

**INFLUENCE OF PLACE IDENTITY ON DESTINATION  
COMPETITIVENESS OF MACHAKOS SUB-COUNTY;  
MACHAKOS COUNTY, KENYA**

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

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## **DEDICATION**

My parents Mr. and Mrs. Barak and my siblings; immense gratitude for educating me. Bishop Dr. Charles and Rev. Grace Kababu, you taught me faith and hard work. You saw potential in me and mentored me to become God's purpose; walking alongside you has proved that indeed faith works!

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## TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>ii</b>
<b>DEDICATION.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iv</b>
<b>LIST OF TABLES.....</b>	<b>x</b>
<b>LIST OF FIGURES.....</b>	<b>xii</b>
<b>LIST OF ABBREVIATIONS AND ACRONYMS.....</b>	<b>xiii</b>
<b>OPERATIONAL DEFINITION OF TERMS.....</b>	<b>xiv</b>
<b>ABSTRACT.....</b>	<b>xv</b>
<b>CHAPTER ONE: INTRODUCTION.....</b>	<b>1</b>
1.0 Background of Study.....	1
1.1 Statement of the Problem.....	3
1.2 Purpose of the study.....	4
1.3 Objectives of the Study.....	5
1.4 Research Hypotheses.....	5
1.5 Significance of the Study.....	5
1.6 Scope and Delimitation of the Study.....	6
1.7 Limitations of the Study.....	6
1.8 Assumptions of the Study.....	7
1.9 Conceptual and Theoretical Framework.....	7
1.9.1 Theoretical Framework.....	7
1.9.1.1 Destination Competitiveness Theory.....	7
1.9.1.2 Break well’s Identity Process Model.....	8
1.9.2 Conceptual Framework.....	9
<b>CHAPTER TWO: LITERATURE REVIEW.....</b>	<b>11</b>
2.0 Introduction.....	11
2.1 Concept of Destination Competitiveness.....	11
2.2 The Concept of Place identity.....	13
2.2.1 Visitor profile.....	14
2.2.2 Visitor Perceptions.....	15

2.2.3 Visitor Self-Efficacy .....	16
2.3 Tourism Infrastructure .....	17
2.3.1 Hotel Infrastructure .....	18
2.3.2 Entertainment Facilities .....	19
2.3.3 Social Amenities .....	19
2.3.4 Transport Facilities .....	20
2.4 Summary of Gaps .....	21
<b>CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY .....</b>	<b>23</b>
3.0 Introduction.....	23
3.1 Research Design.....	23
3.2 Study Variables .....	23
3.2.1 Independent Variables .....	24
3.2.2 Moderating Variables.....	24
3.2.3 Dependent Variables .....	24
3.2 Study Area .....	25
3.3 Target Population.....	25
3.4 Sampling Techniques and sample size .....	26
3.5 Research instruments .....	27
3.5.1 Semi-Structured Questionnaire.....	27
3.5.2 Secondary Information.....	27
3.6 Pre-testing .....	28
3.7 Validity and Reliability of Research Instruments .....	28
3.7.1 Validity of Research Instruments.....	28
3.7.2 Reliability of Research Instruments.....	28
3.7.2.1 Reliability Test.....	29
3.8 Data collection Procedures .....	30
3.9 Data Analysis .....	31
3.9.1 Diagnostic Analysis .....	31
3.9.2 Normality .....	31
3.9.3 Multicollinearity .....	32
3.9.4 Heteroscedasticity .....	33

3.10	Logistical and Ethical considerations .....	33
3.10.1	Logistical Considerations.....	33
3.10.2	Ethical Considerations .....	34
<b>CHAPTER FOUR: RESEARCH FINDINGS .....</b>		<b>35</b>
4.0	Introduction.....	35
4.1	Response Rate.....	35
4.2	Demographic Characteristics .....	36
4.2.1	Gender of the Respondents .....	36
4.2.2	Marital Status .....	37
4.2.3	Age of Respondents .....	38
4.2.4	Level of Education of respondents .....	39
4.2.5	Reason for Travel.....	40
4.2.6	Means of Travel .....	41
4.3	Descriptive Statistics.....	41
4.3.1	Descriptive Statistics for Place Identity Perceptions on Destination Competitiveness.....	42
4.3.2	Descriptive Statistics on Influence of Visitor Self -Efficacy.....	44
4.3.3	Descriptive Statistics on Tourism Infrastructure on Destination Competitiveness .....	46
4.3.4	Descriptive Statistics on Destination Competitiveness.....	48
4.4	Correlation Analysis .....	50
4.5	Regression Analysis.....	52
4.5.1	Relationship between Visitor Profile and Destination Competitiveness .....	52
4.5.2	Hypothesis testing for Visitor Profile and Destination Competitiveness .....	53
4.5.3	Relationship between Place Identity Perception and Destination Competitiveness .....	54
4.5.4	Hypothesis Testing between Visitor Place Identity Perception and destination competitiveness.....	56
4.5.5	Relationship between Visitor-Self Efficacy and Destination Competitiveness..	56
4.5.6	Hypothesis Testing between Self-Efficacy and Destination Competitiveness ...	58

4.5.7 Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness.....	59
4.5.8 Hypothesis Testing on the Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness .....	61
4.5.9 Multiple Regression Analysis .....	62
<b>CHAPTER FIVE: DISCUSSION AND FINDINGS .....</b>	<b>65</b>
5.0 Discussions of Findings.....	65
5.1 Visitor Profile and Destination Competitiveness.....	65
5.2 Place Identity Perception and Destination Competitiveness .....	66
5.3 Visitor Self- Efficacy and Destination Competitiveness .....	67
5.4 Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness .....	68
5.5 Summary .....	70
<b>CHAPTER SIX: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS....</b>	<b>71</b>
6.0 Introduction.....	71
6.1 Conclusions of the Study .....	71
6.1.1 Visitor Profile and Destination Competitiveness.....	71
6.1.2 Place Identity Perceptions and Destination Competitiveness .....	72
6.1.3 Visitor Self- Efficacy and Destination Competitiveness .....	72
6.1.4 Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness.....	73
6.2 Recommendations.....	73
6.2.1 Recommendation for Policy and Practice.....	73
6.2.2 Recommendations for Further Research.....	74
6.2.3 Contribution to Knowledge.....	75
<b>REFERENCES.....</b>	<b>76</b>
<b>APPENDICES .....</b>	<b>90</b>
Appendix I: - Letter of Introduction .....	90
Appendix II: Visitors Questionnaire .....	91
Appendix III: - Approval of Research Proposal Letter.....	98



Appendix IV: - Research Authorization Letter.....	99
Appendix V: - NACOSTI Approval Letter .....	100
Appendix VI:- NACOSTI Research Permit .....	101
Appendix VII: Ministry of Education Letter .....	102
Appendix VIII:- 8 Sub-Counties in Machakos County .....	103

## LIST OF TABLES

Table 3-1:- No. of Registered Tourism Enterprises.....	26
Table 3.2- Reliability Test Analysis .....	29
Table 3-3:- Test for Normality.....	32
Table 3-4:- Multicollinearity Test Using Tolerance and VIF.....	32
Table 3-5:- Heteroscedasticity Results .....	33
Table 4-1:- Response Rate .....	35
Table 4.2:- Place Identity Perception on Destination Competitiveness.....	42
Table 4-3:- Influence of Visitor- Self Efficacy on Destination Competitiveness.....	44
Table 4-4:- Tourism Infrastructure .....	46
Table 4-5:- Destination Competitiveness.....	49
Table 4-6:- Correlation Matrix.....	51
Table 4-7:- Visitor Profile and Destination Competitiveness.....	52
Table 4-8:- Model Fitness of Place Identity Perception and Destination Competitiveness.....	54
Table 4-9:- Analysis of Variance (ANOVA) on Place Identity Perception and Destination Competitiveness .....	55
Table 4-10:- Regression of Coefficients for Place Identity Perception and Destination Competitiveness .....	55
Table 4-11:- Model Fitness of Self Efficacy and Destination Competitiveness.....	57
Table 4-12:- Analysis of Variance (ANOVA) on Self Efficacy and Destination Competitiveness .....	57
Table 4-13:- Regression of Coefficients for Visitor Self-Efficacy and Destination Competitiveness .....	58
Table 4-14:- Model Fitness.....	59
Table 4-15:- Analysis of Variance (ANOVA).....	60

Table 4-16- Regression of Coefficients .....	60
Table 4.17:- Model Fitness of Place Identity and Destination Competitiveness .....	62
Table 4-18:- Analysis of Variance .....	63
Table 4-19:- Regression of Coefficients .....	63

## LIST OF FIGURES

Figure 1-1:- Conceptual Framework for Place Identity and its Influence on Destination Competitiveness .....	9
Figure 4-1:- Gender of Respondents.....	36
Figure 4-2:- Marital Status of Respondents .....	37
Figure 4-3:- Age of Respondents .....	38
Figure 4-4:- Level of Education of Respondents .....	39
Figure 4-5:- Reason for Travel of Respondents.....	40
Figure 4-6:- Means of Travel by Respondents .....	41

## **LIST OF ABBREVIATIONS AND ACRONYMNS**

<b>ANOVA</b>	Analysis of Variance
<b>DMOs</b>	Destination Marketing Organizations
<b>GDP</b>	Gross Domestic Product
<b>KIPPRA</b>	Kenya Institute for Public Policy Research and Analysis
<b>KTB</b>	Kenya Tourism Board
<b>NACOSTI</b>	National Commission for Science, Technology and Innovation
<b>NGOs</b>	Non-governmental Organizations
<b>NTS</b>	National Tourism Strategy
<b>TRA</b>	Tourism Regulatory Authority
<b>SPSS</b>	Statistical Package for Social Sciences
<b>UNWTO</b>	United Nations World Tourism Organization
<b>WB</b>	World Bank
<b>WTO</b>	World Tourism Organization

## OPERATIONAL DEFINITION OF TERMS

<b>Destination</b>	This refers to what makes a place very unique and appealing
<b>Competitiveness</b>	giving it an advantage over other places that offer similar products and services
<b>Place Identity</b>	This refers to the core aspects for which a place is known for by visitors and which distinguish it from other places expressed.
<b>Tourism enterprises</b>	In this study, this will refer to establishments that are registered by TRA and provide food and drink, accommodation and conference alongside other services in Machakos County
<b>Tourism Infrastructure</b>	In this study it will refer to hotel facilities, entertainment facilities, social amenities and transport facilities offered to visitors
<b>Visitor perceptions</b>	It refers to the positive or negative evaluation of the true identity of Machakos County by visitors prior to their visit
<b>Visitor self-efficacy</b>	This was the assessment of an individual visitor's capability with regard to marketing, promotion and creating awareness during or after an experience a destination
<b>Visitors</b>	These are individuals who spend time in tourism enterprises for food, beverage and accommodation or any other services
<b>Visitor Profile</b>	This was comprised of Age, Gender, Level of education, Reason for Visit and Length of Stay

## ABSTRACT

Destination competitiveness and factors that influence it has attracted interest among researchers recently. Among them is place identity which to date there exists no place brand identity that is universally accepted. The purpose of this study was to determine the Influence of place identity on the competitiveness of Machakos County as a tourist destination. Specific objectives of this study were to determine the Influence of visitor profile, to investigate the influence of visitor place identity perceptions, to examine the effect of visitor self-efficacy on destination competitiveness and to determine the moderating effect of tourism infrastructure on the relationship between place identity and destination competitiveness of Machakos County. This study was based on two theories: The Destination Competitiveness theory and the Breakwell's Identity Process Model. A cross-sectional descriptive research design was used in this study using questionnaires as the research instruments. 317 visitors who patronized products and services of 202 registered tourism enterprises in Machakos Sub-County were randomly sampled for this study. Reliability of the research instruments was estimated using Cronbach's Alpha Coefficient. Descriptive statistics; correlation and regression (simple and multiple) were employed and for inferential statistics; Chi Square, T-Test and ANOVA were used. Correlation results indicated that Place Identity perceptions ( $r=0.577$ ,  $p=0.000<0.05$ ), Visitor self-efficacy ( $r=0.656$ ,  $p=0.00<0.05$ ) and Tourism Infrastructure ( $r=0.684$ ,  $p=0.000<0.05$ ) were positively and significantly associated to destination competitiveness. T-test results showed that visitor profile was significant with destination competitiveness except gender ( $p=0.624$ ) and marital status of visitors. ( $p=0.806$ ). The regression of coefficients results indicated that place identity and destination competitiveness was positively and significant related ( $\beta=0.589$ ,  $p=0.000$ ). Visitor self-efficacy and destination competitiveness was positively and significant related ( $\beta=0.672$ ,  $p=0.000$ ). When moderated by tourism infrastructure, age ( $\beta=0.021$ ,  $p=0.000$ ), education level ( $\beta=0.0518$ ,  $p=0.000$ ), reason for travel ( $\beta=0.077$ ,  $p=0.000$ ), means of transport ( $\beta=0.113$ ,  $p=0.000$ ) were positively and significantly related with destination competitiveness. Further, the multiple regression indicated that place identity perception ( $\beta=0.032$ ,  $p=0.015$ ) and visitor self-efficacy ( $\beta=0.057$ ,  $p=0.000$ ) was negatively and significantly related with destination competitiveness. Reason for visit and destination competitiveness was positively and significant related ( $\beta=0.309$ ,  $p=0.026$ ). Place Identity perception and destination competitiveness was positively and significant related ( $\beta=0.119$ ,  $p=0.046$ ). Self-Efficacy and destination competitiveness was positively and significant related ( $\beta=0.155$ ,  $p=0.030$ ). Tourism infrastructure and destination competitiveness was positively and significant related ( $\beta=0.524$ ,  $p=0.000$ ). All the null hypotheses were rejected and the alternative hypotheses adopted. The study recommended that DMOs should ensure that their product is customized to match varying visitor profiles especially in regards to age of visitors, level of education and the reason of their visit. They should integrate their marketing efforts with visitor opinions and perceptions about a place. Moreover, they should work towards increasing visitor efficacy before visit, while at destination and after leaving as this would significantly increase their sense of belonging and in turn increase chances of their return. Further research can be carried out on other stakeholder groups like host community, the Government or even NGOs. It can also be conducted on other branded counties in Kenya.

In conclusion, this study confirmed that visitors have the ability to contribute towards the identity of a place in terms of their age and reasons for visit, their perceptions about place and their self-efficacy in relation to the destination they visit or aspire to visit.



# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Background of Study**

Over the last six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest growing economic sectors worldwide with many new destinations emerging alongside the traditional destinations. Investment in tourism by many destinations in the world has made it a key driver in socio-economic progress through job and enterprise creation, export revenues and infrastructure development (UNWTO, 2017). Globally, in 2018, international tourist arrivals increased by 5% to 1.4 billion while total international exports rose by 4% to USD 1.7 billion. Americas experienced a 2% increase hitting 216 million international tourists, Europe 710 Million (+5%), Asia and Pacific 348 million (+7%), Africa 67 Million (+7%) and Middle East 60 Million (+5%). This according to UNWTO, (2019) was driven by strong global economic environment, a strong demand for air travel, digital technologies which are responsible for shaping the travelers experience and enhanced visa facilitation.

Destinations are keen to establish their competitive position, their economic benefits as well as their key differentiators and so destination competitiveness has become a key topic of research for governments, policy makers, (Chin, Haddock-Fraser & Hampton, 2017). Many destinations are trying to become competitive by convincing their customers that that they can provide a unique experience. However, management of the tourism experience is complex because a destination is complex unlike a commercial product in

that it involves many stakeholders (Aqueveque & Bianchi, 2017). Buhalis, (2000) defined a destination as a place that offers a mixture of tourism products and services. Describing competitiveness, Wong, (2018) says it is the ability of a destination to increase the expenditure of tourists and visitor arrivals by providing them with satisfying and memorable experiences. To be competitive in the global market, any destination has to be innovative, distinctive and continually seek to improve tourist experience and satisfaction which can be achieved through destination branding.(Miličević et al., 2017). Determining the competitiveness of a destination according to Hanafiah, (2016) is important as it is very vital in appraising its performance.

Past studies on destination competitiveness show that a lot of emphasis has been given to destination resources rather than what DMOs should do to achieve competitiveness (Dwyer,Dragicevic,Armenski,Mihalic & Cvelbar, 2016). This shifts focus from the destination to the contribution of various stakeholders towards ensuring that the destination attains a competitive edge. Specifically, this study focuses on visitors as stakeholders and how they can contribute towards the identity of a place which would translate to the image portrayed to potential customers.

The term place identity has been in use since 1970s and it means exactly how place is like and not what it is thought or believed to be in terms of its distinct attributes. It is said to be a multidimensional concept which refers to the partial knowledge of how an individual's perceives their social role in a given place (Shaolian, 2017). It is the connection between the physical identity and physical environment in defining oneself in

terms of one's ideas, consciousness and unconsciousness, beliefs, preferences, feelings, values, behaviors and skills. (Pronshansky, Fabian, & Kaminoff, 1983). From literature, the identity of a place is formed by three aspects namely cognitive, affective and evaluative. The cognitive aspect results from the similarities or differences with non-members of a place based on its distinct characteristics. The affective aspect involves how residents of a place might be emotionally attached to it and the people related to it while the evaluative aspect refers to how residents evaluate a place either as being a worthy or an appealing place to belong (Belanche,Luis & Carlos 2014).

Though previous study shows emphasis on place identity from the residents perspective, in this study looked at the identity of a place from visitor's to a destination and what influence it has on its competitiveness.

### **1.1 Statement of the Problem**

Most research on destination competitiveness conducted in the last decade has been done in developed countries with a few studies focused on developing countries (Aqueveque & Bianchi, 2017). While competitiveness is key for sustainability of any destination, achieving it is difficult unless the strengths, weaknesses and priorities can be identified, understood and measured and this is not a simple task especially for small destinations which even struggle to understand the nature and determinants of competitiveness (Azzopardi & Nash, 2016). It has become a significant topic for researchers, governments, and policy-makers, since destinations are keen to establish their competitive position, perceived economic benefits and their key differentiators. However, limitations in literature are evident regarding how comprehensive and universal

destination competitiveness models are and how they are being applied (Miličević et al., 2017). This assertion has in mind that destinations are different and have a wide range of stakeholders that have varied interests. (Garcia, Gomez, & Molina, 2012). Effectiveness of a model therefore would depend on the uniqueness of a destination which introduces the concept of Place identity in this study.

Identity of place is a key issue close to becoming a matter of survival although not purely on economic terms but due to the increasing need to promote identity in this era of globalization and rising competition among territories (Botschen & Promberger, 2017). In literature, minimal attention has been accorded place identity as opposed to brand identity and previous researchers mostly concern themselves with products and services. Little has been done about how it is constituted, negotiated and how it relates to space and time (Kalandides, 2011). Mohd and Ismail, (2014) argue that there is always a gap between the reality (true identity) and the image that is projected to visitors and this may result into conflict when the image is incongruent with the reality of a destination. This study looked into place identity in terms of visitor profile, visitor perceptions and visitor self-efficacy and determined the influence of these aspects on competitiveness of a destination in terms of accessibility, hygiene and sanitation, visitor numbers, tourism expenditure and customer behavioral intentions.

## **1.2 Purpose of the study**

The purpose of this study was to determine the influence of place identity on destination competitiveness in Machakos County.

### **1.3 Objectives of the Study**

- i. To determine the influence of visitor profile on destination competitiveness of Machakos County
- ii. To investigate the influence of visitor place identity perceptions on destination competitiveness of Machakos County
- iii. To determine the influence of visitor-self efficacy on destination competitiveness of Machakos county
- iv. To examine the moderating effect of tourism infrastructure on the relationship between place identity and destination competitiveness of Machakos County

### **1.4 Research Hypotheses**

**HO<sub>1</sub>:** Visitor profile has no significant influence on the destination competitiveness of Machakos County

**HO<sub>2</sub>:** Visitor place identity perceptions do not have significant influence on destination competitiveness of Machakos County

**HO<sub>3</sub>:** Visitor self–efficacy has no significant influence on destination competitiveness of Machakos County

**HO<sub>4</sub>:** Tourism Infrastructure does not significantly moderate the relationship between place identity and destination competitiveness of Machakos County

### **1.5 Significance of the Study**

The results of this study will benefit the DMOs, visitors and future researchers. DMOs will be able to develop a more competitive product if they include visitor profiles and

what's the take of potential visitors in terms of their perceptions, and their self-efficacy before, while at and after being at a destination. On the other side, result help develop a sense of ownership to the visitors besides just being consumers of the same and this would significantly and positively affect a destination's degree of competitiveness. Also, results would form a basis of research in the future as research can be conducted to find out what influence would on how perceptions and efficacy of other stakeholder groups like the government would influence competitiveness of a destination.

### **1.6 Scope and Delimitation of the Study**

The purpose of this study was to determine the Influence of Place Identity on Destination Competitiveness of Machakos County. The researcher studied the profiles, perceptions and efficacy of visitors and their influence on the degree of competitiveness of the destination. The researcher limited the study to 385 randomly sampled visitors to 202 registered enterprises in Machakos County between February and May, 2019. Each of the respondents filled a questionnaire and only visitors in the enterprises in Machakos sub-county were sampled as most established tourism enterprises that are popular and easily accessible are located there.

### **1.7 Limitations of the Study**

This study was carried out within a period of three months with the help of research assistants to help administer and collect research instruments. Unwillingness among respondents to participate in the exercise was experienced while undertaking the study.

To handle this, the researcher created awareness among the respondents by giving a brief introduction about the study in a research letter that was attached to questionnaires during administration of the research instruments. The study was conducted in tourism enterprises in Machakos sub-county because it is where established and registered tourism facilities are located and this implies that results would be different if all the other sub-counties would be considered. The researcher also conducted the research during an off-peak season between February and May and therefore would be different if data would have been collected during the festive season when visitors travel to their destinations of choice especially for leisure.

## **1.8 Assumptions of the Study**

This study assumed that:

- i. Respondents were from other counties and not residents of Machakos County.
- ii. The respondents provided honest and unbiased data as confidentiality was ensured during the data collection process.
- iii. The responses represent those of other potential visitors in terms of their opinions concerning Machakos County as a tourist destination

## **1.9 Conceptual and Theoretical Framework**

### **1.9.1 Theoretical Framework**

#### **1.9.1.1 Destination Competitiveness Theory**

According to this theory by Scholar Mihalic, (2000), development of tourism destination competitiveness is derived from natural resources and man-made resources. Natural

resources form the comparative advantage while man-made resources form the competitive advantage of a destination. This theory only focuses on the supply side of tourism and what and how marketers can work on and improve facilities at a destination. It does not however consider the demand side in tourism which entails the potential visitors who are also key stakeholders to a place. This theory was examined by looking at how visitors perceive and feel about the natural and the man –made features in Machakos. The researcher this examined the perceptions and opinions of visitors and sought to find their influence on destination competitiveness on Machakos County as a tourist destination.

#### **1.9.1.2 Break well’s Identity Process Model**

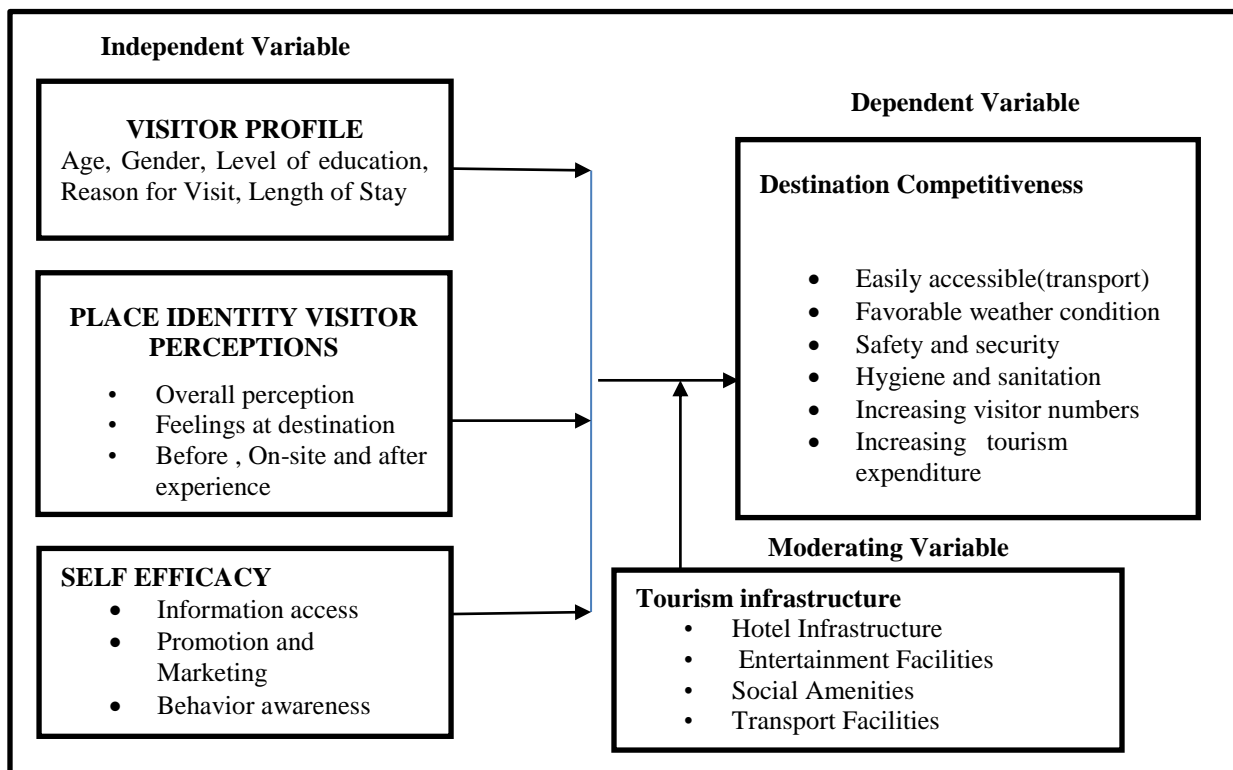
In this model, identity is conceptualized as an organism which moves through time and develops through accommodation, assimilation and evaluation. It is governed by principles of distinctiveness, continuity and self-esteem. Distinctiveness describes the perceived uniqueness of being associated to a city, town especially by residents. Continuity describes either the ‘match’ between environment and the desires and wants of residents or the buildup of memories attached to a place with reference to past events in the lives of residents. Self-esteem is concerned with personal feelings of worth or social value by an individual gained or boosted from the qualities of a place. Recently a fourth principle of self-efficacy was added which is an individual’s perception on his ability to achieve their goals while at a particular place, (Breakwell, 1983). The researcher asked respondents questions relating to uniqueness of the place, their attachment to the place, and their efficacy while there. Aspects of this theory relating to



residents of a place were used to examine the views and perceptions of the same on visitors to Machakos County. The researcher examined place identity in terms of visitor profile, visitor perceptions and visitor self-efficacy and how it affects competitiveness of a tourist destination.

### 1.9.2 Conceptual Framework

The conceptualized view of place identity and its influence on destination competitiveness is depicted in Figure 1.1.



**Figure 1-1:- Conceptual Framework for Place Identity and its Influence on Destination Competitiveness**

*Source: Adapted and Modified from: (Breakwell, 1983) & Breakwell, 1992)*

This framework describes place identity in terms of visitor profile, visitor place identity perceptions and visitor self-efficacy. Mohd *et al*, (2014), suggests strongly the need to determine the extent of internal stakeholders' involvement in destination branding. However, in this study the researcher sought to examine visitor perceptions on place identity and how it influences competitiveness of a place in terms of visitor numbers, tourism expenditure, and ease of access, proper hygiene and sanitation, safety and security and among other indicators. Therefore, understanding how the core factors that constitute the identity of a place affect projected image to potential customers would result to success of destination branding efforts; by giving the destination a competitive edge. Moreover, the Tourism Infrastructure within which these concepts operate also moderate the relationship between place Identity and destination competitiveness in terms of how visitors access the place, activities they carry out while there and the time spend at a destination. This framework therefore presumes that a clear conceptualization of true place identity by DMOs will positively affect destination competitiveness in coming up with customized products with visitors with varied and changing needs in mind.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter outlines conceptual and empirical literature on Place identity, Destination competitiveness and the moderating variable; a theoretical framework and a summary of gaps which this study addressed.

#### **2.1 Concept of Destination Competitiveness**

A destination according to (Buhahis, 2000) is a tourism place that provides a mixture of tourism products and services. According to Dwyer & P, (2000) Destination competitiveness encompasses price differentials coupled with exchange rate movements; productivity levels of various components of the tourist industry are qualitative factors affecting the attractiveness or otherwise of a destination.

A model by Ritchie & Crouch, (2003) described competitiveness in terms of comparative and competitive advantages. Comparative advantage are the natural resources and those developed overtime while the competitive advantage are the those factors that ensure efficiency and effectiveness of the resources. They also described macro and micro environment as other aspects that affect destination competitiveness. Customers were identified as a key and should be the focus and the source of motivation in the competition. They argued that a destination's competitiveness is linked to its ability to deliver goods and services that perform better than those in other destinations to satisfy visitor needs.

Dwyer & Kim, (2003) in their model conceptualized competitiveness as a function of six attributes: inherited resources, created resources, supporting sources, destination management, demand factors and situational factors. This model pointed out demand factors as the information, perceptions and preferences of tourists, international awareness of a destination as a product and the general image of the place. This model agreed with Ritch and Crouch model by pointing out the importance of focusing on customers in the quest by DMOs to develop a unique identity which will in turn ensure competitiveness. According to them, what truly makes a destination competitive is its capacity to enlarge tourism expenditure; to continually attract visitors; providing satisfying and unforgettable experiences and its ability to do so profitably while enhancing wellbeing of the residents and preserving its natural resources for future generations.

Previous studies have emphasized the importance of identifying the factors that contribute to destination competitiveness as they add to the competitive edge of a destination. The image of a Destination contributes to its competitiveness (Hankinson, 2004). Tourism infrastructure has also been found to have a direct impact on destination competitiveness as tourists depend on it to access a destination therefore influence their choice of place to visit. As pertains to government policies and destination competitiveness. Kubickova, (2019), says that it is important for governments to fully understand, monitor and revisit individual policies if successful destination competitiveness will be achieved; for not all government decisions impact a destination in the same way. Some have more influence than others and too many or too little restrictions can either intensify or weaken a destination which affects its competitiveness.

Determining the competitiveness of a destination is important as it is very vital in appraising its performance (Hanafiah, 2016) and it creates welfare and socio-economic prosperity for the country or destination residents (Kneževi, Dwyer, Koman, & Mihali, 2016). Within the dynamic global tourism industry, understanding the reasons for a destination's competitiveness is essential in order to enhance its performance, facilitate more effective destination management, and inform its overall sustainable economic development (Chin et al., 2017)

## **2.2 The Concept of Place identity**

The term Place identity has been in use since 1970s. Proshansky H, (1978) defined it as “The dimensions of self that define the individual's personal identity in relation to physical environment”. Pronshansky, Fabian, & Kaminoff, (1983), defined it as the individual's cooperation of a place into the larger concept of self, which has been described as the ‘potpourri of memories, conceptions, interpretations, ideas, and related feelings about specific physical settings. According to these scholars, Place identity is made up of perceptions and conceptions concerning the environment. As such it can be divided into two clusters; One consisting of the memories, thoughts, values and settings while the other captures the relationship between different settings for example school, home and neighborhood. According to Barke & Harrop, (1994), places also have an identity which is exactly how the place is like and it is not similar to the image of a place which refers to how the place is perceived externally. It concerns itself with the distinctive attributes that historically more or less give a place its character (Deffner &

Metaxas, 2010). Jorgensen, (2001) refers to place identity as an individual's cognitions, beliefs, perceptions or thoughts that the self has invested in a spatial setting.

Ebert (2004), in his study says that a strong place identity plays important functions of intergration by having a common set of values and beliefs, system stabilization of a place by offering a guideline of behaviour and motivation by enhancing place commitment like the willingness to solve local problems. A major concern however from previous studies is how place the identity of a place can be conceptualized bearing in mind that every place is distinct from each other and the process involves many stakeholders with varied interests. Govern & Go, (2009), talking about destination brand identity says that it ought to be based on its own DNA, its landscape and history.

### **2.2.1 Visitor profile**

Visitors to tourist definitions differ in perceptions, preferences, social status and age among other aspects. According to Huh, Uysal & McCleary (2006), tourist profiles comprise of gender, age, income, occupation, marital status, and nationality; and travel behavior characteristics which are described by variables such as decision-making time to choose a destination, length of stay, travel companion, past travel experiences, holiday organization mode, type of accommodation used, mode of transport, activities undertaken during holiday and sources of information. These tourist profile constituents are critical in analyzing satisfaction and loyalty of visitors to a destination (Ozdemir, Aksu, Ehtiyar & Cizel 2012). From their study, they argue that it is important to understand visitors,

their needs, their expectations, culture and habits because a satisfied customer is likely to return, be loyal to the destination and have greater tolerance for any variations in price.

However, visitor profiles for current and future tourists are seemingly changing whereby travelers expect very accurate information to guide them in making their choices based on quality, willingness to undertake active holidays and to travel to sites that have diverse and unique tourism products. The emergence of new tourist profiles is an ongoing process, resulting from the dynamics of changes in society (Santos, Veiga & Aguas, 2016). It is therefore important for service providers to know the profile of visitors visiting a particular destination so as to customize their offers to match the needs of the visitors, (Costa, Moreira, Vieira & Vieira, 2014). These variations no doubt pose a challenge to DMOs who have to work towards customizing their products to suit the needs of their customers. This study therefore profiled visitors patronizing products and services in Machakos County to gauge its degree of influence on the destination's competitiveness.

### **2.2.2 Visitor Perceptions**

Perception has been defined as the process by which people select, organize and interpret stimuli into meaningful coherent whole (Luala, Gabriela, & Joe, 2013). Simply, it is the image; attitude or opinions visitors have about a particular destination. According to Beerli & Martin, (2003), visitor perceptions to any given attraction differ based on demographic situations including age, gender, income level, and education level and number of children among others. According to Butler, (2017), the image of a place is

based mostly on what is perceived to be authentic features which results to a high appeal by potential visitors. In order to achieve a satisfying customer experience, appeal (the power of attraction), the perception by the visitors (image) and the authenticity of the place whether real or perceived are key factors.

Previous research shows that visitor accounts reflect not only the changing realities of a place but also the changing nature of the visitors themselves.(Mowl & Barke, 2014). A study by Baral,Hazen & Thapa, (2017) in Nepal put emphasis on providing interpretation and thorough training of guides if visitor satisfaction and increase in visitor support would be realized. Emphasizing on this,visitor experiences according to Manley,Silk,Chung,Wang & Bailey, (2020) can be guided by provision of information, signifiers of place and cultural value making up the display of any destination. Providing sufficient and current information and creating awareness to visitors will affect their perceptions positively. From these studies, it is clear knowing how a destination is perceived is vital in attracting more visitors to the place. However, increase in demand overtime may change attitudes of both visitors and residents of a place and therefore it is for DMOs important to monitor the perceptions so that any threat can be identified and dealt with early in advance.(Gomes,Alves & Pacheco, 2017).

### **2.2.3 Visitor Self-Efficacy**

Self-efficacy is concerned with belief in own capacity to succeed in spite of ones actions or external factors outside ones control.(Tladi, 2017).It explains an individual's belief in their ability to succeed in specific situations, leading to desired outcomes.(Sharma, Hamari, Keshawani & Tak, 2020), (Torres & Watson, 2013). It is what makes a



difference between how people feel, think and act, (Kaur, 2018). Though closely related to self-esteem, it explains capability while self-esteem explains self-worth of a person.

In a study carried out on learners, Bandura, (1977) described four sources of self-efficacy which other researchers have supported. He predicted that perceived success or failure, vicarious experiences (doing a comparison with others), social relations involving evaluative messages from others and psychological state for instance excitement or anxiety when engaging in a task are general sources of self-efficacy.

According to Xin, Lei, Sussanne & Peiji, (2016) the higher Self-efficacy the greater the effort; performance and satisfaction among visitors. If visitors believe in their ability to contribute towards the wellness of a destination, then this would significantly affect the choice of activities and also the effort they put in the activities while at the destination. Garcia, Gomez & Molina, (2012), suggest that when branding a place there is need to look into scenarios where powerful stakeholders dominate the branding process based on their interests. How DMOs can involve visitors and in what ways they can increase their self-efficacy is therefore an area of study which this research focused on. This would not only make the visitors as owners and not just consumers of the product but it would increase competitiveness of the destination and ensure sustainability in the long run.

### **2.3 Tourism Infrastructure**

Infrastructure forms an indispensable element of any tourism destination. It is a set of tourism facilities that focus on meeting the needs of visitors and residents and mostly infrastructure and recreational facilities are determined highly by governmental laws and

regulations, (Mandic *et al.*, 2018). Tourism infrastructure has been defined as the physical tangible elements that are set up at destination to meet the demands of tourists at a destination, (Inskip, 1991). Buhalis, (2000) and Wilde & Cox, (2008) say that it includes transport, infrastructure amenities and facilitating resources at a tourism destination.

Tourism and transport are closely related because the large-scale tourists' movement strongly depends on infrastructure like highways and railways. Infrastructure has been found to have a positive effect on tourist's flow.(Zhang & Zhang, 2021). Generally tourism infrastructure was found to affect visitors' decision making on which places to visit. (Cuccuceli & Ghoffi, 2016). This is because it is the means by which visitors access and leave a destination. Wondowossen, Makagoshi, & Yukio, (2014) argue that quality infrastructure is a major factor that contributes towards competitiveness of any destination. The researcher in this study examined the influence of infrastructure in terms of hotel infrastructure, entertainment facilities, social amenities and transport facilities as a moderating variable on the relationship between place identity and destination competitiveness.

### **2.3.1 Hotel Infrastructure**

According to Kapiki, (2012), the hospitality industry includes lodgings (hotels, motels, camps, inns, cruise ships etc.), catering companies and the food and beverage departments. Lodgings stand out because they provide overnight accommodation to visitors, food, drinks and other recreational activities. Hotels are the most popular

facilities and their location is considered to be the most critical factor regarding their profitability although other factors like their price, facilities available and services provided are also important.(Camilleri, 2018).

### **2.3.2 Entertainment Facilities**

Kirillova, Fu, Lehto, & Liping, (2014) consider entertainment as live performance, discos, sports, watching TV, playing computer games and listening to music. Entertainment facilities provide entertainment activities for visitors at a destination. Entertainment activities according to Xu, (2010) are tourism products that meet the needs of and make memorable experiences for tourists. They are key elements of a tourism package and also a major factor determining the attractiveness of a place besides contributing to customer satisfaction. The forms of entertainment offered at a destination influence motives of visitor choice. Even as the entertainment field continues to undergo a paradigm shift, water-based activities remain to be the most preferred by leisure tourists. (Gowreesunkar & Sotiriadis, 2015).

### **2.3.3 Social Amenities**

Social amenities refer to the facilities and services that enable visitors to feel comfortable and secure at a destination while shaping the visitor experience and determine the visitors' return behavior. These include public restrooms, signage, connectivity, emergency services, financial services, etc. Support services and facilities besides destination attributes predict the degree of attractiveness of any destination. However,

without attractions support services become irrelevant, (Vengesayi *et al.*, 2009). Tourist amenities have been found to have a direct influence on visitor satisfaction (Zeinali & Jarpour, 2015).

#### **2.3.4 Transport Facilities**

The Travel experience of tourists starts and ends with transportation and that is why it is impossible to consider tourism without transport system (Mammadov, 2012). Transportation in tourism is part of the system which bring tourists to destinations, be a means of getting around the place and leaving it once the duration of trip is over according to Sorupia, (2005). Page & L, (2004) argue that the transportation system of a destination directly affects the visitors' experience which explains why tourists travel and why they choose different forms of holiday, destination and means of transport. Available, affordable and convenient transport infrastructure gives a destination a competitive edge according to Yeoman, Robertson & Ali, (2012). In addition Lo et al., (2019) say that good transport infrastructure ensures ease of accessibility when visitors want to travel to rural destination. Besides being indispensable in tourism, modern transportation has also resulted in reduction of travel costs, time and has enhanced accessibility of destinations. Policy makers therefore cannot ignore understanding the relationship between transport investments and development when planning for new infrastructure for a destination. (Bimonte Ferrini & Grilli, 2016)

## **2.4 Summary of Gaps**

Destination competitiveness has to be strategically analyzed despite the challenges that face it. Some of the attributes are difficult to manage and a large number of organizations affect the management of elements, it involves cost and benefits and there is no agreement on the impacts that may have socio-economically, and the fact that destinations lack clear targets on how to measure their indicators and performance. (Berdo, 2015). This draws the attention to research on how DMOs can work towards enhancing the competitiveness of their destinations.

According to Ozdemir, Aksu, Ehtiyar, Çizel, & Çizel, (2012) tourist profile constituents have been found to be critical in the analysis of satisfaction and loyalty of visitors to a place. This study was conducted to determine how changing visitor profiles affect the competitiveness of Machakos County as tourist destination. Keeping a track of visitor profiles to a destination would help product developers to come up with custom made products and no doubt enhance competitiveness.

Mohd & Ismail, (2014) found out that there is always a gap between reality and the image that is projected to visitors and this may lead to a conflict when the image is incongruent with the reality at the destination. This study sought to fill this gap by examining how visitor perceptions on the identity of a place affect the competitiveness of a destination. Positive perceptions by visitors at a destination cannot be achieved without policy makers and DMOS not only focusing on marketing an experience but also

preserving the local environment so that expectations formed through advertisements and promotions are fulfilled. (Girish *et al*, 2017).

From literature, the higher the degree of self-efficacy among visitors the greater the levels of satisfaction. Examining visitor self-efficacy in terms of what visitors think, feel about a place even their behavior while there and what that would translate in terms of competitiveness was a quest for this study. Concerning tourism infrastructure which includes hotel infrastructure, entertainment facilities, social amenities and transport facilities, It has been found out in previous studies it has positive relationship with destination competitiveness, (Dwyer *et al.*, 2004). However, this study looked sought to find out the moderating effect of infrastructure on both the identity of a place and how competitive it becomes as a result.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.0 Introduction**

This is an outline of the methodology that was employed to gather and analyze necessary data. It contains the research design, area of study, target population, sampling techniques, sample size, research instruments, pre-testing, validity and reliability, data collection techniques, data analysis and logistical and ethical considerations for this study.

#### **3.1 Research Design**

A cross-sectional descriptive research design was used in this study to determine the relationship between Place Identity and Destination Competitiveness among visitors to selected tourism enterprises in Machakos County. A cross-sectional approach was chosen as it observes a sample from a given population at a specific moment in time. (Bangdiwala, 2019). Descriptive research according to Akhtar, (2016) describes phenomena as they are and answers the questions what, who, where, how and when.

#### **3.2 Study Variables**

The independent variable in this study was Place Identity while Destination Competitiveness formed the Dependent variable. The researcher used tourism infrastructure as the moderating variable.

### **3.2.1 Independent Variables**

The independent variable was place identity which Mueller & Schade, (2012), describe as a group identity which may contribute to the integration, orientation and motivation of the group members. The researcher described this variable in terms of visitor profile comprising of age, gender, level of education, reason for visit and length of stay; place identity perceptions in terms of overall perception, feelings while at destination, and the visitors' before, during and after experience; and visitor self-efficacy in terms of information access, their ability to do marketing and promotion and their awareness on how their behavior while at destination affects it.

### **3.2.2 Moderating Variables**

For this study, the researcher used Tourism Infrastructure as the moderating variable in terms of Hotel Infrastructure, Entertainment Facilities, Social Amenities, and Transport Facilities in the area of study and how it influences the relationship between Place Identity and Destination Competitiveness.

### **3.2.3 Dependent Variables**

Destination competitiveness was the dependent variable and it was described in terms of accessibility of the destination, weather, safety and security, increase in visitor numbers and increase in tourism expenditure.



### **3.2 Study Area**

The study area (See Map in Appendix V), was in Machakos County which has 8 Sub-Counties namely Machakos Town, Masinga, Yatta, Kangundo, Matungulu, Kathiani, Mavoko and Mwala. The researcher chose Machakos County among the other devolved counties in Kenya because it is among the few counties that embraced destination branding ; being branded as ‘The Place To Be’. This county has been described as a county of choice for tourism and culture offering high-end, diverse and distinct visitor experience, (Machakos, 2017) and the researcher therefore did this study in a quest to find out if the image of the destination accurately presents the true identity of Machakos by engaging visitors who patronize the products and services of the destination.

### **3.3 Target Population**

This study population was all the visitors who visit and patronise tourism products and services in all the sub-counties in Machakos County. However, the sampled population was the visitors who boarded in 202 registered tourism enterprises in Machakos sub-county (TRA, 2018). Table 3.1 below shows the distribution of registered enterprises in the various subcounties. The researcher preferred to carry out the study in Machakos sub-county to ensure credibility of the responses as most high end tourism enterprises are located in the subcounty and to avoid sampling residents of Machakos but just focus on people that actually came outside Machakos. The unit of analysis was every visitor that was randomly sampled from the tourism establishment.

**Table 3-1:- No. of Registered Tourism Enterprises**

<b>Sub-county</b>	<b>No.of enterprises</b>
Machakos	202
Mavoko	28
Masinga	2
Mwala	8
Yatta	3
Kangundo	3
Matungulu	2
Kathiani	7

Source: (TRA, 2018)

### 3.4 Sampling Techniques and sample size

Registered Tourism Enterprises in Machakos Sub-county formed the sampling frame from which target population was drawn. Respondents comprised visitors who patronized registered tourism enterprises in Machakos Sub-County which had a total of 202 registered enterprises according to the Tourism Regulatory authority (TRA, 2018). The researcher therefore used the formula below to arrive to the sample size for the study.

$$n = \frac{z^2 * p * q}{e^2} \dots\dots\dots \text{Equation 1}$$

Where:  $p$  =sample proportion

$$q=1-p$$

$z$ =value of standard variant

$n$ =size of the sample

$e=0.05$  estimate error within 5% of true value

$$n = \frac{1.96^2 * 0.5 * 0.5}{(0.05)^2}$$

**n =385 Respondents.**

From the total number of tourism enterprises according to TRA (202 enterprises), the researcher then would randomly sample any visitors from each of these facilities.

### **3.5 Research instruments**

#### **3.5.1 Semi-Structured Questionnaire**

Semi-structured questionnaires (Appendix VII) with closed ended questions was used to collect data from sampled respondents. Contingency questions were included to probe further information from respondents. The researcher used Questionnaires as they are easy to design and administer and they ensure confidentiality of participants. (Roopa & Rani, 2012). Besides they are suitable for geographically scattered population and a pretest can be carried out where errors can be rectified, deleting unwanted questions and improving on language. (Ahmad, 2012)

#### **3.5.2 Secondary Information**

Secondary sources of information were also used to gather data with the researcher sourcing relevant information particularly from Journal articles, books, government publications and reports. Secondary data is data collected earlier by a party not related to the current research study but when used it becomes secondary data for current users, (Ajay, 2017). According to Greenhoot & Doswett, (2012), secondary data usually is time-saving and cost effective and besides previous findings can be extended to address research questions not originally used in the original research for further study.

### **3.6 Pre-testing**

Pre-testing the usefulness and efficiency of the research instruments was done between the Month of December 2018 and January 2019 in 10 tourism enterprises that were not included in the actual study. This was 5 % of the total population. This exercise was done by use of semi-structured questionnaires. It enabled the researcher to clarify aspects of the questionnaire by changing the wordings in some of the questions and rephrasing some of the instructions. It also helped validate the appropriateness of the questions through feedback given in form of suggestions and comments by respondents. It also checked to see if methods of analysis were appropriate for the study and it also helped the researcher evaluate relevance of the formulated questions. This exercise was successfully conducted and using the pre-test results alongside guidance from supervisors, necessary adjustments were made to improve clarity of the questions.

### **3.7 Validity and Reliability of Research Instruments**

#### **3.7.1 Validity of Research Instruments**

Validity is the extent to which a research truly measures that which it is intended to (Golafshani, 2003). This was ensured by formulating questions that are related to the objectives of the study with the help of tourism industry professionals, and supervisors. Their opinion on study constructs, place identity, destination competitiveness and tourism infrastructure was valuable in refining the research instrument.

#### **3.7.2 Reliability of Research Instruments**

Reliability; which is the measure of the degree to which a research instrument yields consistent results or data after repeated trials was estimated using Cronbach's Alpha Co-

efficient which measures internal consistency. This is usually used when one has Likert-Scale questions in a questionnaire. This ensured the research instrument gives consistent results, (Kothari, 2004).

### 3.7.2.1 Reliability Test

Reliability was calculated using Cronbach’s alpha formula with. The alpha measures the internal consistency of a test and it is expressed as a number between 0 (no internal consistency) and 1 (complete internal consistency). (Mohsen & Reg, 2011).The higher the reliability co-efficient, the lesser the errors attributable to the test score. An alpha of 0.6 and below is poor. Therefore, Cronbach’s alpha coefficient of 0.7 and above was interpreted to be reliable. The reliability tests for the instrument are found in Table 3.2.

**Table 3.2- Reliability Test Analysis**

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach’s alpha</b>	<b>Comments</b>
Visitor Profile	6	0.99	Reliable
Place Identity Perception	6	0.73	Reliable
Self-Efficacy	8	0.81	Reliable
Tourism Infrastructure	18	0.93	Reliable
Destination Competitiveness	8	0.85	Reliable

Source:- (Survey Data, 2018)

The results in Table 3.1 shows that Cronbach’s alpha for all the items was above 0.7 implying that the instrument was sufficiently reliable for measurement. Since all the variables measured had a Cronbach’s alpha of above 0.7, they were all accepted. The data

collected can thus be generalised to reflect the opinion of the respondents in the target population.

### **3.8 Data collection Procedures**

Upon getting approval from The Graduate School Kenyatta university on 8/08/2018 (See Appendix I), the researcher proceeded to apply for a Research Approval and Permit from NACOSTI which were obtained on 17<sup>th</sup> October, 2018, (See Appendix II and III). This permitted the researcher to conduct research henceforth for the period ending October, 2019.

Before commencing the data collection, the researcher sought authorization from the Ministry of Interior and Co-ordination of National Government and also notified commencement of research to the Ministry of Education in Machakos County.( See Appendix IV and V). The researcher thereafter established contact with managers of target tourism facilities through phone calls and e-mail. The researcher thereafter made visits to the various target tourism enterprises and established rapport with the concerned management personnel with a request to conduct research in their facilities. Upon agreement, research assistants issued questionnaires to respondents from any two visitors randomly sampled from the records of the facilities. Actual research took place between February and May, 2019 with a total of 385 questionnaires being dispatched. After a month, the research assistants had completed the data collection process from all sampled establishments. Data entry was then done in readiness for the next stage of data analysis.

### **3.9 Data Analysis**

In this study, data was edited, coded and classified. Data analysis was done using the SPSS. Descriptive statistics including charts, graphs, tables, percentages and frequencies were used. Correlation and regression was also used test the relationships between various variables. Simple and linear regression model was used to bring out the relationship between the variables in the conceptual framework. Inferential statistics (T-test and Chi-test) were also employed to test hypotheses in this study. The researcher then compiled a detailed report of the analysed data in readiness to conclude research and make conclusions.

#### **3.9.1 Diagnostic Analysis**

#### **3.9.2 Normality**

Test for normality of destination Competitiveness (dependent variable) was done by use of Kolmogorov-Smirnov Test (Table 3.2). Hypotheses were tested at a critical value at 0.05, where the rule is that null hypothesis ( $H_0$ ) is rejected if the probability (P) value is less than 0.05 or else fail to reject. The dependent variable should be normally distributed because the study was analysed using a multiple regression model where the condition of normality must be satisfied. (Quataroli & Julia, 2012).  $H_1$ : The data is normal

**Table 3-3:- Test for Normality**

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Place Identity Perception	0.149	317	0.100	0.901	317	0.063
Self-Efficacy	0.144	317	0.071	0.919	317	0.021
Tourism Infrastructure	0.137	317	0.025	0.869	317	0.092
Destination Competitiveness	0.242	317	0.086	0.748	317	0.072

The results indicated that the significance level was above 0.05 Thus, the data was concluded to be normal.

### 3.9.3 Multicollinearity

Multicollinearity test was done where tolerance of the variables and the VIF value were used where values more than 0.2 for Tolerance and values less than 10 for VIF means that there is no Multicollinearity, (Table 3.3).

**Table 3-4:- Multicollinearity Test Using Tolerance and VIF**

	Collinearity Statistics	
	Tolerance	VIF
Place Identity Perception	0.558	1.794
Self-Efficacy	0.390	2.566
Tourism Infrastructure	0.434	2.306



From the findings, the all the variables had a tolerance values  $>0.2$  and VIF values between 1-10 as shown in Table 3.3, indicating that there is no Multicollinearity among the independent variables.

### 3.9.4 Heteroscedasticity

Heteroscedasticity test was run in order to test whether the error terms are correlated across observation in the cross -sectional data (Long & Ervin, 2000). The alternative hypothesis is that the data does suffer from Heteroscedasticity. Since the p-value is greater than the 0.05 then the alternative hypothesis was rejected at a critical p value of 0.05 since the reported value was **0.02**. Thus, the data did not suffer from Heteroscedasticity as shown in Table 3.4.

**Table 3-5:- Heteroscedasticity Results**

Breusch-Pagan / Cook-Weisberg test for Heteroscedasticity		
Ho: Constant variance		
Variable: fitted values of Destination Competitiveness		
chi2(1)	=	5.33
Prob> chi2	=	<b>0.02</b>

### 3.10 Logistical and Ethical considerations

#### 3.10.1 Logistical Considerations

The researcher took into consideration all activities that would ensure conducting and completion of the study. (Mugenda & Mugenda, 2003). In this regard, the researcher proceeded to the field after obtaining research letters from the Graduate School, Kenyatta

University and a research permit from NACOSTI. The researcher also developed a detailed work plan and budget based on the activities and timelines that would ensure completion of the study.

### **3.10.2 Ethical Considerations**

Confidentiality and privacy was upheld in this study. The anonymity of respondents was adhered to ensuring total confidentiality and information was given based on their free will and informed consent. Moreover, the researcher assured respondents that involvement in this study would not result to any later implications on them as the study was conducted purely for academic purposes.

**CHAPTER FOUR**  
**RESEARCH FINDINGS**

**4.0 Introduction**

This chapter represents the findings, results and interpretation of the variables including the response rate and descriptive statistics. Correlation and regression analysis for the variables were performed.

**4.1 Response Rate**

The researcher administered 385 questionnaires to respondents in the 202 registered tourism enterprises in Machakos County. A total of 317 questionnaires were properly filled and returned which represented an overall successful response rate of 82% as shown on Table 4.1. According to Kothari, (2004) a response rate of above 50% is adequate for a descriptive study. Therefore, the researcher considered 82% response rate as good for the study.

**Table 4-1:- Response Rate**

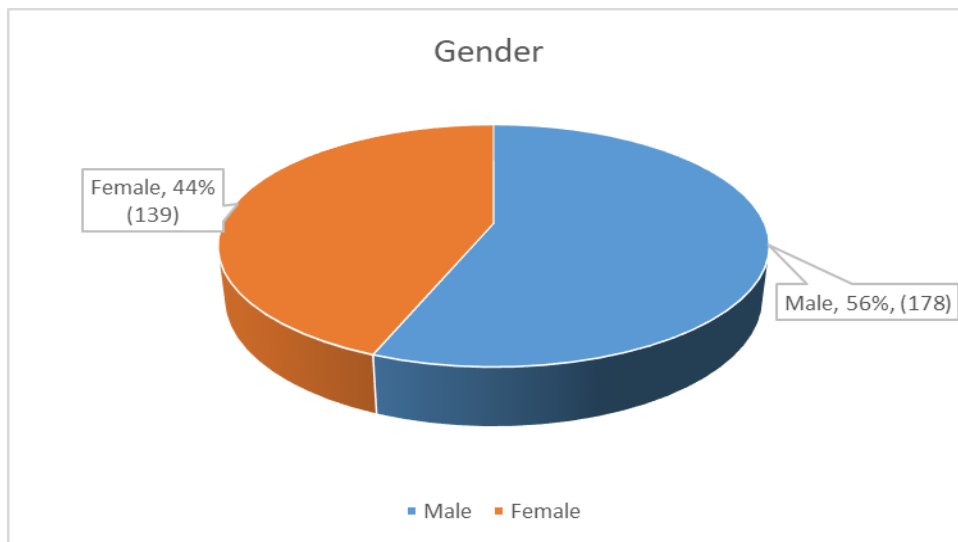
<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Completed	317	82%
Not Completed	68	18%
<b>Total</b>	<b>385</b>	<b>100%</b>

## 4.2 Demographic Characteristics

This section entails the gender, marital status, the age, the education levels, and the reason for visiting of the respondents.

### 4.2.1 Gender of the Respondents

The respondents were asked to indicate their gender. Results are presented on figure 4.1.

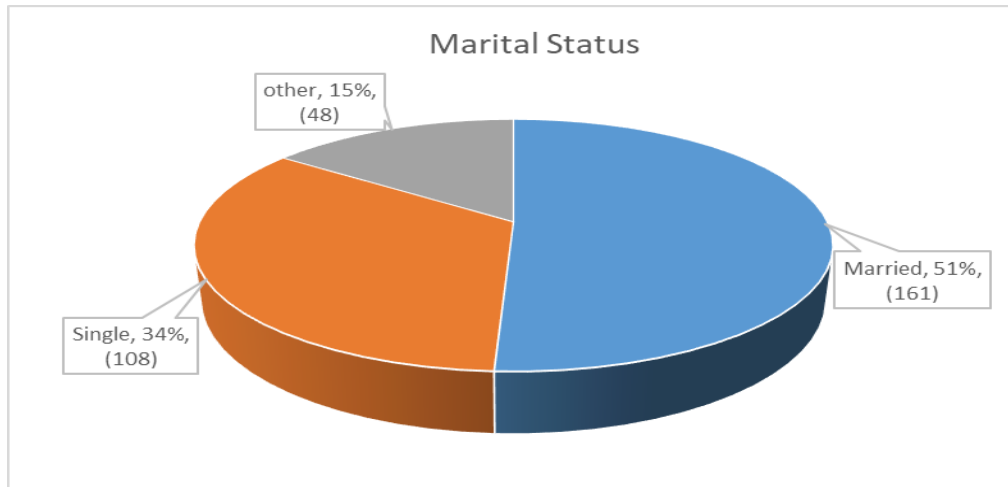


**Figure 4-1:- Gender of Respondents**

The results on figure 4.1 indicated that 56 % of the respondents (178) were male while 44% (139) of the respondents were female. Gender parity among the respondents was not very wide but the information provided implied that majority of respondents were male. A study by McKinsey Global Institute, (2017) urges that lack of gender diversity is associated with a greater likelihood of below par competitiveness.

#### 4.2.2 Marital Status

The respondents were asked to indicate their marital status. Results are presented on figure 4.2.

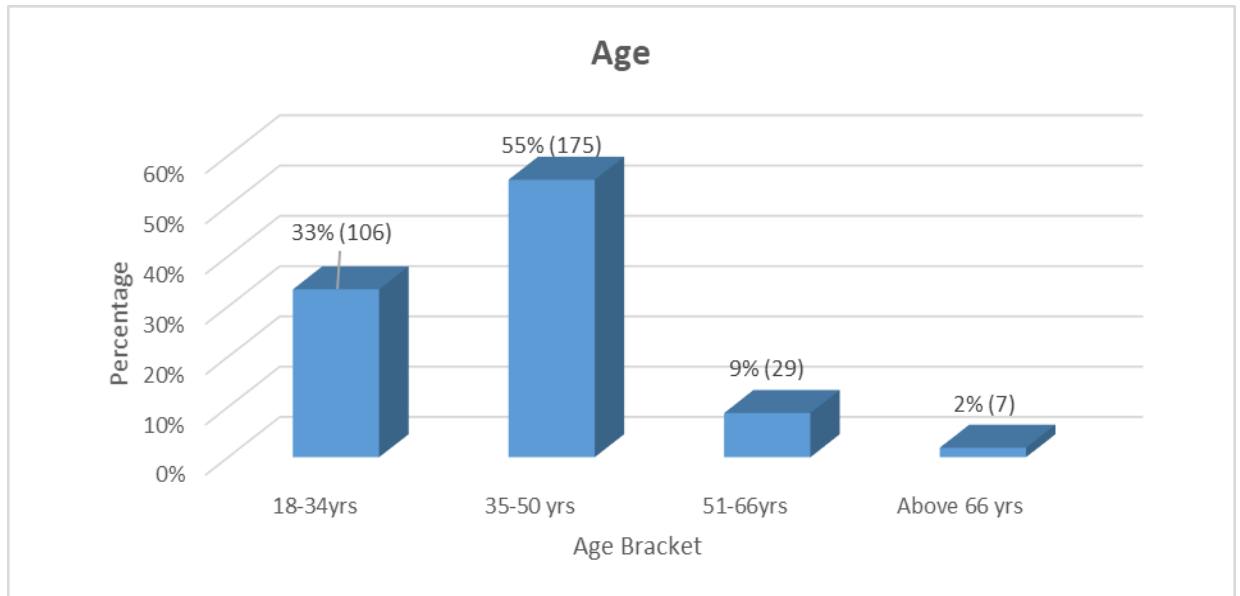


**Figure 4-1:- Marital Status of Respondents**

The results indicated that 51% (161) were married, 34% (108) of the respondents were single and only 15% (48) were neither married nor single. This shows that married people enjoyed tourism in Machakos County than the single ones and the others category. According to Huh, Uysal and McCleary (2006), tourist profiles comprise of socio-demographic variables namely gender, age, income, occupation and marital status.

### 4.2.3 Age of Respondents

The respondents were asked to indicate their age. Results are presented on figure 4.3.

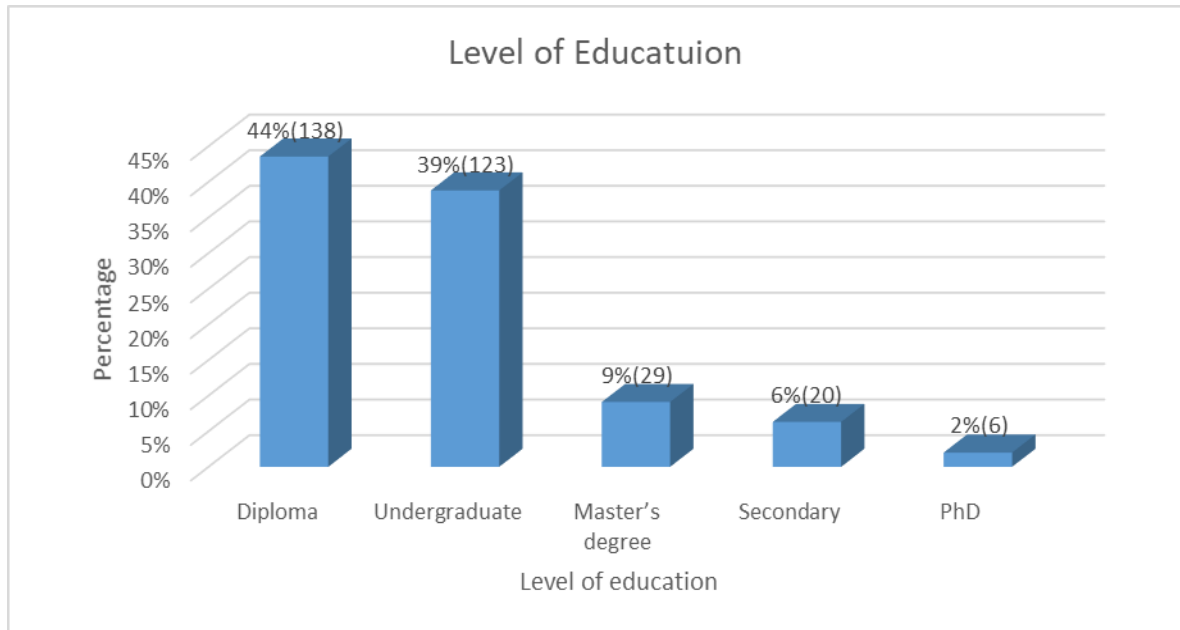


**Figure 4-1:- Age of Respondents**

The results indicated that 55% (175) were aged between 35-50 years, 33%(106) of were aged between 18-34 years and Respondents in the 51-66 years and above 66 years categories were below 10%. This indicated the youthful population was the most engaged with tourism activities in Machackos County as opposed to the elderly.

#### 4.2.4 Level of Education of respondents

The respondents were asked to indicate their level of education. Results are presented on figure 4.4.

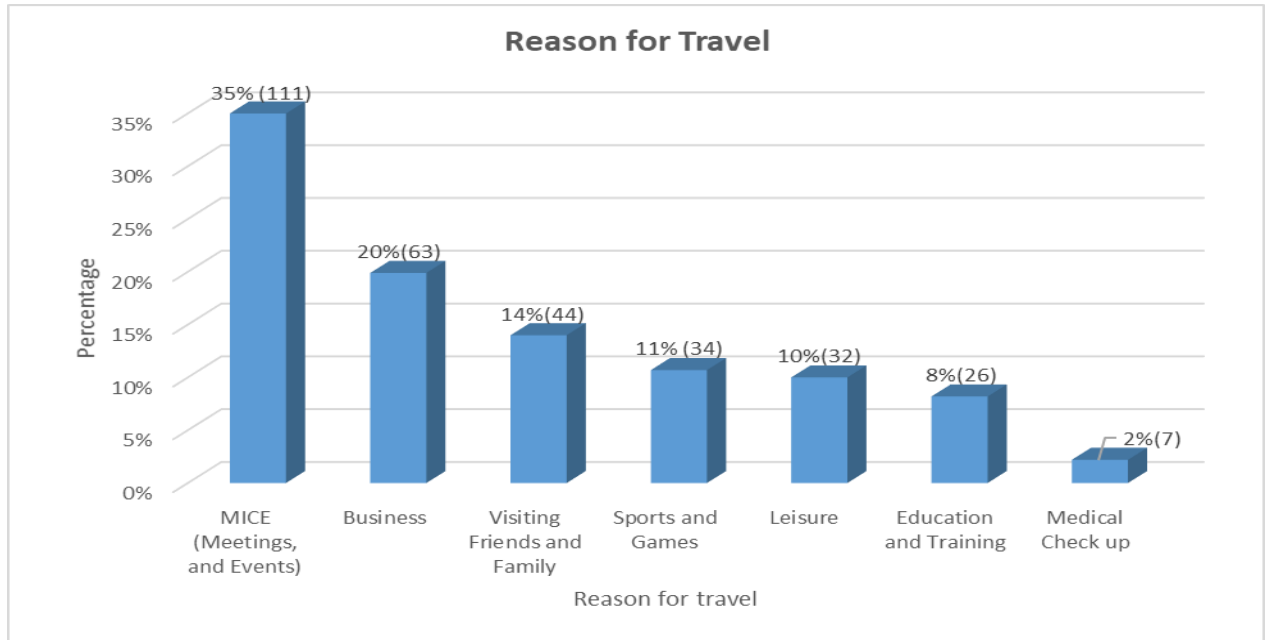


**Figure 4-1:- Level of Education of Respondents**

The results indicated that majority of the respondents 44% (138) were diplomas, 39% (123) were undergraduates while those with Masters and PhD recorded percentages below 10%. This shows that most of the visitors to Machakos County were educated up to diploma level and undergraduate level and as opposed to O-Level, Masters and PhD holders. According to Mesároš, *et al* (2017), education level has significant influence on behavior, performance and results of visitors at a destination.

### 4.2.5 Reason for Travel

The respondents were asked to indicate their reasons for travel. Results are presented on figure 4.5.



**Figure 4-1:- Reason for Travel of Respondents**

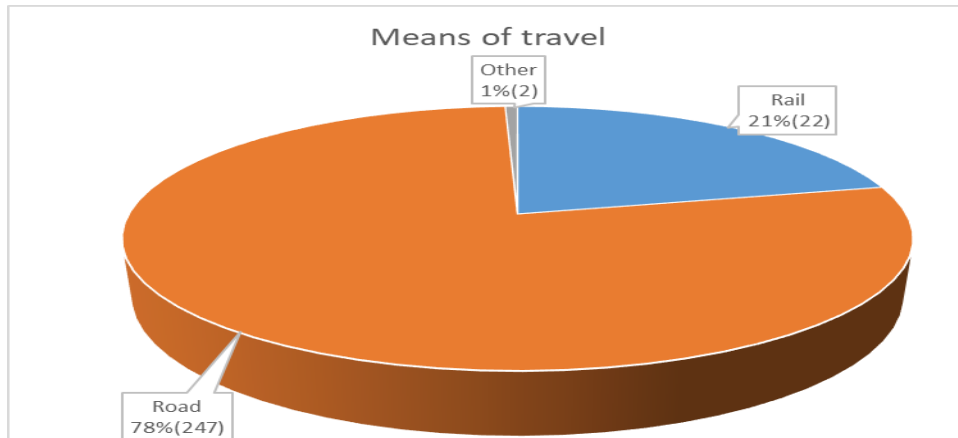
Results indicated that majority of the respondents 35% (111) visited Machakos County for meetings and events. 20% (63) visited for business related activities while 14%(44) had visited friends and family. Sports and lesiure had 14%(44) while education and training related visits, sports and games were below 10%. This implies that most visitors to Machakos County came for meetings and business related purposes.



#### 4.2.6 Means of Travel

The respondents were asked to indicate their means of travel to Machackos County.

Results are presented on Figure 4.6.



**Figure 4-1:- Means of Travel by Respondents**

Majority of the visitors traveled to Machakos by road (78%) followed by rail (21%) and other means 1%. The high rate in road indicated good road networks while the low rate in rail indicated inadequate infrastructure of rail transport into the destination. Other means could imply very minimal travel by airtransport as shown by the almost negligible percentage of 1%. Zeinali and Jarpour, (2015) asserted that transport, infrastructure and amenities facilitates resources at a tourism destination. Cuccuceli and Ghoffi, (2016) indicated that good transport infrastructure ensures ease of accessibility when visitors want to travel to rural destinations.

#### 4.3 Descriptive Statistics

The purpose of descriptive statistics is to enable the study to describe a distribution of scores or measurements using indices or statistics. The type of statistics or indices used

depends on the type of variables in the study and the scale of the measurements. This section contains descriptive analysis for Place Identity perceptions, Visitor self-efficacy, Tourism Infrastructure and Destination competitiveness. A Likert scale of 1 to 5 (Where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 =Strongly Agree) was presented for answering by respondents.

#### 4.3.1 Descriptive Statistics for Place Identity Perceptions on Destination Competitiveness

The study sought to establish the influence of visitor place identity perception on destination competitiveness in Machakos County. For the purposes of interpretation 4 & 5 (Agree and Strongly Agree) were grouped together as agree 1 & 2 strongly disagree and disagree) were grouped as disagree. Results were presented in Table 4.2.

**Table 4.2:- Place Identity Perception on Destination Competitiveness**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>Mean</b>	<b>SD</b>
I am attached to the place	42.0%	22.4%	19.2%	11.4%	5.0%	2.2	1.2
I feel important when in Machakos County	16.9%	46.2%	19.4%	14.3%	2.9%	2.4	1.1
I feel I have achieved my objectives when in Machakos County	36.9%	27.2%	24.0%	9.6%	1.9%	2.1	1.1
I am entertained at Machakos County	38.3%	34.7%	12.9%	10.9%	2.9%	2.1	1.1
I feel secure Machakos County	43.9%	39.7%	7.1%	6.1%	2.9%	1.8	1.0
I feel relaxed Machakos County	59.7%	28.7%	6.6%	2.3%	2.7%	1.6	0.9
<b>Average</b>						<b>2.0</b>	<b>1.1</b>

Results in Table 4.2 above indicated that majority of the respondents 64%(42+22.4) agreed with the statement that they felt attached to Machakos County while 16% disagreed with the statement. The standard deviation indicated the level of dispersion from the mean. When asked if they feel important when at the place, majority with 63% agreed while 17% disagreed with the statement. The respondents were asked if they feel they have achieved a lot when in Machakos County and 64% agreed with the statement while 11% disagreed with the statement. Further the respondents were asked if feel entertained at Machakos County where 73% agreed and 4% disagreed. On whether they feel secure in Machakos county, majority agreed with 83% while only 9% disagreed. Lastly, the respondents were asked if they feel relaxed in Machakos county and majority with 88% agreed and only 5% disagreed to the statement.

The overall average mean of the responses on influence of visitor place identity on destination competitiveness in Machakos County was 2.0 which means that majority of the respondents were agreeing to the statements on place identity perceptions and destination competitiveness. The standard deviation was 1.1 meaning that the responses were clustered around the mean response. Beerli and Martin (2013) on visitor perceptions found that any given attraction differs based on demographic situations including age, gender, income level, and education level and number of children among others. On the other hand Butler, (2017) posited that the image perception of a place is based mostly on what is perceived to be authentic features which results to a high appeal by potential visitors. The findings by Mowl and Barke (2014) found that visitor accounts and

perceptions reflect not only the changing realities of a place but also the changing nature of the visitors themselves.

#### 4.3.2 Descriptive Statistics on Influence of Visitor Self -Efficacy

This was done to establish the influence of visitor self-efficacy on destination competitiveness in Machakos County. Results were presented in Table 4.3 below.

**Table 4-3:- Influence of Visitor- Self Efficacy on Destination Competitiveness**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>Mea n</b>	<b>SD</b>
I can get as much information as I need about Machakos County before I visit	31.2%	44.3%	11.5%	7.6%	5.4%	2.12	1.1
My expenditure while in Machakos County promotes the economic wellbeing of the local community	31.4%	32.4%	17.5%	12.7%	6.0%	2.3	1.2
I can market Machakos County while at the destination through social media	41.2%	36.4%	14.6%	4.5%	3.2%	1.9	1.0
I can easily adopt the culture of the local people in Machakos County	37.8%	27.3%	20.3%	10.8%	3.8%	2.1	1.1
I know that my behavior while at Machakos County helps in conserving natural resources for the future	31.3%	36.1%	17.4%	11.1%	4.1%	2.2	1.1
I can enjoy undisturbed quiet holiday in a serene environment in Machakos County	44.0%	32.3%	16.5%	4.4%	2.8%	1.9	1.0
I know that I can get value for money while in Machakos County	42.6%	32.5%	13.6%	8.5%	2.8%	1.9	1.0
I can easily adjust to the weather conditions in Machakos County	47.5%	34.8%	10.4%	4.1%	3.2%	1.8	0.9
<b>Average</b>						<b>2.0</b>	<b>1.1</b>

Results in Table 4.3 indicated that majority of the respondents with 76% agreed with the statement that they can get as much information as they need about Machakos County before they visit while 13% disagreed. The standard deviation indicated the level of dispersion from the mean. On whether the expenditure while in Machakos County promotes the economic wellbeing of the local community, majority agreed with 64% while 19% disagreed. The respondents were asked if they can market Machakos County while at the destination through social media and agreed with 78% while 8% disagreed with the statement. Further, the respondents were asked if they can easily adopt the culture of the local people in Machakos County and majority with 65% agreed to the statement while 15% disagreed. The respondents were asked if they know that their behavior while at Machakos County helped in conserving natural resources for the future and majority with 67% agreed to the statements while 15% disagreed. The respondents were asked if they can enjoy undisturbed quiet holiday in a serene environment in Machakos County and majority with 76% agreed whereas only 7% disagreed. Further, the respondents were asked if they know that they can get value for money while in Machakos County and they agreed with 75% while only 11% disagreed. Lastly the respondents were asked if they can easily adjust to the weather conditions in Machakos County and agreed with 82% whereas 7% disagreed.

The overall average mean of the responses in influence of visitor self-efficacy on destination competitiveness in Machakos County was 2.0 which implied that majority of the respondents were agreeing to the hypothesis. The standard deviation was 1.1 meaning that the responses were clustered around the mean response. These results agree with

Torres and Watson (2013) who established a significant relationship between efficacy and tourism destination. The study found out that that it's the beliefs that people have on their ability to perform a particular task while at a place that influences the choices of their preferred places of visit. Xin, Lei, Sussanne and Peiji, (2016) found that the higher the self-efficacy the greater the effort; performance and satisfaction among visitors.

### 4.3.3 Descriptive Statistics on Tourism Infrastructure on Destination Competitiveness

The study sought to establish the influence of Tourism Infrastructure on destination competitiveness in Machakos County. Results were presented in Table 4.4.

**Table 4-4:- Tourism Infrastructure**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>Mean</b>	<b>SD</b>
<b>Hotel Infrastructure</b>							
Accommodation facilities are in good quality	33.4%	44.6%	15.6%	4.8%	1.6%	2.0	0.9
Food and beverage service is excellent	28.0%	53.2%	11.8%	6.1%	1.0%	2.0	0.9
Accessibility to hotels is good	42.2%	40.9%	9.9%	5.8%	1.3%	1.8	0.9
I am generally satisfied with hotel services offered	47.6%	33.8%	7.4%	9.3%	1.9%	1.8	1.0
The Machakos Sports ground is an excellent place to be	42.9%	36.5%	13.3%	4.4%	2.9%	1.9	1.0
<b>Entertainment Facilities</b>							
Machakos people park is a fascinating place to be	35.9%	43.8%	12.1%	5.1%	3.2%	2.0	1.0
There is variety of good music and other entertainment activities	35.0%	42.7%	10.5%	9.9%	1.9%	2.0	1.0
I am greatly satisfied with entertainment services offered	36.9%	43.0%	9.2%	7.3%	3.5%	2.0	1.0

<b>Social Amenities</b>							
Shopping malls are located strategically and are well equipped	51.8%	36.9%	7.8%	2.3%	1.3%	1.6	0.8
Banking halls are easily accessible	42.1%	45.0%	7.4%	3.9%	1.6%	1.8	0.9
Telecommunications are excellent	48.2%	35.3%	11.0%	3.2%	2.3%	1.8	0.9
Places of worship are easily accessible	45.0%	33.2%	15.6%	4.2%	2.0%	1.9	1.0
Medical facilities are easily accessible and affordable	36.8%	38.5%	16.8%	4.9%	3.0%	2.0	1.0
Academic institutions are easily accessible, affordable and offer quality education	45.8%	33.4%	11.4%	7.1%	2.3%	1.9	1.0
<b>Transport Facilities</b>							
Machakos has good roads	37.3%	42.5%	10.4%	7.8%	1.9%	1.9	1.0
Public transport is readily available	29.0%	52.8%	12.4%	2.0%	3.9%	2.0	0.9
Tour operators and travel agents offer good services	41.5%	28.8%	16.0%	8.8%	4.9%	2.1	1.2
I am generally satisfied with transport services offered	40.2%	38.9%	9.5%	8.5%	2.9%	2.0	1.1
<b>Average</b>						<b>1.9</b>	<b>1.0</b>

Lastly under transport facilities, the respondents were asked if Machakos has good roads and majority agreed with 80% while 10% disagreed. The standard deviation indicated the level of dispersion from the mean. On whether public transport is readily available, they agreed with 82% while 6% disagreed. The respondents were asked if tour operators and travel agents offer good services and 70% agreed. Lastly, the respondents were asked if they are generally satisfied with transport services offered and majority with 79% agreed while 11% disagreed to the statement. The overall average mean of the responses in influence of Tourism Infrastructure on destination competitiveness in Machakos County was 1.9 which means that majority of the respondents were agreeing to the

statements tourism infrastructure on destination competitiveness. The standard deviation was 1.0 meaning that the responses were clustered around the mean response.

These results are in line with those of Zeinali and Jarpour, (2015) who asserted that transport, infrastructure and amenities facilitates resources at a tourism destination. Tourist amenities have been found to have a direct influence on visitor satisfaction while generally tourism infrastructure was found to affect visitors' decision making on which places to visit. A study by Cuccuceli and Ghoffi, (2016) shows that good transport infrastructure ensures ease of accessibility when visitors want to travel to rural destinations. Moreover; available, affordable and convenient transport infrastructure gives a destination a competitive edge. Wondowossen, Makagoshi and Yukio, (2014) in addition says that quality infrastructure is a major factor that contributes towards competitiveness of any destination.

#### **4.3.4 Descriptive Statistics on Destination Competitiveness**

Descriptive statistics were carried out on destination competitiveness and the results are shown in Table 4.5.



**Table 4-5:- Destination Competitiveness**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>Mea n</b>	<b>SD</b>
Accessibility from surrounding locations (transport)	53.6%	34.7%	6.6%	2.5%	2.5%	1.7	0.9
Entertainment and recreation Facilities	27.0%	44.8%	13.0%	12.1%	3.2%	2.2	1.1
Favorable weather conditions	40.1%	36.3%	16.2%	6.1%	1.3%	1.9	1.0
Safety and security at destination	39.5%	37.6%	13.7%	7.6%	1.6%	1.9	1.0
Professionalism of staff	30.0%	37.4%	16.5%	12.9%	3.2%	2.2	1.1
Natural resources and cultural resources	34.6%	33.3%	11.9%	14.7%	5.4%	2.2	1.2
Price Competitiveness (Value for money)	38.1%	34.9%	16.2%	8.3%	2.5%	2.0	1.1
Hygiene and sanitation in facilities	44.5%	37.1%	12.3%	4.2%	1.9%	1.8	0.9
<b>Average</b>						<b>2.0</b>	<b>1.0</b>

Results in Table 4.5 indicated that 88% agreed with the statement that they could easily access Machakos County from surrounding locations. The standard deviation indicated the level of dispersion from the mean. On whether there are entertainment and recreation facilities, majority agreed with 72% while 15% disagreed to the statement. On favorable weather conditions, majority agreed with 76.4% while 7% disagreed. The respondents were asked if there was safety and security at the destination and they agreed with 77% while 9% disagreed to the statement. On professionalism of staff majority agreed with 67% and on availability of natural resources and cultural resources they agreed with 70%. The respondents were asked if there was price competitiveness on value for money and they agreed with 73% and on availability of hygiene and sanitation in facilities, they agreed with 82% while 6% disagreed. The overall average mean of the responses on

destination competitiveness in Machakos County was 2.0 which means that majority of the respondents were agreeing to the statements in the questionnaire. The standard deviation was 1.0 meaning that the responses were clustered around the mean response. According to Hanafiah (2016), determining the competitiveness of a destination is important as it is very vital in appraising its performance and it creates welfare and socio-economic prosperity for the country or destination residents.

#### **4.4 Correlation Analysis**

Correlation analysis was carried out to detect the association between the variables; identity perception, visitor self-efficacy, and Tourism Infrastructure and destination competitiveness. (Table 4:6). The mean score for each of the independent variables was calculated and the Pearson's correlation obtained using SPSS. The +/- sign of the correlation indicates direction of association and magnitude of the correlation showing the strength of the relationship according to Zaid, (2015).

**Table 4-6:- Correlation Matrix**

Variables		Destination Competitiveness	Identity Perception	Self- Efficac y	Tourism Infrastructur e
Destination Competitiveness	Pearson Correlation Sig. (2- tailed)	1.000			
Place Identity Perception	Pearson Correlation Sig. (2- tailed)	.577** 0.000	1.000		
Self-Efficacy	Pearson Correlation Sig. (2- tailed)	.656** 0.000	.643** 0.000	1.000	
Tourism Infrastructure	Pearson Correlation Sig. (2- tailed)	.684** 0.000	.589** 0.000	.737** 0.000	1.000

The results in table 4.8 indicated that place identity perception was positively and significantly associated to destination competitiveness ( $r=0.577$ ,  $p=0.00<0.05$ ). Self-Efficacy was positively and significantly associated to destination competitiveness ( $r=0.656$ ,  $p=0.00<0.05$ ) while tourism infrastructure was positively and significantly associated to destination competitiveness ( $r=0.684$ ,  $p=0.000<0.05$ ). This implies that place identity perception, self-efficacy and tourism infrastructure is positively associated with destination competitiveness. For instance an improvent of identity perception, self-efficacy and tourism infrastructure leads to increase in destination competitiveness significantly. Butler, (2017) says that the image perception of a place is based mostly on what is perceived to be authentic features which results to a high appeal by potential

visitors. Moreover, Torres and Watson (2013) established a significant relationship between efficacy and tourism destination. The study found out that that it's the beliefs that people have on their ability to perform a particular task while at a place that influences the choices of their preferred places of visit.

#### 4.5 Regression Analysis

Simple regression analysis was done between elements of the Independent and Dependent Variables as illustrated below:

##### 4.5.1 Relationship between Visitor Profile and Destination Competitiveness

The first objective sought to determine the relationship between visitor profile and destination competitiveness. This was examined in the study using T-tests and chi-square as shown in Table 4.7.

**Table 4-7:- Visitor Profile and Destination Competitiveness**

<b>Category</b>	<b>t- Value</b>	<b>p-Value</b>	<b>Sig</b>
Gender	0.491	0.624	Not Significant
<b>Category</b>	<b>Chi-Square Value</b>	<b>p-Value</b>	<b>Sig</b>
Marital Status	63.368	0.806	Not Significant
Age	208.943	0.000	Significant
Level of Education	182.246	0.034	Significant
Reason for Visit	262.168	0.000	Significant
Means of Travel	60.738	0.004	Significant

Table 4.7 shows that gender had a t-value of 0.491 and p-value of 0.624 and thus concluded it was not significant with destination competitiveness. Marital status had a chi-square value of 63.368 and a p-value of 0.806 and was concluded not significant with destination competitiveness. However, Age had a chi-square value of 208.943 and a p-value of 0.000 and was thus concluded significant with destination competitiveness. Level of education had a chi-square value of 182.246 and a p-value of 0.034 and was also concluded to be significant. Reason for visit had a chi-square value of 262.168 and a p-value of 0.000 and was thus concluded significant with destination competitiveness. Means of travel had a chi-square value of 60.738 and a p-value of 0.004 and was thus concluded to be significant with destination competitiveness. The results are consistent with the study of Ozdemir, Aksu, Ehtiyar, Çizeland Çizel, (2012) who established a positive and significant relationship between age, level of education and destination likeness. Moreover, Costa, Moreira, Vieira and Vieira (2014) argued that the reason for travel combined with the means of transport have a major effect on the results of a tourism destination. Santos, Veiga & Aguas, (2016) also established that visitor profile had a significant effect on visitors resulting from the dynamics of changes in society.

#### **4.5.2 Hypothesis testing for Visitor Profile and Destination Competitiveness**

The first hypothesis in this study ;Visitor profile does not have any influence on the destination competitiveness of Machakos County was therefore tested. Table 4.12 shows that age, level of education, reason for visit and means of travel were significant at 0.05 significance level. Thus, the null hypothesis of gender and marital status was not rejected.

However, hypothesis on age, level of education, reason for visit and means of travel was rejected at 0.05 significant level and therefore the alternative hypothesis was accepted.

#### **4.5.3 Relationship between Place Identity Perception and Destination Competitiveness**

The relationship between place identity perception and destination competitiveness was examined in the study using regression analysis. Table 4.8 presents the fitness model.

**Table 4-8:- Model Fitness of Place Identity Perception and Destination Competitiveness**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
	.577a	0.333	0.331	0.5960699

a Predictors: (Constant), Place Identity Perception

Results revealed that place identity perception was a suitable variable in explaining destination competitiveness in this study. This was supported by R -square value of 33.3%. This means that place identity perception explained 33.3% of the variations in the dependent variable that is destination competitiveness.

**Table 4-9:- Analysis of Variance (ANOVA) on Place Identity Perception and Destination Competitiveness**

	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	55.897	1	55.897	157.324	I
Residual	111.919	315	0.355		
Total	167.816	316			

Results indicated that the overall model was statistically significant. Further, the results implied that the independent variable (Place identity perception) was a good indicator of destination competitiveness in Machakos County. This was supported by an F statistic of 157.324 and the reported p-value (0.000) which was less than the conventional probability of 0.05 significance level.

**Table 4-10:- Regression of Coefficients for Place Identity Perception and Destination Competitiveness**

	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
(Constant)	0.798	0.101		7.86	0.000
Place Identity Perception	0.589	0.047	0.577	12.54	0.000

The regression of coefficients results in Table 4.10 show that place identity and destination competitiveness were positively and significantly related ( $\beta=0.589$ ,  $p=0.000$ ). This means that unitary improvement in place identity perception leads to a positive

change in destination competitiveness by 0.589 units. Butler, (2017) posited that the image perception of a place is based mostly on what is perceived to be authentic features which results to a high appeal by potential visitors. In order to achieve a satisfying customer experience, appeal (the power of attraction), the perception by the visitors (image) and the authenticity of the place whether real or perceived are key factors.

#### **4.5.4 Hypothesis Testing between Visitor Place Identity Perception and destination competitiveness**

The second hypothesis ( $H_{02}$ ); Visitor place identity perception does not have any effect on the destination competitiveness of Machakos County was tested using simple linear regression and determined using p-value as shown in Table 4.10. The acceptance/rejection criteria was that if the p value is less than 0.05, we reject the null hypothesis ( $H_{02}$ ) but if it is more than 0.05, then  $H_{02}$  is not rejected. Results show that the p-value was 0.000. This was supported by a calculated t-statistic of 12.54, which was larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that Visitor place identity perceptions have a significant influence on destination competitiveness in Machakos County.

#### **4.5.5 Relationship between Visitor-Self Efficacy and Destination Competitiveness**

The relationship between self-efficacy and destination competitiveness was examined in the study using regression analysis. Table 4.11 presents the fitness model.



**Table 4-11:- Model Fitness of Self Efficacy and Destination Competitiveness**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.656a	0.431	0.429	0.5505837

Results in Table 4.11 revealed that self-efficacy was a suitable variable in explaining destination competitiveness in Machakos County. This was supported by R square of 43.1%. This means that self-efficacy explained 43.1% of the variations in the dependent variable that is destination competitiveness.

**Table 4-12:- Analysis of Variance (ANOVA) on Self Efficacy and Destination Competitiveness**

	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	72.326	1	72.326	238.589	0.000
Residual	95.49	315	0.303		
Total	167.816	316			

Table 4.12 shows ANOVA results. The results indicated that the overall model was statistically significant. Further, the results imply that the independent variable (Visitor self-efficacy) was a good predictor of destination competitiveness in Machakos County. This was supported by an F statistic of 238.589 and the reported p value (0.000) which was less than the conventional probability of 0.05, significance level.

**Table 4-13:- Regression of Coefficients for Visitor Self-Efficacy and Destination Competitiveness**

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	0.625	0.094		6.629	0.000
Self-Efficacy	0.672	0.044	0.656	15.446	0.000

The regression of coefficients results for in Table 4.13 shows that visitor self -efficacy and destination competitiveness was positively and significantly related ( $\beta=0. 0.672$ ,  $p=0.000$ ). A unitary improvement in place identity perception leads to a positive change in destination competitiveness by 0.589 units. These results agree with Torres and Watson (2013) who established a significant relationship between efficacy and tourism destination. The study found out that that it’s the beliefs that people have on their ability to perform a particular task while at a place that influences the choices of their preferred places of visit.

#### **4.5.6 Hypothesis Testing between Self-Efficacy and Destination Competitiveness**

The third hypothesis ( $H_{03}$ ); Visitor self–efficacy does not have any effect on the destination competitiveness of Machakos County was tested by using simple linear regression and determined using p-value as shown in Table 4.13 above. The acceptance/rejection criterion was that, if the p value is less than 0.05, we reject  $H_{03}$  but if it is more than 0.05, then  $H_{03}$  is not rejected. Results showed that the p-value was 0.000 and a calculated t-statistic of 15.446, which was larger than the critical t-statistic of 1.96.

The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that visitor self-efficacy has a significant influence on destination competitiveness of Machakos County as a tourist destination.

#### **4.5.7 Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness**

The moderating effect of tourism infrastructure on the relationship between place identity and destination competitiveness was examined in the study using regression analysis. The moderation effect was done by interacting the place identity indicators with the moderating term (tourism infrastructure). Table 4.14 presents the fitness model.

**Table 4-14:- Model Fitness**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.828a	0.685	0.679	0.413633

Results in Table 4.14 revealed that age, education level, reason for travel, means of transport, place identity perception and self-efficacy were suitable variables in explaining destination competitiveness in Machakos County. This was supported by R -square value of 0.685%. This means these variables explained 68.5% of the variations in the dependent variable that is destination competitiveness.

**Table 4-15:- Analysis of Variance (ANOVA)**

	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	114.477	6	19.079	111.516	0.000
Residual	52.696	308	0.171		
Total	167.173	314			

Table 4.15 shows the results of ANOVA which indicated that the overall model was statistically significant. Further, the results imply that the independent variables, age, education level, reason for travel, means of transport, place identity perception and self-efficacy were good indicators of destination competitiveness in Machakos County. This was supported by an F statistic of 111.516 and the reported p value=0.000 which was less than the conventional probability of 0.05 significance level.

**Table 4-16- Regression of Coefficients**

	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	
(Constant)	0.600	0.076		7.851	0.000
Age*Tourism Infrastructure	0.021	0.005	0.157	4.172	0.000
Education Level* Tourism Infrastructure	0.518	0.055	0.558	9.507	0.000
Reason for Travel* Tourism Infrastructure	0.077	0.014	0.222	5.655	0.000
Means of Transport*Tourism Infrastructure	0.113	0.019	0.539	5.865	0.000
Place Identity Perception*Tourism Infrastructure	0.032	0.022	0.132	2.458	0.015
Self-Efficacy*Tourism Infrastructure	0.057	0.022	0.266	2.549	0.011

The regression of co-efficients results in Table 4.16 shows that when moderated by Tourism Infrastructure, age ( $\beta=0.021$ ,  $p=0.000$ ), education level ( $\beta=0.0518$ ,  $p=0.000$ ), reason for travel ( $\beta=0.077$ ,  $p=0.000$ ), means of transport ( $\beta=0.113$ ,  $p=0.000$ ) were positively and significantly related with destination competitiveness. Further, place identity perception ( $\beta=0.032$ ,  $p=0.015$ ) and visitor self-efficacy ( $\beta=0.057$ ,  $p=0.000$ ) were negatively and significantly related with destination competitiveness. This is evidence that tourism infrastructure moderates the relationship between place identity and destination competitiveness as the p-value is  $<0.05$ . These results are in line with those of Zeinali and Jarpour, (2015) who asserted that transport, infrastructure and amenities facilitates resources at a tourism destination. Tourist amenities have been found to have a direct influence on visitor satisfaction while generally tourism infrastructure was found to affect visitors' decision making on which places to visit. A study by Cuccuceli and Ghoffi, (2016) shows that good transport infrastructure ensures ease of accessibility when visitors want to travel to rural destinations. Moreover; available, affordable and convenient transport infrastructure gives a destination a competitive edge. Wondowossen, Makagoshi and Yukio, (2014) in addition says that quality infrastructure is a major factor that contributes towards competitiveness of any destination.

#### **4.5.8 Hypothesis Testing on the Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness**

The fourth hypothesis ( $H_{04}$ ); Tourism Infrastructure does not moderate the relationship between place identity and destination competitiveness of Machakos County was tested by using multiple linear regression and determined using p-value as shown in Table 4.16.

The acceptance/rejection criteria was that, if the p value is less than 0.05, we reject the  $H_{04}$  but if it is more than 0.05, then  $H_{04}$  is not rejected. Results in Table 4.16 shows that Age, Education Level, Reason for Travel, Means of Transport, Place Identity Perception and visitor-self-efficacy when moderated with Tourism Infrastructure were significant at 0.05 significance level. Further the R-square increased from the individual 33.3% for place identity and 43.1% for self efficacy to 68% when moderated with Tourism Infrastructure. Thus the null hypothesis was rejected and it was concluded that Tourism Infrastructure significantly moderates the relationship between place identity and destination competitiveness.

#### 4.5.9 Multiple Regression Analysis

The overall relationship between place identity and destination competitiveness was examined in the study using multiple regression analysis done based on the significant variables in the previous models. Table 4.17 presents the fitness model.

**Table 4.17:- Model Fitness of Place Identity and Destination Competitiveness**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774a	0.599	0.587	0.453846

Results in Table 4.17 revealed that reason for visit, perception identity; self-efficacy and infrastructure were a suitable variable in explaining destination competitiveness in Machakos County. This was supported by R square of 0.599%.

**Table 4-18:- Analysis of Variance**

<b>Model</b>		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	72.245	7	10.321	50.106	.000
	Residual	48.404	235	0.206		
	Total	120.649	242			

Table 4.18 shows the results on ANOVA. The results indicated that the overall model was statistically significant. Further, the results imply that the independent variables; reason for visit, place identity perception, visitor-self-efficacy and infrastructure were good indicators of destination competitiveness in Machakos County. This was supported by an F statistic of 50.106 and the reported p value=0.000 which was less than the conventional probability of 0.05 significance level.

**Table 4-19:- Regression of Coefficients**

	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
(Constant)	0.108	0.367		0.293	0.770
Reason for Visit	0.039	0.017	0.095	2.240	0.026
Place Identity perception	0.119	0.059	0.117	2.009	0.046
Self-Efficacy	0.155	0.071	0.157	2.182	0.030
Tourism Infrastructure	0.524	0.072	0.519	7.272	0.000

The regression of coefficients results for in Table 4.19 shows that Reason for Visit and destination competitiveness was positively and significant related ( $\beta=0.309$ ,  $p=0.026$ ). Place Identity perception and destination competitiveness was positively and significant

related ( $\beta = 0.119$ ,  $p = 0.046$ ). Self-Efficacy and destination competitiveness was positively and significant related ( $\beta = 0.155$ ,  $p = 0.030$ ). Tourism infrastructure and destination competitiveness was positively and significant related ( $\beta = 0.524$ ,  $p = 0.000$ ). Butler, (2017) posited that the image perception of a place is based mostly on what is perceived to be authentic features which results to a high appeal by potential visitors. These results agree with Torres and Watson (2013) who established a significant relationship between efficacy and tourism destination. The study found out that that it's the beliefs that people have on their ability to perform a particular task while at a place that influences the choices of their preferred places of visit. Xin, Lei, Sussanne and Peiji, (2016) found that the higher self-efficacy the greater the effort; performance and satisfaction among visitors.



## **CHAPTER FIVE**

### **DISCUSSION AND FINDINGS**

#### **5.0 Discussions of Findings**

The section presents the discussion emanating from the research findings.

#### **5.1 Visitor Profile and Destination Competitiveness**

The first objective of this study was to determine the influence of visitor profile on destination competitiveness of Machakos County. Gender had a t-value of 0.491 and p-value of 0.624 and thus concluded it was not significant with destination competitiveness. Marital status had a chi-square value of 63.368 and a p-value of 0.806 and was concluded not significant with destination competitiveness. However, Age had a chi-square value of 208.943 and a p-value of 0.000 and was thus concluded significant with destination competitiveness. Level of education had a chi-square of 182.246 and a p-value of 0.034 so was concluded significant with destination competitiveness. Reason for visit had a chi-square value of 262.168 and a p-value of 0.000 and was thus concluded significant with destination competitiveness. Means of travel had a chi-square value of 60.738 and a p-value of 0.004 and was thus concluded significant with destination competitiveness.

The null hypothesis of gender and marital status was not rejected. However, hypothesis on age, level of education, reason for visit and means of travel was rejected at 0.05 significant level and therefore alternative hypothesis was adopted. This implied that age of visitors, reason and means of visit influence the competitiveness of a destination and they are consistent with the study of Ozdemir, Aksu, Ehtiyar, Çizeland Çizel, (2012) who established a positive and significant relationship between age, level of education and

destination likeness. Moreover, Costa, Moreira, Vieira and Vieira (2014) say that the reason for travel combined with the means of transport have a major effect on the results of a tourism destination. Santos, Veiga and Aguas (2016) also established that visitor profile had a significant effect on visitors which are as a result of changing dynamics in society.

## **5.2 Place Identity Perception and Destination Competitiveness**

The second objective of the study was to investigate the effect of visitor place identity perceptions on destination competitiveness of Machakos County. Descriptive statistics on place identity perception overall average mean of the responses was 2.0 which means that majority of the respondents were agreeing to the statements in the questionnaire. The standard deviation was 1.1 meaning that the responses were clustered around the mean response. The regression of coefficients results showed that place identity and destination competitiveness was positively and significant related ( $\beta=0.589$ ,  $p=0.000$ ). Therefore, the null hypothesis is that place identity perception does not have a significant influence on in Machakos County. The results showed that the p-value was 0.000 and was supported by a calculated t-statistic of 12.24, which was larger than the critical t-statistic of 1.96.

The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that Visitor place identity perceptions have a significant influence on destination competitiveness in Machakos County. Luaala, Gabriela and Joe, (2013) says that visitor perceptions to any given attraction differ based on demographic situations. The study asserted that knowing how visitors perceive place is vital in attracting more

visitors to the region. On the other hand Butler, (2017) says that the image perception of a place is based mostly on what is perceived to be authentic features which results to a high appeal by potential visitors. In order to achieve a satisfying customer experience, appeal, the perception by the visitors (image) and the authenticity of the place whether real or perceived are key factors. These findings emphasize the need for DMOs to work towards preserving and enhancing what trully identifies and sells a place so that they maintain a competitive edge.

### **5.3 Visitor Self- Efficacy and Destination Competitiveness**

The third objective of the study was to determine the effect of self-efficacy on destination competitiveness of Machakos County. Descriptive statistics on visitor self-efficacy was 2.0 which means that majority of the respondents were agreeing to the statements in the questionnaire. The standard deviation was 1.1 meaning that the responses were clustered around the mean response. The coefficient of determination also known as the R squared was 43.1%. The ANOVA results indicated that the overall model was statistically significant. Further, the results imply that the independent variable (Visitor Self - Efficacy) was a good predictor of destination competitiveness in Machakos County. This was supported by an F statistic of 238.589 and the reported p value (0.000) which was less than the conventional probability of 0.05 significance level. The regression of coefficients results for in Table 4.18 showed that self-efficacy and destination competitiveness were positively and significantly related ( $\beta=0. 0.672$ ,  $p=0.000$ ).The hypothesis was visitor self–efficacy does not have any effect on the destination competitiveness of Machakos County. The acceptance/rejection criteria was that, if the p

value is less than 0.05, we reject the  $H_0$  but if it is more than 0.05, then  $H_0$  is not rejected.

The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that visitor self-efficacy has a significant effect on destination competitiveness in Machakos County. These results agree with Torres and Watson (2013) who established that a significant relationship between efficacy and tourism destination. The study found out that that it's the beliefs that people have on their ability to perform a particular task while at a place that influences the choices of their preferred places of visit. From this study, visitors to a destination should be given an opportunity to contribute towards sustainability of the place they visit as this will increase their sense of belonging and attachment to the place. In return, this could influence their return behavior making the destination more competitive. Enabling them deliberately in marketing and promotion while or after leaving the destination can also bring a significant effect on the place in terms of publicity.

#### **5.4 Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness**

The fourth objective of the study was to examine the moderating effect of tourism infrastructure on the relationship between place identity and destination competitiveness of Machakos County. This was supported by coefficient of determination of 0.685%. The results indicated that the overall model was statistically significant. The regression of

coefficients results for in Table 4.21 indicated that when moderated by tourism infrastructure, age ( $\beta=0.021$ ,  $p=0.000$ ), education level ( $\beta=0.0518$ ,  $p=0.000$ ), reason for travel ( $\beta=0.077$ ,  $p=0.000$ ), means of transport( $\beta=0.113$ ,  $p=0.000$ ) were positively and significantly related with destination competitiveness. Further, visitor place identity perceptions( $\beta=0.032$ ,  $p=0.015$ ) and visitor self-efficacy ( $\beta=0.057$ ,  $p=0.000$ ) were negatively and significantly related with destination competitiveness.

This is evidence that tourism infrastructure significantly moderates the relationship between place identity and destination competitiveness as the  $p$ -values $<0.05$ . The fourth null hypothesis was that tourism infrastructure has no significant effect on the relationship between place identity and destination competitiveness of Machakos County. Age, Education Level, Reason for Travel, Means of Transport, Place Identity Perception and Self-Efficacy when moderated with tourism infrastructure were significant at 0.05 significance level. Further the R-square increased from the individual 33.3% for place identity and 43.1% for self efficacy to 68% when moderated with tourism infrastructure.

Thus the null hypothesis was rejected and it was concluded that tourism infrastructure significantly moderates the relationship between place identity and destination competitiveness. These results are in line with those of Zeinali and Jarpour, (2015) who asserted that transport, infrastructure and amenities facilitates resources at a tourism destination. Tourist amenities have been found to have a direct influence on visitor satisfaction while generally tourism infrastructure was found to affect visitors' decision making on which places to visit. A study by Cuccuceli and Ghoffi, (2016) shows that good transport infrastructure ensures ease of accessibility when visitors want to travel to

rural destinations. Moreover; available, affordable and convenient transport infrastructure gives a destination a competitive edge. Wondowossen, Makagoshi and Yukio, (2014) in addition says that quality infrastructure is a major factor that contributes towards competitiveness of any destination.

### **5.5 Summary**

This chapter presented the analysis of the data collected and discussion of the findings. The study used both descriptive and inferential statistics correlation analysis and regression analysis. The chapter also discussed the findings and summary of the hypothesis. The regression analysis results confirmed the moderating effect of Tourism Infrastructure on the relationship between place identity and destination competitiveness.

## **CHAPTER SIX**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **6.0 Introduction**

The chapter presents the conclusion, recommendations and areas for further research. The summary covers what the study sought to do and the main findings of the study based on the quantitative analysis centered on both objectives of the study and tested hypotheses. The summary of results, conclusion and recommendations are presented in line with the objectives of the study.

#### **6.1 Conclusions of the Study**

##### **6.1.1 Visitor Profile and Destination Competitiveness**

Based on the findings, the study concluded that visitor profile has a significant relationship with destination competitiveness. Age, level of education, reason for visit and means of travel are aspects that influence how competitive a destination will be. Gender and marital status of visitors however do not have a significance to competitiveness of a place. When a visitor is making a decision among alternative choices, the subjective judgment they make about the alternatives available to them depends on a number of factors; the most important of these is the true identity about each alternative. Destination Marketing Organizations should therefore consider differentiating their products to cater for the needs of various visitor profiles and preferences. This will increase the competitive edge of the destination.

### **6.1.2 Place Identity Perceptions and Destination Competitiveness**

Visitor place identity perception was recognised as a significant factor in tourist destination choice behaviour as well as playing a part in tourist satisfaction, alongside the intention of visitors to recommend or return. Visitors' perception of a destination's identity as a preferred destination choice before, during and after travel for travel is crucial. The individual's beliefs, thoughts and impressions about a location prior and after visit, provides tourists with a certain feeling of both anticipation and creates in them expectations of a destination, which can motivate them to make a visit. Destination Marketers and promoters should therefore work towards matching the marketed product to the reality at the destination to avoid cases of incongruence which negatively affects customer satisfaction. Strategies should be put in place to develop facilities at a destination so as to match information relayed to potential visitors especially through the media. This will result in satisfied customers that feel that they are getting value for their money and that their expectations are being met. This would also influence their chances to return positively.

### **6.1.3 Visitor Self- Efficacy and Destination Competitiveness**

This study further concluded that visitor self-efficacy was another significant determinant of destination competitiveness. This study sought to find out the efficiency of visitors in making a destination competitive. Knowing that they have ability to influence economic wellbeing of the local community, adopt the culture of the local people, the fact that their activities while at the destination help in conserving natural resources for both present and future generations and their ability to enjoy undisturbed quiet holiday in a serene



environment creates a sense of belonging for the visitors. In addition to their varied reasons for travel, visitors' realization of their positive impact on the environment and on the lives of the local community makes them want to recommend a place to others or even return as they feel that they are part of the sustainable development at the destination.

#### **6.1.4 Moderating Effect of Tourism Infrastructure on the Relationship between Place Identity and Destination Competitiveness**

Lastly, the study concluded that Tourism Infrastructure significantly influenced place identity and in turn affected destination competitiveness. This includes hotel infrastructure, entertainment facilities, social amenities and transport facilities. The population of a place and the tourists visiting that place has a significant effect on the infrastructure development. Foreseeing the demand that may occur during peak seasons is crucial in determining how much money should be invested in developing a destination which portrays the true identity of the place therefore affecting the competitiveness either positively or negatively.

## **6.2 Recommendations**

### **6.2.1 Recommendation for Policy and Practice**

This study therefore makes the following recommendations:

- (i) DMOs should ensure their products are customized to match varying visitor profiles especially in terms of age and reasons for visit.

- (ii) DMOs should integrate their marketing efforts with visitors' opinions and perceptions about a place as they come up with its identity. This is because what visitors know and see about a place even before visiting affects their choice of whether or not to visit.
- (iii) Visitors' efficacy in marketing, promoting and conservation before visit, while at and after leaving a destination should be increased deliberately as this would give them a greater sense of belonging and attachment to a place and in turn positively affect their chances of return.

#### **6.2.2 Recommendations for Further Research**

- i) This study can be carried out on a different population like host communities around destinations, the Government or even NGOs who are also key stakeholders in tourism.
- ii) This study can also be conducted in other counties in Kenya that have embraced the County branding initiative bearing in mind that every county is endowed differently in terms of natural, built and cultural resources.

### **6.2.3 Contribution to Knowledge**

The study contributed to the body of existing knowledge as pertains to place Identity and Destination Competitiveness in the following ways:

- i) Visitor profile particularly reason for visit and age of visitors to significantly affects the degree of competitiveness of a destination.
  
- ii) Visitor perceptions about a place constitute its identity and so they have a significant influence on how a competitive a place will be in terms of attracting potential visitors.
  
- iii) The efficacy of visitors to promote and even conserve the destination affects the Competitiveness of a destination as it gives them a sense of belonging.

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## APPENDICES

### Appendix I: - Letter of Introduction

WINFRED M .BARAK

KENYATTA UNIVERSITY

DATE.....

TO WHOEVER IT MAY CONCERN

Dear Sir /Madam

I am a student at Kenyatta University in the Tourism Department pursuing a degree in M.Sc. Tourism Management. To fulfill the requirements of this course, I am undertaking a study on “The Influence of Place Identity on destination competitiveness in Machakos County”.

Attached is a questionnaire that will help me in my investigation. Kindly fill the questionnaire to the best of your ability and return it upon completion.

Thank you for your time and consideration.

Faithfully,

Winfred M. Barak

Phone Number: 0712 554 307

E-mail: [barakwinnie@gmail.com](mailto:barakwinnie@gmail.com)

## Appendix II: Visitors Questionnaire

Questionnaire to be filled by Visitors Who Patronize Products and Services in Sampled  
Tourism Enterprises in Machakos County

### PART A: VISITOR PROFILE

*(The first part of this questionnaire will be used to determine the influence of visitor  
profile on destination competitiveness of Machakos County)*

1. Gender                                      Male                                       Female

2. Marital Status                                      Married                                       Single

3. Age 18-34yrs  35-50 yrs  51-66yrs  above 66 yrs

4. What is your level of education?

Secondary                                       Diploma                                       Undergraduate                                       Master's degree

PhD

5. What was your reason for visiting Machakos County?

Business                                       MICE (Meetings and Events)

Medical Checkup                                       Educational and training

Sports and games                                       VFR (Visiting friends and relatives)

Other (Specify)

6. How did you travel to Machakos County?

Road  Rail  Other

**PART B: DESTINATION COMPETITIVENESS**

*The second part of this questionnaire will be used to evaluate the Destination Competitiveness of Machakos County.*

9. In the table below rate the given characteristics of Machakos county that according to you makes Machakos County competitive (1=**Strongly disagree**, 2=**Disagree**, 3=**Neutral**, 4=**Agree**, 5=**Strongly agree**). Tick where applicable.

<b>DESTINATION CHARACTERISTICS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Accessibility from surrounding locations					
Entertainment and recreation Facilities					
Favorable weather conditions					
Safety and security at destination					
Professionalism of staff					
Natural resources and cultural resources					
Price Competitiveness (Value for money)					
Hygiene and sanitation in facilities					

10. Give recommendation on improvements that can be made on any of the above characteristics to make Machakos County more competitive.

.....

.....

.....

11. Machakos County has been branded “The Place to Be’. Do you feel that this brand name rightly defines Machakos County?

YES

NO

12. Is there significant destination competitiveness in Machakos County?

- i. Yes    ii. Somewhat    iii. No

**PART C: VISITOR PLACE IDENTITY PERCEPTIONS**

**The third part of this questionnaire will be used to examine the effect of visitor Place Identity Perceptions on the Destination Competitiveness of Machakos County.**

13. How would you describe your overall perception about Machakos County as a place before your visit?

A fascinating place

A place with beautiful scenery

A peaceful place

A place with unique culture and heritage

Any other (Specify).....

14. How does being in Machakos County make you feel? (1= *Strongly Disagree*, 2 =*Agree*, 3=*Neutral*, 4 =*Agree*, 5 =*Strongly agree*)

---

FEELINGS	1	2	3	4	5
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I am attached to the place

I feel important when in Machakos County

I feel I have achieved my objectives when in Machakos County

I am entertained at Machakos County

I feel secure Machakos County

I feel relaxed Machakos County

---

16. Does your on-site experience match your general perception on the competitiveness of Machakos County before you visited the place?

YES

NO

17. If NO in (14) above what did you find different at the destination?

.....

.....

.....

**PART D: VISITOR SELF-EFFICACY**

*The fourth part of this questionnaire will be used to evaluate the effect of visitor self-efficacy on destination competitiveness.*

*(1= Strongly disagree, 2 =Disagree, 3=Neutral, 4 =Agree, 5 =Strongly agree)*

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
I can get as much information as I need about Machakos County before I visit					
My expenditure while in Machakos County promotes the economic wellbeing of the local community					
I can market Machakos County while at the destination through social media					
I can easily adopt the culture of the local people in Machakos County					
I know that my behavior while at Machakos County helps in conserving natural resources for the future					
I can enjoy undisturbed quiet holiday in a serene environment in Machakos County					
I know that I can get value for money while in Machakos County					
I can easily adjust to the weather conditions in Machakos County					

**PART E: TOURISM INFRASTRUCTURE**

*The fifth part of this questionnaire will be used to determine the moderating effect of tourism infrastructure on the relationship between Place identity and destination competitiveness in Machakos County.*

*(1=Strongly disagree, 2 =Disagree, 3=Neutral, 4 =Agree, 5 =Strongly agree)*

<b>Hotel Infrastructure</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
Accommodation facilities are in good quality					
Food and beverage service is excellent					
Accessibility to hotels is good					
I am generally satisfied with hotel services offered					
<b>Entertainment Facilities</b>					
The Machakos Sports ground is an excellent place to be					
Machakos people park is a fascinating place to be					
There is variety of good music and other entertainment activities					
I am greatly satisfied with entertainment services offered					
<b>Social Amenities</b>					



Shopping malls are located strategically and are well equipped					
Banking halls are easily accessible					
Telecommunications are excellent					
Places of worship are easily accessible					
Medical facilities are easily accessible and affordable					
Academic institutions are easily accessible, affordable and offer quality education					
<b>Transport Facilities</b>					
Machakos has good roads					
Public transport is readily available					
Tour operators and travel agents offer good services					
I am generally satisfied with transport services offered					

***THANK YOU SO MUCH***

### Appendix III: - Approval of Research Proposal Letter



**KENYATTA UNIVERSITY  
GRADUATE SCHOOL**

E-mail: [dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)

Website: [www.ku.ac.ke](http://www.ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 020-8704150

**Internal Memo**

---

**FROM:** Dean, Graduate School

**DATE:** 8<sup>th</sup> August, 2018

**TO:** Ms. Winfred Musengy'a Barak  
C/o Department of Tourism  
Management

**REF:** T129/OL/CTY/24756/14

**SUBJECT: APPROVAL OF RESEARCH PROPOSAL**

=====

We acknowledge receipt of your Research Proposal after fulfilling recommendations raised by the Graduate School Board of 4<sup>th</sup> July, 2018.

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

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

Thank you.

  
**HARRIET ISABOKE**  
**FOR: DEAN, GRADUATE SCHOOL**

CC. Chairman, Department of Tourism Management

**Supervisors:**

1. Dr. Shem W. Maingi  
C/o Department of Tourism Management  
Kenyatta University
2. Mr. Edgar O. Ndubi  
C/o Department of Tourism Management  
Kenyatta University

**Appendix IV: - Research Authorization Letter**



**KENYATTA UNIVERSITY  
GRADUATE SCHOOL**

E-mail: [dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)

Website: [www.ku.ac.ke](http://www.ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 020-8704150

---

**Our Ref: T129/OL/CTY/24756/14**

**DATE: 8<sup>th</sup> August, 2018**

Director General,  
National Commission for Science, Technology  
~~and Innovation~~  
P.O. Box 30623-00100  
**NAIROBI**

Dear Sir/Madam,

**RE: RESEARCH AUTHORIZATION FOR MS. WINFRED MUSENGY'A BARAK –  
REG. NO. T129/OL/CTY/24756/14**

I write to introduce Ms. Winfred Musengy'a Barak who is a Postgraduate Student of this University. She is registered for M.Sc. degree programme in the ~~Department of Tourism Management.~~

Ms. Barak intends to conduct research for a M.Sc. thesis Proposal entitled, "Influence of Place Identity on Destination Competitiveness in Machakos County; Kenya."

Any assistance given will be highly appreciated.

Yours faithfully,

**HARRIET ISABOKE  
FOR: DEAN, GRADUATE SCHOOL**

## Appendix V: - NACOSTI Approval Letter



### NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

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

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

Ref. No. **NACOSTI/P/18/34379/25596**

Date: **17<sup>th</sup> October, 2018**

Winfred Musengya Barak  
Kenyatta University  
P.O. Box 43844-00100  
**NAIROBI.**

#### **RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on *“Influence of place identity on destination competitiveness in Machakos county, Kenya”* I am pleased to inform you that you have been authorized to undertake research in **Machakos County** for the period ending **12<sup>th</sup> October, 2019.**

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

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

**BONIFACE WANYAMA  
FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner  
Machakos County

The County Director of Education  
Machakos County

# Appendix VI:- NACOSTI Research Permit

Permit No : NACOSTI/P/18/34379/25596  
Date Of Issue : 17th October, 2018  
Fee Recieved : Ksh 1000



**THIS IS TO CERTIFY THAT:**  
**MS. WINFRED MUSENGYA BARAK**  
**of KENYATTA UNIVERSITY, 338-90125**  
**KIKIMA, has been permitted to conduct**  
**research in Machakos County**

**on the topic: INFLUENCE OF PLACE**  
**IDENTITY ON DESTINATION**  
**COMPETITIVENESS IN MACHAKOS**  
**COUNTY KENYA**

**for the period ending**  
**12th October, 2019**

**Applicant's Signature**

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



**Appendix VII: Ministry of Education Letter**

**MINISTRY OF EDUCATION**  
STATE DEPARTMENT OF EDUCATION

Telegrams: **"SCHOOLING"** Machakos  
Telephone: Machakos (  
Fax: Machakos  
Email –[cdemachakos@yahoo.com](mailto:cdemachakos@yahoo.com)  
**When replying please quote**



OFFICE OF THE  
COUNTY DIRECTOR OF  
EDUCATION  
P.O. BOX 2666-90100,  
**MACHAKOS**

**MKS/ED/CDE/U/1/VOL.2/249**

**16<sup>th</sup>, January 2019**

**WINFRED MUSENGYA BARAK**  
**Kenyatta University**  
**P.O Box 43844-00100**  
**NAIROBI.**

**RE: RESEARCH AUTHORIZATION.**

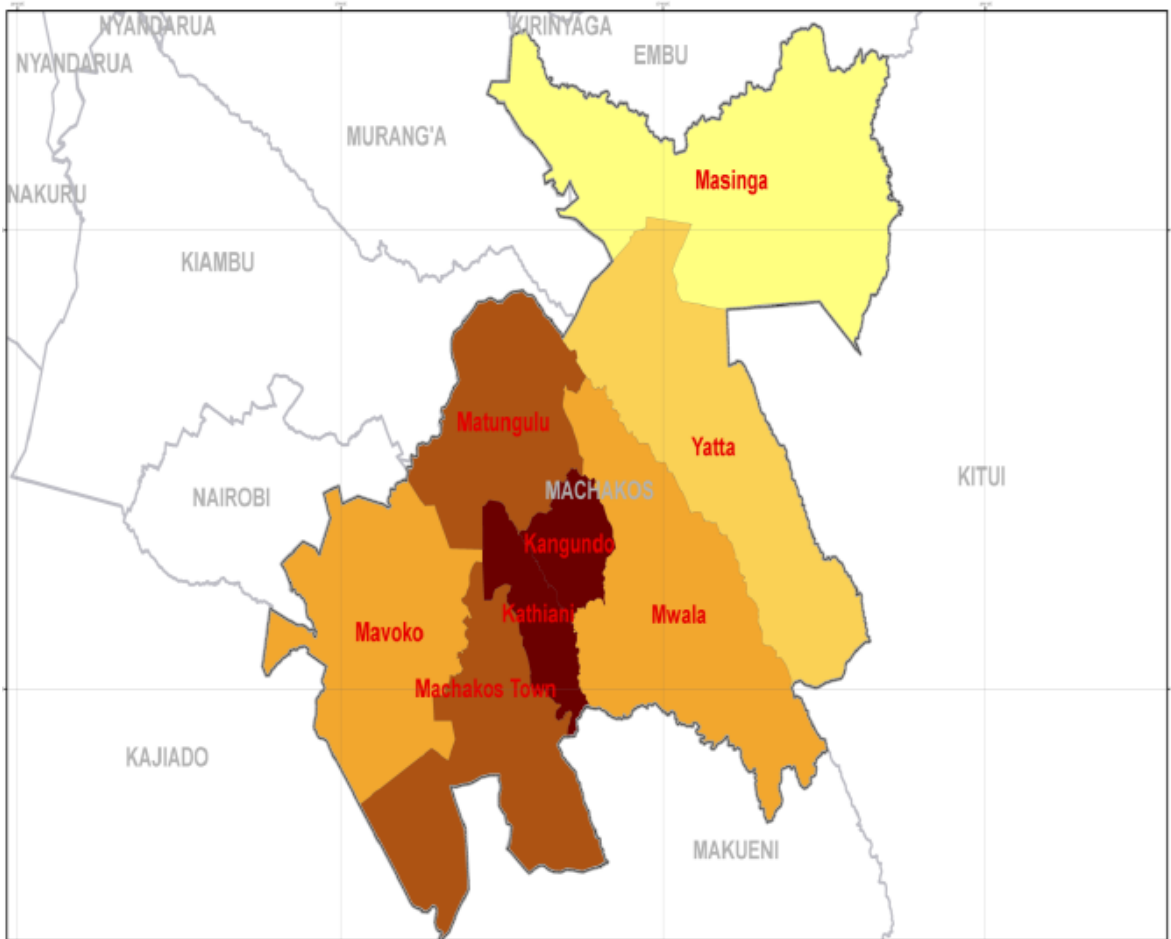
Reference is made to the letter from National Commission for Science, Technology and Innovation Ref: NACOSTI/P/18/34379/25596 dated **17<sup>TH</sup> October, 2018.**

You are hereby authorized to carry out your research on, **"Influence of place identity on destination competitiveness in Machakos County, Kenya."** for a period ending **12<sup>th</sup> October, 2019.**



**SIMON NJIRU**  
**FOR: COUNTY DIRECTOR OF EDUCATION**  
**MACHAKOS**

**Appendix VIII:- 8 Sub-Counties in Machakos County**



Map of Machakos County

Source: Machakos County Integrated Development Plan, 2015