

Ken 3500 f

**A SURVEY OF METHODS USED BY THE KENYA TOURIST BOARD IN
MARKETING ADVENTURE TOURISM IN THE MOUNT KENYA REGION**

BY

ESTHER WAMBUI MAKUNYI (MRS), (B.ED; H.E)

H60/12930/05

**A THESIS SUBMITTED TO THE SCHOOL OF HOSPITALITY AND TOURISM IN
PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE OF MASTER OF
SCIENCE OF KENYATTA UNIVERSITY**

Makunyi, Esther
*A survey of methods
used by the Kenya*



2011/357563

OCTOBER 2010

KENYATTA UNIVERSITY LIBRARY

DECLARATION

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

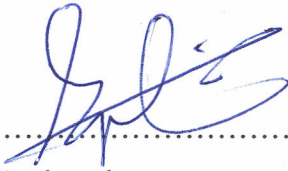
Signature..........Date.....22/10/2010.....

Esther Wambui Makunyi

This thesis has been submitted for examination with our approval as university supervisors

Professor Judith Kimiywe..........Date.....4/11/2010.....

Department of Food, Nutrition and Dietetics
Kenyatta University

Dr Ephraim Wahome..........Date.....22.10.10.....

Department of History and Archaeology
University of Nairobi

ACKNOWLEDGEMENTS

This study would not have been successfully completed were it not for the enormous contribution and support of various individuals and/or institutions. I wish to express my sincere thanks to my two supervisors Professor Judith Kimiywe of Kenyatta University and Dr. Ephraim Wahome of the University of Nairobi for their invaluable contribution and encouragement during the entire period of thesis preparation. Their objective and constructive criticisms shaped up this research work.

I would also like to thank the Director of the Graduate School of Kenyatta University and my Research Methods lecturer Professor Judith Waudu, for her stimulating lectures that enhanced my focus in the choice of the research topic and articulation of the research problem. My sincere thanks go to all the lecturers in the Department of Hospitality and Tourism Management of the same University for their advice and guidance during the writing of the proposal and the thesis. Special mention goes to Dr. Robert K. Muniu of the Department of Physical and Health Education of Kenyatta University for his valuable comments that greatly improved the quality of the thesis.

I am grateful to the officials of Kenya Tourist Board for allowing me an interview that yielded useful information for my research work. I would like to express my appreciation and gratitude to all the campsite and tour operators for their cooperation during field research. They are too many to name individually. My thanks go to my classmate Rita Nthiga for her encouragement throughout the research period and to my two able research assistants Mr. Kruschiev Mwangi and Ms Eunice M. Masese. I would like to recognize the assistance given to me by the Kenya Polytechnic University College administration by giving me time –off to study.

I am heavily indebted to my loving husband Professor Evaristus M. Irandu of the University of Nairobi for his financial support and encouragement. I would like to thank in a special way my beloved children, Reuben, Sarah, Benson, Angeline and Cynthia for their understanding, patience and moral support during my coursework and field research.

TABLE OF CONTENTS

Declaration.....	ii
Dedication.....	iii
Acknowledgements.....	iv
Table of Contents.....	v
List of Tables.....	vii
List of Figures.....	viii
List of Plates.....	ix
Abbreviations and Acronyms	x
Operational Definition of Terms.....	xi
Abstract.....	xiii
1.0 CHAPTER ONE: INTRODUCTION.....	1
1.1 Background to the Problem	1
1.2 Statement of the Problem	3
1.3 Purpose of the Study	5
1.4 Objectives	5
1.5 Hypotheses.....	5
1.6 Assumptions	6
1.7 Significance of the Study	6
1.8 Scope.....	7
1.9 Limitations.....	7
1.10 Conceptual Framework.....	7
2.0 CHAPTER TWO: LITERATURE REVIEW.....	9
2.1 Introduction.....	9
2.2 Defining Adventure Tourism.....	9
2.3 Reasons for Participating in Adventure Tourism.....	12
2.4 Development of Adventure Tourism.....	15
2.5 Potential for Adventure Tourism	17
2.6 Marketing of Adventure Tourism	23
2.7 Socio-demographic Profiles of Adventure Tourists.....	34
2.8 Gaps identified in the Literature Review	35

3.0 CHAPTER THREE: METHODOLOGY.....	36
3.1 Introduction	36
3.2 Research Design	36
3.3 Study Location.....	36
3.4 Target Population	37
3.5 Sample Size and Sampling Procedure	37
3.6 Data Collection Instruments.....	38
3.7 Data Analysis	40
3.8 Ethical Considerations	41
4.0 CHAPTER FOUR: RESULTS AND DISCUSSION.....	42
4.1 Introduction.....	42
4.2 Questionnaire Response Rate.....	42
4.3 Establishing Potential for Adventure Tourism in the Mt. Kenya Region.....	43
4.4 Marketing Adventure Tourism.....	49
4.5 Determining Characteristics of Tourists targeted by Kenya Tourist Board.....	56
5.0 CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	67
5.1 Introduction.....	67
5.2 Summary of the Study.....	67
5.3 Conclusions.....	69
5.4 Recommendations.....	70
REFERENCES.....	73
APPENDICES.....	84

LIST OF TABLES

Table 2.1: Examples of Popular Adventure Tourism Activities.....	19
Table 4.1: Observed Frequencies for Hard and Soft Adventure Tourists.....	43
Table 4.2: Computation of Chi Square Test Statistic (χ^2) for Hypothesis 1.....	44
Table 4.3: Respondents' Reasons for Thinking there is Potential for Adventure Tourism.....	45
Table 4.4: Adventure Tourism Activities Attracting Respondents to Campsites.....	47
Table 4.5: Responses of Campsite Operators on Number of Tourists Received per Week.....	48
Table 4.6: Observed Frequencies for Number of Visits per Year.....	49
Table 4.7: Computation of Chi Square Test Statistic (χ^2) for Hypothesis 2.....	50
Table 4. 8: Observed Frequencies for Marketing Methods.....	52
Table 4.9: Computation of Chi Square Test Statistic (χ^2) for Hypothesis 3	53
Table 4.10: Responses of Tour Operators on Methods used to Market Adventure Tourism.....	55
Table 4.11: Responses of Campsite Operators on Methods used to Market Adventure Tourism.....	56
Table 4.12: Correlation Matrix.....	57
Table 4.13: Tourists' Responses on their Level of Education.....	64
Table 4.14: Tourists' Responses on their Length of Stay.....	65
Table 4.15: Tourists' Responses on their Frequency of Visit.....	66

LIST OF FIGURES

Figure 1.1: Conceptual Framework.....	8
Figure 2.1: Components of Adventure Tourism.....	12
Figure 4.1: Potential for Adventure Tourism.....	46
Figure 4.2: Sources of Information for Tourists.....	51
Figure 4.3 Respondents by Continent of Origin.....	59
Figure 4.4: Respondents by Age.....	60
Figure 4.5: Respondents by Gender.....	61
Figure 4.6: Respondents by Marital Status.....	62
Figure 4.7: Respondents by Occupation.....	63

LIST OF PLATES

Plate1: Altitude of Shipton's Camp.....	20
Plate2: Shipton's Camp used as Base for Climbing Mt.Kenya.....	20
Plate 3: Lewa Safari Camp.....	22
Plate4: Budget Camp in Mugie Ranch... ..	23

IATA	International Air Transport Association
KATA	Kenya Air Transport Association
KATO	Kenya Air Transport Operators
KTB	Kenya Transport Board
KTDC	Kenya Transport Development Corporation
KUC	Kenya Union of Carriers
KVS	Kenya Veterinary Society
MPLR	Ministry of Planning and Economic Development
NBS	National Bureau of Statistics
NTG	National Transport Guarantee
PE	Public Enterprises
SWOT	Strengths, Weaknesses, Opportunities and Threats
TYE	Transport and Travel
UNFAA	United Nations Conference on Trade and Development
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organization
USA	United States of America
YMCA	Young Men Christian Association
YWCA	Young Women Christian Association

ABBREVIATIONS AND ACRONYMS

CAB	:	Civil Aviation Board
CTDLT	:	Catering and Tourism Development Levy Trustees
EU	:	European Union
GOK	:	Government of Kenya
IATA	:	International Air Transport Association
KATA	:	Kenya Association of Travel Agents
KATO	:	Kenya Association of Tour Operators
KTB	:	Kenya Tourist Board
KTDC	:	Kenya Tourist Development Authority
KUC	:	Kenya Utalii College
KWS	:	Kenya Wildlife Service
MPER	:	Ministerial Public Expenditure Review
NBS	:	National Bureau of Statistics
NTO	:	National Tourism Organization
PE	:	Physical Education
SWOT	:	Strengths, Weaknesses, Opportunities and Threats
TTF	:	Tourism Trust Fund
UFTAA	:	Universal Federation of Travel Agents' Association
UK	:	United Kingdom
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
USA	:	United States of America
YMCA	:	Young Men Christian Association
YWCA	:	Young Women Christian Association

OPERATIONAL DEFINITIONS OF TERMS

Adventure tourism: Refers to holiday and day visits that involve participation in active or adventurous outdoor activities, either as a primary or secondary purpose of visit (Keeling, 2003).

Camping: Is an outdoor recreational activity involving the spending of one or more nights in a tent or recreational vehicle at a campsite with the purpose of enjoying nature (Beaver, 2005).

Campsite: Is a static tented facility or facilities rented by holiday makers and areas set aside for those who have brought their own tents ((Beaver, 2005).

Destination: A region or place with a distinct image that has natural attractions such as climate, topography and/or iconic attractions such as amusement parks and shopping facilities that can be utilized by tourists(Weaver & Lawton, 2002).

Hard Adventure: Refers to activities with high levels of risk, requiring intense commitment and advanced skills (Hill, 1995).

Marketing: Is a process that involves the interaction and interrelationship among consumers and producers of goods and services, through which ideas, products, services and values are created and exchanged for the mutual benefit of both groups (Weaver & Oppermann, 2000).

Marketing Mix: These are the critical components that determine the demand for a destination product. They consist of the 6P model namely, Place, Product, People, Price, Packaging and Promotion (Weaver & Oppermann, 2000).

Market Segmentation: The portioning of a large heterogeneous market into smaller, more homogeneous markets based on different needs, characteristics, or behaviour (Goldsmith & Litvin 1999).

Market Targeting: This is the evaluation of each market segment's attractiveness and selecting one or more segments to promote (Kotler, *et al*, 2005).

Recreation: All activities that are undertaken voluntarily for personal pleasure or enjoyment in a person's leisure time (Nagle, 1999).

Soft Adventure: Refers to activities with a perceived risk but low levels of real risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides(Hill,1995).

ABSTRACT

This study examined the methods used by the Kenya Tourist Board in marketing adventure tourism in the Mount Kenya region. The study used descriptive survey design in which data was collected using both open and close-ended questionnaires and interviews. The questionnaire was administered to 120 tourists selected using stratified random sampling in order to capture their socio-demographic profiles. Questionnaires were also administered to 13 camp sites and 20 tour operators to obtain information on the methods of marketing of adventure tourism in the study area. An interview schedule was used to obtain information from the senior management of the Kenya Tourist Board. The data was analyzed using descriptive and inferential statistics. The research findings indicate that the study area has a lot of potential for adventure tourism. A significant majority of the tourists (91.2%) interviewed stated that the region has potential for adventure tourism. The Null hypothesis that there is no significant difference between the number of visitors attracted to the study area by its potential for hard adventure tourism activities and those attracted by its soft adventure tourism activities was rejected and the alternative hypothesis was accepted. It was also revealed that the Kenya Tourist Board did not play a major role in the marketing of adventure tourism in the area. The study found out that majority of tourists (83%) obtained information about adventure tourism in the region from tour operators, travel agents and campsite owners. The Null hypothesis that there is no significant difference between the frequency of visits by tourists obtaining information from Kenya Tourist Board and those with alternative sources of information was rejected and the alternative one accepted. The Chi-square test established that there was no difference between the methods of marketing used by the Kenya Tourist Board and those of other marketing organizations. Student's t test revealed that there was a significant relationship between the level of education of tourists and their frequency of visit in the area. This study recommends that the Kenya Tourist Board should find ways of raising adequate funds for marketing the region. It should also improve its website to include accurate and relevant information on adventure tourism in order to gain competitive edge over its rivals. Furthermore, there is need for further research on tourists' preferences regarding the type of activities at camp sites and their attitudes towards adventure tourism facilities and services offered.

1.0 CHAPTER ONE: INTRODUCTION

1.1 Background to the Problem

Traditionally, the principal marketing role of any National Tourism Organization (NTO) such as the Kenya Tourist Board (KTB) has been perceived to be the narrow promotional role of creating and communicating appealing destination images to various target markets. However, this perception is now changing as international travel and tourism industry is becoming more competitive and tourists have become increasingly sophisticated in their destination choice behaviour (Weaver & Oppermann, 2000). For any marketing strategies to succeed there is need for collaboration between the public and private sectors.

Adventure tourism has become one of the most dynamic and rapidly growing sectors of worldwide tourism. It has recorded immense growth at a global scale in the past two decades (Swarbrooke *et al*, 2003). Despite this popularity, researchers and adventure tourism practitioners have not been able to provide a precise and satisfactory definition of this important segment of the travel and tourism industry (Shephard & Evans, 2005; Page *et al*, 2005; Hudson, 2003; Swarbrooke *et al*, 2003). This could be attributed to the multitude of adventure tourism activities such as camping, canoeing, white water rafting and mountaineering among others and the overlap between adventure tourism and adventure recreation. Studies of adventure tourism have been very limited by far but it appears to be an evolving area of research (Ryan, 2003).

It is becoming increasingly evident that adventure tourism activities such as camping, mountaineering and canoeing play a major role in the lifestyles of most individuals in most societies around the world. As the standards of living keep on rising in both developed and developing countries, a good number of people find themselves with more disposable income. It is also generally accepted that more people now have more time than ever before to participate in leisure and look for new ways to spend their free time (Trigg, 1996; Swarbrooke *et al*, 2003). This trend has encouraged marketers all over the world to target adventure tourists aged between 25 and 65 years as they form the most profitable segment (Wadawi, 2008). In Kenya, tour operators and car-hire companies have recently popularized adventure tourism. For a long time, wildlife and beaches have attracted many tourists to Kenya. However, today, there is

increasing need to diversify tourism products in order to attract more tourists and to decongest beaches and protected wildlife areas (Irandu, 2004). Adventure tourism is one such alternative tourism product that is examined in the present study.

Besides, Kenya's tourism industry is facing stiff competition from other African destinations such as Egypt and South Africa. For example, the Egyptian national tourism sector marketing strategy emphasizes on quality, and aims to foster and encourage high-quality tourism services at competitive prices. Since 1982, Egypt has developed a new strategy aiming to increase the number of tourists visiting it. The plan was, and still is, to boost tourism demand by attracting visitors beyond their main tourism incoming markets, namely visitors from the European Community, USA, Canada and the Arab countries and target new potential markets. The predominant new markets Egypt aims to attract are: Scandinavia, Southeast Asia, Eastern Europe, and Southern and Latin America (Eraqi, 2007). Kenya has also been trying to diversify her tourism market by targeting Scandinavian and Asian markets. Hence, aggressive marketing by the Kenya Tourist Board is required.

Before the creation of Kenya Tourist Board in 1996, the government did not do serious marketing for her tourism products. The promotion of Kenya as a tourist destination was mainly by word of mouth by people who had visited the country previously. Sindiga (1999) indicated that television documentaries about Kenya's varied environments, wildlife and adventure activities such as bird watching continue to provide free publicity to the country's tourism industry. The private sector members such as tour operators and travel agents contributed about 60% of promotional costs of participating in international trade fairs, exhibitions, workshops and seminars with government meeting the balance (Sindiga, 1999).

At the end of the second year after its formation Kenya Tourist Board was able to place advertisements to over 35 travel magazines targeted to reach more than 45 million readers worldwide (Tagam, 1998). Kenya Tourist Board has continued to market the country abroad with assistance of development partners such as the European Union. In 2002, the European Union committed \$28.2 billion under a five year plan that enabled the Board to launch an aggressive marketing campaign in international locations such as the USA, Germany, U.K and Japan. This campaign is

believed to have reversed the decline in tourism receipts that characterised the 1995-1998 period and secured the 32% increase from 1998 to 2001(Christie and Crompton, 2001).

This study focused on the Mount Kenya region. The region was chosen because it has a wide range of sites for camping such as Minto's, Shipton's and Old Moses (Sindiga,1999) It also offers opportunities for many other adventure tourism activities such as mountaineering, trout fishing, and white water rafting. According to Sindiga (1999), adventure tourism in the study area is not well developed and marketed. This makes it an ideal study site given that little or no research on adventure tourism has been carried out in the region.

1.2 Statement of the Problem

The evolution of adventure tourism has been a spectacular one (Schott, 2007). Ewert and Jamieson (2003) recognize it as 'one of the newest and fastest growing sectors of the tourism industry'. Yet, despite the fact that it is laden with high expectations, academic and industry understanding of the adventure sector and the broader adventure phenomenon is modest and fragmented. This is in part due to the fact that adventure tourism only recently established itself as an academic line of inquiry (Ewert and Jamieson, 2003), but more significantly because it is a very complex and dynamic tourism phenomenon. Swarbrooke *et al.* (2003) allude to the level of novelty that adventure tourism offers both the business and study of tourism, and emphasizes the consequential need to explore this phenomenon in greater depth:

According to available tourism literature, there is no clear cut distinction between adventure tourism and ecotourism (Kent. 2005). While adventure tourism is a low impact activity and has the potential to provide environmental education to tourists, it is different from ecotourism. Adventure tourism is a form of nature – based tourism that incorporates an element of risk, higher levels of physical exertion, and often the need for specialized skill. On the other hand, ecotourism is responsible travel to natural areas that conserves the environment and improves the welfare of local people ((Kent. 2005; Netherlands Development Organization, 2009).

In addition, it is apparent from tourism literature that the contribution of adventure industry to tourism is often ignored (Weber, 2001). There is lack of information on adventure tourism and how best to market it in Kenya (Sindiga, 1999). Another area of concern is the fact that NTOs are usually mandated to market the country as a whole, which can generate conflict within regions that perceive an imbalance in promotional campaigns. This is the situation in Kenya where Mount Kenya region, the Samburu Game Reserve and the Western Tourist Circuit (Western Kenya) are often ignored in overseas promotional campaigns, thereby reinforcing the tendency of inbound tourism icons such as the Maasai Mara Game Reserve and the Coastal Beaches (Irandu, 1995; Republic of Kenya, 2002). This problem needs to be addressed to ensure equitable and sustainable tourism development in the country. However, to do so, requires rethinking in Kenya Tourist Board's marketing strategies.

It is widely acknowledged in the marketing field that it is by knowing customers and then predicting and meeting their expectation that is the key to success. Therefore, tourism practitioners need to recognize detailed characteristics of tourists and their patterns in consuming tourism products and services in order to effectively identify their target segments (Kotler, *et al*, 2002, Swarbrooke and Horner 1999). From the tourism marketing perspective, analysis of tourists' decision-making process should be based on tourists' characteristics and/ or their consumer and travel behaviour. The present study examines how Kenya Tourist Board could vary its marketing strategies to target less frequented tourist sites such as the Mount Kenya region with potential for adventure tourism activities such as camping, trout fishing and mountaineering.

Since Kenya is a developing country and majority of her people are poor, only a few have the resources and time to enjoy the limited leisure facilities such as adventure tourism. Besides, Kenya faces very stiff competition for tourism from South Africa and Egypt. To deal effectively with the competition from these top tourist destinations in Africa, the government through the Department of Tourism and Ministry of Tourism jointly with Kenya Tourist Board should market the country more aggressively overseas. Given the above scenario, there is need for research on adventure tourism to ensure successful marketing that maximizes adventure tourism benefits and minimizes negative impacts, thereby leading to sustainability of the industry. Therefore, the need for research on adventure tourism in the Mount Kenya

region is apparent. Thus, this study examined the methods used by the Kenya Tourist Board in marketing adventure tourism in the Mount Kenya region. It also sought to enhance the literature and state of current thoughts in adventure tourism.

1.3 Purpose of the Study

The purpose of this study was to examine the methods used by the Kenya Tourist Board in marketing adventure tourism in the Mount Kenya region.

1.4 Objectives

The objectives of the study were to:

- 1) Establish the potential for hard and soft adventure tourism activities which attract visitors to the study area.
- 2) Establish the frequency of visits by adventure tourists who obtain information from KTB and other alternative sources
- 3) Examine the methods used by Kenya Tourist Board and other organisations to market the region as adventure tourism destination.
- 4) Determine the relationship between the characteristics of tourists targeted by the Kenya Tourist Board and their buying behaviour.

1.5 Hypotheses

The Null Hypotheses tested in the study were:

- 1) H_0 There is no significant difference between the number of visitors attracted to the study area by its potential for hard adventure tourism activities and those attracted by its soft adventure tourism activities.
- 2) H_0 There is no significant difference between the frequency of visits by tourists obtaining information from Kenya Tourist Board and those with alternative sources of information.
- 3) H_0 There is no significant difference between the methods used by Kenya Tourist Board to market adventure tourism in the region and those used by other marketing organizations.
- 4) H_0 There is no significant relationship between age, level of education, nationality and occupation of adventure tourists targeted by Kenya Tourist Board and their frequency of visit in the area.

1.6 Assumptions

The study used the following assumptions; tourists choose sites upon receiving relevant information from Kenya Tourist Board and Campsite Operators, it is expected that the more adventurous tourists are aged 20 -45 years (Swarbrooke, 2003; Wadawi, 2008), are well educated and have time for leisure activities and tourists visiting the Mount Kenya region live in urban areas both in Kenya and overseas.

1.7 Significance of the Study

This study is significant because it focuses on adventure tourism, which is a fairly new form of tourism in most countries of the world (Sindiga, 1999; Trigg, 1996: Tourism Canada, 1995). Research based on adventure tourism is unique because most researchers in Kenya concentrate on tourist attractions such as wild life and beaches and have tended to ignore other equally interesting attractions (Irandu, 2004: Ikiara & Okech, 2002). Today, tourism satisfaction is extremely important. A true tourism product must provide something extra besides value for money to attract the tourist for some deeply satisfying purpose. Therefore, there is need to understand how Kenya Tourist Board would develop and implement effective marketing strategies to attract new adventure seekers such as campers, mountaineers, and bird watchers.

Most developing countries Kenya included, promote adventure tourism because it provides an alternative opportunity to earn the much-needed foreign exchange. Hence, a lot of time and resources need to be invested on the marketing of adventure tourism activities by Kenya Tourist Board and camp-site owners with a view to attracting both local and international tourists. Kenya needs to diversify her tourism products and develop new products, which could attract visitors all year round. At present, tourism activities are mostly concentrated around Nairobi, Maasai Mara, Tsavo, the coastal region and to a lesser extent Mount Kenya region. (Kareithi, 2003).

This study can be justified on the above considerations and by the following contributions. Kenya Tourist Board may use database to formulate new marketing strategies, the study may create awareness for adventure tourism, campsite operators may use findings to improve their campsites and baseline data may be provided for further research.

1.8 Scope

The study was intended to cover adventure tourism in Mt. Kenya Region. It focused on the potential for hard and soft adventure tourism, marketing methods used by the Kenya Tourist Board and socio-demographic characteristics of tourists interviewed. Since the study area is large, only four districts were covered. These are Meru Central, Meru South, Nyeri and Laikipia. These districts have a wide variety of hard and soft adventure tourism activities such as camping, trout fishing, mountaineering and white water rafting.

1.9 Limitations

The main limitations of the study included the size of the study area, financial resources and time available for research. The study area is vast. Therefore, it was difficult to cover the whole of it. This necessitated the selection of districts that had greatest concentration of campsites for ease of access. The rough terrain in some areas made access to some campsites difficult. To access these camps, the researcher had to hire a four wheel drive vehicle. This increased the cost of conducting research and yet, the funds available for the research were limited. The time that was available for research was inadequate to conduct comprehensive research given the size of the study area. However, despite these limitations the researcher ensured that the instruments used in the study yielded valid and reliable data.

1.10: Conceptual Framework

The conceptual framework used in the present study is the Tourism Strategic Marketing Model developed by Witt and Luiz in 1995(Fig. 1.1). According to the framework, Kenya Tourist Board's role is to increase customers' awareness of the available adventure tourism activities in the Mount Kenya region. It is likely to do this by identifying suitable methods for marketing adventure tourism in the region such as internet, brochures and mass media. Geographic and demographic segmentations are used to examine the region's product portfolio and to match it with target groups and their interests. On the basis of the two segments, Kenya Tourist Board should be able to reach the market for adventure tourism. This is illustrated by the outcomes of marketing by the Kenya Tourist Board such as frequency of visit and length of stay by adventure tourists. The segmentation variables such as level of education and age are

considered as the independent variables while the outcomes of marketing are the dependent variables. Kenya Tourist Board is expected to conduct regular marketing research in order to obtain feedback on the degree of success of its marketing methods in the study area.

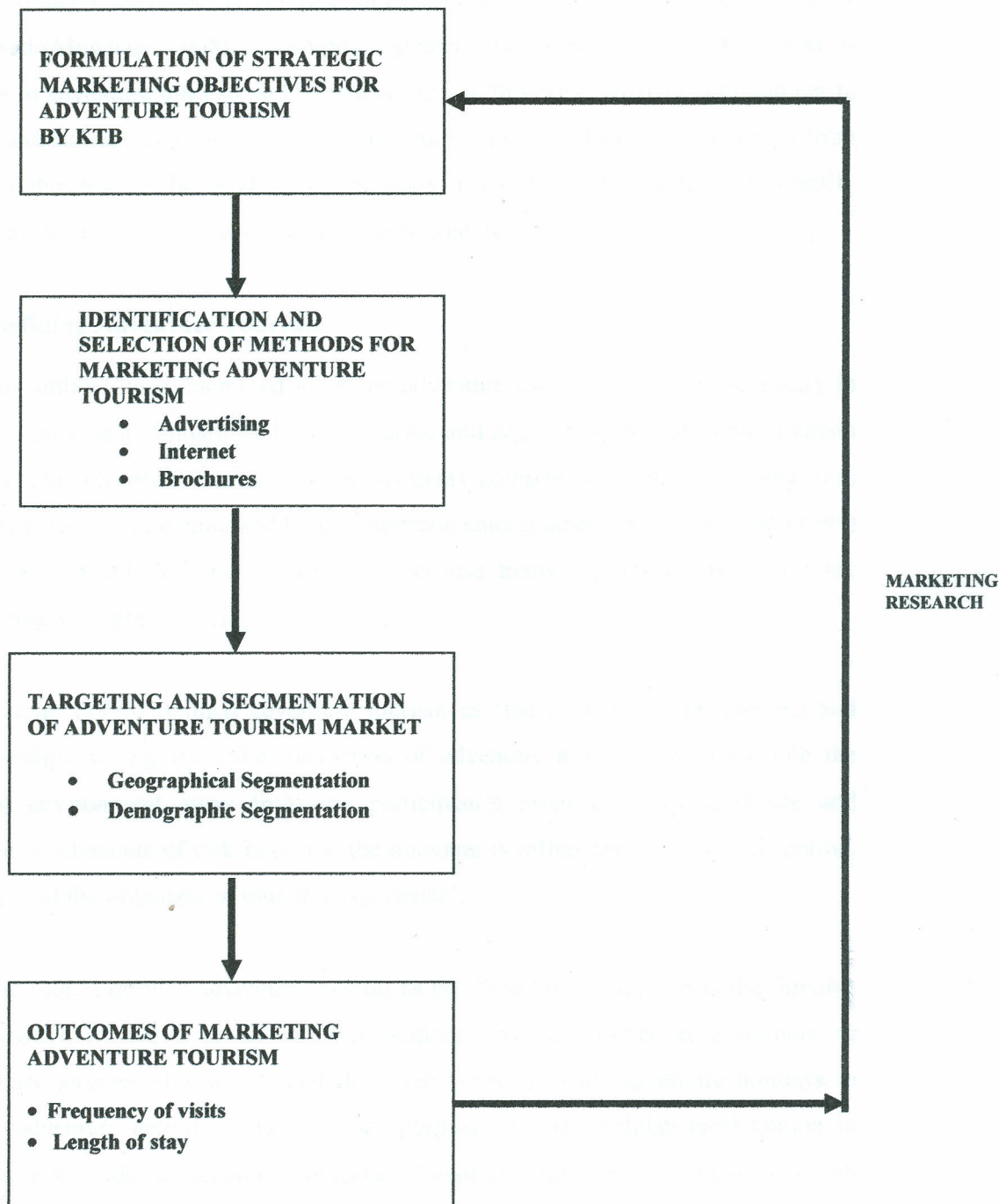


Fig 1.1: Conceptual Framework for Marketing Adventure Tourism
Source: Adapted from Witt and Luiz (1995)

2.0 CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Review of the existing literature is important in the study because it reveals limitations, weaknesses and gaps which previous researchers and scholars have failed to address. The review also helps in conceptualizing the research study by acquiring a broad-based knowledge of possible topics and provide a critique of the literature reviewed (Mugenda, 2008). It also puts together, integrates, and summarises what is known in adventure tourism and its marketing. In this way it helps the researcher to avoid unnecessary and unintentional duplication and also identify any findings from other studies that can be validated by the study. The current study attempted to rectify both limitations and weaknesses and bridged existing gaps.

2.2 Defining Adventure Tourism

Various authors have attempted to define adventure tourism. This was necessary in order to provide a standard tool for measuring and segmenting the adventure tourism market. The adventure tourism market has many components such as camping, bird watching, canoeing, fishing and bungee jumping among others. As Sung, *et al*, (1996) argue, a standard definition is required because many regions of the world are promoting adventure travel.

Sung *et al*, (1996) defined adventure tourism as ‘the sum of the phenomena and relationships arising from the interaction of adventure touristic activities with the natural environment away from the participant’s usual place of residence and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of tourist’s experience’.

Keeling (2003) defined adventure tourism as the “holiday and day visits that involve participation in active or adventurous outdoor activities, either as a primary or secondary purpose of visit”. It includes three types of visits: adventure holidays in which adventure activity is the primary purpose of visit, holiday participation in adventure activities as secondary purpose of visit and adventure day visits in which adventure activity is the primary purpose of visiting a destination.

Other definitions of adventure tourism are as follows:

(1) Buckley (2006) defines adventure tourism as “guided commercial tours where the principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tour clients.

(2) Millington *et al* (2001) define adventure travel as ‘a leisure activity that takes place in an unusual, exotic, remote or wilderness destination. It tends to be associated with high levels of activity by the participant, most of it outdoors. Adventure travellers expect to experience various levels of risk, excitement and tranquility, and be personally tested. In particular they are explorers of unspoilt, exotic parts of the planet and also seek personal challenges.’ From this definition it is apparent that the adventure recreationalist faces a variety of potential risk factors, including interacting factors associated with unfamiliar environments, remote locations, unfamiliar activities, risk-taking, and challenge.

(3) Canada Tourism Commission (1995) defines it as an outdoor leisure activity that takes place in an unusual, exotic, and remote or wilderness destination that involves some form of unconventional means of transportation and tends to be associated with high or low levels of activity”

Some authors have been quite precise in their attempts to define adventure tourism such as Sung *et al*, (1996), Keeling (2003) and Buckley, (2006). Others such as Millington *et al* (2001) and Canadian Tourism Commission (1995) have been more ambiguous illustrating the breadth of this concept. A broad definition is assumed for the purpose of this research in order to avoid restrictions. For the purpose of this research, the definition proposed by Keeling (2003) is used, as not only does it set adventure activities in the tourism context but it also offers a helpful categorization of visit types.

Thus, despite a number of attempts to define the concept of adventure tourism, consensus seems to be lacking within the academic community. Many authors are at a loss to provide a readily agreed definition (Swarbrooke *et al*, 2003). Certain authors would even argue that many definitions of adventure tourism focus too narrowly on the aspect of adventure and ignore the contribution of adventure to the tourism

industry (Weber, 2001). While it is difficult to determine precisely what activities constitute adventure tourism, it is generally accepted that adventure tourism is a generic term for outdoor, active holiday activities. Adventure tourism is still very much an emerging product group, but the individual components have been around for quite some time, and with lifestyle changes that promote more physically challenging vacation activities, it appears to be holding a firm market trend with tremendous growth potential.

The term adventure is evocative for many people. It invokes images of thrill, excitement, challenge, fear, awe, risk and many more related terms (Swarbrooke *et al*, 2003) An adventure begins because of a human desire or drive to experience that which is hidden and unknown (Quinn, 2003).Adventure has been romanticized in literature and suggests an element of exploration and even discomfort. Common to various definitions of adventure is an uncertainty of outcome, an element of risk, challenge and physical engagement, as well as anticipated rewards upon completion (Beedie, 2003; Cater, 2000, Swarbrooke *et al*, 2003). Adventure is difficult to define since it is a subjective experience and a personal construct. As one author suggests, as beauty is in the eye of the beholder, adventure is in the mind and heart of the participant (Swarbrooke *et al*, 2003).

Beyond the understanding of the essence of adventure, adventure pursuits are generally considered to be subsets of outdoor recreation (Ewert, 1989: Weber, 2001). In this context, they are often placed along a continuum of ‘soft’ and ‘hard’ activities (Swarbrooke *et al*, 2003). Soft adventure activities are characterized by a perceived element of risk, a low element of real risk and do not necessarily require experience or extensive training for participation. (camping, hiking, bird/animal watching, canoeing). Hard adventure activities on the other hand are subject to high levels of actual risk , require intense commitment on the part of the participant and require skill, knowledge and expertise for participation such as white water rafting, scuba diving, off-road biking, rock/mountain climbing.

Thus, adventure tourism is more than the experience of an adventure based activity although; related services are required for the experience to take place. Swarbrooke *et al*, (2003) apply the theory of supply and demand to adventure tourism, wherein

demand is represented by the adventure tourist and the adventure tourism market and supply is represented in the destination, the venues, and the adventure tourism industry. Therefore, adventure tourism may be considered as a composition of adventure (the inner experience) travel and transportation, setting or location and the activity itself (the outer experience). See figure 2.1 below.

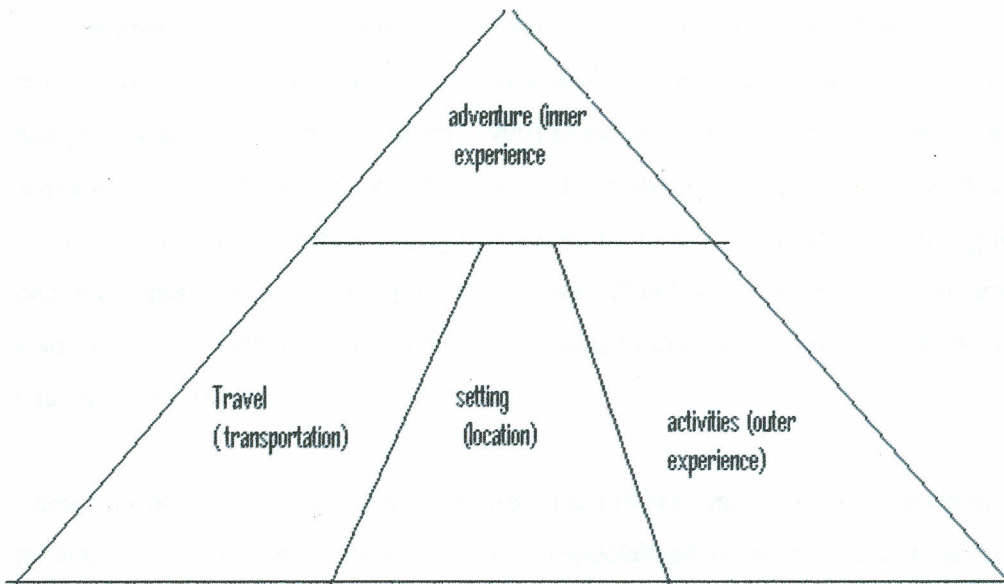


Fig 2.1: Components of Adventure Tourism
Adopted from Swabrooke et al (2003)

The present study is important because adventure tourism has received little scholarly attention (Weber, 2001; Beedie, 2003), while the industry continues to grow (Sung *et al*, 2003). Most commentators also agree that adventure tourism is one of the niche sectors of the tourism industry (Swabrooke *et al* (2003). It is therefore, important to give attention to adventure's contribution to tourism.

2.3 Reasons for Participating in Adventure Tourism

Researchers have investigated why people participate in recreational activities and theorized that participants have multiple motives based upon their individual goals (Manning, 1999). Manning (1999) and Ewert (1994) observe that motivations and satisfaction are fundamental concepts for understanding recreational behaviour. Adventure recreation is a goal-oriented behaviour in which stimulation is sought for

heightened arousal and satisfaction of other desired outcomes, and is characterized by the presence of life-threatening risk, danger and uncertainty. For example, a lot of research exists on motivations, environmental preferences, and specialization as they pertain to rock climbers. For the Kenya Tourist Board and other marketing organisations to reach out to a larger number of adventure tourists in the study area, they need to understand their motivation for participating in various activities.

The primary focus of research on the motivations of rock climbers is their participation in natural environments. In a study comparing anti-social, adventurous, and pro-social risk takers, Levenson (1990) found motivations associated with general sensation, thrill, and adventure linked to rock climbers. A study conducted by Ewert (1985) found that climbers were motivated to climb for challenge, recognition, creative opportunities, and the physical setting. This finding is relevant to the present study given that Mt. Kenya is very challenging to climbers from all over the world (Businge, 2010).

These results were consistent with Ewert's (1994) findings from research with mountain climbers. This supports the idea of specialization, predicting that specialized adventure recreationists would possess a larger number of complex motivations than less experienced recreationists. Previously Ewert (1985) had found that as climbers become more specialized, their motives shifted from extrinsic reasons to intrinsic ones. These findings have important implications for the present study as Mt. Kenya is famous for mountain climbing.

Research of non-guided climbers has identified a variety of intrinsic and extrinsic motivations including enjoying wilderness and nature, recreation and relaxation, viewing scenery, exercise and fitness, escaping routine, socializing and the potential sense of exhilaration (Bratton, *et al*, 1979). The past experience of climbers may also influence motivations for climbing. Ewert(1985) determined that beginners pursued mountaineering for extrinsic reasons such as recognition, escape and social opportunities while more experienced climbers deliberately sought intrinsic benefits such as 'flow' and the ultimate 'peak experience' (Ewert 1985). McLeod and Priest (1994) found that environmental and physical settings such as wilderness and nature ranked as the most important motivations and self-image recognition as the least

important. As already discussed, Mt. Kenya offers a big challenge to climbers and offers spectacular view of the whole area. Its wilderness setting is also captivating.

Carr (1997) conducted research on commercially guided climbers in New Zealand. A questionnaire was distributed to 107 guided climbers over a six-week period. 67 usable questionnaires were returned, providing a response rate of 63%. Demographic characteristics and reasons why respondents participated in mountain climbing were gathered. Dominant motivations for climbing were related to the aesthetic and physical enjoyment of the alpine environment, followed by intrinsic benefits, educational, psychological and physiological reasons. Motivations involving the experience of solitude, social reasons, relaxation and increased status were the least important for the majority of clients. The research findings indicated that guided mountaineering in the Southern Alps of New Zealand can provide people with a quality alpine experience, satisfying their expectations whilst fulfilling a variety of intrinsic and extrinsic needs. The present study aims at providing data on socio-demographic characteristics of climbers among other adventure tourists in the study area.

This shift in motivations as participants become more specialized has also been found in paddlers and birders. Lee, *et al*, (2007) found that motivations of challenge and competition increased with specialization among canoeists. Similarly, committed or advanced birdwatchers, those higher on the specialization continuum, reported significantly different mean scores for all motivation items measured when compared with those of casual birdwatchers, thought to be lower in their specialization. This is an important aspect but is not examined in the present study.

Gender has also been found to influence both specialization and motivations (Lee *et al*, 2007). In a study of canoeists, Lee *et al* (2007) found that females were motivated by experiencing nature, relaxation and social contact. In reviewing numerous studies examining similarities and differences between genders, Manning (1999) concluded that gender differences were more pronounced for some outdoor recreation activities than others and that similarities between genders were more striking than differences. The present study sought to establish whether there were any remarkable differences

between female and male adventure tourists in the study area. The results are presented in chapter four.

2.4 Development of Adventure Tourism

The growth in popularity of outdoor recreation during the post World War II era which has been attributed to increases in economic prosperity and leisure time resulted in issues with environmental impacts and crowding. Research into these and other issues as well as outdoor recreation in general, grew out of the need to find solutions and understand the phenomenon. The Outdoor Recreation Resource Review Commission (ORRRC) reports of the USA would become the foundation of much of the research that would follow (Manning, 1999). By 1958, outdoor recreation had gained sufficient popularity to warrant the creation of a congressional commission. The Outdoor Recreation Resource Review Commission was charged with determining the status of Outdoor Recreation in America (Manning, 1999).

Studies carried out on adventure tourism before 1960s were descriptive in nature and tended to employ various data collection devices to gather and present information. After this time, there was a large increase in the number of studies that had a qualitative orientation (Winter & Winter, 1966). The present study involved both qualitative and quantitative methods of collecting data to yield more reliable and valid results on adventure tourism, which will assist Kenya Tourist Board in its promotional campaigns locally and abroad.

Warnick (1993) examined outdoor recreation participation trends in the North Eastern of United States of America from 1979 – 1993. This study was an update of a previous one the researcher had conducted in 1989. The data was obtained from household interviews on a national stratified random probability sample for each year from 1979 – 1993. The data collection process included self administered questionnaires and telephone interviews. The sample sizes ranged from 15,000 – 25,000 individuals. Results were then projected to the adult population age 18 years and over. According to the findings, a number of outdoor recreation pursuits such as camping, hiking, hunting and golfing have increased in popularity over the decades of 70s, 80s and 90s, while there is a general decline in others such as ice skating. There was also a decline in the amount of leisure time for Americans.

Within camping, it was found out that the market size of 25 – 44 years old campers was increasing as were college educated markets and the higher income groups (\$30,000 and up household groups). The studies also revealed that the number of campers who camped more than 10 times per year was growing which indicated more repeat use (activity patterns) or perhaps more long term camping. Further, campers were found to be of all ages with people in the older age groups attaining high levels of participation. Both sexes participated equally in camping. This study is very relevant to the current one as some of the variables used such as income, age, level of education and frequencies are used to formulate the questionnaire for the study. However, unlike the study under review, the current study focused on camping.

Bialeschki et al (1999) set out to examine influences on “not for profit agencies” involved in camping programmes to determine critical trends and issues related to organized camping. Not for profit camps have served thousands of children and adults over the years in USA, where this study was carried out. Data was collected using questionnaires and key informant interviews. The questionnaires were mailed and self administered to 100 camping professionals and 100 agency executives. Demographic details in the questionnaires included; job title, type of agency, age, gender, educational level, years in camping, current position and years in the organization. Random sampling of respondents was done using a national membership list from the American Camping Association Not for Profit Council. Focused interviews were subjected to 29 campers also randomly selected from various not for profit camps.

A total of 85 questionnaires (43%) were returned, 47 (55%) from camping professionals and 38 (45%) from Agency Executives. Of the total returned questionnaires 51 (60%) belonged to women and 34 (40%) to men. The data were coded and statistically analyzed using SPSS with descriptive statistics, t-tests, chi-squares and analysis of variance statistics. The researchers made the following observations; families’ and children’s needs are rapidly changing to reflect societal shifts, camp enrollment continues to climb, camps continue to be viewed as a way to build a sense of community and contribute to child development, camping trends are difficult to pinpoint without a consistent database from which to project and a body of literature and research from which to build. The current study used 120 questionnaires and had similar variables and data was analyzed using similar methods.

Hansen (2002) set out to formulate intervention guidelines for campers. The research combines both the quantitative and qualitative approaches. 140 questionnaires were formulated mailed and self administered by the respondents who included individuals, organizations and companies offering adventure based programmers for youth at risk. Clear instructions for the completion of each question were provided. Semi structured interview guides were used on 28 interviewees for in depth or focused interview. Mailing the questionnaires with enclosed stamped envelopes had the advantages of being less costly, reaching a large number of respondents and yielding a high response rate. Of the 140 questionnaires sent 104 were returned. No research assistants were used for data collection. Pre-testing was done one month before the questionnaires were distributed and adjusted according to the feedback. Two different organizations were selected for pre-testing and the respondents included male and female, white and non white programme leaders.

The research did not have any prior hypotheses but were developed after data was collected. The researcher did open-ended analysis using a computer and made generalizations of new insights. Some of them are: there was increased interest in outdoor programmes especially those with a high adventure based content and that adventure based programmes offer solutions and many skills necessary for successful living for youth-at-risk in South Africa. This research formed a solid base for the current study as it was conducted in an African environment similar to that of Kenya in terms of tourism. The current study also used qualitative and quantitative approaches.

2.5 Potential for Adventure Tourism

Adventure tourism is still an emerging product group around the world. But, the individual components have been around for quite some time, and with lifestyle changes that promote more physically challenging vacation activities, it appears to be holding a firm market trend with tremendous growth potential. Adventure travellers tend to indulge in outdoor activities that are hands-on, challenging and participatory (Dodds, 2005). Adventure activities are generally outdoor activities involving risk and excitement and are taken in conjunction with nature. Moreover, the unpredictability of nature adds to the thrill of adventure activities. Adventure tourism covers a range of outdoor activities that fall into two broad categories. At one end are the extreme,

physically challenging and adrenaline pumping activities such as bungee jumping, off-road mountain biking, white water rafting, rock climbing and hang gliding, which are classified as hard adventure. At the other end soft adventure includes horseback riding, bird and wildlife watching, hill walking and trekking, flat water (river) canoeing and kayaking, photo safaris, camping, hiking, sailing, skiing, diving, and cycling (Swabrooke et al, 2003). Both forms of adventure activities were examined in this study.

2.5.1 Hard Adventure Tourism

Mountaineering requires specialized skills which can only be acquired by training. Rock climbing is a part of mountaineering but often it is performed as a separate sport. Skiing is a popular activity on the Alps, Himalayas and the Rockies. Currently, however, hard adventure interests by Europeans are focused on Africa and Asia as this is where world class hard adventure attractions are located such as Mt. Kenya, Kilimanjaro, trekking in Nepal and cycling in Vietnam (Dodds, 2006).

Mount Kenya has several peaks and the highest are Batian (5199m-17058ft), Nelion (5188m-17022ft) and Lenana (4985m-16355ft). The mountain offers easy and sometimes challenging ascents with super scenic beauty. Part of the mountain's fascination is the variation in flora and fauna. As the altitude changes, the lower slopes are covered with dry upland forest and the true mountain forest begins at 2000m and is mainly cedar and podocarp. At 2500m, begins a dense belt of bamboo forest which merges into the upper forest of smaller trees interspersed with glades.

The incredible beauty of the Mount Kenya region with the grassy plateaus to the North and West, rivers, forests, national reserves and national parks, private ranches and tourist class hotels are a major tourist attraction. The mountain is a breathtaking site and its snow capped peaks are visible more than 160Km away in clear weather. Mount Kenya is ideal for mountaineers of all ages and nationalities and camping facilities are widespread (Sindiga, 1999; Businge, 2010).

Table 2.1: Examples of Popular Adventure

Tourism Activities

Hard Adventure	Soft Adventure
Mountaineering	Wilderness Jeep Safaris
Mountain biking	Camping
Caving	Bird watching
Horse back riding	Fishing
Canoeing	Hiking
Kayaking	Walking tours
Bungee jumping	Cycling holidays
Balloonning	Sailing
Hang gliding	Trekking
Skiing	Spiritual enlightenment
Sky diving	Game viewing

Source: Ewert (1989), Hall, (1992), Sung *et al*, (2000)

Table 2.1 shows popular adventure tourism activities around the world. Some of the adventure activities shown in the table attract tourists to the Mt. Kenya region such as mountaineering, bird watching, fishing, bungee jumping, kayaking and camping. Camping is a very popular adventure tourism activity in the area. There are about 20 campsites distributed throughout the region. Some of the camps are shown in plates 1-4 below.

Plate 1 shows the high altitude of Shipton's Camp located on Mt. Kenya. The camp is used as one of the bases for climbing the mountain (Plate 2). It is the place where mountaineers gather to prepare for mountain climbing. At the camp, highly trained and experienced tour guides meet and brief the visiting mountaineers before they begin their difficult ascent. Adequate preparation is required before tackling one of the most challenging mountains in the world (Businge, 2010). Research findings in other parts of the world indicate that guided mountaineering can provide people with a quality experience, satisfying their expectations whilst fulfilling a variety of intrinsic and extrinsic needs (Carr, 1997).



Plate 1: Altitude of Shipton's Camp (4200m above Sea Level)



Plate 2: Shipton's Camp used as Base for Climbing Mt. Kenya

As already stated above, Mt. Kenya region has a variety of fauna and flora that attract many visitors to the area including campers (plate 3). Many tourists are attracted by the region's abundant wildlife including birdlife. Security is also an important factor since many campsites are located in remote areas.

2.5.2 Soft Adventure Tourism

Demand from European travellers for soft adventure pursuits is growing, and will continue to grow for the foreseeable future, outstripping growth in other overseas travel and domestic activity holidays. Soft adventure tourists from Europe are of different age, gender and demographic characteristics. Tour operators are diversifying their product to offer soft adventure type activities to their clients. Tour operators are becoming more aware of social and environmental responsibility and are looking to operate more ethically responsible excursions within destinations (Dodds, 2006).

The Mt. Kenya region has potential for soft adventure tourism too. Hotels and lodges have been established all around the mountain in the last 50 years, providing base accommodation for tourists wanting to make scenic and photographic safaris and game viewing in the National Parks and reserves where sighting the big five is the expectation. It is an area rich in flora with the added advantage of bird watching in the forests and the plains. Trout fishing is an attraction for other tourists in the fern banked, fast flowing rivers and streams tumbling down from Mount Kenya (Sindiga, 1999; Businge, 2010).

The region offers camping facilities that range from luxury to budget camping (plates 3 and 4). The surroundings of the mountain offer good camping environment with natural vegetation cover ranging from savannah grasslands to rain forest. Due to wide range of tourist attractions, the region forms a good base for adventure tourism. Value-added services that enrich adventure tourism experience in the region are also provided by tour operators. Some of these services include interpretation, tour guiding, transport and pre-trip information.



Plate 3: Lewa Safari Camp

Luxury and budget camps differ in the quality of services provided. Luxury campsites offer comfort and elaborate meals, consisting of starters, main dish, and dessert similar to those served in a Five Star Hotel. Accommodation includes a luxurious tent with a bed and all the necessary beddings. Flush toilet and hot shower facilities are provided. . Some of the luxury camps such as Lewa Safari and Sweetwaters have swimming pools and golf courses. They also organize for live entertainment. The tent windows have wire mesh to ward off mosquitoes. Luxury campsites are located in privately owned conservancies and ranches, where campers can watch game from their verandahs or go for night game drives (Plate 3). Plate 3 shows Lewa Safari Camp.

Budget campsites offer affordable accommodation for individuals and groups (e.g. students, boy scouts and girl guides). They consist of small dome tents which are pitched in open areas and shared by campers. Some campsites offer a bed and a mattress and campers bring their own bedding. In other campsites, campers bring their bedding or sleeping bag. They also provide communal bathrooms with cold showers. Some campsites offer basic meals for campers while others offer self catering facilities such as kitchen and dining. Minimum on site staff are also available. An

example of a budget campsite is Mugie Ranch in Rumuruti area in Laikipia District (plate 4).



Plate 4: Budget Camp in Mugie Ranch

2.6 Marketing Adventure Tourism

2.6.1 Introduction

The complexity of adventure tourism as a phenomenon is reflected in the nature of marketing within the sector (Swarbrooke *et al*, 2003). Some products are highly tangible while others are intangible. Tangible products include mountains for mountaineering and rivers for white water rafting. An example of intangible products is religious pilgrimage. Some of these tangible attractions are highly seasonal or inaccessible during bad weather leaving the marketers at a loss. On the other hand, the adventure tourist who is looking for spiritual enlightenment is concerned with gaining an intangible benefit from experiences that are largely based on intangibles such as the atmosphere in pilgrimage destinations or religious practices. Marketing such intangible experiences is difficult.

Generally, there are many definitions of marketing, but few have specifically addressed the unique characteristics of tourism marketing (Mill & Morrison, 1998). Morgan and Pritchard (1998) define tourism marketing as a continuous

communication with existing and potential customers aimed at image creation whose ultimate purposes are to influence buyer behaviour and manipulate demand of a destination. Mill and Morrison (1998) comprehensively define tourism marketing as a management philosophy that makes it possible through research, forecasting and selection to place tourist products on the market most in line with the organization's purpose for the greatest benefit. This emphasizes on tourism research to facilitate market segmentation, identifies the concept of consumer and profit orientation, and calls for use of appropriate marketing strategies and plans to position tourism products in the market by National Tourist Organizations (NTOs), like the Kenya Tourist Board (KTB).

2.6.2 Role of the Kenya Tourist Board in Marketing Adventure Tourism

The marketing of Kenya's tourism in the traditional tourist generating countries of Germany, Great Britain and the USA was mainly under the control of tour operators and travel agents who have over the years marketed the country as home of the 'Big Five Tourism' (Akama & Ondimu, 2000). In 1997, the Government of Kenya (GoK) established a state funded body known as the Kenya Tourist Board (KTB) to take leading responsibility in the marketing of the country's tourism. The body was formed because the government found the Ministry of Tourism highly inadequate in personnel and enthusiasm to effectively market Kenya's tourism (KTB, 2003; Manyara *et al*, 2005, Wadawi, 2008). According to Manyara *et al*, (2005), the Kenya Tourist Board is a government institution but is private sector driven as its 13 member board is composed of eight private sector directors and five public sector directors.

The mandate of the Kenya Tourist Board is to use all the available resources to popularise Kenya's domestic and international tourism. Consequently, the Kenya Tourist Board upholds physical presence and holds offices in the USA and Continental Europe. The body manages the national marketing programme and budget intended to popularise Kenya in the target tourism markets. However, the Kenya Tourist Board does not have direct control of the tourist products on offer (Wadawi, 2008).

The main Kenya Tourist Board marketing clusters are:

- i. U.K. (United Kingdom): This includes Spain, Italy, Portugal and Scandinavia.

- ii. United States of America (USA):- USA and Canada.
- iii. Germany – Germany, France, Switzerland, Australia and Eastern Europe.
- iv. Regional markets are: Africa:- focus on South Africa, Tanzania
- v. There are also the emerging ones like Japan, India, China, Australia, and Gulf South East

Kenya Tourist Board's marketing plans are designed to complement and capitalize on the substantial investment in the European source markets funded by the Tourist Marketing Recovery Programme. The marketing strategy sets out the best prospect marketing and segments for the future development of tourism in Kenya. In carrying out its role of marketing Kenya as a tourist destination in the overseas and domestic market place, Kenya Tourist Board does a lot of the market research and survey, plans and delivers international and domestic tourism marketing programmes.

It also publishes and disseminates information on Kenya as a tourist destination with implementation of series of marketing and promotional programmes in association with the industry and travel trade in selected market such as advertising, support, sales calls by sales representatives, and publicity (getting coverage in the trade press). They are able to provide information brokerage services to the customers at an appropriate point according to demand; this enables Kenya Tourist Board to maintain a promotional presence through contracted travel representative firms.

Kenya Tourist Board establishes public relation services to address issues concerning the image of the tourism industry in Kenya and facilitates the resolutions of conflicts within the tourism industry. This enables it to work in partnership with local authorities, national, regional and international organizations in order to improve the tourism environment. It also tries to promote and market Kenya as tourist destination both locally and internationally

Kenya Tourist Board promotes Kenya's image in the tourism industry and initiates education and awareness programmes on tourism locally and abroad through conservation of the environment, generating awareness of Kenya's diverse offerings, and creating a more competitive appeal of Kenya as a unique experience- driven tourism through revitalization of beach and wildlife as competitive products. Kenya is

now marketing itself to a much wider audience worldwide. The country has so much more than simply wildlife and beaches to offer. The concept that has gained wide acceptance is that of 'Niche' tourism. Niche tourism has become a by word in the global market's specialized adventure tourism, incentive and business tourism and many more specialized areas have all become thriving industries. Kenya is marketed as the ultimate adventure destination offering diving, rock climbing, trekking, camping, camel and horse back safaris, sky diving and walking safaris.

Kenya Tourist Board recognizes the importance of attracting foreign investment in order to achieve the growth and development objectives of the tourism sector. Foreign investment has increased competition, improved standards as well as creating employment and facilitating economic growth. The economic and trade liberalization as well as the privatization measures undertaken in recent years are now further opening up attractive investment opportunities in the tourism sector, such as lodges, hotels, resorts, film production, recreation, entertainment; conference tourism, cultural tourism, cruise ship tourism, tour travel tourism and eco-tourism. These investments are undertaken by potential overseas investors including tour operators, either singly or in partnership with local investors/entrepreneurs.

Kenya Tourist Board is trying to exploit the new opportunities being offered by technology. The expansion of the internet, its accessibility, applications and functionality together with the further liberalization of the telecom sector has led to a major change in how travel destinations and business interface with the customers. The results continue to be an increasing choice and flexibility for the customer creating a more savvy, price and value aware customer. Information Technology is already transforming the travel industry and further applications are forecast. Bookings to the hotels and camp sites are done online and they are now marketed through the internet with all the facilities offered. Cooper and Gilbert (1998) say that the information technology has become a reversible tool to travel agencies. It provides instantaneous information and complete facilities.

Kenya Tourist Board should collaborate with regional and international tourism organizations in the development of tourism in the region and beyond. Appropriate bilateral relations need to be established with neighbouring countries particularly East

African Community members. The areas which are actively encouraged include eco-tourism, adventure tourism, heritage, environmental preservations, conservation enhancement and development of products such as transborder protected areas.

2.6.3 Market Segmentation

The marketers responsible for promoting a destination, such as the Kenya Tourist Board, need to acknowledge that every tourist is unique and that the tourism industry cannot possibly cater for all individuals separately. Dolnicar (2007) argues that every tourist feels attracted by different tourist destinations, likes to engage in different activities while on vacation, makes use of different entertainment facilities and complains about different aspects of their vacation

Managers require a tool to help frame their thinking in order to meet the needs of the diverse market efficiently and effectively. Small business owners such as budget campsite owners need to conserve limited financial resources (Perdue 1996) and large organizations should not waste unnecessary finances on unprofitable markets (Kotler *et al*, 2003).

Market segmentation has been extensively used in the tourism marketing literature to develop a better understanding of tourist characteristics and for creating marketing strategies. It offers businesses a tool to break large heterogeneous markets into smaller homogeneous segments which allows marketers to define customer needs and wants more precisely (Dolnicar 2007; Goldsmith & Litvin 1999). Market segmentation also ensures that competition can be minimised from the global market as a certain destination may target tourists with similar needs and characteristics that another does not (Dolnicar 2007). The utilisation of market segmentation can also ensure that the appropriate tourists are correctly targeted by having the marketer applying the correct message to the relevant media. These tourists that experience what the destination has to offer are likely to be satisfied with the stay and could revisit, and further they could promote the destination among like-minded friends (Dolnicar 2007).

It is argued by Dolnicar (2007) that market segmentation can be applied to any unit operating in the tourism industry. This includes hotels, travel agencies, tourist

attractions, restaurants, or a tourism destination. The usefulness of market segmentation at a destination is evident with more than 100 studies in the last five years being conducted in many different countries at a variety of destinations such as a resort, village, town, city, region, province, state, and country. Segmentation research has assisted tourism academics and practitioners worldwide to understand the ways that tourism destinations can effectively segment tourist markets with a range of different segmentation bases available to practising marketers.

For segmentation to be purposeful, Kotler *et al*, (2003) argue that each segment needs to be measurable, accessible, substantial and actionable. These authors refer to a measurable segment as one where the size of the segment and the related purchasing power can be quantified. Kotler *et al* (2003) also suggest that for a segment to be accessible, it needs to be able to be reached and served effectively by the organization or entity. To be substantial, the authors suggest that the segment needs to be large and profitable enough to warrant the marketing entity to design marketing mix strategies such as product, price, promotion, and placement that are differentiated from strategies that target other segments. Therefore, these markets must be sufficiently different from one another to ensure distribution of resources is worthwhile (Kotler, Bowen & Makens 2003). The segment must be actionable in that the marketing entity can design effective marketing strategies to attract and serve the segment (Kotler *et al* 2003)).

Market segmentation can be done in many ways. Two of the most common types are:

- (1) Geographic segmentation is based on location such as home addresses.
- (.2) Demographic segmentation which is based on measurable statistics such as age or income.

Geographic segmentation

Geographic segmentation involves segmenting tourists based on their place of residence (Gartner 1996). This can include nations, regions, states, municipalities, cities or neighbourhoods (Kotler *et al* (2003)). The assumption for geographic segmentation is that people living in similar areas share similar motivations and behavioural characteristics (Kahle 1986). Geographic segmentation also provides proximity or ease of access to certain destinations (Dolnicar 2007). Moscardo *et al*,

2001) argue that the use of geographic variables such as usual residence provides important descriptors to use in the development of marketing strategies. Kolb (2006) similarly argues that because a city [destination] is a product that a consumer must choose to travel to and consume, it makes sense for geographic segmentation to be used in tourism, as tourists from different areas will come to the destination.

Geographic segmentation is simple in terms of statistical analysis (Dolnicar & Leisch 2003; Pearce & Morrison 2001). Once the tourists are segmented based on their place of origin, simple frequency and means computation are sufficient to describe the target market (Dolnicar & Leisch 2003). Several authors also claim geographic segmentation is popular because of its ease of use in the development of media promotional campaigns (Bojanic & Warnick 1995). For example, Dolnicar and Leisch (2003) argue that advertising and promotion activities are limited to the borders of the nation chosen. Marketers can market to a much smaller regional level.

Demographic Segmentation

Demographic segmentation categorises customers by variables such as age, gender, income, ethnic background and family life cycle (Summers et al. 2005). It has been argued by Bowen (1998) that demographic characteristics must be known to assess the size of the target market and to reach it efficiently. This form of segmentation is easily quantifiable and identifiable, and remains a standard tool in market segmentation (Gartner 1996). Kotler, *et al*, 2003 argue that a key reason for its popularity is that consumer needs wants and usage rates usually vary closely in accordance with demographic variables. Another reason is that demographic characteristics are generally accessible and easy to measure (Bowen 1998; Kotler, *et al*, 2003).

Tourist Managers need information in order to introduce products and services that create value in the mind of the tourist. However, the perception of value is a subjective one and what tourists value this year may be quite different from what they value next year. Thus, Tourist Managers ought to carry out a lot of marketing research. The goal of marketing research is to provide the facts and direction that managers need to make their more important marketing decisions. To maximize the benefit of marketing research, those who use it need to understand the research process and its limitations. Hence, tourists to be attracted can be identified through

the process of segmentation, which is a method used by destination marketers to divide total market demand into relatively homogenous sectors that are identified by certain characteristics (Morgan & Pritchard, 1998; Middleton, 1994; Crott, 1999). Any subset may conceivably be selected as a target market to be reached with distinct marketing mix (Kotler, 1972). However, as Mitchell & Wilson (1998) argue segmentation is only useful if it serves some tactical or strategic purpose that assists an organization to better match its products with its target markets

It is proposed that combining the provider and the consumer perception will allow the suppliers of adventure travel products and services to tailor their offerings to match consumer needs (Sung *et al*, 2003), In addition marketers should not only be aware of the needs and wants of the active demand but also of the potential markets they attract. Only then that a product portfolio can be developed which will enable the optimization of benefits and adopt their marketing mix to the other target markets (Mckercher, 1995). The present study examined the marketing strategies that would make camping adventure activities more attractive to tourists in the Mount Kenya Region.

Pearce (1989) says that there is an urgent need for training and education at all levels in both private and public sectors. There is unquestionable need for education and training in the tourism and hospitality industries and reliance upon untrained labour with on the job training in the tourism industry is responsible for many poor quality tourism products. One of the most important functions of Kenya Tourist Board is to ascertain what activities visitors would enjoy. Therefore, Kenya Tourist Board gets into market research and does an analysis of what they have to market based on the survey and research.

2.6. 4 Marketing Methods

Having segmented the market, the marketing managers go ahead to reach the market. Like in other sectors of tourism, adventure tourism marketers use promotion as one of the strategies to reach potential customers for various reasons including providing information, stimulating demand and differentiating products (Houston *et al*, 1995). The methods of marketing discussed in the literature reviewed are examined below.

Some methods of marketing are more popular than others (Withiam, 1996; Swarbrooke *et al*, 2003; Eagle & Higgins, 1998; Vincent *et al*, 1998).

Advertising

According to Dwyer and Tanner (2002) advertising begins with a base of creating awareness and strengthening a company's position or image. Thus, it is advertising that makes the company's products known and this generates sales. Middleton and Clarke (2001) define advertising within tourism industry as 'one classic communication tool used by marketing managers as part of marketing campaign to develop awareness, understanding, interest and motivation amongst a targeted audience'. It also includes use of television, press, radio, travel guides and brochures.

The Internet

The internet provides an important source of information to tourists inquiring on destinations during the buying process. For example, important sources of tourist arrivals to Kenya include Germany, the U.K, Italy and the USA with fully developed internet infrastructure. The use of the internet for marketing communication was studied in a sample of 200 lodge operators from Northern Ontario, Canada (Mulholland & Cachon (2004). These lodges are located in remote areas relative to their United States-based clientele. The use of the Internet for marketing communications was perceived as important to keep existing clients and secure new ones. Results show a correlation between levels of website expenses and levels of responsiveness from prospective clients. This implies that investing more money and time in a website can improve customer-base diversification. Selling directly to the customers through the internet is regarded as e-marketing. The website should be linked to the overall marketing strategy and not just be there for appearance sake. Internet marketing has many benefits among them, lower costs for the distribution of information to a global audience and the interactive nature that provides instant response or elicits response. Internet is fundamentally changing the way companies operate and the most profound development in travel and tourism.

The internet has revolutionized the marketing of adventure tourism. It probably plays a greater role in adventure tourism marketing than it does in other

sectors.(Swarbrooke *et al*, 2003).This is because it suits small and medium enterprises that do not have the budget to produce glossy brochures. It also allows producers to update their selling messages regularly, reflecting daily changes. In a market that is truly global, the internet means that products and destinations can take bookings from clients anywhere in the world; day and night (Kotler *et al*, 2003). It is also relatively an inexpensive form of promotion and it is very effective in targeting niche markets, like adventure tourism. The Kenya Tourist Board has constructed an official Kenya destination website aimed at reaching this market. However, queries as to whether this website is effective have been raised, considering that the website is graphic heavy, thus, it takes longer to download the images (Kiprop, 2006). The present study established whether or not KTB used internet in its promotional campaigns in the study area.

Word of Mouth

According to Withiam (1996), a major source of information is via word of mouth through family, friends and opinion leaders. This finding is supported by Smith (1998) who observed that people talk about the destinations they have visited, quality of services received and staff who served them. When compared to other methods of marketing, previous research has shown that word of mouth is more effective in attracting tourists to Kenya and Grenada (Eagle & Higgins, 1998; Vincent *et al*, 1998). Tourists intending to visit a destination have to consider the pre-trip time available for planning a holiday, frequency of repeat visit, distance to travel and number of vacation alternatives to be considered. Therefore, tourists intending to visit a destination require assurances from credible sources such as family members or relatives. Local campers such as Physical Education (PE) students from universities, members of wildlife, Young Women Christian Association (YWCA) and Young Men Christian Association (YMCA) rely on word of mouth.

Direct Marketing

While there has always been direct contact between sellers and buyers, direct marketing represents the development of a recent marketing practice. Shimp (1997) indicated that direct marketing includes letters, catalogues, price lists, booklets, circulars, newsletters and samples. The audience is highly selective and message can be personalised and direct response given. The advantages of direct marketing include

the ability to identify preferences of potential tourists, first-time visitors and repeat visitors. It was expected in the present study that direct marketing is widely used by tour operators and other private operators.

Personal Selling

According to Czinkota, and Ronkainen (2001), personal selling is the most effective of the communication tools available to the marketer, although its costs per contact are high. Duncan (2002) defines personal selling as 'real time, two way personal communications between a salesperson and a prospective buyer and is the most persuasive of marketing communication methods.' This form of marketing is suitable for bigger and richer tour operators.

Public Relations

The purpose of public relations is to maintain a positive image of a city, region or country as a tourist destination by communicating indirectly through the media. The other purpose is to refute negative media reports about a destination. Negative media stories about a destination may arise from bad weather, strike by hotel workers and dissatisfied tourists (Kolb, 2007). Kotler (1994) observes that several tools such as product publicity, press relations, corporate communications, lobbying and counselling are used in today's public relations. News conferences, company sponsored events, and planned tours are other examples of public relations.

Sales Promotion

Sales promotion includes tangible incentives such as coupons or discounted prices. These give a sense of closeness and tend to encourage buying behaviour (Duncan, 2002). In addition, sales promotion indicates techniques primarily designed to stimulate consumer purchasing. Middleton and Clarke (2001) define sales promotion as short-term incentives offered as inducements to purchase, including temporary product augmentation, which include distribution network as well as consumers.

Trade Shows and Exhibitions

Trade shows are regarded as periodic gatherings where suppliers and distributors in a tourism industry display their products and provide information to potential buyers (Duncan, 2002). Trade shows are cost effective by bringing many buyers together

with sales staff. The Kenya Tourist Board and tour operators often participate in overseas tourist trade fairs and exhibitions to market the country.

2.7 Socio-demographic Profiles of Adventure Tourists

Ibrahim & Gill (2005) have observed that an important way of classifying tourists is by using socio-demographic factors such as age, gender, origin, level of education and marital status. Several studies reviewed in this section have also used one socio-demographic factor or more to classify their tourists. For example, according to a study carried out by the Netherlands Development Organization (2009), it was established that about 32% of the US adventure travellers were aged between 41-60 years and about 52% of them were married. In addition, it was found out that about 52% of the American baby boomer adventure travellers spent about 1 week at a destination each. The findings were important in the identification of the key market segmentation variables to include in the present study.

A study commissioned by Alberta Economic Development (2001) established that adventure travellers tend to be 25-55 years old although there are significant numbers of soft adventure travellers who are 55 and above. Males and females are generally well represented with participation varying by activity. Those activities that are more strenuous tend to attract younger male travellers. Most are married and will travel with their spouse or friends. Adventure travellers are well educated, often having graduate or undergraduate degrees. Income for these travellers is higher than average and many come from professional or managerial occupations. They often live in urban areas. Most popular activities with this group are hiking, camping, rafting, wildlife viewing, cycling, canoeing and educational tours. The reasons for taking an adventure travel vacation revolve around the natural environment such as seeing it, experiencing it, having adventures, being away from crowds and personal growth through education or challenging activity. A destination is chosen most often for the scenery, the presence of certain physical features like lakes or rivers, or the opportunity for new experiences. The findings of this study are relevant to the present study. The adventure tourism market targeted by the Kenya Tourist Board was assumed to have similar socio-demographic characteristics as those of the study reviewed.

2.8 Gaps Identified in the Literature Review

After thorough search and review of literature on adventure tourism, several gaps have been identified some of which are addressed by the present study. Earlier studies tended to concentrate on outdoor recreation literature. But, adventure tourism deserves research attention in its own right. More research is needed on the growth and projections of adventure tourism. Segmentation is required of special interest tourism activities such as rock climbing, horse riding, camping, and kayaking. It was established that there was lack of adequate explanations of visitor behaviour especially adventure tourists. Therefore, there is need for campsite and tour operators to understand their clients particularly those seeking exciting experiences. The present study addresses adventure tourism and the needs of tourists from different cultural backgrounds. Literature on marketing adventure tourism is scanty and fragmentary. Findings from this study may add to existing knowledge in this important and rapidly growing area of tourism.

3.0 CHAPTER THREE: METHODOLOGY

3.1 Introduction

This chapter discusses research design, area of study, target population, sampling design, data collection instruments, data collection procedures and methods of analyzing and interpreting data.

3.2 Research Design

This study adopted a survey research design. This involved describing, recording, analyzing and interpreting both quantitative and qualitative data. Survey research design is a method for conducting a study in such a way that maximum control is exercised over factors that could interfere with the validity of the research results. This study followed a multiphase approach as explained by Churchill (1991). Such an approach involved interview schedules, questionnaire survey and piloting which assisted to refine data collection instruments before they were administered. Both qualitative and quantitative data were obtained. Qualitative data consisted of non-quantifiable information such as nationality and marital status of tourists interviewed. Quantitative data provided factual information on the target market being researched (Mugenda & Mugenda, 1999; Trigg, 1996).

3.3 Study Location

This study was carried out in Mount Kenya region (Appendix 12). Mount Kenya region is a large area that comprised seven districts at the time of study. These were Nyeri, Embu, Laikipia, Kirinyaga, Meru South, Meru Central and Tharaka. In the study, four of these districts were purposefully selected as they were considered representatives of the whole region because they have a larger concentration of campsites which tourists use as a base for their adventure activities. The selected districts were Meru South, Meru Central, Nyeri and Laikipia.

The region is named after Mount Kenya, the country's highest mountain and Africa's second highest after Kilimanjaro, standing at 5199m (17058ft). It is estimated to be 2.5 million years old. Mount Kenya is located 180 km to the North of Nairobi. Within it lies Mount Kenya National Park, which is designated a UNESCO World Heritage

Site. The National Park is around 620km² and receives up to 15,000 visitors every year (Republic of Kenya, 2009; Businge, 2010).

3.4 Target Population

The population can be defined as the entire group under study as specified by the objectives of the research (Zikmund, 2003). Specifically, target population includes tourists visiting campsites, campsite operators, tour operators and KTB senior management staff. On the average about 1000 adventure tourists visit the camp-sites in the Mount Kenya region annually (Republic of Kenya, 2006). These adventure tourists formed the sampling frame from which tourists to interview were selected. There were 20 campsites in the study area which formed the sampling frame for campsite operators (Appendix 6). There were 50 tour companies operating in the study area but based in Nairobi. These tour companies formed the framework for selecting the tour operators to interview (Appendix 7).

3.5 Sample Size and Sampling Procedures

In this study, stratified random sampling was used. In stratified random sampling the researcher divides the population into sub-groups (Mugenda & Mugenda, 1999). In this case, campsites were divided according to their rating, that is, luxury and budget. Luxury campsites have facilities similar to those of a five star hotel such as ensuite rooms and hot showers. Budget campsites provide basic facilities such as shared tents and foam mattresses. In the study area, there are 3 luxury and 17 budget campsites. Budget campsites comprise 85 % (17/20) of the total campsites while luxury campsites account for 15% (3/20) of the total. Campsites are spread through out the study area and it was not possible to visit all of them. There are 20 campsites in the study area. A total of 13 out of 20 (65%) campsites were randomly selected whose owners or managers were interviewed. To ensure each category of campsites was represented, 11 budget campsites accounting for 85% of the sample (11/13) and 2 luxury campsites accounting for 15% (2/13) were randomly selected for the study. In all, a total of 120 tourists were randomly selected. 102 tourists that is, 85 % of the sample, were drawn from budget campsites and 18 tourists (15 %) from luxury campsites.

The sample size for tourists visiting campsites in the study area was estimated using the formula provided by Gregory (1987). The formula is as shown below:

$$n = \frac{p\%.q\%}{d^2}$$

Where d=desired value of S.E

n=sample size

p%=desired sample with targeted characteristics e.g. age, gender, level of education

q%=100-p%

S.E. Standard Error

Desired value for S.E was set at 4%, that is d=4 and sample value was 25% at 95% probability.

Therefore sample size was:

$$n = \frac{25 \times 75}{4^2} = 1875$$
$$n = \frac{1875}{16} = 117$$

By rounding up the derived figure of 117, a sample of 120 was obtained.

The sample of tour operators for this study was collected by purposive sampling method from the identified sampling frame. The major source of the sampling frame was the list of tour companies provided by the Kenya Association of Tour Operators (KATO). At the time of the study, there were about 50 tour companies operating in the Mount Kenya region but based in Nairobi. Out of these 50 operators a sample of 20 tour operators were selected for the study (Appendix 8).

3.6 Data collection Instruments

Data was collected using questionnaires and interview schedule. Existing literature was also reviewed.

3.6.1 Questionnaires

Both open and close-ended questions were administered to 120 tourists to capture their socio- demographic and other characteristics. Questionnaires were also administered to 13 camp site and 20 tour operators to obtain information on marketing of adventure camping in the study area.

3.6.2 Interview Schedule

A detailed interview schedule was used to get information from Kenya Tourist Board's Managing Director and Marketing Manager who are the key informants. The Kenya Tourism Board's Managing Director provided general information on the operations of Kenya Tourist Board. The Marketing Manager provided information on marketing strategies.

3.6.3 Piloting

Before the questionnaires were administered to the selected sample in the study area, piloting was done on adventure tourists from a campsite outside the study area. In this study, 16 adventure tourists from Lake Naivasha Lodge in the Rift Valley Province were subjected to piloting because they were easily accessible. The selected tourists filled the sample questionnaire and their responses were used as a basis for improving the instrument that was eventually used in the present study. As Mugenda and Mugenda, (1999) have indicated, the purpose of piloting is to ensure that items in the instrument are stated clearly and have the same meaning to all respondents.

3.6.4 Secondary sources of data

Data was collected from both published and unpublished sources relevant to adventure tourism and methods of marketing it. Sources of information for adventure tourism included theses and dissertations, research articles in journals, textbooks and government documents. From these sources, it was possible to identify the breadth of existing terms, principles, and a framework for adventure tourism.

3.6.5 Reliability

Reliability is a measure of the degree to which a research instrument yields consistent results after repeated trials (Mugenda and Mugenda, 1999). In this study split half technique of assessing reliability was used during analysis. The scores were divided

into two groups, odds and even numbers. The subject's total score from the two groups of items were computed and the scores from the two groups of items for all subjects were correlated. The resulting correlation coefficient was above 0.8 which according to Mugenda and Mugenda (1999) is considered reliable for the study. All the instruments were counterchecked to ensure that they were free from typographical errors and that they were numbered correctly.

3.6.6 Validity

Validity is the extent to which the results obtained from data analysis reflect the phenomena under study such as methods used in marketing adventure tourism. To ensure that the findings reflect the real situation such as the socio-demographic profiles of adventure tourists visiting the study area, construct validity was employed. The researcher also used experts to assess the content of questionnaires whether they could produce required information. Questionnaires were given to three tourism scholars in the Department of Hospitality and Tourism Management of Kenyatta University. These experts examined the questionnaires individually and provided feedback. The instrument was then revised based on the responses obtained.

3.6.7 Data Collection Procedure

Permission to carry out the research was sought from the relevant Ministry. The respondents were accessed from Mount Kenya region in selected campsites. Upon consent the questionnaires were then self-administered to the tourists, and then collected at the agreed time. One research assistant familiar with the study area was employed to help in administering of questionnaire.

3.7 Data analysis

After completion of data collection, the questionnaire was scored. Data was edited, coded and entered into the computer for analysis. The Statistical Package for Social Sciences (SPSS) was used in the analysis. In this study, both descriptive and inferential statistics were used. The descriptive statistics used to summarize the sample population included percentages, frequency distributions and charts. The Chi Square (χ^2) goodness of fit test was used to test whether there existed any potential for adventure tourism in the study area, to test any differences in marketing methods

used by the Kenya Tourist Board and other marketing organizations and to measure the over all differences between the tourists who obtain information about camp-sites in the study area from Kenya Tourist Board and those obtaining information from other sources such as tour operators, travel agents and others. Chi Square (χ^2) cross-tabulations were used to analyze relationships between responses. Simple Correlation analysis has been used to determine the relationship between the level of education of tourists and their frequency of visit. Student t test was used to measure the significance of the relationship observed. Results for both Chi Square (χ^2) and Student t tests were considered significant at 95% confidence level ($p < 0.05$). Information from open-ended questionnaires and interview schedule that could not be coded was used in the discussion of results.

3.8 Ethical Considerations

Some of the ethical problems encountered in this study included respondents who wanted to conceal their identity because of one reason or another. Other respondents such as some managers of tour companies considered some information sensitive to management. Therefore, information provided by respondents such as tourists, campsite operators and tour operators was treated by the researcher as confidential and used only for the purpose of this research. Permission was also sought from respondents to take their photographs and to use them in the present study.

4.0 CHAPTER FOUR: RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the results of the study. The presentation includes the potential for adventure tourism in the Mount Kenya region, the role played by the Kenya Tourist Board in marketing adventure tourism in the Mt. Kenya Region, the methods which the Kenya Tourist Board uses to market the region as adventure tourism destination and the relationship between the characteristics of tourists targeted by the Kenya Tourist Board and their buying behaviour. The results of hypothesis testing were supported by information gathered from the questionnaires and an in-depth interview with four (4) officials of the Kenya Tourist Board.

The Null hypotheses tested in the study were:

- 1) There is no significant difference between the number of visitors attracted to the study area by its potential for hard adventure tourism activities and those attracted by its soft adventure tourism activities.
- 2) There is no significant difference between the frequency of visits by tourists obtaining information from Kenya Tourist Board and those with alternative sources of information.
- 3) There is no significant difference between the methods used by the Kenya Tourist Board to market adventure tourism in the Mt. Kenya region and those used by other marketing organizations.
- 4) There is no significant relationship between age, level of education, nationality and occupation of adventure tourists targeted by Kenya Tourist Board and their frequency of visit in the area.

4.2. Questionnaire Response Rate

A total of 120 questionnaires were given out to the 13 campsites selected. Of the 120 questionnaires given out, 80 (66.7%) were responded to and collected from the selected tourists. Although there is no universally accepted response rate, Mugenda & Mugenda (1999) suggest that 50%- 70% response rate is good enough. Therefore, the response rate in the present study was acceptable as it was relatively high. Such a high response rate tends to improve reliability of the data collected. The study also targeted 20 tour operators to whom questionnaires were administered. All the 20 tour operators

(100%) responded and returned fully filled questionnaires. The study targeted 13 campsite operators to whom questionnaires were administered. All the campsite operators (100%) responded by filling the questionnaires. The information obtained from questionnaires was used in testing the null hypotheses in the study.

4.3 Establishing Potential for Hard and Soft Adventure Tourism in the Mt Kenya Region

The objective of establishing the potential for hard and soft adventure tourism in the Mt. Kenya region was achieved by testing the first null hypothesis using Chi Square Test.

4.3.1 Chi Square Test for Hypothesis 1

The Chi Square (χ^2) Test was used to test the Null Hypothesis that **‘there is no significant difference between the number of visitors attracted to the study area by its potential for hard adventure tourism activities and those attracted by its soft adventure tourism activities’.**

A table for observed frequencies of hard and soft adventure tourists was prepared (table 4.1). The table for observed frequencies was used to compute χ^2 to test the first null hypothesis (table 4.2). Table 4.1 was compiled using data from 80 adventure tourists visiting campsites in the study area.

Table 4.1: Observed Frequencies for Hard and Soft Adventure Tourists

Response	Frequency
Hard adventure Tourism	20
Soft adventure Tourism	60
Total (N)	80

Table 4.2: Computation of Chi Square Test Statistic (χ^2) for Hypothesis 1

	O	E	O-E	(O-E) ²	(O-E) ² /E
Hard Adventure Tourism	20	40	20	400	10
Soft Adventure Tourism	60	40	20	400	10
Calculated value(χ^2)					20
Critical value(χ^2)					3.84

As can be observed from table 4.2, the calculated value of Chi Square statistic (χ^2) is 20 which is greater than the tabulated value of 3.84 at significance level of $p=0.05$. Therefore, the null hypothesis that **‘there is no significant difference between the number of visitors attracted to the study area by its potential for hard adventure tourism activities and those attracted by its soft adventure tourism activities** ‘is rejected and the alternative hypothesis is accepted. It would appear from this finding that the study area has greater potential for soft adventure tourism than hard adventure tourism. As discussed in chapter two, soft adventure tourism activities such as bird watching, trout fishing and camping do not require complicated skills and training. This could possibly explain why the study area is a favoured destination by soft adventure tourists. On the other hand, hard adventure tourism activities such as mountaineering, bungee jumping and white water rafting require advanced skills, training and preparation. This may tend to discourage some adventure tourists except for those ready and willing to take risks.

4.3.2 Attractions

When tourists were asked to give the reasons why they thought Mt Kenya region has potential for both hard and soft adventure tourism, the responses were as shown in table 4.3.

Table 4.3: Respondents' Reasons for Thinking there is Potential for Adventure Tourism

Information Sought	Responses	Number of Respondents and percentage(N=80)	Chi Square(χ^2), Degrees of freedom(df), p-value
Attraction	Hard Adventure Tourism		$\chi^2=154.4$ df=7 p< 0.001
	Mountain climbing	8(10%)	
	Rock climbing	6(7.5%)	
	Horse Riding	3(3.75%)	
	Bungee Jumping	3(3.75%)	
	Soft Adventure Tourism		
	Scenery	19(23.75%)	
	Wildlife	20(25%)	
	Climate	9(11.25%)	
	Camping	12(15%)	

Significance Level is p<0.05

The responses in table 4.3 differed significantly between respondents ($\chi^2=49.00$, df=4, p< 0.001). The probability that the results are due to chance is very low (0.1 percent) and are therefore considered significant at p < 0.05 or 5% of Chi-square test of goodness-of-fit. From table 4.3 it is apparent that scenery, wildlife, climate and tourist facilities are major attractions for adventure tourism in the study area. As observed in Chapter two, Mt Kenya region has many tourist attractions that make it a favourite destination for adventure seekers. Some of the soft adventure tourism activities that attract visitors to the region include camping, game viewing, and trout fishing. As already discussed earlier, the region is ideal for camping. Excellent

camping facilities are offered at the luxury campsites such as Sweetwaters and Lewa Safari Camp. Hard adventure tourism activities such as mountaineering and bungee jumping require specialized skills which can only be acquired by training. This may tend to limit the exploitation of the existing potential for hard adventure tourism in the region. This finding is supported by Kiprop (2006) who also found out that scenery, wildlife and climate were important tourist attractions in the North Rift. He established that scenery especially the captivating Elgeyo Escarpment was the most preferred with about 54% of the tourists interviewed citing it as their major reason for the visit. Wildlife was preferred by 45% of the tourists interviewed while 45% preferred climate. Elgeyo Escarpment is not only a great spectacle but has potential sites for rock climbing. This finding is supported by responses of tour operators interviewed and which are presented below (Fig.4.1).

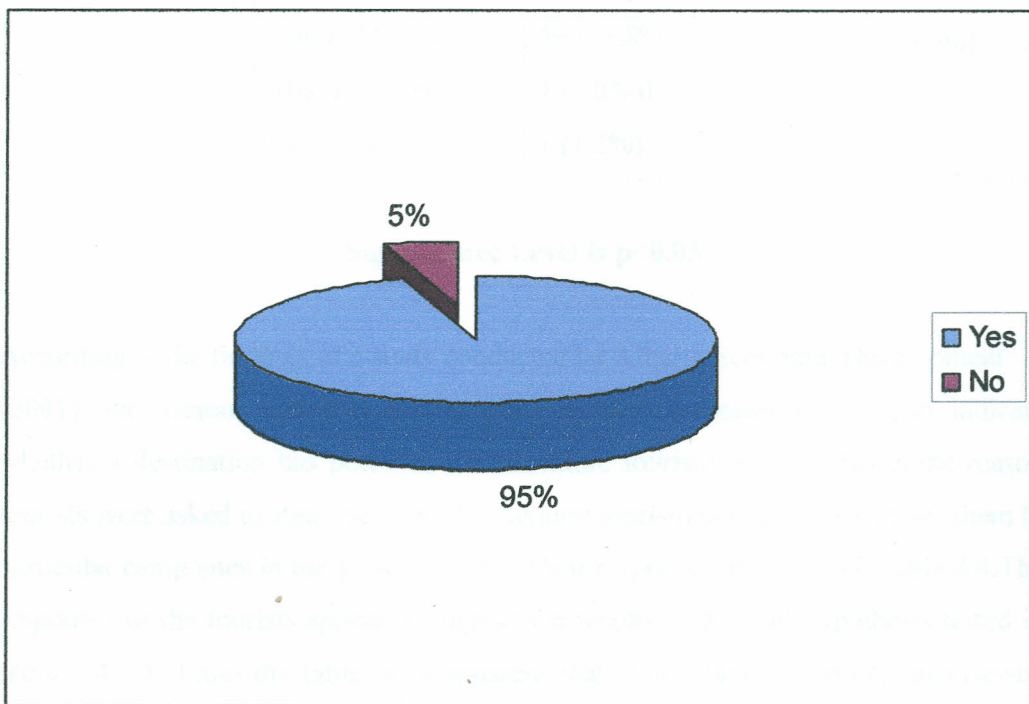


Fig.4.1: Potential for Adventure Tourism

The tour operators interviewed also appeared to concur with the tourists. About 95% of the tour operators interviewed stated that the region had potential for adventure tourism and only 5% of the respondents said that the area had no potential (Fig.4.1). Given the results of hypothesis testing (table 4.2) and responses of tourists and tour

operators interviewed (Fig.4.1), it can be observed that the study area has potential for adventure tourism. The tour operators promote both hard and soft adventure tourism in the region.

4.3.3 Choice of Campsite. ✓

Table 4.4: Adventure Tourism Activities Attracting Respondents to Campsites

Information Sought	Responses	Number of Respondents and percentage(N=80)	Chi Square(χ^2), Degrees of freedom(df), p-value
Activities	Story Telling	1 (1.2%)	$\chi^2=195.40$ df=5 p< 0.001
	Camping Recipes	13 (16.3%)	
	Building Fires	2 (2.5%)	
	Nature Discovery	59 (73.8%)	
	Mountaineering	4 (5.0%)	
	Relaxation	1 (1.2%)	

Significance Level is p<0.05

According to the findings of a study conducted by Alberta Economic Development (2001), the various activities taking place at the campsites would also indicate whether a destination has potential for adventure tourism or not. This is the reason tourists were asked to state the type of adventure tourism activities that attract them to particular camp sites in the present study. Their responses are shown in table 4.4. The responses of the tourists appear to support the results of the null hypothesis tested in section 4.3.1. From the table, it is apparent that about 74% of tourists interviewed indicated nature discovery as the major activity attracting them to the region. Nature discovery is a form of soft adventure tourism that does not require any specialized skills to participate in it. Only about 5% of the respondents cited mountaineering as a major activity that attracted them.

4.3.4 Visitors to Campsites

To obtain data on visitors in each camp per week, owners were asked to state the number of tourists visiting their camp sites. The responses are shown in table 4.6. The study aimed at estimating the number of tourists visiting various campsites per week. This was important in order to give more insight on the potential of adventure tourism in the study area.

Table 4.5: Responses of Campsite Operators on Number of Tourists Received per Week

Information Sought	Responses	Number of Respondents and percentage(N=13)	Chi Square(χ^2), Degrees of freedom(df), p-value
Number of Visitors Per Week	<10	9(69.2%)	$\chi^2=9.80$ df=3 p< 0.020
	11-19	2(15.4%)	
	>20	2(15.4%)	

Significance Level is $p < 0.05$

According to the findings(table 4.5), a significant number of camp sites 9 (69.2%) received less than 10 tourists each per week ($\chi^2=9.80$, df=3, $p < 0.020$), a further 2 camp sites (15.4%) received 11-19 tourists each per week and the remaining 2 campsites (15.4%) reported receiving more than 20 tourists each per week (Table 4.5). The 2 camp sites that reported receipt of more than 20 tourists each per week were luxury camps. These were Sweetwaters and Lewa Safari Camp. The results were considered significant at $p < 0.05$ or 5% of Chi-square test of goodness-of-fit.

4.4 Marketing Adventure Tourism

This section examines the role played by Kenya Tourist Board, camp site operators and tour operators in marketing adventure tourism in the study area.

4.4.1 Establishing the role of Kenya Tourist Board in Marketing Mt. Kenya Region as Adventure Tourism Destination

To find out whether or not Kenya Tourist Board plays any role in promoting adventure tourism in the Mt. Kenya region, the Chi Square (χ^2) test was used to test the Null Hypothesis that **'there is no significant difference between the frequency of visits by tourists obtaining information from Kenya Tourist Board and those with alternative sources of information'**.

4.4.1.2 Chi Square Test for Hypothesis 2

A Contingency table was prepared to show observed frequencies for number of visits per year by adventure tourists in the study area (table 4.6). The contingency table was used to compute χ^2 to test the second null hypothesis (table 4.7). The table was compiled using responses from 38 adventure tourists who had visited the study area at least once before the time of study. Those adventure tourists who were visiting the area for the first time were excluded from the analysis.

Table 4.6: Observed Frequencies for Number of Visits per Year

Source of information	Number of visits per Year		Total
	1-2	>2	
KTB	1	2	3
Travel Agent	10	4	14
Tour Operators	20	1	21
Total(N=38)	31	7	38

Table 4.7: Computation of Chi Square Test Statistic (χ^2) for Hypothesis 2

	O	E	O-E	(O-E) ²	(O-E) ² /E
KTB					
1-2	1	2.45	-1.45	2.10	0.86
>2	2	0.55	1.45	2.10	3.82
Travel Agents					
1-2	10	11.42	-1.42	2.01	0.18
>2	4	2.58	1.42	2.01	0.78
Tour Operators					
1-2	20	17.13	2.87	8.24	0.48
>2	1	3.87	-2.87	8.24	2.13
Calculated value (χ^2)					7.43
Critical value(χ^2)					5.99

O= Observed frequency; E= Expected frequency

From table 4.7 it can be observed that the value of computed Chi Square (χ^2) is 7.43. At 0.05 significance level and with 2 degrees of freedom, the critical (tabulated) value of χ^2 is 5.99. The calculated χ^2 is greater than the tabulated χ^2 . The result does not support the null hypothesis. Therefore, the Null Hypothesis that **'there is no significant difference between the frequency of visits by tourists obtaining information from Kenya Tourist Board and those with alternative sources of information'** is rejected and the alternative one accepted. This finding was confirmed by the responses to the questionnaire survey. The 80 tourists who responded said that they learnt about the study area from different sources such as tour operators, travel agents and Kenya Tourist Board. The respondents stated that the source of information tended to influence their frequency of visit. It can be concluded that tourists who obtain information from tour operators and travel agents tend to visit the study area more frequently than those obtaining information about adventure tourism from Kenya Tourist Board. Kenya Tourist Board needs to consider marketing the Mt. Kenya region more aggressively.

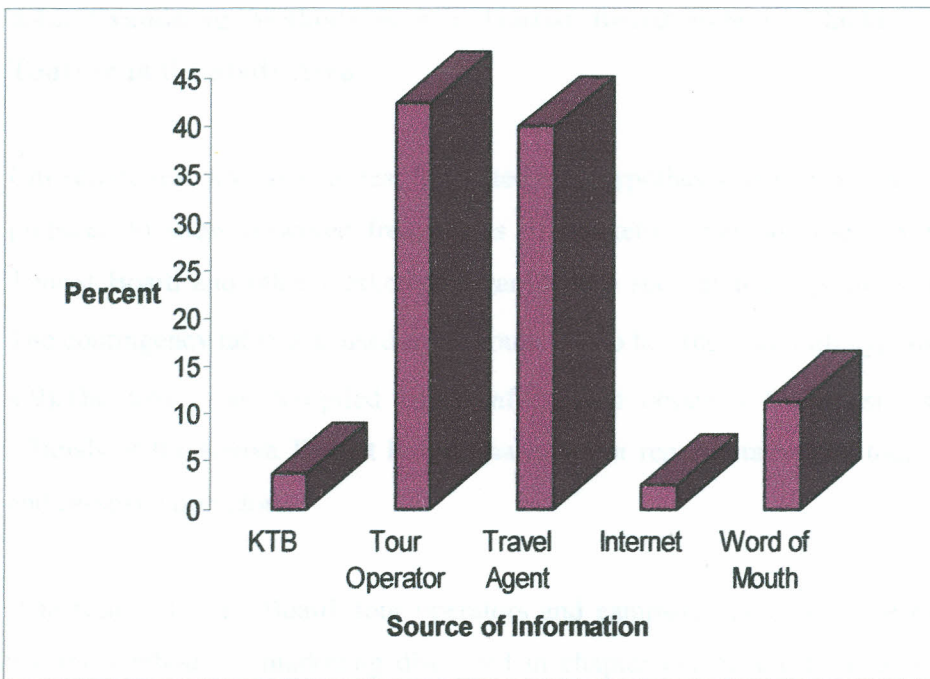


Fig. 4.2: Source of Information for Tourists

The responses of tourists interviewed tended to support the results of the hypothesis tested in section 4.4.1.2 above. Tourists were requested to indicate how they obtained information about the study area. Their responses are summarized in fig.4.2. From the findings, it was established that a significant number of tourists (83%) learned about the potential of Mt. Kenya region for adventure tourism from tour operators and travel agents ($\chi^2=62.125, df=4, p<0.001$). These two bodies appear to be very aggressive in marketing. Kenya Tourist Board, the body charged with the responsibility of marketing the country overseas as a tourist destination performed very poorly. Only about 4% of the respondents reported that they got information about adventure tourism from Kenya Tourist Board. This shows that Kenya Tourist Board does not play a major role in the marketing of adventure tourism in the study area. Perhaps this poor performance by Kenya Tourist Board can be attributed to the fact that its mandate is to market the whole country as a package and not a particular region. Inadequate funding was also given as another reason. An in-depth interview held with the marketing manager of Kenya Tourist Board established that the organization started marketing adventure tourism in the Mt. Kenya region in 2007.

4.4.2 Examining Methods Kenya Tourist Board uses to Market Adventure Tourism in the Study Area

Chi square test was used to test the stated null hypothesis. A Contingency table was prepared to show observed frequencies of marketing methods used by the Kenya Tourist Board and other marketing organizations such as tour operators (table 4.8). The contingency table was used to compute χ^2 to test the third null hypothesis (table 4.9). The table was compiled using information obtained from responses of the officials of the Kenya Tourist Board, managers or representatives of tour companies and campsite operators.

The Kenya Tourist Board, tour operators and campsite operators were expected to use the methods of marketing discussed in chapter two to create awareness of the potential for adventure tourism in the study area. The major methods of marketing adventure tourism locally and abroad included the internet, brochures and mass media.

4.4.2.1 Chi Square Test for Hypothesis 3

Table 4.8: Observed Frequencies for Marketing Methods

Marketing Organization	Marketing Method			Total
	Internet	Brochure	Media	
KTB	2	1	1	4
Tour Operators	10	5	5	20
Campsite Operators	5	3	5	13
Total	17	9	11	37

Table 4.9: Computation of Chi Square Test Statistic (χ^2) for Hypothesis 3

Marketing Method	O	E	O-E	(O-E) ²	(O-E) ² /E
KTB					
Internet	2	1.8	0.2	0.04	0.02
Brochure	1	0.97	0.03	0.0009	0.00092
Media	1	1.2	0.2	0.04	0.03
Tour Operators					
Internet	10	9.2	0.8	0.64	0.06
Brochure	5	4.9	0.1	0.01	0.03
Media	5	5.9	0.9	0.81	0.13
Campsite Operators					
Internet	5	6	1	1	0.17
Brochure	3	3.2	0.2	0.04	0.125
Media	5	3.9	1.1	1.21	0.3
Calculated value (χ^2)					0.84
Critical value (χ^2)					9.49

From table 4.9 it can be observed that the value of computed Chi Square (χ^2) is 0.84. At 0.05 significance level and with 4 degrees of freedom, the critical (tabulated) value of χ^2 is 9.49. The calculated χ^2 is less than the tabulated χ^2 . The result tends to support the null hypothesis. Therefore, the Null Hypothesis that **‘There is no significant difference between the methods used by Kenya Tourist Board to market adventure tourism in the Mt. Kenya region and those used by other marketing organizations’** is accepted. This finding was confirmed by the marketing manager of the Kenya Tourist Board. In an interview, he stated that his organization uses similar marketing methods employed by other marketing organizations such as tour operators and travel agents operating in the study area. The interview with the marketing manager revealed that Kenya Tourist Board uses brochures, newspapers,

travel magazines, internet, and mass media including television in marketing adventure tourism in the study area.

Kenya Tourist Board uses internet as a method of marketing but, as Kiprop (2006) has observed, its website has been criticized for being graphic heavy taking too long to download images by would-be travellers. In addition, the organization uses local and international trade fairs and exhibitions. When asked whether Kenya Tourist Board carries out promotion in the study area jointly with tour operators or other NTOs, the Kenya Tourist Board official stated that his organization does so.

When the Kenya Tourist Board official was asked to state the major challenges faced by his organization in marketing adventure tourism in the study area, he identified two of them, namely insufficient funding and lack of awareness of adventure tourism products by tourists (Appendix 9). According to the appendix, Kenya Tourist Board has three main sources of funding. The largest source is the government which has been funding the marketing and promotion activities. The actual amount given by the government has been increasing since 2005/06 due to the importance accorded to the marketing function. This trend is expected to continue due to the need to market tourism for recovery and sustainability. However, according to the Kenya Tourist Board Marketing Manager, this funding is still insufficient. The second source of funding has been the Tourist Trust Fund (TTF) which is a joint European Union-Government of Kenya (EU-GOK) financing that supports Kenya Tourist Board through an institution strengthening and sustainability programme. The third source of funding is the Catering Levy which is shared by Kenya Utalii College (KUC), Kenya Tourist Board and Catering and Tourism Development Levy Trustees (CTDLT).

The tour operators and campsite operators interviewed also confirmed using the same methods such as the internet, brochures and advertising in the mass media (Tables 4.10- 4.11). These methods of marketing have been discussed in chapter 2.

Table 4.10 Responses of Tour Operators on Methods used to Market Adventure Tourism

Operator	Responses	Number of Respondents and percentage (N=20)	Chi Square(χ^2), Degrees of freedom(df), p-value
Tour Operators	Internet	10 (50%)	$\chi^2=9.000$ df=4 p< 0.061
	Brochures	5 (25%)	
	Media	5 (25%)	

Significance Level is p<0.05

Apart from Kenya Tourist Board, tour operators are marketing organizations with a strong commitment to customers and products. In many ways, they complement marketing efforts of the government. When asked to indicate the methods used to market adventure tourism in the study area, the responses of tour operators were as shown in table 4.10. The survey results revealed that there was no significant difference between the tour operators who marketed adventure tourism in the region through the internet(50%) and the rest (50%) who used brochures and mass media ($\chi^2=9.000$, df=4, p< 0.061). The results are considered significant at p < 0.05 or 5% of Chi-square test of goodness-of-fit.

The results imply that tour operators tended to use similar methods in marketing adventure tourism in the study area. From the findings, internet seems to be the most popular method (50%) used in marketing adventure tourism by tour operators in the study area. Therefore, the web sites of tour companies operating in the Mt. Kenya region should be updated regularly with current information to enable adventure tourists to make informed choices

Table 4.11 Responses of Campsite Operators on Methods used to Market Adventure Tourism

Operator	Responses	Number of Respondents and percentage (N= 13)	Chi Square(χ^2), Degrees of freedom(df), p-value
Campsite Operator	Internet	5 (38.5%)	$\chi^2=5.692$ df=8 p< 0.682
	Brochure	3 (23.0%)	
	Media	5 (38.5%)	

Significance Level is p<0.05

Campsite operators are active in creating awareness of their facilities through different marketing methods. The methods used by campsite operators are shown in table 4.11. The findings revealed that there was no significant difference in the methods used by different campsite operators in marketing adventure tourism in the study area ($\chi^2=5.692$, df=8, p< 0.682). The results are considered significant at p < 0.05 or 5% of Chi-square test of goodness-of-fit. About 38.5% of campsite operators interviewed indicated that they marketed their facilities through internet. Another 38.5% of campsite owners used mass media and the remaining 23% used brochures. Posting relevant and accurate information on the web site is an ideal and effective marketing strategy today.

4.5 Determining Characteristics of Tourists targeted by the Kenya Tourist Board

Simple Correlation (Bivariate) analysis was used to establish whether there was any significant relationship between age (variable 1), level of education (variable 2), nationality (variable 3) and occupation (variable 4) of adventure tourists and frequency of visit (variable 5). Age, level of education, nationality and occupation were considered as the independent variables while frequency of visit was the dependent variable. It is assumed that there is a direct correlation between the dependent and independent variables. This was the reason for choosing Pearson Correlation Coefficient (r). This is a parametric test that assumes data is normally

distributed and measured on interval scale. The value of r varies from -1.00 to + 1.00. The results of the analysis are shown in the correlation matrix (table 4.12).

4.5.1 Correlation Analysis

Table 4.12: Correlation Matrix

	V1	V2	V3	V4
V1	1.00			
V2	-0.122	1.00		
V3	-0.297	0.143	1.00	
V4	-0.222	0.139	-0.049	1.00
V5	-0.121	0.334	0.051	1.00

Where

V1= Age of Tourists

V2= Level of Education of tourists

V3= Nationality of Tourists

V4= Occupation of Tourists

V5= Frequency of Visit by tourists

Correlation coefficients of +0.5 or -0.5 are considered strong at 0.05 confidence level. In this study, correlation coefficients of+ 0.3 or -0.3 are considered as significant at the 0.05 confidence level. The correlation coefficient between level of education (variable 2) and frequency of visit (variable 5) is .334 and although a bit low, it can be considered as significant. It would appear that the more educated a tourist is, the greater the possibility of him or her visiting the campsite site more times in a year than one with lower level of education. Education leads to more awareness of the potential for adventure tourism and other forms of adventure in the region. Available literature suggests that adventure travellers are more highly educated and earn more money than traditional travellers (Loverseed, 1997; Wight, 1996). It is also likely that more educated people have better paid jobs and therefore, have more disposable income to spend on more frequent adventure tourism vacations. A very low correlation was established between each of the other three independent variables and frequency of visit in the study area. Therefore, age, nationality and occupation were excluded in hypothesis testing.

4.5.2 Student t test for Hypothesis 4

To show the statistical significance of the relationship between level of education of adventure tourists and their frequency of visit in the study area, a null hypothesis was formulated and tested. The null hypothesis tested is that **‘there is no significant relationship between age, level of education, nationality and occupation of adventure tourists targeted by Kenya Tourist Board and their frequency of visit in the area’**.

Student’s t test was used to test the stated null hypothesis. The computed Pearson Correlation Coefficient (r) in this case is 0.334 (table 4.12). The calculated t value is 3.13. At the chosen significance level of 0.05, the critical t value is 1.98. The calculated value of t is greater than the critical value. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

There is a significant relationship between the level of education of adventure tourists targeted by Kenya Tourist Board and their frequency of visit in the area. As already discussed, more educated travellers are likely to be more aware of the adventure tourism attractions in a destination. They may be professionals who are well paid and, therefore, have enough disposable income to spend on camping. It is generally believed that well educated people are better paid in most societies. This view was supported by Goodnow (2005) who observed that adventure travellers were highly educated and had a high annual income of over \$100,000.

As was revealed in the literature review in chapter two, demographic characteristics must be known to assess the size of the target market and to reach it efficiently (Bowen 1998). Appendix 11 provides summaries of socio-demographic profiles of targeted tourists in the study area. The characteristics of tourists visiting the Mt. Kenya region discussed in this section include their continent of origin, gender, age, marital status and level of education.

4.5.3 Respondents by Continent of Origin

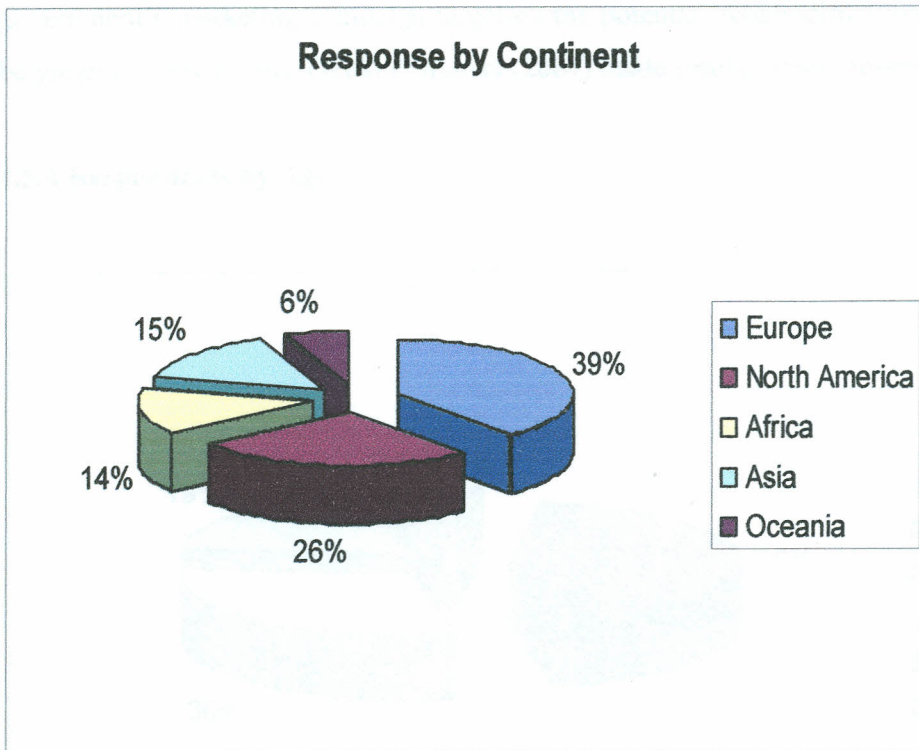


Fig. 4.3 Respondents by Continent of Origin

The survey results indicated that the tourists interviewed came from 21 nationalities or countries. If their countries of origin were tabulated, it would have been lengthy and cumbersome. Therefore, it was convenient to tabulate them according to continent of origin. The findings are presented in fig. 4.3. Tourists who visit Mt. Kenya region come from different continents. From the findings, it was established that most tourists (39%) came from Europe followed by North America (26%), Asia (15%), Africa (14%) and Oceania (6%). Oceania covers Australia and New Zealand. This is probably due to the fact that Kenya and Europe share a historical past following colonialism and also because Kenya is relatively better marketed in Europe compared to other parts of the world (Mate, 2005).

When data was disaggregated into country of origin or nationality (Appendix 10) it was observed that more campers came from the USA (17.5 %) followed by U.K (12.5%), Canada (8.8 %) and India (7.5%). This is an interesting finding that tends to confirm that American tourists are more adventurous preferring the wild unlike most German tourists who prefer coastal beaches (Sinclair, 1990; Irandu, 1995). A sizeable

number of campers (7.5%) came from India possibly an indication that the Kenya government's marketing campaign targeting the potential Asian tourist market could be yielding some results. Okelo & Manka (2007) made similar observations.

4.5.4 Respondents by Age

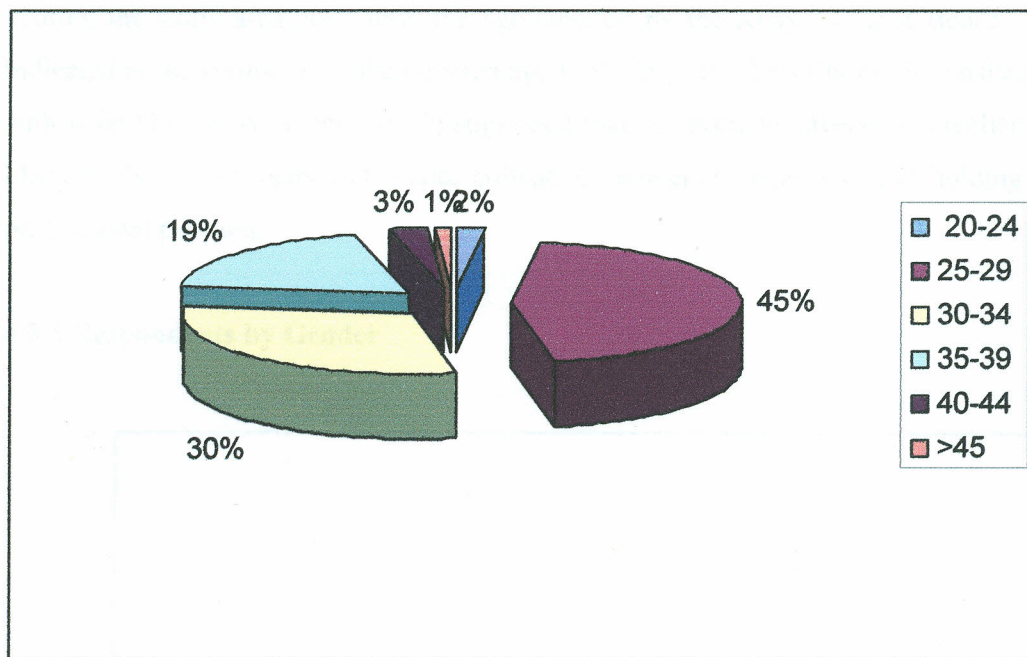


Fig.4.4: Respondents by age

In terms of age, the respondents ranged from 20-51 years (Fig. 4.4). According to the findings a majority of tourists visiting Mt. Kenya region were aged between 25-34 years (75%). Generally, this is the age when most people may be single or young couples with little or no family commitment. Therefore, they have free time to engage in recreational activities. This is important because players in travel and tourism industry should respond appropriately by promoting adventure activities that appeal to that age bracket.

Tourists aged above 35 years account for 22 % .This is an interesting finding because it would appear that the older the respondents, the less appealing Mt. Kenya region becomes. This is a challenge to Kenya Tourist Board and other National Tourism

Organizations to market the region more aggressively. Campsite operators and other players should develop more attractive tourism products for this age group in the area. Kenya Tourist Board uses market segmentation in marketing adventure tourism in the study area (Fig2.2). Age, education and nationality are the basis of market segmentation. In this study, it was established that the age of the respondents ranged from 20-51 years. This finding tends to confirm that most (75%) of the tourists visiting the study area are within the age targeted by the Kenya Tourist Board. As indicated in the assumptions the targeted age is 20-45 years. This finding is consistent with what Hall & McArthur (1992) suggested that the average adventure traveller is likely to be 25-40 years old, male, college or university educated and holding a professional position.

4.5.5 Respondents by Gender

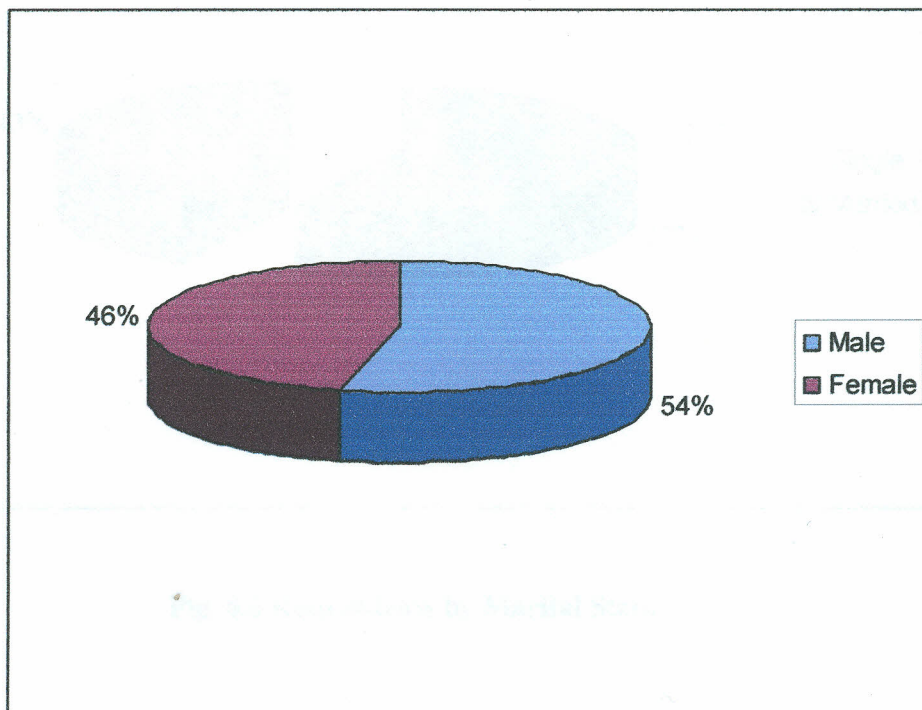


Fig. 4.5: Respondents by Gender

In the study, male respondents accounted for 54% while female respondents accounted for 46%. These figures are fairly close probably indicating that adventure tourism is popular to both sexes (Fig. 4.5). This implies that the various operators in

the study area should recognize the need to cater for each gender. This could increase business and even improve the image of the operators. For example, campsite operators can put an effort to cater for both female and male business travellers and especially for female business tourists travelling alone who might prefer a quieter atmosphere. The finding of the present study is consistent with the finding by Wadawi (2008) who also established that more tourists interviewed were males (54%) and females (46%). His finding shows a close balance between the male and the female tourists visiting Kenya.

4.5.6 Respondents by Marital Status

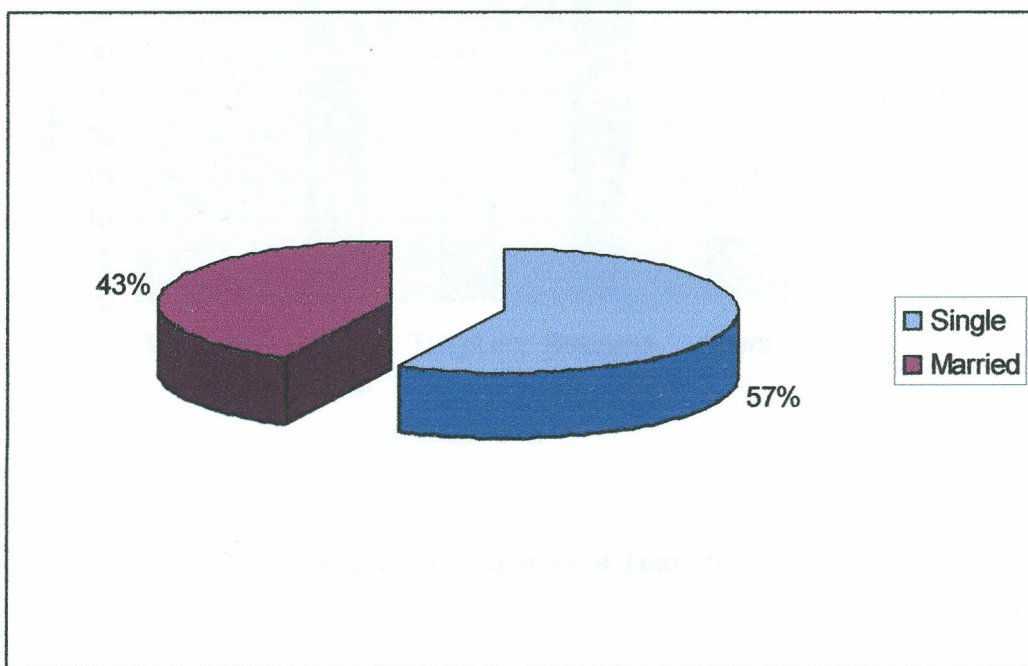


Fig. 4.6 Respondents by Marital Status

According to the findings a higher percentage of tourists visiting the study area are single (57%) while married ones are fewer accounting for 43 % (Fig.4.6). From figure. 4.6, it can be observed that the difference between married and single respondents was slight. It can be argued that the findings reflect the changing trends in Europe and North America where single parenting is on the increase. This implies that marketers and operators in the travel and tourism industry should develop

adventure tourism products that appeal to this growing market segment. The methods of marketing used by the Kenya Tourist Board, tour operators and campsite operators should be geared towards targeting this group.

4.5.7 Respondents by Occupation

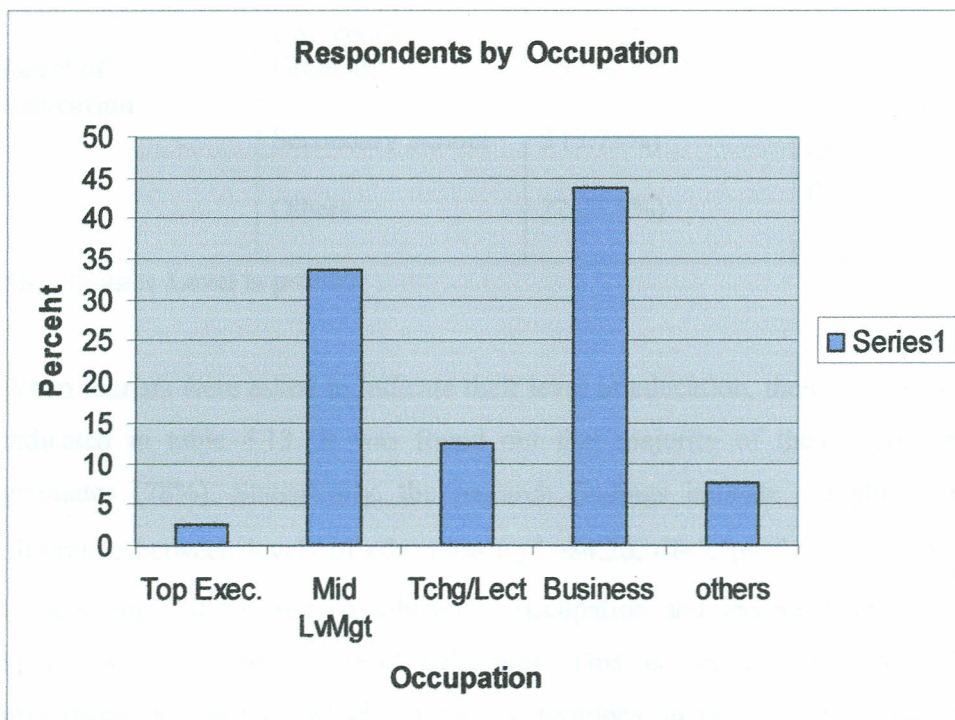


Fig. 4.7: Occupation of Tourists

Fig.4.7 shows that 44% of tourists are business people and 34% are middle level managers (Mid LvMgt). It would appear that business people take time off to relax in the wilderness and have fun after business transactions. Top company executives (Top Exec) do not have much leisure time to engage in camping or other adventure tourism activities. They occupy senior administrative and managerial positions and may be required in the office urgently. Teachers and/or lecturers often have some leisure time when students are on vacation. During this time, some adventurous ones can go on adventure tourism.

4.5.8 Level of Education for Adventure Tourists

Table 4.13: Tourists' Responses on their Level of Education

Information Sought	Responses	Number of Respondents and percentage(N=80)	Chi Square(χ^2), Degrees of freedom(df), p-value
Level of Education	University Graduates	55 (68.75%)	$\chi^2=84.20$ df=3 p< 0.001
	Secondary School	3 (3.75%)	
	Others	22 (27.5%)	

Significance Level is p<0.05

When tourists were asked to indicate their level of education, their responses were as indicated in table 4.13. It was found out that majority of them were university graduates (78%). Statistically, the research findings indicate a highly significant difference between levels of education ($\chi^2=84.20$, df=3, p< 0.001). As Weaver & Oppermann, (2000) observe, education, occupation and income tend to be highly interrelated in terms of travel behaviour. This is because education generally influences occupation, which in turn determines income level. For example, university level education often leads to higher-paying professional employment. Therefore, a higher level of education is associated with increased tourism activity and in particular with a higher incidence of more costly long-haul travel. This implies that tourists with university education are travellers with higher disposable income and are less concerned with financial considerations when choosing their destinations. Besides, university and college students are an important market segment to target (Weaver & Oppermann, 2000).

4.5.9 Tourists' Buying Behaviour

This section discusses the length of stay and frequency of visit by tourists in the study area. It is expected that the socio-demographic characteristics of tourists such as age and level of education determine their buying behaviour (Fig2.2).

4.5.9.1 Length of Stay

Table 4.14: Tourists' Responses on their Length of Stay

Information Sought	Responses	Number of Respondents and percentage(N=80)	Chi Square(χ^2), Degrees of freedom(df), p-value
Length of Stay (Days per Week)	1	6 (7%)	$\chi^2=60.18$ df=20 p< 0.001
	2-3	27 (34%)	
	4-5	42 (53%)	
	6-7	5 (6%)	

Significance Level is p<0.05

Length of stay is one of the issues considered by tourists when planning or while taking their trips. When tourists were asked to state their length of stay at campsites, it was found out that a significant majority of tourists (53%) in the Mt. Kenya region stay at campsites for an average of 4-5 days($\chi^2=47.70$, df=3, p<0.001) and another 34% of tourists in the region spend about 2-3 days(Table 4.14). A small number of them (6%) stay for as long as 6-7 days. The longer duration of stay by tourists could be in luxury camps such as Sweetwaters and Lewa Safari where good quality of service is offered. These camps offer special packages such as night game viewing.

This finding is consistent with what Davies & Morgan (1992), Saarinen (2006) and Gokoali, *et al*, (2007) have established that the length of stay is an important determinant of tourists' overall expenditure and consumption of local resources, as the number of possible experiences to be undertaken by tourists depends on their length of stay. Uncovering the determinants of length of stay is critical to the design of marketing policies that promote longer stays that are associated with higher occupancy rates and revenue streams.

4.5.9.2 Frequency of Visit

Table 4.15: Tourists' Responses on their Frequency of Visit

Information Sought	Responses	Number of Respondents and percentage(N=80)	Chi Square(χ^2), Degrees of freedom(df), p-value
Frequency of visit (No. of Times per Year)	1	34 (42.5%)	$\chi^2 = 77.95$ df=5 p< 0 .001
	2	6 (7.5%)	
	3	5 (6.2%)	
	4	1 (1.2%)	
	5 and above	34 (42.5%)	

Significance Level is p<0.05

In this study, it was established that a significant number of respondents (43%) visit the Mt. Kenya region once a year ($\chi^2 = 68.38$, df=4, p<0.001), 8% of them twice a year, 6% thrice and 1% about four times a year (table 4.15). A large percentage of respondents interviewed (42%) did not state their frequency of visit. Frequency of visit could be determined by several factors. The time available for leisure, paid holiday, disposable income and price levels at camp-site could be some of these factors. Those tourists with more time available for leisure and with adequate disposable income may decide to visit a given camp-site more frequently in a year. This fact is well documented in tourism literature (Page *et al*, 2004). As personal incomes increase, so does his or her purchasing power.

Increases in holiday entitlement are also likely to result in increases in tourism demand as the extra time may allow trips to distant destinations or longer stays. This is the case in Germany and Italy where holiday entitlements is about 28 days in a year (Page *et al*, 2004). Cheaper prices may also be an important consideration as camping facilities become more affordable. It should also be noted that most of the budget campsites may provide fewer services than the luxury ones which attract more visitors. The location of the campsite may also be another important factor. Those campsites located on or close to Mt. Kenya may be visited more frequently than others.

5.0 CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

This concluding chapter summarizes the major findings of the study. The conclusion and recommendations arising from the study are discussed. Suggestions are also made on areas of further research in this important topic. This study investigated adventure tourism in the Mount Kenya region and the role played by Kenya Tourist Board (KTB) in marketing it. The study was guided by the following objectives:

- a) To establish the potential for hard and soft adventure tourism activities which attract visitors to the study area.
- b) To establish the role played by the Kenya Tourist Board in marketing adventure tourism in the Mt. Kenya Region.
- c) To examine the methods which the Kenya Tourist Board uses to market the region as adventure tourism destination.
- d) To determine the relationship between the characteristics of tourists targeted by the Kenya Tourist Board and their buying behaviour.

5.2 SUMMARY OF THE STUDY

In this study 120 tourists, 13 campsite operators and 20 tour operators were asked to fill a questionnaire. An in-depth interview was also organized with the senior management of the Kenya Tourist Board. 80 tourists (67%), all the 13 campsite operators (100%) and all the 20 tour operators (100%) responded. The major findings are summarised below.

Establishing Potential for Hard and Soft Adventure Tourism in the Mt Kenya Region

The testing of the Null hypothesis revealed that the computed Chi Square statistic (χ^2) is 20 which is greater than the tabulated value of 3.84 at significance level of $p=0.05$. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. It would appear from this finding that the study area has greater potential for soft adventure tourism than hard adventure tourism.

Establishing the role of Kenya Tourist Board in Marketing Mt. Kenya Region as Adventure Tourism Destination

It was found out that the computed Chi Square statistic (χ^2) is 7.43, which is greater than the tabulated value (χ^2) of 5.99 at 0.05 significance level. The result does not support the null hypothesis. Therefore, the Null hypothesis that 'there is no significant difference between the frequency of visits by tourists obtaining information from Kenya Tourist Board and those with alternative sources of information' is rejected and the alternative one accepted. This finding was confirmed by the responses to the questionnaire survey. The 80 tourists who responded said that they learnt about the study area from different sources such as the Kenya Tourist Board, tour operators and travel agents.

Examining Methods Kenya Tourist Board uses to Market Adventure Tourism in the Study Area

The testing of the Null hypothesis revealed that the computed Chi Square statistic (χ^2) is 0.84, which is less than the critical value (χ^2) of 9.49 at 0.05 significance level. The result tends to support the null hypothesis. Therefore, the Null hypothesis that 'there is no significant difference between the methods used by Kenya Tourist Board to market adventure tourism in the Mt. Kenya region and those used by other marketing organizations' is accepted. This finding was confirmed by the marketing manager of the Kenya Tourist Board in an interview. In the interview, it was revealed that the Kenya Tourist Board uses similar marketing methods employed by other marketing organizations such as tour operators and travel agents operating in the study area. The marketing methods the Kenya Tourist Board uses in marketing adventure tourism in the study area include brochures, newspapers, internet, and mass media including television.

Determining Characteristics of Tourists targeted by the Kenya Tourist Board

The testing of the Null hypothesis revealed that the calculated value of student t is 3.13, which is greater than the critical value (t) of 1.98 at the significance level of 0.05. Therefore, the null hypothesis that 'there is no significant relationship between the level of education of adventure tourists targeted by Kenya Tourist Board and their frequency of visit in the area' is rejected and the alternative hypothesis is accepted.

Student t test revealed that there was a significant relationship between the level of education of tourists and their frequency of visit in the study area.

It was also established through questionnaire survey that majority of the tourists visiting the study area were university graduates (78%) while a significant number of respondents (43%) visit the Mt. Kenya region once a year. It would appear that the more educated a tourist is, the greater the possibility of him or her visiting the campsite site more times in a year than one with lower level of education.

There were other important and interesting findings based on the socio-demographic characteristics of respondents. For instance, it was established that tourists who visited Mt. Kenya region came from different continents of the world such as Europe and North America. In terms of age, it was found out that the majority of tourists visiting Mt. Kenya region were aged between 25-34 years (75%). The study also found out that a higher percentage of tourists visiting the study area are single (57%) while married ones accounted for 43 %.

5.3 CONCLUSIONS

This study concluded that the Mt. Kenya region has potential for adventure tourism which needs to be tapped and that most tourists interviewed ((83%.) learned about the potential of Mt. Kenya region for adventure tourism from tour operators and travel agents. These two bodies appear to be very aggressive in marketing the region. An in-depth interview held with the officials of Kenya Tourist Board established that the organization started marketing adventure tourism in the Mt. Kenya region recently. In marketing adventure tourism in the study area, Kenya Tourist Board used market segmentation based on age, level of education and nationality. It targeted mainly tourists aged between 25-45 years from all over the world.

It was also concluded that Kenya Tourist Board used similar marketing methods employed by other marketing organizations such as tour operators and travel agents operating in the study area. Brochures, newspapers, travel magazines, internet, and mass media are used. In addition, the organization uses local and international trade fairs and exhibitions.

The study further concluded that there was a significant relationship between the level of education of tourists targeted by Kenya Tourist Board and their frequency of visit in the area. It was also concluded that tourists who visited Mt. Kenya region came from different continents of the world such as Europe and North America. In terms of age, it was concluded that the majority of tourists visiting Mt. Kenya region were aged between 25-34 years (75%). Finally, the study concluded that a higher percentage of tourists visiting the study area are single (57%) while married ones accounted for 43 %.

5.4 RECOMMENDATIONS

In this section, recommendations are made based on the research findings. The recommendations made are meant for action by the Kenya Tourist Board, tour operators, campsite operators and researchers.

5.4.1 The Kenya Tourist Board

a) According to the findings, it was established that the study area is not well marketed due to inadequate funding. Kenya Tourist Board should, therefore, find ways of raising adequate funds for marketing the region either from the government or through public and private sector partnership.

b) From the findings, it was established that the website of Kenya Tourist Board is at the moment graphic heavy and takes too long to download. Therefore, Kenya Tourist Board should improve its website to include accurate and relevant information on adventure tourism as a way of gaining competitive edge over her competitors.

c) It was also established that North America and Asia have a lot of potential for adventure tourism market. Therefore, Kenya Tourist Board should market the study area in these markets more aggressively.

d) Kenya Tourist Board should advertise adventure tourism in the study area through media and also to collaborate with other stakeholders in order to market the region as a package.

5.4.2 Tour Operators

e) The study also revealed that, there is little information on adventure tourism in the study area. This information should be availed to potential adventure tourists through production of more brochures by tour operators.

f) It was found out that tour operators use similar marketing methods as the Kenya Tourist Board such as internet and brochures. To market the study area more successfully, it is recommended that tour operators market the study area jointly with the Kenya Tourist Board and other operators.

g) It was established that majority of tourists visiting Mt. Kenya region were aged between 25-34 years. Therefore, tour operators should promote adventure tourism products or activities that appeal to that age bracket.

5.4.3 Campsite Operators

h) It was found out that majority of tourists visiting Mt. Kenya region were aged between 25-34 years (75%). This means that most of them may be single or young couples with little or no family commitment. Therefore, they may have free time and resources to engage in recreational activities such as adventure tourism. Campsite operators should develop and promote adventure activities that appeal to that age bracket.

i) In the study, it was found out that the male respondents accounted for 54% while females were 46%. These figures were very close indicating that adventure tourism is popular to both sexes. Therefore, it is recommended that campsite operators develop adventure tourism products that can cater for both female and male business travellers especially those who might prefer a quieter atmosphere.

5.4.4 Researchers

This research has examined some socio-demographic aspects of tourists visiting the Mt. Kenya region. However, given the limitations of time and financial resources as well as the complex nature of adventure tourism, it was not possible to cover all aspects. Therefore, there is need for further research. Some of the suggested areas of further research are:

- a) The present study focused mainly on the potential of adventure tourism in the study area, marketing of adventure tourism by the Kenya Tourist Board and socio-demographic characteristics of tourists interviewed. There is need for assessment of tourists' preferences regarding the type of activity at camp site including activity level, risk involved, desire for thrill and excitement and their attitudes towards camping facilities and services offered.
- b) Examination of environmental impacts of adventure tourism. This is important because certain adventure tourism activities such as camping have certain negative impacts such as clearance of vegetation and compacting of soil. These impacts and others can be examined in another study.
- c) Marketing research should be conducted continuously and consistently in the Mt. Kenya region and other parts of the country with potential for adventure tourism in order to capture important aspects of consumer behaviour. Marketing of adventure tourism should be based on thorough analysis of data acquired.

REFERENCES

- Akama, J.S. & Ondimu, J.K. (2000): Tourism Development in Kenya: Analysis of Problems and Challenges. *Journal of Recreation and Leisure*. Available online from <http://yellow.byu.edu/=grayhswdaahperd/2004/ journal.html>, downloaded on 15th March, 2005.
- Alberta Economic Development (2001): Tourism Opportunity Analysis Adventure/Extreme Adventure Tourism in the Grande Cache Region.
- Beaver, A. (2005): A Dictionary of Travel and Tourism Terminology, CABI Publishing, USA.
- Beedie, P. (2003), Adventure Tourism, In S, Hudson: In S. Hudson: Sports & Adventure Tourism. The Haworth Hospitality Press: New York.
- Bialeschki, D., Henderson, K., Dahowski, K.(1999): Camping Programmes offered by Not for Profit Agencies: Can they survive? Final Report.
- Bojanic, D.C & Warnick, R.B (1995): 'Segmenting the Market for Winter Vacations', *Journal of Travel & Tourism Marketing*, Vol. 4, (40), 85-95.
- Bowen, J.T (1998): 'Market segmentation in hospitality research: no longer a sequential process', *International Journal of Contemporary Hospitality Management*, Vol. 10, (7), 289-96.
- Bratton, R., Kinnear, G. & Koroluk, G. (1979): Why man climbs mountains. *International Review of Sports Sociology* 14 (2): 23-36.
- Buckley, R.C. (2006): Adventure Tourism. CAB International, Oxford.
- Canadian Tourism Commission (1995): Cited in Fennell, D.A. Ecotourism: An Introduction, Rutledge.

Carr, A.(1997): Guided Mountaineering Clients in New Zealand's Southern Alps, in J. Higham & G.W. Kearsley (Eds). Proceedings of Trails, Tourism and Regional Development, University of Otago, New Zealand, 2-5 December,23-32.

Cater, C. (2000): Can I play too? Inclusion and Exclusion in Adventure Tourism. The Northwest Geographer, 3(1).49-59.

Churchill, G.A.(1991):Marketing Research: Methodological Foundation, 6th Edition, Chicago, The Dryden Press.

Cooper, C., Gilbert D., Fletcher, J., Wanhill, S. & Shepherd, R. (1998): Tourism: Principles and Practice, 2nd Edition, London, Longman.

Christie, I and Compton, D (2001): Tourism in Africa. The World Bank, Washington D.C.

Crotts, J. (1999): Consumer Decision Making and Purchase Search: In Pizam, A. and Manfield, Y. (Eds). Consumer Behaviour in Travel and Tourism P. 149- 168. The New Hawarth Hospitality Press: New York.

Czinkota, M.R., and Ronkainen, I.A. (2001): International Marketing, 6th Edition, Orlando, Harcourt College Publishers.

Davies, B., & Mangan, J. (1992): Family Expenditure on Hotels and Holidays. Annals of Tourism Research, 19, 691-699.

Dodds, R. (2005): Caribbean Regional Sustainable Tourism Development Programme, Report for Caribbean Soft Adventure Study, Caribbean Tourism Organization.

Dolnicar, S (2007): 'Market Segmentation in Tourism', in a Woodside & D Martin (Eds), Tourism Management, Analysis, Behaviour and Strategy, CABI, Cambridge.

Dolnicar, S & Leisch, F 2003, 'Winter Tourist Segments in Austria: Identifying Stable Vacation Styles Using Bagged Clustered Techniques', *Journal of Travel Research*, vol. 41, no. 3, pp. 281-92.

Duncan, T. (2002): *IMC-Using advertising and Promotion to build Brands*, New York, McGraw-Hill.

Dwyer, F.R. and Tanner, J.F. (2002): *Business Marketing*, 2nd Edition, Boston, McGraw-Hill.

Eagles. & Higgins, B. (1998); 'Ecotourism Market and Industry Structure'. In L. Johnson (Ed) *Ecotourism: A Guide for Planners and Managers*, P11-43. The Ecotourism Society, North Bennington.

Eraqi, M.I. (2007): Egypt as a Macro-tourist Destination: Tourism Services Quality and Positioning, *International Journal of Services and Operations Management*, Vol. 3 (3), 297-315.

Ewert, A. (1985). Why People Climb: The Relationship of Participant Motives and Experience Level to Mountaineering. *Journal of Leisure Research* 17: 241–250.

Ewert, A.W (1989): *Outdoor Adventure Pursuits; Foundations, Models, and Theories*, Publishing Horizons Inc.: Worthington, OH.

Ewert, A. & Hollenhorst, S. (1994). Individual and setting attributes of the Adventure Recreation Experience. *Leisure Sciences*. 16: 177-191.

Ewert, A., & Jamieson, L. (2003). Current status and future directions in the Adventure tourism industry. In J. Wilks, & S. J. Page (Eds.). *Managing tourist health and safety in the new millennium* (pp. 67–84). Oxford: Pergamon.

Goodnow, J. (2005): The hard Adventure Group Traveller versus the Soft Adventure Group Traveller, Paper submitted for the 2000 Luray Caverns Graduate Research Grand National Tourism Foundation Inc, Lexington, Kentucky, USA.

- Gokovali, U., Bahar, O., & Kozak, M. (2007). Determinants of Length of Stay: A Practical use of Survival Analysis. *Tourism Management*, in press.
- Goldsmith, R.E & Litvin, S.W (1999): 'Heavy Users of Travel Agents: A Segmentation Analysis of Vacation Travelers', *Journal of Travel Research*, vol. 38(4), 127-33.
- Gregory, S. (1987): *Statistical Methods and the Geographer*, 4th Edition, Longman, London.
- Hall, C.M. & S. McArthur (Eds) (1992): *Special Interest Tourism*. Belhaven: London.
- Hansen, J. (2002): *Adventure Tourism in South Africa*.
- Hill B.J. (1995): A guide to adventure travel. *Parks & Recreation*, September, 56–65.
- Houston, M; Bovee, C, L and Thill, J, V. (1995). *Marketing*. McGraw-Hill Inc: New York.
- Hudson, S. (ed.) (2003). *Sport and Adventure Tourism*. Haworth Hospitality Press, Binghampton.
- Ibrahim, E.E., & Gill, J. (2005): A positioning Strategy for a Tourist Destination based on Analysis of Customers' Perception and Satisfaction. *Marketing Intelligence and Planning*, 23 (2), 172-188.
- Ikiara, M. & Okech, C. (2002): *Impacts of Tourism on Environment in Kenya: Status and Policy*, Nairobi: Kenya Institute for Public Policy, Research and Analysis (KIPPRA).
- Irandu, E.M. (1995): *Tourism and Sustainable Development in Kenya*. Proceedings of the 5th Annual Conference of the East African Environmental Network, 26-27 May, Nairobi, Kenya.
- Irandu, E.M. (2004): The Role of Tourism in the Conservation of Cultural Heritage in Kenya. In *Asia Pacific Journal of Tourism Research*, 15(1) 69-86.

Jadvyga, R., Gargasas, A and Ramanauskasi, J. (2006): Marketing Solutions in Rural Tourism Development in Lithuania.

Kahle, L.R (1986): 'The Nine Nations of North America and the value basis of geographic segmentation', *Journal of Marketing*, Vol. 50, (2), 37-47.

Kareithi S. (2003): Coping with Declining Tourism, Examples from Communities in Kenya, Ph.D Thesis (unpubl.), University of Luton, U.K.

Kenya Association of Tour Operators (2009): KATO Members Directory, Nairobi.

Keeling, A. (2003). The UK Adventure Tourism Market. Available from <http://www.visitpembrokeshire.com/industry/library.asp?ID=5> [Accessed 19 February 2008].

Kent, K. (2005): The roles of the Public, Private, and Civic Sectors in adventure tourism in the Nonda Devi Biosphere Reserve: Garhwal Himalaya, India. University of Manitoba, Winnipeg, Manitoba R3T2N2. (Unpublished thesis).

Kenya Tourist Board (2003): Tourism Marketing Strategy, 2003-2007, Nairobi, Kenya.

Kiprop, K.N., (2006): Marketing and Promotion of North Rift Region as a Tourist Destination in Kenya, M. Phil, Unpublished Thesis, Moi University, Eldoret, Kenya.

Kolb, B.M. (2006): *Tourism Marketing for Cities and Towns- Using Branding and Events to Attract Tourists*, Elsevier/Butterworth-Heinemann, Amsterdam; Boston.

Kotler, P. (1972). *Marketing Management: Analysis, Planning, Implementation and Control*, 8th Edition, Prentice Hall International, Hemel Hempstead, New York.

Kotler, P. (1994). *Marketing Management Analysis, Planning and Control*, Prentice Hall, New York.

- Kotler, P.; Bowen, S, Markens, J. (2003) *Marketing for Hospitality and Tourism*, Third Edition, Pearson Education. Prentice Hall International Edition.
- Lee, C-K, Yoon, Y-S & Lee, S-K (2007): 'Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ', *Tourism Management*, vol. 28(1), 204-14.
- Leiper, N. (1990) *Tourist Attractions Systems and Tourism Research* Vol.17: 367 – 384 2000, Paragon Press, PK and J. Jafari.
- Loverseed, H. (1997): *The Adventure Travel Industry in North America*. *Travel and Tourist Analyst*, 6, 87-104.
- Manning, R.E. (1990); *Studies in Outdoor Recreation*. 2nd Edition. Oregon UP, Corvallis.
- Manyara, G., Jones, E. & Botterill, D. (2005): *Tourism and Poverty Alleviation: The Case for Indigenous Enterprise Development in Kenya*. Welsh School of Hospitality and Leisure Management, University of Wales Institute.
- Mate, G.M. (2005): *Effects of Security Threats on International Tourism in Kenya*, M.A Project, Department of Sociology, Unpubl., University of Nairobi.
- McKercher, B. (1995): *The Destination Marketing Matrix; a Tourism Market portfolio Analysis Model*. *Journal of Travel and Tourism Marketing*, 4(2), 23-40.
- McLeod, J. & S. Priest (1994): "Why People climb: an examination of misunderstood motives". Unpublished submission to the *Journal of Leisure Research*.
- Middleton, V.C.T.(1994): *Marketing in Travel and Tourism*, 2nd Edition, Butterworth and Heinemann, Oxford.
- Middleton, V. and Clarke, J. (2001): *Marketing in Travel and Tourism*, 3rd Edition. Rochester, Kent, MPG Books Ltd.

- Mill, C. and Morrison, A., (1998): *The Tourism System, an Introduction Text*. Kendall/Hunt Publishing Company, USA.
- Millington, K, Locke, T. and Locke, A. (2001): *Occasional Studies: Adventure Travel*. *Travel and Tourism Analyst*, 4, pp65-97.
- Mitchell, V.W. & Wilson, D.F. (1998): *Balancing Theory and Practice: A reappraisal of Business-to- Business Segmentation*. *Industrial Marketing Management*, Vol. 27, 429-445.
- Morgan, N. and Pritchard, A.(1998): *Tourism Promotion and Power Creating Images, Creating Identities*, John Wiley and Sons Ltd, West Sussex.
- Moscardo, G, Pearce, P & Morrison, A (2001): 'Evaluating Different Bases for Market Segmentation: A Comparison of Geographic Origin versus Activity Participation for Generating Tourist Market Segments', *Journal of Travel & Tourism Marketing*, Vol. 10, (1), 29-49.
- Mugenda, O.M., & Mugenda A.G., (1999): *Research Methods, Quantitative and Qualitative Approaches*, ACTS Press, Nairobi.
- Mugenda, A.G. (2008): *Social Science Research: Theory and Principles*. ARTS Press, Nairobi.
- Ron Mulholland & Jean-Charles Cachon (2004): *Online Marketing Communication in the Tourism Industry: An Exploratory Study of Website Effectiveness Among Tourist Lodge Operators in Northern Ontario*, *Journal of Small Business and Entrepreneurship* Vol.17 (3), 177-188.
- Nagle, G. (1999): *Tourism, Leisure and Recreation*, London, Nelson.
- Netherlands Development Organization (2009): *The Market for Responsible Tourism Products, with Special Focus on Latin America and Nepal*.

Okelo, M. M. & Manka, S. G.(2007): Tourism Attractions and Implications for the Management of Amboseli National Park, Kenya, in ATLAS, ; Aspects of Tourism in Kenya, Thematic Proceedings of ATLAS Africa Conferences, vol.3, pg 13-30.

Page, S.J., Brunt, P., Busby, G., & Connell, J.O. (2004): Tourism: A Modern Synthesis, Thomson Publishers, London. U.K.

Pearce, D. (1989): Tourism Development, 2nd Edition. John Wiley & Sons,: New York.

Perdue, R 1996, 'Target market selection and marketing strategy: the Colorado downhill skiing industry', Journal of Travel Research, vol. 34, no. 4, pp. 39-46.

Quinn, W. (2003): The Essence of Adventure. In J.C. Miles & S.Priest, Adventure Programming. Venture Publishing Inc., Pennsylvania.

Republic of Kenya (2002): Economic Survey, Government Printer, Nairobi.

Republic of Kenya (2006): Economic Survey, Government Printer, Nairobi.

Republic of Kenya (2009): Economic Survey, Government Printer, Nairobi.

Roth, P. (1995). Trends in German Tourism. An Encyclopedia Tourism-I-Tourism Trends in Western Europe SERDI 91-100: Paris.

Ryan, C. (2003). Recreational Tourism: Demand and Impacts. 2nd Edition. Clevedon: Channel View Publications.

Saarinen, J. (2006). Traditions of Sustainability in Tourism Studies. Annals of Tourism Research, 33, 1121-1140.

Schott, C. (. 2007): Selling Adventure Tourism: A Distribution Channels Perspective, International Journal of Tourism Research, Vol. 9.257-274.

Shepherd, G. and Evans, S. (2005) Adventure tourism - hard decisions, soft Options and home for tea: adventure on the hoof. **In:** Novelli, M. (Ed.) Niche tourism: Contemporary Issues, Trends and Cases. (pp. 201-209). Oxford: Butterworth-Heinemann Ltd.

Shimp, T. (1997): Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications, 4th edition, Orlando, Harcourt Brace College Publishers.

Sinclair, M.T. (1990): Tourism Development in Kenya, Washington D.C., World Bank.

Smith, P.R. (1998) - Marketing Communications: an integrated approach (2nd Ed) London: Kogan Page Limited.

Sindiga, I. (1999): Tourism and African Development: Change and Challenge of Tourism in Kenya, African Studies Centre, Leiden, Netherlands.

Summers, J, Gardiner, M, Lamb, CWJ, Hair, JFJ & McDaniel, C (2005): Essentials of Marketing, 2nd Edition, Thomson Learning, Victoria.

Sung, H .H. Morrison, M. A. and. O'Leary J.T. (1996): Definition of Adventure Travel, Conceptual Framework for Empirical Application from the Providers Perspective, Ottawa, Canada.

Sung, H. Y., Morrison, A.M., & O'Leary, J.T. (2000). Segmenting the adventure travel market: From the North American industry providers' perspective. *Journal of Travel & Tourism Marketing.*, 9(4), 1-20.

Sung, H.H. (2003): Adventure Travellers: Who are they and what do they do on their adventure vacations? New York University.

Swarbrooke, J & Horner, S (1999): *Consumer Behaviour in Tourism*, Butterworth-Heinemann, Oxford, UK.

Swarbrooke; John. Colin Beard; Suzanne Leckie & Gill Pomfert (2003): Adventure Tourism: The New Frontier, Butterworth and Heinemann

Tagam, H. (1998): Bombs Hit East African Tourism, New African, No.367, October, 1998.

Trigg, P., (1996): Leisure and Tourism, Butterworth, Heinemann, London.

Tourism Canada, (1995): Adventure Travel in Canada: An Overview of Product, Market and Business Potential.

Vincent, G. Milne, S. & Sarigollu, E. (1998): Changing Tourist Profiles for Grenada: Evidence from 1992-1998. Journal of International Consumer Marketing. Vol. 10 (3): 63-83. The Haworth Press. Inc.

Wadawi, J.A.K. (2008): An Assessment of Hotel Product Quality in Kenya as a Base for Building Destination Competitiveness, PhD Thesis, University of Johannesburg.

Warnick, R.B. (1993): Outdoor Recreation Trends in the North – Eastern United States, 1979-1993, an Update, University of Massachusetts, Amherst.

Weaver, D. Lawton, L., (2002):. Tourism Management (2nd ed.), John Wiley & Sons, Australia

Weaver, T. & Oppermann, N. (2000): Tourism Management, Wiley, Sydney.

Weber. (2001). Outdoor adventure tourism: A review of research approaches. Annals of Tourism Research.28 (1): 360-377.

Wight, P. (1996): North American ecotourists: Market Profile and Trip Characteristics. Journal of Travel Research, 34, (4), 2-10.

Winter, W.D. & Winter, L.M (1966): Therapeutic Camping. An Experiment in Group Living. Corrective Psychiatry, vol.12, 449-459.

Withiam, G. (1986). 'WOM: Still Number One. Cornell Hotel Association Quarterly, Vol.37.10.

Witt, F.S. & Luiz, M. (1995): Tourism Marketing and Management Handbook, 2nd Edition, Prentice Hall International Limited, New York, USA.

Zikmund, W. (2003): Business Research methods, 7th Edition, Ohio, USA.

Thanking you in advance for your cooperation.

ESTHER WAMBUI MAKUNYI IONS
P.O. BOX 5267-NJIRU,
NAIROBI,
TELEPHONE (MOBILE): 0713-267812

APPENDICES

APPENDIX 1: SELF- INTRODUCTION LETTER

TO **DATE**

Dear Sir/Madam,

REF: PERMISSION TO COLLECT DATA IN YOUR FIRM

My name is Esther Wambui Makunyi (Mrs.). I am a postgraduate student at Kenyatta University pursuing a M.Sc. degree course in Hospitality and Tourism Management. In accordance with Senate requirements for successful completion of the course, I am expected to conduct field research involving data collection.

My purpose for writing is to kindly request you to fill in the appended questionnaire and return to the undersigned at your earliest convenience. My research topic is: **Marketing of Camping as Adventure Tourism by Kenya Tourist Board: A case of Mount Kenya Region.**

I would like to assure you that any information given will be treated as confidential and will be used for academic purpose only.

Thanking you in advance for your co-operation.

ESTHER WAMBUI MAKUNYI (MRS)
P.O. BOX 5207-00200,
NAIROBI,
TELEPHONE (MOBILE): 0733-267024

APPENDIX 2: QUESTIONNAIRE FOR TOURISTS

Please tick (✓) / write the answer that best suits you

Code

1. Nationality.....

2. Age in years

3. Sex (tick✓ one)

A Male

B Female

4. Marital status (tick ✓one)

A Single

B Married

C Other (Specify).....

5. Occupation (tick ✓one)

A Top Company Executive

B Middle Level Management

C Teaching/ Lecturing

D Business

Other (Specify)

5 Level of Education

A Primary

B Secondary

C University

D Other (specify)

7. How did you get information about this campsite? Through

A. Kenya Tourist Board

B. Tour Operators

C. Travel Agents

D. Others, (specify)

8. How do you rate Kenya Tourist Board on promoting Mount Kenya Adventure Tourism?

A. Very good

B. Good

C. Fair

D. Poor

9. Means of travel to campsite (tick \surd one)

A Walking

B Cycling

C Organized by camp owners

D Tour Company

E Other (Specify)

10. Length of stay at the campsite (tick \surd one)

A One day

B 2 -3 days

C 4-5 Days

D 6-7 Days

E Other

11 Types of camping activities that attract you to this site

A. Story telling

B. Singing

C. Camping recipes

D. Building fires

E. Nature discovery

F. Others (specify)

12. Reasons for choosing camping instead of staying in a hotel

13. State the number of times you visit this campsite per year.

14. Do you visit other campsites in the region? (Tick \surd one)

E. Yes

F. No

15. (A) If yes, which one(s)?

(B) State reasons for visiting other campsites

16 Did you come alone? (Tick \surd one)

A Yes

B No

If No, state with whom.....

17. Do you combine camping with other forms of adventure activities?

A. Yes

B. No

If yes, which ones.....

18. Estimate expenditure at the campsite per day (in KSH) or US \$

.....

19. State services offered at the campsite.

.....

20. What is your view about the quality of services offered at the campsite? (Tick

✓one

A. Excellent

B. Very good

C. Good

D. Fair

S. Poor

21. Suggest any possible improvements of camping services.

.....

22. In your opinion, do you think Mount Kenya has potential for adventure tourism?

If yes, give reasons.....

.....

.....

This is the end of the questions. Thank you very much for taking your time to answer all the questions.

APPENDIX .3: QUESTIONNAIRE FOR CAMPSITE OPERATORS

Please tick (✓)/ write the answer that best suits you

Code

1. Name of owner(s)
.....
2. Ownership of campsite (tick one)
 - (a) Local
 - (b) Foreign
3. State the location of the campsite
.....
4. State the factors that influenced choice of the campsite.
.....
5. State number of employees at the camp
.....
6. State number of employees by gender.
 - (a) Male
 - (b) Female
7. Where do you get Campers from? (tick✓ one)
 - (a) Package tours
 - (b) Hotels
 - (c) Individual Demand
 - (d) Local arrangement
 - (e) Others (Specify).....
8. State the approximate number of campers per week.....
9. State the approximate receipts (KSH.) from campers per month (tick ✓one)
 - (a) Below Kshs.5, 000
 - (b) Kshs.5, 001 – 9,999
 - (c) Kshs.1, 0000 – 14,999
 - (d) Above Ksh.15, 000
10. Do you benefit from the hotel industry in the region (tick✓ one)
 - (a) Yes
 - (b) No

If yes, state how.....

11. State the benefits of the campsite to the local community

.....

12. What services/activities attract campers to this camp?

.....

13. Which methods do you use to market your facilities?

.....

14. What role do you think the following bodies should play in marketing camping facilities in the region?

(a) KTB

.....

(b) KWS

.....

(c) Ministry of Tourism and Wildlife

.....

(d) Tour Operators

.....

(e) Travel Agents

.....

15. What are the security measures at your camp.....

16. Do you face any problems at the campsite?

A Yes

B No

If Yes, which ones?

17. Give suggestions on how to improve the marketing of adventure camping in

Mount Kenya region.....

This is the end of the questions. Thank you very much for taking your time to answer all the questions.

**APPENDIX 4: INTERVIEW SCHEDULE FOR KENYA TOURIST BOARD
OFFICIALS**

1. Give a brief history of adventure tourism in Kenya
.....

2. Do you market adventure tourism in the Mount Kenya Region?

A Yes

B No

3. If yes, when did you start promoting adventure tourism in the region?(state year and month)
.....

3 When marketing adventure tourism in Mount Kenya Region, do you do market segmentation?

A Yes

B No

If yes, state the basis of your market segmentation (age, level of education, Nationality, level of income).
.....

4 If the response in (4) above is yes , state the types of market segments that you have identified as suitable for promoting adventure tourism in Mount Kenya Region
.....

5 What marketing techniques do you use to promote adventure tourism in Mount Kenya Region? (Indicate in the table below, where Yes=1 and No=2)

Technique	Indicate 1=Yes and 2=No
Brochures	
Newspapers	
Travel Magazines	
Internet	
Television	
Trade Fairs and Exhibitions	
Others, specify	

6 Do you carry out promotion in the study area jointly with tour operators or other organizations?

A Yes

B No

8. How many of the campsites are managed by local people?

.....

9. State approximate number of tourists visiting Mt. Kenya region in the last five years.

.....

10. What are the main nationalities of adventure tourists?

.....

11. How do the local people benefit from these camp sites?

.....

12. What are the factors that have led to the emergence of adventure tourism in the region?

.....

13. What role does the hotel industry play in the establishment of these camp sites.....

14. What is your general view on the performance of adventure tourism in Kenya?

.....

15. What challenges do you encounter in marketing adventure tourism?

.....

16. What changes do you think would improve adventure tourism in the country?

.....

17. What is the future of adventure tourism in Kenya?

.....

18. What is the government stand in the promotion and development of adventure tourism?

.....

.....

19. What is your annual budget for marketing tourism products in Kenya in general?

.....

20. How much money do you allocate for the Mt. Kenya region?

.....

This is the end of the questions. Thank you very much for taking your time to answer all the questions.

APPENDIX 5: QUESTIONNAIRE FOR TOUR OPERATORS

1. Do you market adventure tourism in Mount Kenya region?

- A, Yes
- B. No

If yes, what promotional techniques do you employ?

- A. Internet
- B. Newspapers
- C Brochures
- D Tourism Journals
- E TV
- F Others (specify).

2. Do you carry out some of your promotional campaigns jointly with KTB?

- A, Yes
- B. No

If yes, for which products.....

3. Who are your main consumers?

- A. Locals
- B. Foreigners

If foreigners, which nationalities.....

4. Do you keep data for tourists you deal with?

- A. Yes
- B. No

If yes, what is the ratio of?

- A. Male to female
- B. Young and old

5. What challenges do you face in marketing adventure tourism in Mount Kenya region.....

6. Do you think the region has potential for adventure tourism?

- A Yes
- B No

If yes, how can the potential for adventure tourism be exploited?

.....
.....

7. Do you have any future plans to expand your business of adventure tourism in the study area?

A. Yes

B. No

If yes, please outline them.

.....

.....

This is the end of the questions. Thank you very much for taking your time to answer all the questions

5	Bobong	Lakipia	Local	Local
6	Lakipia Place	Lakipia	Local	Local
7	Mingo's	Meru North	Local	Local
10	Stephen's	Meru North	Local	Local
11	Berhuni's	Meru North	Local	Local
12	Jedine's	Meru North	Local	Local
13	Old Mines	Nyeri	Local	Local
14	Wapiti Camp	Meru North	Local	Local
15	Wapiti Camp	Meru North	Local	Local
16	Amal's	Meru North	Local	Local
17	Liki North	Meru North	Local	Local
18	Tinau	Meru North	Local	Local
19	Merania River	Meru North	Local	Local
20	Major's	Meru North	Local	Local

Key

S/N Serial Number

Exotic Camps- 3

Wildlife Camps- 17

Total Camps- 20

APPENDIX 6: CAMPSITES IN THE MT.KENYA REGION

S/N	Campsite	Location	Ownership	Class
1	Lewa Safari	Laikipia	Foreign	Luxury
2	Sweetwaters	Laikipia	Foreign	Luxury
3	Sarara	Laikipia	Foreign	Luxury
4	Mugie	Laikipia	Local	Budget
5	Bobong	Laikipia	Local	Budget
6	Kiboko	Laikipia	Local	Budget
7	Sangale	Laikipia	Local	Budget
8	Laikipia Place	Laikipia	Local	Budget
9	Minto's	Meru South	Local	Budget
10	Shipton's	Meru South	Local	Budget
11	Elephant's	Meru South	Local	Budget
12	Judmeir	Meru South	Local	Budget
13	Old Moses	Nyeri	Local	Budget
14	Kampi ya Farasi	Nyeri	Local	Budget
15	Mackinder's	Nyeri	Local	Budget
16	American	Nyeri	Local	Budget
17	Liki North	Meru North	Local	Budget
18	Timau	Meru North	Local	Budget
19	Marania River	Meru North	Local	Budget
20	Major's	Meru North	Local	Budget

Key

S/N Serial Number

Luxury Camps- 3

Budget Camps- 17

Total Camps – 20

**APPENDIX 7: LIST OF TOUR COMPANIES
OPERATING IN THE MT. KENYA REGION**

S/N.	Name of Tour Operator
1.	Best Time Travel
2.	Summit Travel
3.	Canken Safaris
4.	B.C.D Travels
5.	Madonna Travel
6.	Discount Travel
7.	Ishiani Travel
8.	Game Trackers
9.	Kentra Tours
10.	Soman
11.	Best Camping Tours
12.	Silver Bird
13.	ABB Travel
14.	Sun Rays
15.	Acacia Holidays Ltd
16.	Brithways
17.	Green Buffalo Safaris
18.	Real Africa Ltd
19.	Lorian Safaris
20.	Somak Travel Ltd
21.	On Safari Kenya
22.	Apollo Tours
23.	East African Safari Ventures
24.	Base Camp
25.	Discover Kenya Safaris
26.	Game Views Adventure
27.	Allamanda Safaris
28.	Archers Tours & Travel Ltd
29.	Africa Viza Travel Services Ltd
30.	African Eco-Safaris
31.	Access Africa Safaris Ltd
32.	Big Five Tours & Safaris Ltd
33.	Cheetah Tours Ltd
34.	Madukha Tours
35.	Polloman's Tours
36.	Abercrombie & Kent Ltd
37.	Aloha Tours
38.	Anste Tours
39.	All Seasons Safaris & Tours
40.	African Spice Safaris
41.	African Sermon Safaris
42.	Kenya Wildlife Tours
43.	Affable Tours & Safaris (E.A)

44.	Africa Expeditions Ltd
45.	African Horizons Travel & Safaris Ltd
46.	Africa Partners In Safari Ltd
47.	Tamasha Africa
48.	Visit Africa
49.	Safari Trails Ltd
50.	Zoar Tours

Source: KATO Directory, 2009.

6.	Discount Travel
7.	Ishiani Travel
8.	Game Trackers
9.	Kentia Tours
10.	Soman
11.	Best Camping Tours
12.	Silver Bird
13.	Alis Travel
14.	Sun Rays
15.	Acacia Holidays Ltd
16.	Brithways
17.	Green Buffalo Safaris
18.	Real Africa Ltd
19.	Larami Safaris
20.	Kenya Safari
21.	Kenya Safari
22.	Kenya Safari
23.	Kenya Safari
24.	Kenya Safari
25.	Kenya Safari
26.	Kenya Safari
27.	Kenya Safari
28.	Kenya Safari
29.	Kenya Safari
30.	Kenya Safari
31.	Kenya Safari
32.	Kenya Safari
33.	Kenya Safari
34.	Kenya Safari
35.	Kenya Safari
36.	Kenya Safari
37.	Kenya Safari
38.	Kenya Safari
39.	Kenya Safari
40.	Kenya Safari
41.	Kenya Safari
42.	Kenya Safari
43.	Kenya Safari
44.	Kenya Safari
45.	Kenya Safari
46.	Kenya Safari
47.	Kenya Safari
48.	Kenya Safari
49.	Kenya Safari
50.	Kenya Safari

**APPENDIX 8: LIST OF TOUR OPERATORS
SELECTED FOR THE STUDY**

S/N.	Name of Tour Operator
1.	Best Time Travel
2.	Summit Travel
3.	Canken Safaris
4.	B.C.D Travels
5.	Madonna Travel
6.	Discount Travel
7.	Ishiani Travel
8.	Game Trackers
9.	Kentra Tours
10.	Soman
11.	Best Camping Tours
12.	Silver Bird
13.	ABB Travel
14.	Sun Rays
15.	Acacia Holidays Ltd
16.	Brithways
17.	Green Buffalo Safaris
18.	Real Africa Ltd
19.	Lorian Safaris
20.	Somak Travel Ltd

Source: KATO Directory, 2009.

APPENDIX 9: KENYA TOURIST BOARD SOURCES OF FUNDING AND EXPENDITURE

	Original Estimates(Kshs Million)			Actual(Kshs Million)		
	2005/06	2006/07	2007/08	2005/06	2006/07	2007/08
Total Revenue	976.75	963.75	932.03	548.11	698.80	918.66
GOK	588.00	460.50	675.50	280.11	403.50	667.20
TTF	300.00	200.00	66.53	135.00	-	66.53
Catering Levy	54.33	270.00	150.00	98.00	264.85	144.03
Others	34.42	33.25	40.00	35.00	30.45	40.91
Total Expenditure	965.28	605.05	932.03	503.20	663.44	831.31
Recurrent Expenditure	954.44	599.55	888.03	494.5	658.1	818.50
Personnel Emoluments	82.54	97.84	119.76	59.02	81.52	88.25
Operations & Maintenance	871.90	501.71	768.26	435.49	576.58	730.25
Capital Expenditure	10.84	5.50	44.00	8.70	5.34	12.81

Source: Ministry of Tourism, 2008, Ministerial Public Expenditure Review (MPER)

APPENDIX 10: NATIONALITY OF TOURISTS

Nationality	Frequency	Percentage
USA	14	17.5
UK	10	12.5
China	2	2.5
Germany	4	5.0
Canada	7	8.8
India	6	7.5
Spain	1	1.2
Japan	2	2.5
Sweden	5	6.2
Pakistan	1	1.2
Kenya	7	8.8
Australia	4	5.0
Netherlands	3	3.8
South Africa	3	3.8
Italy	1	1.2
Denmark	1	1.2
France	1	1.2
Israel	2	2.5
New Zealand	2	2.5
Switzerland	2	2.5
Nigeria	2	2.5
TOTAL	80	100.0

Occupation	Top 13	27 (33.75%)
	Others	53 (66.25%)
Education	University Graduates	35 (43.75%)
	Secondary School	11 (13.75%)
	Others	22 (27.5%)
		12 (15%)

Significance Level is $p < 0.05$

Appendix 11: Respondents' Socio-demographic Information

Information Sought	Responses	Number of Respondents and percentage	Chi Square(χ^2), Degrees of freedom(df), p-value
Continent of Origin	Europe North America Asia Africa Oceania	31 (38.75%) 21 (26.25%) 12. (15%) 11 (13.75%) 5 (6.25%)	$\chi^2=60.18$ df=20 p< 0.001
Age (Years)	20-24 25-29 30-34 35-39 40-44 >45	2 (2%) 36 (45%) 24 (30%) 15 (20%) 2 (2%) 1 (1%)	$\chi^2=77.95$ df=5 p< 0.001
Gender	Male Female	43 (54%) 37 (46%)	$\chi^2=.450$ df=1 p< 0.500
Marital Status	Single Married	46 (57%) 34 (43%)	$\chi^2=1.80$ df=1 p< 0.180
Occupation	Business People Middle Level Executives Teachers/Lecturers Top Executives Others	35 (43.75%) 27 (33.75%) 10 (12.5%) 2 (2.5%) 6 (7.5%)	$\chi^2=75.70$ df=5 p< 0.001
Education	University Graduates Secondary School Others	55 (68.75%) 3 (3.75%) 22 27.5%)	$\chi^2=84.20$ df=3 p< 0.001

Significance Level is p<0.05

APPENDIX 12: MAP OF THE STUDY AREA

