model indicates that entrepreneur brand perceptions; customer brand perceptions; entrepreneurial self-efficacy and the moderating effect of industry context on the relationship between entrepreneurial self-efficacy and brand equity were significant

predictor variables of brand equity in the Western Kenya Tourism Circuit. Industry context on its own was not a significant predictor of place brand equity of the study model.

In addition, the various independent and moderating variables with the most significant contribution to the model were identified, from the analysis, Table 4.31.

Table 4-31:- WKTC Place Brand Equity Determinants Model

Multiple Regression Analysis – Tourism Entrepreneurs Brand Perceptions						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	.272	.859		.317	.751
1	Brand Loyalty	.561	.065	.558	8.584	.000
	Brand Quality	.163	.076	.134	2.158	.032
	Brand Image	.468	.079	.430	5.958	.000
	Brand Awareness	.273	.086	.255	3.159	.002

a. Dependent Variable: Place Brand Equity

Multiple Regression Analysis – Customers Brand Perceptions						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	1.817	1.535		1.184	.238
1	Brand Awareness	.413	.062	.417	6.622	.000
	Brand Image	.031	.080	.029	.387	.699
	Brand Quality	.097	.060	.126	1.605	.110
	Brand Loyalty	.234	.096	.149	2.433	.016

a. Dependent Variable: Place Brand Equity

Multiple Regression Analysis – Entrepreneurial Self-Efficacy						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	12.690	1.421		8.931	.000
1	recognition	.282	.079	.183	3.581	.000
	innovation	.226	.087	.174	2.606	.010
	relationships	.446	.066	.352	6.733	.000
	purpose	.144	.072	.095	2.010	.045
	resources	.888	.085	.498	10.388	.000
	risks	.422	.050	.313	8.397	.000

a. Dependent Variable: Place Brand Equity

Multiple Regression Analysis – Industry Context						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	6.098	1.310		4.653	.000
1	Political/Legal	.121	.064	.085	1.907	.057
	Technological	.104	.050	.093	2.064	.040
	General Environment	.741	.059	.800	12.531	.000
	Socio-Cultural	.003	.066	.003	.048	.962
	Economic	.060	.092	.044	.653	.514

a. Dependent Variable: Place Brand Equity

Moderated Multiple Regression Analysis Coefficients Results – Moderating Role of Industry Context Coefficients^a								
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
	(Constant)	21.563	.208		103.842	.000	21.154	21.971
1	Efficacy centered	.282	.029	.941	9.732	.000	.225	.340
	Context centered	.037	.024	.150	1.543	.124	.085	.010
	Efficacy context centered	.002	.000	.135	3.954	.000	.001	.003

a. Dependent Variable: brand equity

From the above findings, the statistical outcome model for WKTC place brand equity is presented in Figure 4.11.

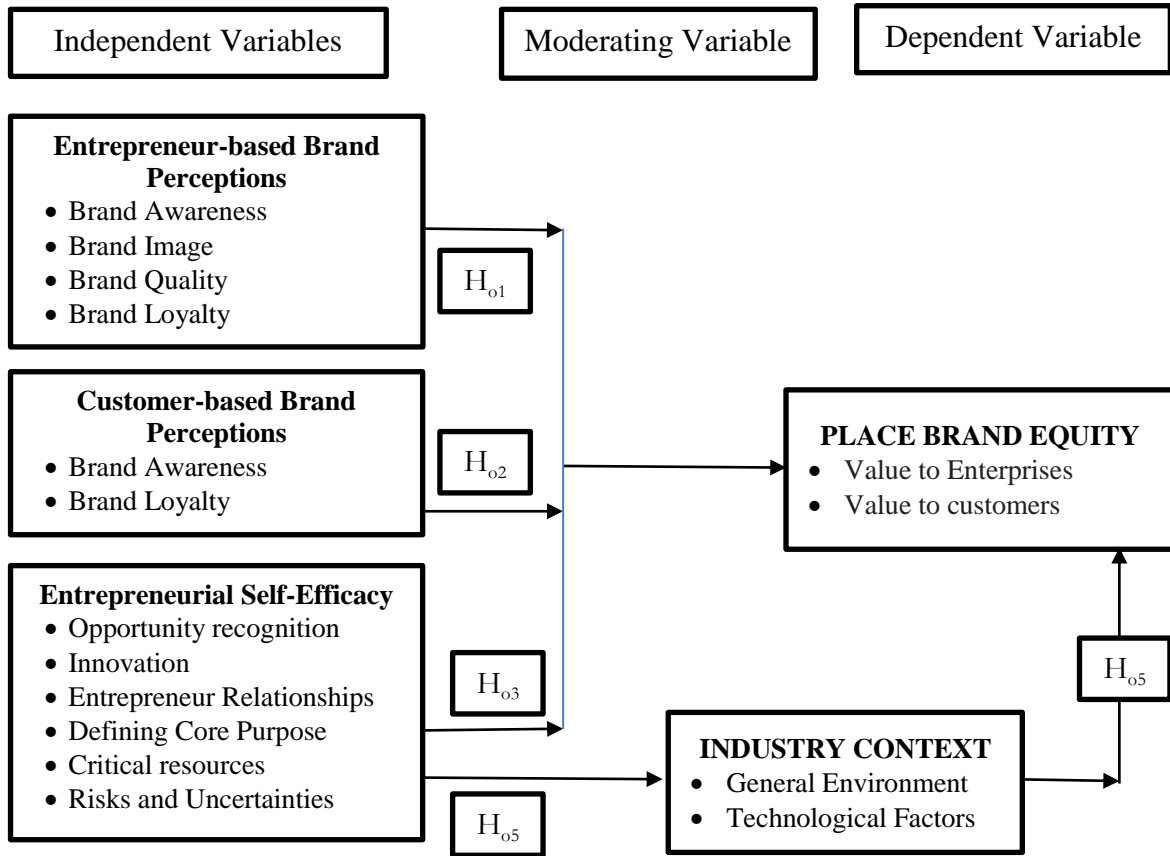


Figure 4-11:- Statistical Outcome Model for Place Brand Equity in WKTC

In this model, it was noted that all variables under tourism entrepreneurs brand perceptions (brand loyalty p-values = $0.000 \leq 0.05$; brand image p-values = $0.000 \leq 0.05$; brand awareness p-values = $0.002 \leq 0.05$; brand quality p-values = $0.032 \leq 0.05$) were found to be significant predictors of place brand equity in the WKTC. With regard to customers brand perceptions, (brand awareness p-values = $0.000 \leq 0.05$; brand loyalty p=0.016) were the significant predictors of place brand equity in the WKTC. All entrepreneurial self-efficacy predictors (harnessing critical resources, P=0.000 \leq 0.05; entrepreneur relationships, P=0.000 \leq 0.05; managing risks and uncertainties, P=0.000 \leq 0.05; opportunity recognition, P=0.000 \leq 0.05; innovation,

$P=0.010 \leq 0.05$ and core purpose, $P=0.045 \leq 0.05$) were the significant predictors of place brand equity in the WKTC. Two industry context predictors (technological environment $P=0.040 \leq 0.05$; general environment $P=0.000 \leq 0.05$) were the significant predictors of place brand equity in the WKTC, while the moderating effect of Industry context $P=0.045 \leq 0.05$ on the relationship between entrepreneurial self-efficacy and place brand equity was found to be a significant predictor of place brand equity in WKTC.

The implication of this analysis is that only the significant brand equity perception variables; entrepreneurial self-efficacy variables and industry context variables, alone or in combination influence place brand equity in the WKTC.

CHAPTER 5 – SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0. Introduction

The findings are based on three main sources of primary data: secondary data; questionnaires filled by tourism entrepreneurs; questionnaires filled by customers to tourism establishments and interviews with key tourism professionals. Four counties of Kisumu, Busia, Kakamega and Kisii, systematically selected, since they make a good representation of the other six counties that form the Western Kenya Tourism Circuit. A total of 316 tourism establishments and 309 customers to tourism facilities and services were randomly selected, interviews.

5.1. Summary of findings

The summary of the research findings are based on the data collected and analyzed in relation with the research objectives and hypotheses. The general objective of this study is to investigate the role of brand perceptions and entrepreneurial-self efficacy in influencing place brand equity in the Western Kenya Tourism Circuit. The specific objectives that guided the study were:- To determine the influence of tourism entrepreneurs brand perceptions on place brand equity in the Western Kenya Tourism Circuit; To evaluate the influence of customers brand perceptions on place brand equity in the Western Kenya Tourism Circuit; To determine the influence of entrepreneurial self-efficacy on place brand equity among tourism enterprises in the Western Kenya Tourism Circuit; and To investigate the role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity.

5.1.1 Role of entrepreneurs brand perceptions on place brand equity

The first objective sought to determine the influence of tourism entrepreneurs brand perceptions on place brand equity in the Western Kenya Tourist Circuit. From the correlation analysis, it was noted that there was a positive correlation [$r=0.803$, $p=0.000$], between tourism entrepreneurs brand perceptions and place brand equity in the Western Kenya Tourism Circuit. The regression analysis revealed entrepreneur brand perceptions as a positive and significant predictor of place brand equity. The null hypothesis that there is no significant relationship between entrepreneur brand perceptions and place brand equity in the Western Kenya Tourism Circuit was rejected. The findings show that place branding efforts should involve tourism entrepreneurs as well since they are the ones who influence destinations brands through their tourism businesses.

5.1.2 Role of customers brand perceptions on place brand equity

The second objective sought to determine the influence of customers' brand perceptions on place brand equity in the Western Kenya Tourist Circuit. From the correlation analysis, it was noted that there was a positive correlation [$r=0.588$, $p=0.000$], between customers brand perceptions and place brand equity in the Western Kenya Tourism Circuit. This correlation shows that it is vital to consider customers perceptions about destinations and incorporate their sentiments when branding destinations.

From the Multiple regression analysis, it was noted that there was a positive correlation between customer brand perceptions and place brand equity. The null hypothesis that there is no significant relationship between customer brand

perceptions and place brand equity in the Western Kenya Tourism Circuit was rejected. The findings show that destination managers and tourism entrepreneurs should endeavor to get customers feedback in order to develop the destination in such a manner that its likeability among customers will be enhanced. This will in turn enhance the place brand equity in the Western Kenya Tourism Circuit.

5.1.3 Role of entrepreneurial self-efficacy on place brand equity

The third objective of the study sought to analyze the influence of entrepreneurial self-efficacy on place brand equity in the Western Kenya Tourism Circuit. From the correlation analysis, it was noted that there was a positive correlation [$r=0.796$, $p=0.000$], between tourism entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit.

From the Multiple regression analysis, it was noted that there was a positive correlation between entrepreneurial self-efficacy and place brand equity. The null hypothesis that there is no significant relationship between entrepreneurial self-efficacy and place brand equity in the Western Kenya Tourism Circuit was rejected. The findings show that destination managers should support entrepreneurial self-efficacy through well designed policies that will in turn make the tourism businesses thrive and contribute effectively to destinations brands.

5.1.4 Role of the industry context on the relationship between entrepreneurial-self efficacy and place brand equity

From the moderated multiple regression analysis, it was noted that there was a positive correlation with $R^2 = 0.65$, which implies that of 65.8% of place brand equity

can be explained by efficacy and through the moderating effect of the industry context. The regression analysis revealed that industry context on its own, is not a significant predictor of place brand equity. The results of the analysis imply that in addition to tourism enterprises being self-efficacious, the moderating effect, of the context in which they operate influence the destinations place brand equity. Destinations managers in the Western Kenya Tourist Circuit should therefore endeavor to enhance the support environment in which the tourism businesses operate.

5.2 Conclusions

Based on the findings of the study, the following conclusions are made:-

1. Tourism entrepreneurs brand perceptions (brand awareness, brand image, brand quality and brand loyalty) have a positive influence on place brand equity in the Western Kenya Tourism Circuit. This implies that tourism entrepreneurs in WKTC should be at the forefront in the development of the destinations brand since they are the cog that runs the tourism sector. Their individual efforts at the enterprise level and their collaborative efforts through bringing all stakeholders on board will aid in shaping this destinations brand.
2. Customer brand perceptions (brand awareness and brand loyalty) were significant in influencing place brand equity in the Western Kenya Tourism Circuit. This implies that tourism entrepreneurs in the region should enhance customer brand awareness and endeavor to seek their opinions on aspects that could ensure loyalty to the destination. Destination managers therefore need to align their initiatives to the views, needs and aspirations of both the tourism

demand (customers) and supply side (tourism entrepreneurs). The destinations comparative advantage makes it attractive to potential visitors, however, without developing the tourism resources, and diversifying tourism activities in the region, customers may not have the motivation to patronize the circuit.

3. The study highlighted the significant relationship that exists between brand perceptions, entrepreneurial self-efficacy and the moderating effect of industry context with regard to place brand equity in the Western Kenya tourism circuit. The optimism of the tourism entrepreneurs coupled with the affirmation by the customers to tourism products and services is a good pointer to destination managers on the direction this region should take to enhance its brand equity.
4. Entrepreneurial-self efficacy was found to have a significant relationship with place brand equity in the Western Kenya Tourism Circuit. This implies that initiatives by tourism entrepreneurs in this region will influence the breadth tourism development in the region. Their beliefs and attitudes towards the sector cannot be taken for granted. Destination management organizations at the National Government and County Government levels needs to deliberately ensure that all efforts geared towards enhancing tourism entrepreneurship in the region are strengthened in order to heighten the destinations place brand equity.
5. Industry context was found to have a significant moderating effect on the relationship between entrepreneurial-self efficacy and place brand equity. The

multidimensional and complex nature of the tourism industry in this destination implies that tourism entrepreneurship, branding and the industry context cannot be treated in isolation. Initiatives to promote tourism in the WKTC need to find ways to manage the general environment and incorporate technological while branding the destination. The need for increased tourism leadership is also needed upholding the desirable attributes while minimizing those aspects that would negatively impact on the WKTC.

6. The combination of brand perceptions from tourism entrepreneurs and customers perspective; entrepreneurial self-efficacy and industry context in this study is important for further development of research in this area.

5.3. Recommendations

This research has major implications for destination management organizations, marketers, tourism entrepreneurs and government agencies responsible for tourism development. In line with the outlined conclusions, the study makes the following recommendations:-

5.3.1 Recommendations for Policy and Practice

1. With regard to policy and practice, the findings of this study propose the need to design appropriate strategies for further developing the tourism industry in the Western Kenya tourism circuit in line with the aspirations in the National Tourism Blueprint for 2030. This involves incorporation of the tourism stakeholders' views to create synergy that will shore up the status of the WKTC in the destination lifecycle as well as avoid pitfalls of mature destinations.

2. The ten WKTC County Governments and the national government need to increase leadership in spearheading development and management of the WKTC destination brand.
3. Tourism entrepreneurs in the region need to appreciate and take advantage of the numerous resources such Lake Victoria and cultural heritage that abound in the region.
4. Tourism entrepreneurs and destination managers in the Western Kenya tourism circuit need to undertake more brand awareness activities among customers to ensure the destination is always in the mind of the customer. Sustained marketing initiatives will place the WKTC at the forefront of the customers mind when making travel and tourism decisions
5. Tourism entrepreneurs and destination managers in the WKTC need to design their product and service offerings in such a way to elicit brand loyalty among their customers.
6. There is need for government agencies at the county and national level need to support tourism entrepreneurship through provision of a conducive business environment especially in areas of taxation and funding.
7. In order to gauge developments with regard to the tourism industry in the WKTC, data on tourism activities to be well kept.
8. Tourism industry players should strongly organize themselves through associations such as Lake Victoria Tourism Association to enable them lobby for the WKTC tourism industry's development.
9. The tourism investors should actively participate in tourism marketing initiatives through the Lake Victoria Tourism and Travel EXPO.

10. Tourism investors should also endeavor to adopt use of the latest technologies in promoting the WKTC brand, in addition to enhancing value of the destinations tourism products and services.

5.3.2 Recommendations for Further Research

1. This study used data from tourism enterprises in the WKTC. Similar studies could also be conducted in other tourism circuits within Kenya, given the uniqueness of each tourism circuit, the nature of its tourism entrepreneurship and the type of clientele that patronize services in these places.
2. Studies could be conducted on the role of brand perceptions and entrepreneurial self-efficacy on place brand equity in specific sub-sectors within the tourism industry.
3. This study used combined role of brand perceptions and entrepreneurial self-efficacy on place brand equity. A study on the role of marketing self-efficacy on place brand equity could be undertaken.
4. A study on other factors that could influence on place brand equity could be done.
5. The study used cross-sectional descriptive survey design in sampling and data collection. New studies could be undertaken using longitudinal research designs.

5.4 Contribution to knowledge

The study contributed to theory on place brand equity by positing in addition to tourism entrepreneurs brand perceptions and customers brand perceptions, entrepreneurial self-efficacy and the moderating effect of industry context on the

relationship between entrepreneurial self-efficacy play a key role in influencing place brand equity.

The contribution to knowledge of this study was based on the unique findings and development of the statistical model for place brand equity in WKTC, Figure 4.11, from the results of the four objectives. This model through isolating those predictor variables that were most significant could assist destination managers in the WKTC to identify the most important variables at any one given time that they could use to enhance the WKTC place brand equity.

Overall 14 predictors variables constituting tourism entrepreneurs brand perceptions (brand loyalty, brand image, brand awareness, brand quality); customers brand perceptions, (brand awareness, brand loyalty); entrepreneurial self-efficacy predictors (harnessing critical resources, entrepreneur relationships, managing risks and uncertainties, opportunity recognition, innovation, core purpose) and industry context predictors (technological environment, general environment) could be used based on their impact (coefficients). This study therefore contributed to knowledge by developing a model with predictor variables and re-evaluating the variables based on their level of significance thus creating a better understanding of place brand equity.

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APPENDICES

APPENDIX 6.1:- APPROVAL OF RESEARCH PROPOSAL LETTER



KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 810901 Ext. 57530

Website: www.ku.ac.ke

Internal Memo

FROM: Dean, Graduate School

DATE: 15th September, 2016

TO: Mr. Edgar O. Ndubi
C/o Department of Tourism Management
Kenyatta University

REF: T130/29778/14

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

We acknowledge the receipt of your revised Research Proposal entitled "**Role of Brand Perceptions and Entrepreneurial Self-Efficacy in Influencing Place Brand Equity in Western Kenya Tourism Circuit**" as per recommendations raised by the Graduate School Board of 27th July, 2016

You may now proceed with your Data collection, subject to clearance with the National Bureau of Statistics.

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.

By copy of this letter, the Registrar (Academic) is hereby requested to grant you substantive registration for your Ph.D. studies.

Thank you


REUBEN MURIUKI
FOR: DEAN, GRADUATE SCHOOL

c.c. Registrar (Academic) Att. Mr. Likam
c.c. Chairman, Department of Tourism Management

Supervisors:

1. Dr. Shem W. Maingi
C/o Department of Tourism Management
KENYATTA UNIVERSITY
2. Dr. Mary Mutungi
C/o Department of Tourism Management
KENYATTA UNIVERSITY

RM/cao

APPENDIX 6.2:- RESEARCH AUTHORIZATION LETTER

**KENYATTA UNIVERSITY
GRADUATE SCHOOL**

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100

NAIROBI, KENYA

Tel. 8710901 Ext. 57530

Website: www.ku.ac.ke

OUR REF: T130/29778/14

Date: 15th September, 2016

The Director General,
National Commission for Science, Technology & Innovation,
P.O. Box 30623,
NAIROBI

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION FOR MR. EDGAR O. NDUBI REG. NO. T130/29778/14

I write to introduce **Mr. Ndubi** who is a Postgraduate Student of this University. He is registered for Ph.D. Degree programme in the **Department of Tourism Management in the School of Hospitality & Tourism Management**.

Mr. Ndubi intends to conduct research for a Ph.D. thesis entitled, **“Role of Brand Perceptions and Entrepreneurial Self-Efficacy in Influencing Place Brand Equity in Western Kenya Tourism Circuit”**

Any assistance given will be highly appreciated.

Yours faithfully,


MRS. LUCY N. MBAABU
FOR: DEAN, GRADUATE SCHOOL

RM/cao

APPENDIX 6.3:- NACOSTI RESEARCH APPROVAL LETTER

**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

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No.

Date:

NACOSTI/P/16/91021/14111

24th October, 2016

Edgar Otsembo Ndubi
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Role of brand perceptions and entrepreneurial self-efficacy in influencing place brand equity in Western Kenya Tourism Circuit,”* I am pleased to inform you that you have been authorized to undertake research in **Busia, Kakamega, Kisii and Kisumu Counties** for the period ending **24th October, 2017.**

You are advised to report to **the County Commissioners and the County Directors of Education of the selected Counties** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.


BONIFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioners
Selected Counties.

The County Directors of Education
Selected Counties.



APPENDIX 6.4:- NACOSTI RESEARCH PERMIT

THIS IS TO CERTIFY THAT: Permit No : **NACOSTI/P/16/91021/14111**

MR. EDGAR OTSEMBO NDUBI Date Of Issue : **24th October,2016**

of KENYATTA UNIVERSITY, 43844-100 Fee Received : **ksh 2000**

NAIROBI, has been permitted to conduct

research in Busia , Kakamega , Kisii ,

Kisumu Counties

on the topic: ROLE OF BRAND

PERCEPTIONS AND ENTREPRENEURIAL


SELF-EFFICACY IN INFLUENCING PLACE


BRAND EQUITY IN WESTERN KENYA


TOURISM CIRCUIT

for the period ending:

24th October,2017





Applicant's Signature


Director General


National Commission for Science, Technology & Innovation

CONDITIONS

- 1. You must report to the County Commissioner and the County Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit.**
- 2. Government Officer will not be interviewed without prior appointment.**
- 3. No questionnaire will be used unless it has been approved.**
- 4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.**
- 5. You are required to submit at least two(2) hard copies and one (1) soft copy of your final report.**
- 6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice**



REPUBLIC OF KENYA



NACOSTI

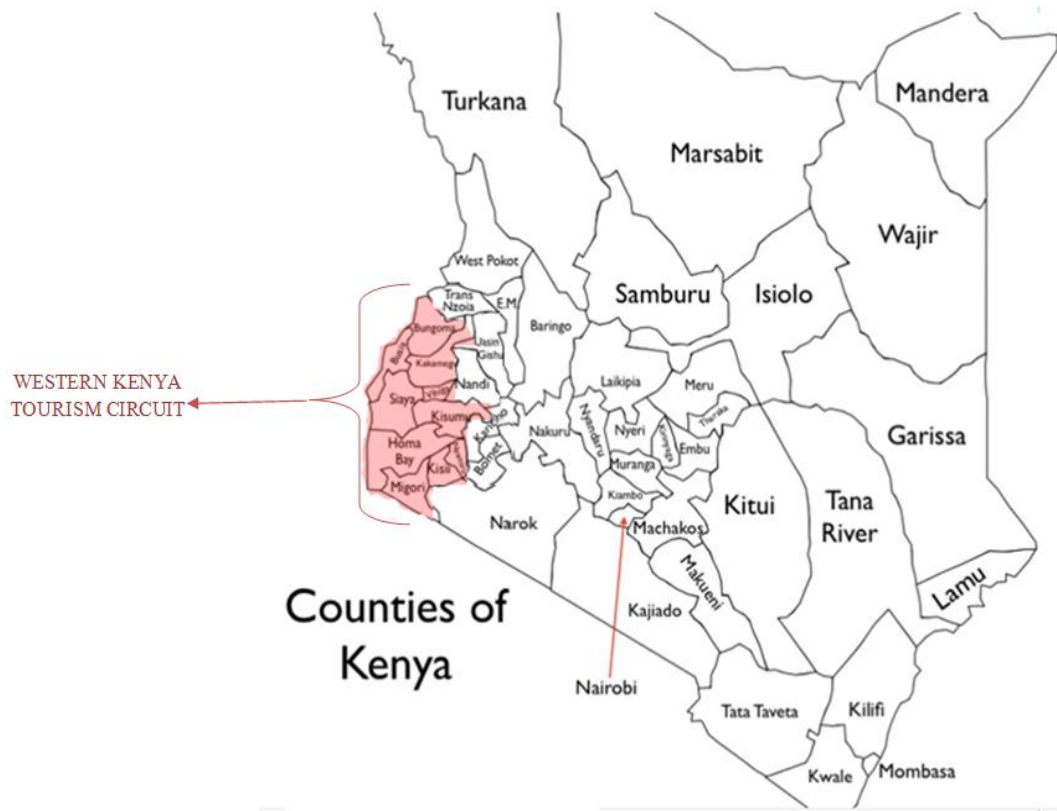
National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT

Serial No.A 11326

CONDITIONS: see back page

APPENDIX 6.5:- MAP OF STUDY AREA



Source:- GoK, 2010

APPENDIX 6.6:- QUESTIONNAIRE FOR TOURISM ENTERPRISES

Dear Respondent,

I am a research student at Kenyatta University. I am undertaking a study on how tourism businesses view the Western Kenya Tourism Circuit Brand. I am particularly interested in your views on the **“Role of Brand Perceptions and Entrepreneurial Self-Efficacy in Influencing Place Brand Equity in Western Kenya Tourism Circuit”**. All your answers will be treated with utmost confidentiality and just used for purposes of my research at the University. Do not write your name anywhere in the questionnaire.

If you have any hesitation or questions, please contact me or my Supervisors: (Mr. Edgar Ndubi (Research Student) ndubi.edgar@ku.ac.ke 0722343370; Dr. Shem Maingi maingi.shem@ku.ac.ke 0726120011; Dr. Mary Mutisya mutisya.mary@ku.ac.ke 0722299278

Name of Establishment County

SECTION A:- PROFILE OF TOURISM ENTREPRISES			
1	Business Ownership	Foreign Owned	<input type="checkbox"/>
	Kenyan owned	Mixed Ownership	<input type="checkbox"/>
2	Is this your core business? Yes <input type="checkbox"/> No <input type="checkbox"/>	If No, please specify what other businesses are you engaged in. _____	
3	Type of Registration		
	Sole Proprietorship	Government Agency	<input type="checkbox"/>
	Partnership	Faith-based Enterprise	<input type="checkbox"/>
	Limited Company	NGO based Enterprise	<input type="checkbox"/>
	Cooperative Society	Other, (Please Specify)	<input type="checkbox"/>
	Family Owned		

SECTION B:- TOURISM ENTREPRENEURS PLACE BRAND EQUITY

6. Which statement best represents your enterprise outcomes. (Tick ✓ appropriately, Where 1=Strongly Disagree 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

Statement - Overall Value (Brand Equity)	1	2	3	4	5
Business has been profitable and has generated a high volume of sales					
Business has achieved rapid growth, greater trade cooperation and support					
Performance of our business has been satisfactory and gained additional brand extension opportunities					
Business experiences improved employee recruitment and retention					
Business experiences improved perceptions and greater loyalty from clients					
We do not intend to close or transfer our business in the future					

SECTION C:- TOURISM ENTREPRENEURS BRAND PERCEPTIONS

7. With regard to the following, which statement best represents your brand perceptions. (Tick appropriately, Where 1=Strongly Disagree 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

Statement - Place Brand Loyalty	1	2	3	4	5
We will invest or do business in this place again					
We will recommend this place as a good investment option					
We are satisfied with the brand					
We encourage referrals to other enterprises					
This destination provides more business benefits than others					
This destination brand is an instrument of customer retention					
Statement - Place Brand Quality	1	2	3	4	5
The strategic location of the place is favorable for investment					
The place's resources support business and investment					
The brand is a guarantee of quality					
We identify ourselves with the destination brand image					
Statement - Place Brand Image	1	2	3	4	5
There is availability of financing and economic support					
The place offers investment friendly policies					
The place provides strong law and order support to business					
Employees are professional, cooperative and have good work ethics					
Quality is key to Brand					
The Circuit Brand represents diversity and richness in contrasts					
Statement - Place Brand Awareness	1	2	3	4	5
The place has strong business potential					
We know the main authorities that control this destination					
There are promotional initiatives by stakeholders for this destination					
Western Kenya Tourism Circuit could be branded as an eco-tourism destination					
This destination brand is in line with the Magical Kenya brand					

SECTION D:- ENTREPRENEURIAL SELF-EFFICACY AMONG TOURISM ENTREPRISES

8. With regard to Entrepreneurial Self-Efficacy, which statement best represents your enterprise intentions and actions. (Tick ✓ appropriately, Where 1=Strongly Disagree 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

Statement - Opportunity Recognition	1	2	3	4	5
We identify market opportunities for new products and services					
We discover new ways to improve existing products to solve problems					
We introduce product concepts to the market in a timely manner					
We determine what the business will look like in the future					
We can formulate a set of actions in pursuit of opportunities					
We have established a position in the product market					
Statement – Innovations	1	2	3	4	5
We create a working environment that allows employees be their own boss					
We develop a working environment that encourages employee to try new things					
We encourage employees to take initiatives and responsibilities for their ideas and decisions, regardless of outcome					
We introduce new ways of production, marketing and management					
We develop and introduce new products and services					
Statement - Entrepreneur Relationships	1	2	3	4	5
We develop and maintain favorable relationships with other investors.					
We develop relationships with key people who have access to financial resources.					
We belong to regional and local partnerships and associations					
We care about the social community where my business operates					
We are aware of institutions (Government and NGO) offering business support					
Statement - Defining Core Purpose	1	2	3	4	5
We articulate the vision and values of our business					
We define organizational roles, responsibilities and policies					
We inspire others to embrace the vision and values of our business					
We have a developed information management system					
We formulate a set of actions in pursuit of opportunities					
Statement - Harnessing Critical Organizational Resources	1	2	3	4	5
We recruit and train key employees.					
We develop contingency plans to backfill key technical staff.					
We identify and build management teams					
We perform financial analyses					
We develop financial systems					
Statement - Managing Risks and Uncertainties	1	2	3	4	5
We work productively under continuous stress, pressure, and conflict					
We tolerate unexpected changes in business conditions					

We manage the negotiation process to obtain outcomes favorable to our business					
We determine what the business will look like through calculated risks					
We react quickly to unexpected change and failure					
We maintain a positive outlook despite setbacks and negative feedback from others					

SECTION E: TOURISM ENTREPRENEURS INDUSTRY CONTEXT VIEWS (PERCEPTIONS)

9. Which of these industry context factors influences this destinations place brand equity? (Tick appropriately, Where 1=Strongly Disagree 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree)

Statement – Political/Legal Environment	1	2	3	4	5
Tourism policies (At national and County level) are favourable					
Legal framework protects businesses and consumers					
New regulations are affecting my firm negatively					
Environmental Protection Laws and demand for green destinations has affected my firm					
There is necessity for increased leadership in tourism policy and strategic planning at National and County levels					
Others (Please specify)					
Statement – Technological Environment					
We have incorporated new hardware in our firm					
We have incorporated new software in our firm					
We have incorporated new technological applications in our firm to take advantage of opportunities and ward off threats					
Advanced technology has enabled us to develop new products and services					
Technology has enabled us transform the marketing mix					
Others (Please specify)					
Statement – General Environment					
Safety and security is guaranteed					
The future can be accurately predicted					
Our firm can manage rate of change related to factors in the external environment					
Scope of business growth is limited					
Our firm can operate through varying degree of change in the environment					
Enterprises operate in a favorable environment					
Others (Please specify)					
Statement – Socio-cultural Environment					
Residents' values and attitudes affect our business					
Our business has adapted to changing trends					
We have mainstreamed genders aspects in our business					
Populations trends have influenced our business					

Work-life balance has affected our business						
Others (Please specify)						
Statement – Economic Environment						
Inflation influences our business						
Unstable prices influence our business						
Taxation is high						
Consumer confidence is high						
We know our competitors						
Others (Please specify)						

10. In your own opinion, outline measures that the tourism industry enterprises should undertake to enhance the Western Kenya Tourism Circuit brand?

.....
 ...

11. In your own opinion, outline measures that the government (at the County and National Level) need to undertake in order for tourism businesses to enhance the Western Kenya Tourism Circuit brand?

12. In your own opinion, outline measures that the tourism industry enterprises should undertake to enhance the success of tourism businesses in the Western Kenya Tourism Circuit?

.....

13. In your own opinion, outline measures that the government (at the County and National Level) need to undertake to enable tourism businesses in the Western Kenya Tourism Circuit to thrive?

.....

THANK YOU FOR FILLING IN THIS QUESTIONNAIRE

APPENDIX 6.7:- QUESTIONNAIRE FOR CUSTOMERS

Dear Respondent,

I am a research student at Kenyatta University. I am undertaking a study on how people feel about the Western Kenya Tourism Circuit. I am particularly interested in your **“Perceptions about the Western Kenya Tourism Circuit Brand”**.

Do you mind if I ask you a few questions? First of all, are you a visitor or do you live in this County (local resident)? **If you are a VISITOR, continue the survey.** If you are a local resident, thank you very much, I just need to ask visitors (close interview). All your answers will be treated with utmost confidentiality and just used for purposes of my research at the University. Do not write your name anywhere in the questionnaire.

If you have any hesitation or questions, please contact me or my Supervisors: (Mr. Edgar Ndubi (Research Student) ndubi.edgar@ku.ac.ke 0722343370; Dr. Shem Maingi maingi.shem@ku.ac.ke 0726120011; Dr. Mary Mutisya mutisya.mary@ku.ac.ke 0722299278

SECTION A: BACKGROUND INFORMATION

1. Age	21 – 30 Years <input type="checkbox"/>	31 – 40 Years <input type="checkbox"/>	41– 50 Years <input type="checkbox"/>
	51 – 60 Years <input type="checkbox"/>	> 61 Years <input type="checkbox"/>	<input type="checkbox"/>
2. Sex	<input type="checkbox"/> Female	<input type="checkbox"/> Male	<input type="checkbox"/>
3. Nationality	Kenyan <input type="checkbox"/>	Non-Kenyan (Please Specify)	
5. What is your highest level of education?	PhD <input type="checkbox"/>	Diploma <input type="checkbox"/>	
	Master’s Degree <input type="checkbox"/>	High School <input type="checkbox"/>	
	Bachelor’s Degree <input type="checkbox"/>		
6. Purpose of visit	Holiday <input type="checkbox"/>	Educational <input type="checkbox"/>	
	Business <input type="checkbox"/>	Other (Please specify) <input type="checkbox"/>	
	Visiting Family and Friends <input type="checkbox"/>		
7. Duration of visit to the Western Kenya Tourism Circuit	1 Day <input type="checkbox"/>	6 Days <input type="checkbox"/>	
	2 Days <input type="checkbox"/>	Seven Days <input type="checkbox"/>	
	3 Days <input type="checkbox"/>	More than a week <input type="checkbox"/>	
	4 Days <input type="checkbox"/>	More than a month <input type="checkbox"/>	
	5 Days <input type="checkbox"/>	More than 6 months but less than a year <input type="checkbox"/>	
8. How did you know about the Western Kenya Tourism Circuit?			
Radio <input type="checkbox"/>	Internet sites <input type="checkbox"/>		
Television <input type="checkbox"/>	Email <input type="checkbox"/>		
Word of Mouth Friends/Relative) <input type="checkbox"/>	Social Media <input type="checkbox"/>		
Daily Newspapers <input type="checkbox"/>	Documentary on Western Kenya Tourism Circuit <input type="checkbox"/>		
Travel Magazine/Brochure <input type="checkbox"/>	Magical Kenya Website <input type="checkbox"/>		
Sales promotion/Advertisement <input type="checkbox"/>	Brand Kenya Website <input type="checkbox"/>		
Tour Operator/Travel Agent <input type="checkbox"/>	Work Place <input type="checkbox"/>		

SECTION B: CUSTOMERS PLACE BRAND EQUITY

9. Which statements best represents your rating of overall Place brand equity of the Western Kenya Tourism Circuit? (Tick appropriately, **Where 1=Strongly Disagree 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree**)

Statement – Overall Brand Equity	1	2	3	4	5
Even if another destination had the same features, I would prefer to travel to the Western Kenya Tourist Circuit					
If another destination is not different from Western Kenya Tourist Circuit in any way, it seems smarter to travel to this destination					
It makes sense to travel to the Western Kenya Tourist Circuit instead of any other destination, even if they are the same					

SECTION C: CUSTOMERS BRAND VIEWS (PERCEPTIONS)

10. With regard to the following, which statement best represents your brand views (perceptions). (Tick appropriately, **Where 1=Strongly Disagree 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree**)

Statement - Perceived Brand Awareness	1	2	3	4	5
Characteristics of the destination come to my mind quickly					
When I am thinking of holiday, the destination comes to my mind immediately					
The destination is very famous					
I have seen lots of advertising and promotion of the destination					
Statement - Perceived Brand Image					
The destination environment is attractive					
It is easy to access historical and touristic places					
Residents of the destination are friendly and welcoming					
The destination is well priced					
The destination is well regarded by my friends					
Statement - Perceived Brand Quality					
Services are modern and technologically relevant					
Infrastructure is well-designed well and of high standards					
Accommodation facilities are appealing and in good condition					
Personal safety was a major aspect in services provided					
I get more than my money's worth in services provided					
Statement - Perceived Destination Loyalty					
I intend visiting the destination in the future					
The destination would be my first choice for a vacation					
This destination provides more benefits than others					
I would recommend other people to visit the destination					

11. Briefly outline measures that the tourism enterprises should employ in order to enhance the destinations' brand?

.....

12. In your own opinion, outline measures that the government (at the County and National Level) need to undertake in order to enhance this destinations brand?

.....

THANK YOU FOR FILLING IN THIS QUESTIONNAIRE

APPENDIX 6.8:- INTERVIEW SCHEDULE FOR TOURISM PROFESSIONALS AND OTHER KEY STAKEHOLDERS

Thematic area
<p>Stakeholders perceptions of the Western Kenya Tourism Circuit destination Brand</p> <ul style="list-style-type: none"> • Role of tourism stakeholders in constructing the Western Kenya Tourism Circuit destination brand. • Critical strategic success factors in developing the Western Kenya Tourism Circuit destination brand
<p>Factors influencing tourism entrepreneurship in the Western Kenya Tourism Circuit</p> <ul style="list-style-type: none"> • With regard to the Western Kenya Tourism Circuit destination competitors and features differentiates this circuit from its competitors • Initiatives to enhance tourism entrepreneurship in the Western Kenya Tourism Circuit • Role of entrepreneurs in enhancing tourism entrepreneurship • Role of Government in enhancing tourism entrepreneurship
<p>Tourism Industry context factors in the Western Kenya Tourism Circuit</p> <ul style="list-style-type: none"> • Desirability of the Western Kenya Tourism Circuit • Perception of attributes of Western Kenya Tourism Circuit

THANK YOU FOR PARTICIPATING IN THIS INTERVIEW

APPENDIX 6.9:- HOTEL BEDNIGHTS 000' BY ZONE, 2012 – 2017

Zone	2012	2013	2014	2015	2016	2017
Coastal-Beach	3132.6	2750.3	2527.7	2113.8	2286.3	21670.4
Coastal-Other	260	124	95.9	116.6	197.2	209.0
Coastal Hinterland	88.7	125.5	133.2	108.4	177.5	173.8
Nairobi High Class	1145	1175.3	1119.1	1014.9	1076.3	1165.5
Nairobi Other	490.5	455.7	388	378	445.1	507.3
Central	526	622.2	686.3	583.6	691.6	745.5
Masailand	443.7	473	479.5	491.6	655.5	732.1
Nyanza Basin	252.1	345.3	357.7	487.8	325.4	295.2
Western Basin	464.3	454.1	433.3	448.8	493.6	572.0
Northern		71.2	60.9	135.1	100.0	103.3
TOTAL BEDS OCCUPIED	6860.8	6596.7	6281.6	5878.6	6448.5	7174.2
TOTAL BEDS AVAILABLE	18849.6	18292.2	19877.2	20187.2	21258.5	22987.1

Source: (GOK, 2017); (GOK, 2018a)

**APPENDIX 6.10:- FOURTH SCHEDULE - TOURISM REGULATORY
AUTHORITY REGULATIONS**

**THE TOURISM ACT (No. 28 of 2011)
ARRANGEMENT OF TOURISM REGULATORY AUTHORITY
REGULATIONS**

**FOURTH SCHEDULE
20(3)**

(r.17 (3),

Various types of regulated tourism activities and services

<i>(a)</i> Class “A” Enterprises		<i>(c)</i> Class “C” Enterprises	
1	Hotels	1	Tour or safari operators
2	Members Club	2	Tourist service vehicle hire
3	Motels	3	Local air charter
4	Inns	4	Travel agency
5	Hostels	5	Water sports
6	Health and Spa Resorts	6	Balloon operators
7	Retreat Lodges	7	Boat excursions
8	Ecolodges		
9	Tree houses		<i>(d)</i> Class “D” Enterprises
10	Floatels	1	Game fishing outfitters
11	Service flats	2	Enterprises offering camps and camping equipment for hire
12	Service Apartments	3	Nature parks
13	Beach Cottages	4	Nature reserves
14	Holiday cottages	5	Nature trails
15	Game Lodges	6	Game ranches
16	Tented Camps	7	Amusement parks
17	Safari and mobile camps	8	Non-citizen tour leaders or guides
18	Bandas		
19	Cultural homes and centres		<i>e.</i> Class “E” Enterprises
20	Villas	1	Local traditional boat operators
21	Homestays (Economy; Standard; Executive)	2	Professional safari photographers
22	Guest houses	3	Curio vendors
23	Time shares	4	Private zoos
		5	Citizen tour leaders or guides
	<i>(b)</i> Class “B” Enterprises	6	General vendors
1	Restaurants	7	Beach operators
	<i>f.</i> Class “F” Enterprises		<i>h.</i> Class “H” Enterprises
	Entertainment facilities		Tourism and hospitality training institutions
	<i>i.</i> Class “G” Enterprises		
	Conference and event services		

Source:- (GoK, 2011)

APPENDIX 6.11:- TOURISM REGULATORY AUTHORITY LIST OF REGISTERED TOURISM ENTREPRISES IN THE WESTERN KENYA TOURISM CIRCUIT

S. No	Hotels	County	S. No	Hotels	County
1.	Bungoma Tourist Lodge	Bungoma	1.	Kamili Apartments And Holiday Resorts	Kisumu
2.	Taifa Country Inn	Bungoma	2.	Chacalica Guest House	Kisumu
3.	Jaki Guest Hotel	Bungoma	3.	Royal Annex	Kisumu
4.	Maps Hotel	Bungoma	4.	Stadview Guest House	Kisumu
5.	Jatonet Guest House	Bungoma	5.	Deacons Guest House	Kisumu
6.	Nachango Guest House	Bungoma	6.	Phaldomar Guest House	Kisumu
7.	Dreams Guest House	Bungoma	7.	New Riat Bar And Restaurant	Kisumu
8.	Kanduyi Princess Palace	Bungoma	8.	Mvuli Bar	Kisumu
9.	Westgate Inn	Bungoma	9.	Mountain View Restaurant	Kisumu
10.	Minata Hotels	Bungoma	10.	West End Hotel	Kisumu
11.	Salmond View Hotel	Bungoma	11.	Canasoda Guest House	Kisumu
12.	Park Villa Hotel	Bungoma	12.	Zebra Resort And Spa	Kisumu
13.	Centrica Investment Co.Ltd	Bungoma	13.	Lumumba Star Hotel And Resort	Kisumu
14.	Zabibu Restaurant	Bungoma	14.	Mamboleo Tavern	Kisumu
15.	Sarasa Hotel	Bungoma	15.	Macadai Guest House	Kisumu
16.	Greenvale Hotel	Bungoma	16.	Magere Guest House	Kisumu
17.	Baross Guest House	Bungoma	17.	Victoria Comfort Inn	Kisumu
18.	Pharon Conrner	Bungoma	18.	East Africa Guest House	Kisumu
19.	Max Riverside Inn	Bungoma	19.	Cosy Garden	Kisumu
20.	Denniz Guest House	Bungoma	20.	Budget Guest House	Kisumu
21.	Mashauri Hotel	Bungoma	21.	Triple Trojan Hotel	Kisumu
22.	Ark Hotel	Bungoma	22.	Metropak Hotel	Kisumu
23.	Standard Bar And Restaurant	Bungoma	23.	Royal City Milimani	Kisumu
24.	St.Patricks Pastrol Centre-Kabula	Bungoma	24.	Hotel Golden Arm	Kisumu
25.	Olympia Bar And Restaurant	Bungoma	25.	All Africas Tourism Hotel	Kisumu
26.	Keringet Hotel	Bungoma	26.	Sooper Guest House	Kisumu
27.	Chauma Hotel	Busia	27.	Sovereign Hotel	Kisumu
28.	Farmview Hotel	Busia	28.	Royal City Hotel	Kisumu
29.	Busia Country Hotel	Busia	29.	Kika Hotel	Kisumu
30.	Paradise Hotel	Busia	30.	Hotel Fanana	Kisumu
31.	Younear Guest House	Busia	31.	Good Samaritan Inn	Kisumu
32.	Gronnia Hotel	Busia	32.	The Scottish Tartan Hotels Ltd	Kisumu
33.	Dosah Guest House	Busia	33.	Metropak Hotel (Annex)	Kisumu
34.	Western Ambience Hotel	Busia	34.	Odembi Complex	Kisumu
35.	2030 Hotel	Busia	35.	Mirukas Hotel	Kisumu
36.	Mombasa Hotel Annex	Busia	36.	Chez Pub	Kisumu

37.	International Hotel	Busia	37.	Alcazar Hotel	Kisumu
38.	Mulembe International Hotel	Busia	38.	Julie Guest House	Kisumu
39.	Busia Villa Hotel	Busia	39.	Friends Corner Paradise	Kisumu
40.	Trailer Tourist Resort	Busia	40.	Hotel Palmers	Kisumu
41.	Hotel Itoya	Busia	41.	Le Pearl Hotel	Kisumu
42.	Parkvilla Hotel	Busia	42.	Highlanes Hotel	Kisumu
43.	Taifa Country Inn	Busia	43.	Lake Sango Logde Ltd	Kisumu
44.	Teso Bar	Busia	44.	Hotel Naselica	Kisumu
45.	The Comfort Hotel Busia	Busia	45.	Rama Holdings Ltd	Kisumu
46.	Hotel Zuma	Busia	46.	Ogwedhi Properties Ltd	Kisumu
47.	Gidee Guest House	Busia	47.	Lucas Wadenya T/A Hotel 25	Kisumu
48.	The Quill Company	Busia	48.	Ventakone Hotel	Kisumu
49.	Jaki Guest House	Busia	49.	Migosi Guest House	Kisumu
50.	Miata Hotels	Busia	50.	Isibania Border Point Hotel Ltd.	Migori
51.	Hotel Rowcena	Busia	51.	Elite Guest House	Migori
52.	Hotel Levanties	Busia	52.	Hillview Hotel	Migori
53.	Palace Guest House	Busia	53.	Dorleon Tumaini Hotel	Migori
54.	Oyugis Hill Breeze Hotel	Homabay	54.	Shakers Inn Bar & Restaurant	Migori
55.	Standard Bar And Restaurant	Homabay	55.	Paradise Bar And Restaurant	Migori
56.	Legacy Hotel	Homabay	56.	Aerose Restaurant	Migori
57.	Hotel Tausi	Homabay	57.	Bliss Park Hotel	Migori
58.	Hotel Twin Tower	Homabay	58.	Tembo Hotel and Lodge	Migori
59.	Akamba Bar	Homabay	59.	Migori Hill View Guest House	Migori
60.	Sweet Waters Hotel	Homabay	60.	La Breeze Palace	Migori
61.	Asego Bay Inn	Homabay	61.	Hi-Tech Bee Garden Restaurant	Migori
62.	Gillybase Grand Hotel	Homabay	62.	The Cotts Bar and Restaurant	Migori
63.	Mamba Inn	Homabay	63.	Highlife Hotel	Migori
64.	New Salama Bar	Homabay	64.	Blinkers Bar and Restaurant	Migori
65.	Hotel Hippo Buck Limited	Homabay	65.	Friends Bar and Restaurant	Migori
66.	Hotel Super Star	Homabay	66.	Sugarland Hotel	Migori
67.	Dudi Vew Hoteli	Homabay	67.	Sudolin Restaurant	Migori
68.	Lake View Merchant	Homabay	68.	Nyamache Simba Bar and Restaurant	Migori
69.	Hotel Mimosa Rongo	Homabay	69.	New Salama Bar	Migori
70.	Nelson Junior Hotel	Homabay	70.	Eden Villa Hotel	Migori
71.	The Breeze Makuti	Homabay	71.	Boston Country Club	Migori
72.	Hotel Kingsway	Homabay	72.	Hotel Kingsway	Migori
73.	Stage Park Hotel	Homabay	73.	Ogembo Sunset Inn	Migori
74.	Hotel Maryland	Homabay	74.	Learders Resort	Migori
75.	Hotel Staridge Ltd.	Homabay	75.	Super Brand Hotel	Migori
76.	Rusinga Holiday Inn	Homabay	76.	Gorofa Bar	Migori

77.	Graca Hotel	Homabay	77.	Hotel Staridge Ltd	Migori
78.	Wayando Beach-Eco Lodge	Homabay	78.	Oyugis Hill Breeze Hotel	Migori
79.	Big Five Hotel	Homabay	79.	Shakers Inn Bar And Restaurant	Migori
80.	Hotel Superstar	Homabay	80.	Hotel Mimosa Rongo	Migori
81.	Hotel Equator	Homabay	81.	Nelson Junior Hotel	Migori
82.	Red Crowbar And Restaurant	Kakamega	82.	Sagitaris Wines And Spirits	Migori
83.	Diamond Rock Resort And Guest House	Kakamega	83.	Heritage Hotel	Migori
84.	Vike Guest House	Kakamega	84.	Bells Pub	Migori
85.	Western Rangers Bar And Restaurant	Kakamega	85.	Nerea Hotel	Migori
86.	Christian Guest House	Kakamega	86.	Oxygen Lounge Bar And Restaurant	Migori
87.	Savona Isle Resort	Kakamega	87.	Border Point Lodge	Migori
88.	Golden Inn Guest House	Kakamega	88.	Calabash Hotel	Migori
89.	Friends Hotel Kakamega	Kakamega	89.	Graca Hotel	Migori
90.	Franka Hotel	Kakamega	90.	Ceadex Hotel	Migori
91.	Hotel Salvage	Kakamega	91.	Treat House Resort	Migori
92.	Golf Hotel Limited	Kakamega	92.	Florence Hotel	Migori
93.	Sheywe Guest House	Kakamega	93.	Prime Waters Hotel	Migori
94.	Ambwere Alliance Hotels Kk/Ch	Kakamega	94.	Grabo County Dream	Migori
95.	Jamindas Paradise Motel	Kakamega	95.	Summer Spring Hotel	Migori
96.	Rondo Retreat	Kakamega	96.	Kanex Guest House	Migori
97.	Orijo Enterprises	Kakamega	97.	Oki Grand Hotel	Siaya
98.	Munichi Bar And Restaurant	Kakamega	98.	Siaya Institute of Technology Villa Hotel	Siaya
99.	Little Home Bar & Restaurant	Kakamega	99.	Green Court Hotel-Kamaringa	Siaya
100.	Tika Palace Nunzushi	Kakamega	100.	Namsagali Gardens And Conference Centre	Siaya
101.	Savanah Bar And Restaurant	Kakamega	101.	Siaya Centre [2004]Ltd	Siaya
102.	Crying Stone Guest House Hotel	Kakamega	102.	Sussy Grand Hotel	Siaya
103.	Crossroads Hotel	Kakamega	103.	Chez Albert Compelex Ltd.	Siaya
104.	Belcibo Sports Bar And Restaurant	Kakamega	104.	Friends Corner Bar	Siaya
105.	Mwauda Investment And Restaurant	Kakamega	105.	Mwisho Tourist Hotel	Siaya
106.	Aristocrat County Club	Kakamega	106.	Bondo Country Hotel	Siaya
107.	Small And Lovely Bush Resort	Kakamega	107.	Equator Bar and Restaurant	Siaya
108.	Hotel Salvage	Kakamega	108.	Benjay Investments	Siaya
109.	Siaya Guest House	Kakamega	109.	Camunya Hotel	Siaya
110.	Kakamega Guest House	Kakamega	110.	Nyangidia Bar and Restaurant	Siaya
111.	The Backstreet	Kakamega	111.	Westlands Bar and Restaurant	Siaya
112.	Gide Lodge Resort	Kakamega	112.	Ismarwa Bar And Restaurant	Siaya
113.	Good Moment Resort	Kakamega	113.	Kogello Village	Siaya
114.	Malava Forest Lodge	Kakamega	114.	Tintoler Guesthouse	Siaya

115.	Gusii Mwalimu Hotel Ltd.	Kisii	115.	Kamaringa Beach Resort	Siaya
116.	Stage Bar	Kisii	116.	Siaya Centre (2004) Ltd	Siaya
117.	Mosaiga-Bitinge Bar And Restaurant	Kisii	117.	Od Wadu Bar and Restaurant	Siaya
118.	New Gesarate Bar And Restaurant	Kisii	118.	Community Aidinternational	Siaya
119.	Nyatichi Rest House	Kisii	119.	Lumumba Star Hotel and Resort	Siaya
120.	Sunset Hotel and Guesthouse	Kisii	120.	Sosa Cottage Ltd	Vihiga
121.	Kisii Hotel Ltd.	Kisii	121.	Luanda Oasis	Vihiga
122.	Zonic Hotel Kisii	Kisii	122.	Magos Guest House	Vihiga
123.	Nyakoe Hotel	Kisii	123.	Guji Corner Inn	Vihiga
124.	Hotel Everest	Kisii	124.	Cheche Pub	Vihiga
125.	Nyangena Highway Hotel	Kisii	125.	Grandpas Bar and Restaurant	Vihiga
126.	Savanna Grassland Hotel	Kisii	126.	Pumzika Bar	Vihiga
127.	Dallas Inn	Kisii	127.	Vihiga Embassay	Vihiga
128.	Dans Hotel	Kisii	128.	Khasandi Bar and Restaurant	Vihiga
129.	Storm Hotel	Kisii	129.	Arunga Bar And Restaurant	Vihiga
130.	Bluu Nile International Hotel	Kisii	130.	Citadel Bar And Restaurant	Vihiga
131.	Ufanisi Resort	Kisii	131.	Roadside Bar	Vihiga
132.	Mash Park Hotel	Kisii	132.	New Bamboo Bar And Restaurant	Vihiga
133.	Jazz Hotel	Kisii	133.	The Imbinga Place	Vihiga
134.	New Tea Room Hotel	Kisii	134.	Little World Resort Park	Vihiga
135.	Guardian Guest Rooms	Kisii	135.	Serem Moonlight Inn	Vihiga
136.	Nile Hotel	Kisii	136.	Tiriki Country Lodge	Vihiga
137.	Metro Highway Hotel	Kisii	137.	New Floridah Musasa Inn	Vihiga
138.	Judes Guest House	Kisii	138.	Florida Annex Shamakhokho	Vihiga
139.	Monalisa Hotel	Kisii	139.	Country Side Resort	Vihiga
140.	Superbrand Hotel	Kisii	140.	Mashauri Hotel	Vihiga
141.	Top Bar And Restaurant	Kisii	141.	Good Monents Resort	Vihiga
142.	Club Bomas Magena	Kisii	142.	Beirut Bar And Restaurant	Vihiga
143.	Ritembu Bar/Restaurant	Kisii	143.	Lofaans Bar	Vihiga
144.	Canival Restaurant	Kisii	144.	Jaybee Guest House And Makuti	Vihiga
145.	Midland Bar /Restaurant	Kisii	145.	Adams Hillview Hotel	Vihiga
146.	Toprank Bar Andrestaurant	Kisii	146.	Boyani Nest Hotel	Vihiga
147.	Nyamasege Bar and Restaurant	Kisii	147.	Standkisa Guest House	Vihiga
148.	Gorofa Bar	Kisii	148.	New First Bar	Vihiga
149.	Monalisa Hotel	Kisii	149.	Tott Bar	Vihiga
150.	Boston Country Club	Kisii	150.	Hemara Motel	Vihiga
151.	Edens Villa Hotel	Kisii	151.	Sunset Bar	Vihiga
152.	Bongo Bar And Restaurant	Kisii		Tour Operators and Travel Agents	

153.	Action Bar And Restaurant	Kisii	152.	Liz Travels	Busia
154.	Corner Bar	Kisii	153.	Zaira Tours & Travel Co.	Kisumu
155.	Sydolian Restaurant	Kisii	154.	Lake Travels	Kisumu
156.	Ogembo Sunset Inn	Kisii	155.	Victoria Wilderness Tours And Travel	Kisumu
157.	Nyamache Simba Bar And Restaurant	Kisii	156.	Integritour	Kisumu
158.	Kimberly Regina	Kisii	157.	Sitatunga Ecotours	Kisumu
159.	Mwembi Guest House	Kisii	158.	Shiva Travels	Kisumu
160.	Viewpark Hotel	Kisii	159.	Sitaram Travels And Tours Ltd	Kisumu
161.	New Tea Room Hotel	Kisii	160.	Swiss Travels	Kisumu
162.	Apex Hotel and Restaurant	Kisii	161.	Diins Enterprises	Kisumu
163.	Zambia Iii Cool Inn	Kisii	162.	Raydoll Tours and Travel	Kisumu
164.	Hotel Capry	Kisii	163.	African Touch Safaris Ltd	Kisumu
165.	Sunset Hotel	Kisumu	164.	Free Africa Tours Safaris Ltd	Kisumu
166.	Nasims Lodge	Kisumu		Restaurants	
167.	Victoria Ripples	Kisumu	165.	Bomas Resort	Kisumu
168.	Alva Resort	Kisumu	166.	Oriental Chinese Restaurant	Kisumu
169.	Wayside Guest House	Kisumu	167.	Italian Coffee Lounge	Kisumu
170.	Samba Marina Ltd	Kisumu	168.	Expresso Coffe House	Kisumu
171.	Utulivu Guest House	Kisumu	169.	Chen's Kitchen	Kisumu
172.	Grace Guest House	Kisumu	170.	Taj Super Food	Kisumu
173.	Wigot Gardens Ltd	Kisumu	171.	Covenant Restaurant	Migori
174.	Mayfair Holding Ltd (Imperial Hotel)	Kisumu	172.	Whispers Restaurant	Migori
175.	Raj Palace	Kisumu	173.	Splash Food Service	Kisumu
176.	Emerald Guest House	Kisumu	174.	Stand Bradox Corner Bar & Restaurant	Kisumu
177.	Lake View Hotel	Kisumu	175.	Bells Pub	Migori
178.	Kisumu Beach Resort	Kisumu	176.	Hillview Resort	Kisumu
179.	Hotel Mamba	Kisumu	177.	Octopus Bottom Up Club	Kisumu
180.	Kiboko Bay Resort	Kisumu	178.	Royal Restarant	Busia
181.	The Vic Hotel	Kisumu	179.	Secrets Retaurant	Kisii
182.	Eros Guest House	Kisumu	180.	Mahfudh Restaurant	Kisumu
183.	Hotel Natasha	Kisumu	181.	Lisbon Restaurant	Kisii
184.	Dal International Hotel	Kisumu	182.	Haandi Restaurant	Kisumu
185.	Canon Jacob Ombara Guest House	Kisumu	183.	Ranch Bar and Restaurant	Migori
186.	Kisumu Hotel	Kisumu	184.	Home Joint Bar and Restaurant	Vihiga
187.	Milimani Holiday Resort	Kisumu	185.	Grill Bar and Restaurant	Kisumu
188.	Le Savanna Country Lodge	Kisumu	186.	Twins Meeting Joint	Vihiga
189.	Razibi Guest House	Kisumu	187.	Home Pub Bar & Restaurant	Vihiga
190.	Merryland Hotel	Kisumu	188.	New Victoria Restaurant	Kisumu

191.	New Inca Hotel	Kisumu	189.	Victoria Bakery	Kisumu
192.	Kisumu Lakers Inn	Kisumu	190.	Victoria Bakery	Kisumu
193.	Midway Hotel	Kisumu	191.	Kisumu Airport Catering Services	Kisumu
194.	Novelty Guest House	Kisumu	192.	Signature Restaurant	Kisumu
195.	Taratibu House	Kisumu	193.	Kisumu Yacht Club	Kisumu
196.	Silver Hotel	Kisumu	194.	Vision Bar and Restaurant	Homabay
197.	Palmers Hotel	Kisumu	195.	The Bistro Restaurant Mega City	Kisumu
198.	Phenny Guest House	Kisumu	196.	Mahuverian Bar and Restaurant	Kisumu
199.	St. Anna Guest House	Kisumu	197.	Hague Pub	Kisumu
200.	Jumuia Guest House	Kisumu	198.	Texas Inn	Homabay
201.	Whirl Spring Hotel	Kisumu	199.	Wayside Bar & Restaurant	Homabay
202.	Anthens Enterprises Limited	Kisumu	200.	The Palace	Bungoma
203.	Shalom Hotel	Kisumu	201.	Mungano Bar & Restaurant	Vihiga
204.	Poly View Hotel Limited	Kisumu	202.	Public Service Club	Kisumu
205.	Hotel Casanova	Kisumu	203.	Top Life Restaurant	Bungoma
206.	Asba Rendervous	Kisumu	204.	Masaba Country Bar	Kisii
207.	Tazama (Lodge) Western	Kisumu	205.	Master Brewers	Kisumu
208.	Hill Side Villa	Kisumu	206.	Herms Pub and Restaurant	Vihiga
209.	New East View Hotel	Kisumu	207.	Connection Bar and Restaurant	Vihiga
210.	Milimani Guest House	Kisumu	208.	Tilapia Beach	Kisumu
211.	Imperial Hotel	Kisumu	209.	Farmers Bar and Restaurant	Nyamira
212.	Nyanza Club	Kisumu	210.	Fire Bar and Restaurant	Kisumu
213.	Museum View Hotel	Kisumu	211.	Chester Bar and Restaurant	Vihiga
214.	Geneva C. Guest House	Kisumu	212.	Dunga Hill Camp	Kisumu
215.	Hotel Equator	Kisumu	213.	Dee Park Bar and Restaurant	Homabay
216.	Wonderline Guest House	Kisumu	214.	Oasis Bar and Restaurant	Homabay
217.	Rock Resort	Kisumu	215.	Travellers Restaurant	Kisii
218.	Maseno Club	Kisumu	216.	Nature Yard Annex Bar and Restaurant	Kisii
219.	The Clarice House Ltd	Kisumu	217.	Ebuhando Bar and Restaurant	Kakamega
220.	Duke Of Breeze	Kisumu	218.	Korde 56 Restaurant	Kakamega
221.	Action Palace Hotel	Kisumu	219.	Silent Bar and Restaurant	Homabay
222.	New Dew Church Hotel (Drive)	Kisumu	220.	Center Inn Bar and Restaurant	Homabay
223.	Royal City Hotel	Kisumu	221.	Mamba Bar and Restaurant	Busia
224.	Lakeside Guest House	Kisumu	222.	The Sikoka Palace	Siaya
225.	Hotel Marina	Kisumu	223.	Osiepe Bar & Restaurant	Siaya
226.	Macedonia Resort Club	Kisumu	224.	Expresso Coffee House	Kisumu
227.	Beograda Hotel	Kisumu	225.	Green Garden Restaurant	Kisumu

228.	Hotel Elyon	Kisumu	226.	Nairobi Inn	Homabay
229.	Joventure Guest House	Kisumu	227.	Parkside Joint Butchtry and Restaurant	Homabay
230.	Hotel Perch	Kisumu	228.	Jabali Restaurant	Kisumu
231.	Lake Breeze Hotel Kisumu	Kisumu	229.	Cinnamon	Siaya
232.	The Great Lakes Hotel Ltd	Kisumu	230.	Kanyasembo Bar and Restaurant	Kisumu
233.	Magline Conference And Guest House	Kisumu	231.	Buddy's Bar and Grill	Kisumu
234.	Park View Safari Hotel And Apartment	Kisumu	232.	The Back Street	Kakamega
235.	Siaya Guest House	Kisumu	233.	Roman Green Restaurant	Homabay
236.	Vera Inn Guest House	Kisumu	234.	Golden Pub & Restaurant	Bungoma
237.	Peacock Guest House	Kisumu	235.	Cheers Bar and Grill	Siaya
238.	New Victoria Hotel	Kisumu	236.	Lena Bar & Restaurant	Kakamega
239.	Monalisa Ltd	Kisumu	237.	Corner Bar & Restaurant	Vihiga
240.	Twiga House Guest House	Kisumu	238.	Rosheta Enterprises	Kisumu
241.	Impala Ecolodge	Kisumu			

Source: Tourism Regulatory Authority, 2016

APPENDIX 6.12:- LIST OF TOURISM EXPERTS**Distribution of Interview Participants**

	Tourism Professionals and Key tourism industry Practitioners	Number of Interviewees
1	National Government Tourism Officials 1. Ministry of Tourism Officials 2. Kenya Tourism Board Officials 3. Kenya Wildlife Service Official 4. Tourism Regulatory Authority Official 5. Tourism Finance Corporation Official	5
2	County Government Officials 1. Tourism Officials, Kisumu County 2. Tourism Officials, Busia County 3. Tourism Officials, Kakamega County	3
3	Professionals/Industry Practitioners 1. Lake Victoria Tourism Association Officials 2. Kenya Association of Hotelkeepers and Caterers	2
	Total	10

Source: (Survey Data, 2017)

APPENDIX 6.13:- MEASUREMENT OF CONSTRUCTS AND VARIABLES

Variables	Measurement Type	Scaling
Measurement of Constructs and Variables - Tourism Enterprises		
Q1 Business Ownership	Multichotomous	Interval
Q2. Core business	Dichotomous	Ordinal
Q3. Type of registration	Multichotomous	Interval
Q4. Place Brand Equity (Value to Enterprises)	5-Point Likert Scale	Interval
Q5. Tourism Entrepreneurs Brand Perceptions		
Place Brand Loyalty	5-Point Likert Scale	Interval
Place Brand Quality	5-Point Likert Scale	Interval
Place Brand Image	5-Point Likert Scale	Interval
Place Brand Awareness	5-Point Likert Scale	Interval
Q6. Entrepreneurial Self-Efficacy		
Opportunity Recognition	5-Point Likert Scale	Interval
Innovations	5-Point Likert Scale	Interval
Defining Core Purpose	5-Point Likert Scale	Interval
Harnessing Critical Organizational Resources	5-Point Likert Scale	Interval
Entrepreneur Relationships	5-Point Likert Scale	Interval
Risks and uncertainties	5-Point Likert Scale	Interval
Q7. Industry Context Perception		
Political/Legal Environment	5-Point Likert Scale	Interval
Technological Environment	5-Point Likert Scale	Interval
General Environment	5-Point Likert Scale	Interval
Socio-cultural Environment	5-Point Likert Scale	Interval
Economic Environment	5-Point Likert Scale	Interval
Measurement of constructs and Variables – Customers		
Q1. Age	Age Cohorts Multichotomous	Interval
Q2. Gender	Dichotomous	Ordinal
Q3. Nationality	Non-dichotomous	String
Q4. Level of Education	Multichotomous	Interval
Q5. Purpose of Visit	5-Point Likert Scale	Interval
Q6. Duration of Visit in the destination	5-Point Likert Scale	Interval
Q7. Source of information	Multichotomous	Ordinal
Q8. Place Brand Equity (Value to Customers)	5-Point Likert Scale	Interval
Q9. Customers brand perceptions		
Brand Awareness	5-Point Likert Scale	Interval
Brand Image	5-Point Likert Scale	Interval
Brand Quality	5-Point Likert Scale	Interval
Brand Loyalty	5-Point Likert Scale	Interval

Source (Survey Data, 2017)

APPENDIX 6.14:- KAKAMEGA COUNTY PROFILE

Location:- Kakamega County borders Vihiga County to the south, Busia and Siaya County to the West, Bungoma and Trans Nzoia County to the North, Uasin Gishu to the North East and Nandi County to the East. The county covers an area of approximately 3050.3 Km². Administratively the County has 12 sub counties, 60 wards spread out in 398,709 households

Population:- According to the 2009 Population and Housing Census, the county population was 1,660, 651 consisting of 797,112 males and 863,539 females giving the population distribution of 48 percent male and 52 per cent female. The projected 2012 population was 1,789,989 constituting of 859,195 males and 930,794 females, while the county population is projected to be 1,929,401 and 2,028,324 by 2015 and 2017 respectively. The population growth rate for the county is estimated at 2.5 percent.

Tourist Attractions, National Parks/Reserves:- Kakamega County has one national park, no game reserve and two camping sites. The Kakamega Forest is also a big tourist attraction because of the large species of birds, butterflies and other animal species. Kakamega County has a total area of 244.25 km² of gazetted forest. Other tourism activities include bull fighting in Khayega and Ikolomani, cock fighting in Shinyalu, the dog market in Lubao, Malava, the crying stone in Ilesi, Lukova in Matete and Mawe Tatu in Likuyani. The county is also rich in cultural practices such as the existing Wanga Kingdom which attracts a number of people to the county. There is need to gazette some of these attractions such as the crying stone to improve access to these sites. Cultural centres need to be established for bull fighting, isukuti dances, wrestling and other cultural activities to attract tourists.

Wildlife:- The main wildlife in the county are monkeys, birds, snakes, baboons, hares, hippos, monitor lizards and coloured butterflies. These animals are mainly found within the forest with Kenya Wildlife service taking charge of most of them. There is need to establish a wild animal sanctuary to attract more tourists and protect rare species.

Tourist Class Hotels/Restaurants, Bed Capacity:- Kakamega County has one (1) Three Star hotel, and 24 established bars and restaurants. It also has 540 unclassified hotels. The county is estimated to have total of 4,260 hotel rooms. This is way below the daily demand estimated at 10,000 hotel rooms from visitors and regular tourists. More hotels need to be constructed to increase the capacity and quality to accommodate people especially during peak seasons. Establishment of a five star hotel will be valuable. This can be done through public- private partnerships. The Ministry of Trade industrialization and Tourism is in the process of establishing Tourism Information centers within Kakamega town and other sub counties to facilitate tourism information research and development as well as information dissemination.

Strategic Issues for tourism development in Kakamega County

1. Improve access to affordable finance and credit facilities tourism development;
2. Lack of marketing initiatives and campaigns to market Kakamega county;
3. Slow establishment of new tourist ventures;
4. Lack of Niche product initiative;
5. Lack of initiatives to develop the new tourist site;
6. Lack of Capacity for Tourism Development and Quality Service Delivery; and
7. Promote domestic tourism industry.

Brand Kakamega

This Action Plan developed by Brand Kakamega County Task force presents priority activities whose implementation will enhance a positive image of Kakamega County among stakeholders. The Task Force, identified, refined and packaged key attributes of Kakamega County that contribute positively towards the reputation of the County. In order to enhance the County image and create an authentic, credible brand that portrays its uniqueness, the Task Force recognizes the land, people and natural resources as key pillars for the County's socio-economic development.

Source:- (County Government of Kakamega , 2013)

APPENDIX 6.15:- BUSIA COUNTY PROFILE

Location:- Busia County Government is one of the 47 County Governments formed through the 2010 Constitution of Kenya and the County Government's Act, 2012. It has its headquarter in Busia Town. Busia County is situated at the extreme Western region of Kenya. Busia County borders Bungoma to the North, Kakamega to the East and Siaya to the South East, Lake Victoria to the South West and the Republic of Uganda to the West. It lies between latitude 0° and 0° 45 North and longitude 34° 25 East. It takes one and half hours to drive from Busia to Kisumu International Airport.

Busia County covers an area of 1,694.5 km² with 10 divisions, 60 locations and 181 sub-locations based on the previous administrative arrangement. Following the promulgation of the new Constitution in 2010, there are new administrative units covering the same area in form of sub-counties numbering 7 and 35 wards. The 7 sub-counties are also constituencies.

Population:- The 2012 population of Busia was estimated to be 816,452 with females numbering 425,622 (53.13%) and the males 390,830 (47.87%) respectively. By the year 2017, the population is estimated to have grown to a total of 953,337 (456,356 males and 496,981 females). Out of the estimated total population in 2012, a total of 144,616 (17.71%) people were below the age of five years while in 2017 the number is expected to be 168, 862.

Tourism:- Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. In modern times, tourist attractions go beyond the conventional features (i.e. natural and physical features) to include man-made features such as resorts, monuments, museums, town/city landmarks, culture, artifacts, shrines, historical sites, drama, songs and dance.

Main Tourist Attraction:- The County has various tourist attraction sites such as Kakapel Rock Art Museum, captivating Kakapel caves, rock paintings found at the Kakapei National Monument in Teso North Sub-county, rocky hills of Kisoko. Lake Victoria Viewpoints, the beautiful stretch of Lake Victoria and neighbouring islands, beaches such as Marenga in Budalang'i sub-county, Bumbe and Busijo in Funyula Sub-county, rich cultural heritage, traditional dances, annual cultural events, herbal medicine, artifacts and musical instruments all add value to Bunyala and Samia cultural centers as great tourist attractions to the county. The County has tourism potential that can be tapped, developed and marketed as an alternative to the traditional tourist destinations. The County is endowed with various other tourist attraction sites which if developed will attract both international and local tourists hence improving the economy of the county and its people.

Tourist Class Hotels:- The County has several hotels and restaurants. There are several conference facilities and restaurants in various urban centers in the County. The demand for modern hotels and restaurants surpasses the supply. There is need to create conducive policy environment to motivate private investment in the hospitality industry by way of increasing conference facilities and bed space.

Main Wildlife

Main types of wild life found in the County include hippopotamuses, wild pigs and Vervet monkeys found in pockets of the county, mainly around the lake shores. These are among the endangered animal species and therefore require protection.

Strategic Issues for tourism development in Busia County

1. Tourism Product Development
2. Funding and institutional re-organization
3. Great potential for water-based tourism activities, adventure, culture and heritage
4. Develop business tourism being a border county
5. Stakeholders need to be enlightened on tourism development matters
6. Closer linkages with national government agencies needed

Source:- (County Government of Busia, 2013)

APPENDIX 6.16:- KISUMU COUNTY PROFILE

Location:- Kisumu County is one of the 47 Counties in Kenya. It lies within longitudes 33° 20'E and 35° 20'E and latitudes 0° 20'South and 0° 50'South. The County is bordered by Homa Bay County to the South, Nandi County to the North East, Kericho County to the East, Vihiga County to the North West and Siaya County to the West. The County covers a total land area of 2009.5 km² and another 567 km² covered by water.

Population:- The population of the county according to the 2009 Population and Housing Census was estimated at 968,909 persons with 474,687 males and 494,222 females.

Main Tourist Attractions, National Parks/Reserves:- The county lies in the Western Kenya tourism circuit. The region has tourist attractions sites around the lake. The western tourist circuit is well served by national and international trunk roads as well as Kisumu International Airport which has been expanded and improved to international standard so as to accommodate larger planes. The county has a variety of tourist attractions including diversity of landscapes, wildlife, culture and the many historical sites and suitable beaches along Lake Victoria provide enormous potential for tourism growth in the region. Enhanced management and promotion of tourism will earn the county large amounts of revenue that can be ploughed back into developing the infrastructure/social facilities that will further boost the tourism industry. Other areas of investment will include establishment of high-class hotels and lodges in major towns or at the sites for overnight stay for tourists; camping sites, water sports and tourist resorts among others.

The county has a variety of tourist attractions including diversity of landscapes, wildlife, culture and the many historical sites and suitable beaches along Lake Victoria provide enormous potential for tourism growth in the region. The Ndere Island National Park in Seme Sub-county, the Kisumu Impala Sanctuary in Kisumu City and the National Museum in Kisumu. Historic sites such as Songhor Paleontological Site situated in Muhoroni, the viewpoints in Nyabondo, the legendary Luanda Magere site in Miwani, Kit Mikayi in Kisumu West, recreational sailing and sport fishing on Lake Victoria provide attractive sites that need to be fully utilized.

Strategic Issues for tourism development in Kisumu County

1. Prioritization of Tourism at County level
2. Training Tourism entrepreneurs especially community-based tourism entrepreneurs and Tour Guides
3. Accessibility to various tourist attractions
4. Branding Kisumu County based on destinations attributes and creating synergies with other counties under the Lake Region Economic Block comprising 13 Counties
5. Tourism Product Development

Source:- (County Government of Kisumu, 2013)

APPENDIX 6.17:- KISII COUNTY PROFILE

Location:- Kisii County is one of the forty seven Counties in Kenya. It shares common borders with Nyamira County to the North East, Narok County to the South and Homabay and Migori Counties to the West. The County lies between latitude 0 degrees 30' and 1 degrees South and longitude 34 degrees 38' and 35 degrees East. The County covers a total area of 1,317.5 km² and is divided into nine constituencies namely: Kitutu Chache North, Kitutu Chache South, Nyaribari Masaba, Nyaribari Chache, Bomachoge Borabu, Bomachoge Chache, Bobasi, South Mogirango and Bonchari. It has 9 Sub-Counties, 24 divisions, 75 Locations and 190 sub-locations respectively.

Population:- The County has an estimated population of 1,236,966 (2012). This represents 597,934 and 639,032 males and females respectively. By 2017 this population is expected to rise to 1,367,049 persons (660,810 males and 706,239 females). Population distribution in the County is influenced by such factors as physical, historical, and economic development policies pertaining to land settlement. Population densities are high in areas with large proportions of arable land such as Kitutu Chache South (1,344), Nyaribari Chache (1,124), Bomachoge Borabu (989), and Bomachoge Chache (934). The County is characterized by a hilly topography with several ridges and valleys and is endowed with several permanent rivers which flow from East to West into Lake Victoria. Soils in the County are generally good and fertile allowing for agricultural activities.

The County has a highland equatorial climate resulting into a bimodal rainfall pattern with two rainy seasons, the long rains occurring between February and June and the short rains occurring between September and early December. The adequate rainfall, coupled with moderate temperature is suitable for growing of crops like tea, coffee, maize, beans, finger millet, potatoes, bananas and groundnuts. This also makes it possible to practice dairy farming in the County. This is detailed in the County factsheet which provides the socio economic status of the County.

Main Tourist Attractions:- There are potential tourist attractions sites like Tabaka soapstone, and River Gucha falls; the various forests for nature walk and trekking; agro-tourism through the agricultural plantations; cultural tourism through home-stays, festivals, local cuisine among others which need to be exploited. The development of this sector will require corresponding development of both super structural and infrastructural facilities.

Main Wildlife:- Due to the high population density in the County, almost all the land is put to maximum agricultural use almost displacing wild animals. Only a few wild animals like porcupines, ant bear, monkeys, snakes and various species of birds live in the bushy river valleys. There are no registered game parks in the County but some geological sites such as Nyangweta Forest, Ritumbe Forest and Ibencho can offer good tourist sites. Hence there is need to earmark specific habitats and protect them.

Hotels/Restaurants:- Kisii County does not have tourist class hotels/ restaurants. However, there are a number of hotels and restaurants that offer varying levels of services, hence, there is need to put up tourist hotels to attract tourists from Masai Mara in the Narok County and Ruma Park in Homabay County.

Strategic Issues for tourism development in Kisii County

1. Tourism product development
2. Tourism promotion
3. Funding the tourism sector
4. Tourism support infrastructure
5. Quality of Tourism Services
6. Prioritization of Tourism at County level

Source:- (County Government of Kisii, 2013)

APPENDIX 6.18:- INFERENCE STATISTICS FOR CUSTOMER BRAND PERCEPTIONS

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.588 ^a	.345	.343	2.20295	.345	161.844	1	307	.000	1.589

a. Predictors: (Constant), Customer Brand Perceptions

b. Dependent Variable: Place Brand Equity

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	785.426	1	785.426	161.844	.000 ^b
	Residual	1489.862	307	4.853		
	Total	2275.288	308			

a. Dependent Variable: Place brand Equity

b. Predictors: (Constant), Customer Brand Perceptions

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.976	1.022		-1.934	.054
	Customer Brand Perceptions	.180	.014	.588	12.722	.000

a. Dependent Variable: Place Brand Equity

APPENDIX 6.19:- RELIABILITY TEST FOR TOURISM ENTERPRISE QUESTIONNAIRE

	Item	Total Statistics			
		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	Overall Brand Equity				
EBE1	Business has been profitable and has generated a high volume of sales	347.25	4950.917	.985	.987
EBE2	Business has achieved rapid growth, greater trade cooperation and support	347.25	5048.250	.445	.987
EBE3	Performance of our business has been satisfactory and gained additional brand extension opportunities	346.50	5000.333	.963	.987
EBE4	Business experiences improved employee recruitment and retention	346.75	5056.250	.643	.987
EBE5	Business experiences improved perceptions and greater loyalty from clients	346.00	5078.667	.739	.987
EBE6	We do not intend to close or transfer our business in the future	347.00	4978.667	.559	.987
	Brand Loyalty				
ELO1	We will invest or do our business in this place again	346.75	5138.917	-.052	.988
ELO2	We will recommend this place as a good investment option	346.50	5081.667	.697	.987
ELO3	We are satisfied with the brand	347.00	5024.667	.781	.987
ELO4	We encourage referrals to other enterprises	347.50	4925.667	.967	.987
ELO5	This destination provides more business benefits than others	347.00	5003.333	.940	.987
ELO6	This destination brand is an instrument of customer retention	346.00	5078.667	.739	.987
	Brand Quality				
EBQ1	The strategic location of the place is favourable for investment	346.50	5185.000	-.745	.988
EBQ2	The places' resources support business and investment	347.00	5024.667	.781	.987
EBQ3	The brand is a guarantee of quality	346.00	5078.667	.739	.987
EBQ4	We identify ourselves with the destination brand image	346.50	5185.000	-.745	.988
	Brand Image				
EBI1	There is availability of financing and economic support	346.50	5027.667	.759	.987
EBI2	The place offers investment friendly policies	346.50	5027.667	.759	.987
EBI3	The place offers strong law and other support to business	346.75	5110.917	.171	.987
EBI4	Employees are professional, cooperative and have good ethics	346.25	5026.250	.736	.987
EBI5	Quality is key to brand	346.00	5078.667	.739	.987
EBI6	The circuit brand represents diversity and richness in contrasts	346.25	5134.917	-.044	.987

Brand Awareness					
EAW1	The place has strong business potential	346.50	5000.333	.963	.987
EAW2	We know the main authorities that control this destination	346.75	5056.250	.643	.987
EAW3	There are promotional initiatives by stakeholders from this destination	347.25	5032.250	.693	.987
EAW4	Western Kenya Tourism Circuit could be branded as an eco-tourism destination	346.75	4948.250	.911	.987
EAW5	This destination brand is in line with the magical Kenya brand	346.25	5052.917	.954	.987
Opportunity Recognition					
OR1	We identify market opportunities for new products and services	347.00	5078.667	.739	.987
OR2	We discover new ways to improve existing products to solve problems	347.00	4976.667	.864	.987
OR3	We introduce product concepts to the market in a timely manner	346.50	5000.333	.963	.987
OR4	We determine what the business will look like in the future	346.50	5081.667	.697	.987
OR5	We can formulate a set of actions in pursuit of opportunities	347.25	5026.250	.736	.987
OR6	We have established a position in the product market	346.25	5052.917	.954	.987
Innovations					
IN1	We create a working environment that allows employees to be their own boss	347.25	4972.250	.866	.987
IN2	We develop a working environment that encourages employee to try new things	346.75	4974.917	.954	.987
IN3	We encourage employees to take initiatives and responsibilities for their ideas and decisions, regardless of outcome	347.75	5008.917	.603	.987
IN4	We introduce new ways of production, marketing and management	347.25	4950.917	.985	.987
IN5	We develop and introduce new products and services	347.25	5032.250	.693	.987
Entrepreneur Relationships					
ER1	We develop and maintain favorable relationships with other investors	346.75	5050.250	.695	.987
ER2	We develop relationships with key people who have access to financial resources	348.25	5012.917	.472	.987
ER3	We belong to regional and local partnerships and associations	347.50	4925.667	.967	.987
ER4	We care about the social community where our business operates	347.00	4998.000	.742	.987
ER5	We are aware of institutions (government and NGO) offering business support	347.00	5078.667	.739	.987
Defining Core Purpose					
CP1	We articulate the vision and values of our business	346.75	5002.917	.633	.987
CP2	We define organizational roles, responsibilities and policies	346.50	5000.333	.963	.987
CP3	We inspire others to embrace the vision and values of our business	346.50	5081.667	.697	.987
CP4	We have a developed information management system	346.75	5056.250	.643	.987

CP5	We formulate a set of actions in pursuit of opportunities	347.00	4976.667	.864	.987
	Harnessing Critical Organizational Resources				
CO1	We recruit and train key employees	347.25	5026.250	.736	.987
CO2	We develop contingency plans to backfill key technical staff	347.00	4950.000	.850	.987
CO3	We identify and build management teams	346.50	5027.667	.759	.987
CO4	We perform financial analyses	346.75	5077.583	.458	.987
CO5	We develop financial systems	347.50	5220.333	-.420	.988
	Managing Risks and Uncertainties				
RU1	We work productively under continuous stress, pressure and conflict	347.75	5056.250	.643	.987
RU2	We tolerate unexpected changes in business conditions	346.50	5103.000	.397	.987
RU3	We negotiate the process to obtain outcomes favourable to our business	347.25	5032.250	.693	.987
RU4	We determine what the business will look like through calculated risks	346.25	5052.917	.954	.987
RU5	We react quickly to unexpected change and failure	346.75	5056.250	.643	.987
RU6	We maintain a positive outlook despite setbacks and negative feedback from others	347.00	5106.000	.355	.987
	Political/Legal Environment				
PL1	Tourism policies at national and county level are favorable	347.75	5091.583	.160	.988
PL2	Legal framework protects businesses and customers	347.25	5134.917	-.044	.987
PL3	New regulations are affecting my firm negatively	346.75	5056.250	.643	.987
PL4	Environmental protection laws and demand for green destinations has affected my firm	347.50	5145.000	-.067	.988
PL5	There is necessity for increased leadership in tourism policy and strategic planning at national and county levels	346.50	5027.667	.759	.987
	Technological Environment				
TE1	We have incorporate new hardware in our firm	346.75	4948.250	.911	.987
TE2	We have incorporated new software in our firm	347.00	4922.667	.982	.987
TE3	We have incorporated new technological applications in our firm to take advantage of opportunities and ward off threats	347.00	4922.667	.982	.987
TE4	Advanced technology has enabled us to develop new products and services	347.00	4976.667	.864	.987
TE5	Technology has enabled us transform the marketing mix	347.25	4870.917	.962	.987
	General Environment				
GE1	Safety and security is guaranteed	346.75	4948.250	.911	.987
GE2	The future can be adequately predicted	347.00	4922.667	.982	.987
GE3	Our firm can manage rate change related to factors in the external environment	347.25	4870.917	.962	.987
GE4	Scope of business growth is limited	347.50	4920.333	.870	.987

GE5	Our firm can operate through varying degree of change in the environment	347.25	4972.250	.866	.987
GE6	Enterprises operate in a favourable environment	346.75	5050.250	.695	.987
Socio-cultural Environment					
SC1	Residents values and attitudes affect our business	346.75	4974.917	.954	.987
SC2	Our business has adapted to changing trends	346.75	4948.250	.911	.987
SC3	We have mainstreamed genders in our business	347.00	4922.667	.982	.987
SC4	Population trends have influenced our business	347.25	4946.250	.748	.987
SC5	Work-life balance has affected our business	347.50	4920.333	.870	.987
Economic Environment					
EE1	Inflation influences our business	346.50	5000.333	.963	.987
EE2	Unstable prices influence our business	347.75	4927.583	.878	.987
EE3	Taxation is high	347.50	4974.333	.733	.987
EE4	Consumer confidence is high	347.00	4998.000	.742	.987
EE5	We know our competitors	347.25	4946.250	.748	.987

Source:- (Survey Data, 2017)

APPENDIX 6.20:- RELIABILITY TEST FOR CUSTOMER

	Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	Overall Brand Equity				
CBE1	Even if another destination had the same features, i would prefer to travel to the western Kenya tourist circuit	115.07	87.638	.392	.690
CBE2	It makes sense to travel to the western Kenya tourist circuit instead of any other destination, even if they are the same	114.00	93.857	.237	.704
CBE3	If another destination is not different from western Kenya tourist circuit in any way, it seems smarter to travel to this destination	114.20	83.457	.616	.668
	Perceived Brand Awareness				
AW1	Characteristics of the destination come to my mind quickly	114.53	91.695	.384	.693
AW2	When I am thinking of holiday, the destination comes to my mind immediately	114.60	97.114	.094	.716
AW3	The destination is very famous	114.27	99.638	.048	.714
AW4	I have seen lots of advertising and promotion of the destination	113.80	92.314	.741	.685
	Perceived Brand Image				
BI1	The destination environment is attractive	113.47	95.838	.506	.697
BI2	It is easy to access historical and touristic places	113.47	105.267	-.423	.727
BI3	Residents of the destination are friendly and welcoming	114.13	102.267	-.146	.718
BI4	The destination is well priced	113.87	92.124	.682	.686
BI5	The destination is well regarded by my friends	114.67	90.524	.398	.691
	Perceived Brand Quality				
BQ1	Services are modern and technologically relevant	115.07	98.210	.334	.704
BQ2	Infrastructure is well designed and well of high standards	114.33	100.810	.005	.714
BQ3	Accommodation facilities are appealing and in good condition	114.67	94.238	.215	.706
BQ4	Personal safety was a major aspect in services provided	114.33	100.810	.005	.714
BQ5	I get more than my money's worth in services provided	114.00	99.857	.163	.709
	Perceived Destination Loyalty				
LO1	I intend visiting the destination in future	113.93	101.638	-.071	.719
LO2	The destination would be my first choice for a vacation	113.67	91.952	.577	.687
LO3	This destination provides more benefits than others	113.80	98.600	.119	.711
LO4	I would recommend other people to visit the destination	113.47	97.552	.331	.703

QUESTIONNAIRE

APPENDIX 6.22:- TEXT SEARCH QUERY FREQUENCY SUMMARY FOR BRAND PERCEPTIONS

Role of Stakeholders in Constructing the WKTC Brand				Critical Success Factors in Developing the WKTC Brand			
Word	Length	Count	Weighted Percentage (%)	Word	Length	Count	Weighted Percentage (%)
business	8	36	6.20	business	8	145	4.43
changing	8	66	5.50	changing	8	266	2.20
communities	11	28	2.66	activities	10	170	1.96
travel	6	21	2.30	organization	12	134	1.85
hotels	6	8	2.07	region	6	102	1.64
attributes	10	22	2.01	products	8	72	1.51
Products	8	17	1.98	communities	11	119	1.32
marketing	9	9	1.93	attributes	10	109	1.09
Building	8	23	1.82	cities	6	29	1.00
customer	8	8	1.78	land	4	52	0.93
Support	7	20	1.78	whole	5	76	0.88
initiatives	11	9	1.64	government	10	54	0.85
stakeholders	12	5	1.63	measures	8	70	0.85
Part	4	27	1.58	hotels	6	17	0.83
Develop	7	21	1.49	support	7	81	0.79
construction	12	26	1.45	capital	7	56	0.78
Work	4	25	1.41	destination	11	25	0.77
infrastructure	14	4	1.31	water	5	38	0.76
operators	9	17	1.22	investors	9	12	0.75
government	10	5	1.20	work	4	96	0.74
Process	7	17	1.15	travel	6	77	0.70
competitive	11	7	1.11	county	6	31	0.69
Counties	8	8	1.10	develop	7	79	0.69
Ideas	5	15	1.02	part	4	85	0.68
Region	6	11	1.00	construction	12	90	0.66
dependent	9	6	0.97	give	4	96	0.66
Employ	6	14	0.93	funds	5	42	0.65
Quality	7	16	0.92	mara	4	10	0.65
Involved	8	5	0.88	local	5	15	0.64
resources	9	6	0.83	points	6	47	0.61
tourists	8	3	0.82	systems	7	30	0.61
documentation	13	12	0.77	especially	10	9	0.59
centres	7	4	0.76	get	3	66	0.59
promote	7	12	0.74	related	7	54	0.59
services	8	10	0.72	areas	5	45	0.57
game	4	8	0.71	improve	7	63	0.57
create	6	18	0.70	lake	4	20	0.56
facility	8	7	0.69	stakeholders	12	9	0.56
Feel	4	7	0.68	security	8	34	0.54
local	5	3	0.67	operators	9	55	0.53
provide	7	10	0.67	attractions	11	27	0.52
agencies	8	5	0.65	circuit	7	34	0.52
flora	5	2	0.65	customer	8	25	0.52
integral	8	2	0.65	national	8	29	0.52
investors	9	2	0.65	prospective	11	23	0.51
New	3	2	0.65	build	5	70	0.48
Sites	5	2	0.65	marketing	9	42	0.48
visitors	8	2	0.65	charge	6	67	0.46
wetlands	8	2	0.65	processes	9	57	0.46
Areas	5	7	0.64	set	3	77	0.46
creation	8	13	0.63	brand	5	29	0.45
information	11	8	0.63	cultural	8	28	0.45
offered	7	5	0.63	facilities	10	35	0.45
accessibility	13	8	0.61	form	4	61	0.45

APPENDIX 6.24:- TEXT SEARCH QUERY FREQUENCY SUMMARY FOR ENTREPRENEURIAL SELF-EFFICACY

WKTC Competitors				Factors enhancing Tourism Entrepreneurship			
Word	Length	Count	Weighted Percentage (%)	Word	Length	Count	Weighted Percentage (%)
region	6	13	5.38	business	8	54	6.82
mara	4	9	4.33	change	6	79	3.90
water	5	12	4.25	organization	12	49	3.02
formations	10	10	4.18	activities	10	51	2.70
destinations	12	9	3.85	government	10	25	2.20
organizations	13	13	3.65	funds	5	25	2.08
circuit	7	7	3.37	support	7	30	2.01
features	8	6	2.88	region	6	22	1.66
masai	5	5	2.40	local	5	8	1.64
competitors	11	5	2.16	charge	6	35	1.61
various	7	4	1.92	investors	9	6	1.57
work	4	7	1.88	get	3	29	1.44
established	11	8	1.60	related	7	23	1.44
lake	4	6	1.60	give	4	40	1.42
jinja	5	3	1.44	marketing	9	13	1.34
opposed	7	4	1.44	taxes	5	12	1.17
rift	4	3	1.44	improve	7	18	1.12
tourism	7	3	1.44	invest	6	15	1.10
naivasha	8	3	1.44	community	9	27	1.05
activities	10	6	1.40	reduce	6	13	1.02
cultural	8	3	1.20	security	8	9	0.96
places	6	4	0.98	entrepreneurs	13	4	0.92
also	4	2	0.96	develop	7	22	0.91
compared	8	2	0.96	licensing	9	5	0.91
competing	9	2	0.96	laws	4	6	0.89
issues	6	2	0.96	used	4	16	0.87
kampala	7	2	0.96	quality	7	22	0.86
kenya	5	2	0.96	building	8	24	0.83
mwanza	6	2	0.96	hotels	6	4	0.83
nairobi	7	2	0.96	processes	9	16	0.82
wildlife	8	2	0.96	set	3	20	0.80
maasai	6	2	0.96	incentives	10	3	0.79
used	4	5	0.92	sites	5	3	0.79
developed	9	3	0.88	association	11	9	0.77
based	5	3	0.82	finance	7	17	0.77
carried	7	3	0.80	infrastructure	14	7	0.77
forest	6	2	0.72	county	6	6	0.76
include	7	2	0.72	help	4	16	0.76
weather	7	3	0.72	encourage	9	16	0.75
give	4	4	0.66	providing	9	23	0.74
adventure	9	2	0.64	need	4	10	0.73
experiences	11	2	0.64	products	8	12	0.71
attractions	11	3	0.60	whole	5	11	0.70
quality	7	4	0.60	educated	8	12	0.67
well	4	2	0.60	benefits	8	8	0.66
appealing	9	3	0.56	national	8	10	0.66
tends	5	2	0.56	levy	4	9	0.63
aberdares	9	1	0.48	areas	5	11	0.61
associations	12	1	0.48	form	4	11	0.61
beaches	7	1	0.48	operation	9	14	0.61
benefits	8	1	0.48	opportunities	13	5	0.61
bodies	6	1	0.48	intended	8	5	0.60
capacities	10	1	0.48	cost	4	11	0.58
cold	4	1	0.48	enterprises	11	17	0.58

APPENDIX 6.26:- TEXT SEARCH QUERY FREQUENCY SUMMARY FOR INDUSTRY CONTEXT

Desirability of WKTC				Perceived Attributes of WKTC			
Word	Length	Count	Weighted Percentage (%)	Word	Length	Count	Weighted Percentage (%)
water	5	12	5.19	business	8	16	6.99
areas	5	10	4.35	region	6	17	6.27
products	8	11	3.98	feel	4	9	3.36
communities'	12	10	3.97	activities	10	16	3.35
activities	10	11	3.60	government	10	8	3.26
cities	6	8	2.96	especially	10	5	3.11
attractions	11	5	2.78	much	4	5	2.33
tourism	7	5	2.78	give	4	10	1.90
cultural	8	6	2.59	positive	8	8	1.88
related	7	6	2.59	investors	9	3	1.86
rides	5	4	1.94	operators	9	5	1.86
people	6	9	1.87	potential	9	3	1.86
based	5	4	1.85	stakeholders	12	3	1.86
new	3	6	1.70	limited	7	7	1.84
circuit	7	3	1.67	coming	6	5	1.63
numerous	8	3	1.67	facilities	10	5	1.61
unique	6	3	1.67	need	4	3	1.55
diversity	9	4	1.53	number	6	4	1.55
natural	7	6	1.48	appreciated	11	3	1.40
potential	9	3	1.39	period	6	6	1.40
formations	10	4	1.30	agencies	8	3	1.35
world	5	5	1.30	perceive	8	4	1.35
animal	6	5	1.27	diverse	7	2	1.24
capital	7	6	1.20	enormous	8	2	1.24
good	4	6	1.13	marketing	9	2	1.24
accessibility	13	3	1.11	natural	7	2	1.24
airport	7	2	1.11	products	8	4	1.24
far	3	2	1.11	develop	7	5	1.18
friendly	8	2	1.11	travel	6	7	1.15
untapped	8	2	1.11	confidence	10	4	1.04
wildlife	8	2	1.11	offering	8	3	1.04
kakamega	8	2	1.11	packages	8	3	1.04
tropical	8	3	0.94	circuit	7	7	0.96
desirable	9	3	0.93	processes	9	4	0.95
game	4	4	0.88	high	4	2	0.93
guaranteed	10	3	0.85	new	3	2	0.93
hot	3	5	0.85	politics	8	5	0.93
environment	11	2	0.83	tourist	7	2	0.93
forest	6	2	0.83	hospitality	11	3	0.90
opposed	7	2	0.83	open	4	5	0.90
develop	7	4	0.79	away	4	2	0.83
operations	10	3	0.76	border	6	5	0.81
young	5	4	0.76	investments	11	2	0.78
rich	4	4	0.74	matters	7	2	0.78
learnings	9	2	0.69	responsible	11	2	0.78
opportunity	11	2	0.65	build	5	5	0.75
improved	8	3	0.60	better	6	4	0.64
africa	6	1	0.56	branding	8	1	0.62
along	5	1	0.56	budgetary	9	1	0.62
amazing	7	1	0.56	desired	7	1	0.62
away	4	1	0.56	due	3	1	0.62
beaches	7	1	0.56	efforts	7	1	0.62
diversified	11	1	0.56	enlightened	11	1	0.62
employees	9	1	0.56	enough	6	1	0.62