

**THE EFFICACY OF PARK BRANDING IN INFLUENCING  
CHOICE BEHAVIOR OF TOURISTS TO KENYAN PARKS**

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UNIVERSITY**

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## DECLARATION

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

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**DEDICATION**

This thesis is dedicated to My treasured Son, Lewis Maingi Wambugu for the inspiration and an illuminating source of happiness in this journey, My dear wife Susan Wanjiku Wambugu for being by my side throughout the moments in this journey, My beloved parents Joseph Kuira Maingi and Elizabeth Wahito Maingi for educating me in my early years and instilling a source of discipline and courage that has carried me throughout the years, as well as My twin-brother, Donald Kuira Maingi for being a mentor and close-friend, that was valuable addition to me as I pursued this PhD.

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## OPERATIONAL DEFINITION OF TERMS

**Attraction** - A designated protected area which is controlled and managed for the enjoyment, amusement, entertainment and education of the visiting public.

**Brand** - It is a competitive identity that makes a product or a service distinctive and differentiates it from others.

**Brand identity** - Logo or Totem. Visual mark which is used consistently on all marketing correspondence as a symbol of the destination.

**Brand personality** - The destination's character which describes the way it is perceived and reflects people's attitudes towards it.

**Brand positioning** - The position that the brand occupies, or wishes to occupy in the minds of consumers with relations to the competitors.

**Branding** - The process of developing a competitive identity and (or) image of a place (or destination). It involves techniques that are ensure that tourists perceive the destination at an attractive way.

**Choice Behaviour** - The resulting post-visit behavioural intentions of tourists on future choice.

**Competitive Identity** - Refers to a summation of a destination's (or place's) characteristics that make it different and distinctive in the eyes of its potential tourists.*See also Brand.*

**Efficacy** - The effectiveness of park branding in influencing choice behaviour of tourists.

**International Tourists** - Any person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from the place visited.

**Domestic Tourists** - Any person who resides in a country, who travels to a place within the country, outside his usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from the place visited.

**Market** - A set of potential customers who are willing and able to buy a particular product/brand.

**Park** - An area of land and or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.

**Park branding** - The process of branding a park (see park) in a holistic way encompassing the overall natural, geographical, physical and cultural attributes as well as image of the destination.

**Post-behavioural intentions** - Post-travel intentions of tourists e.g. loyalty, satisfaction.

**Pre-behavioural intentions** - Pre-travel expectations and Preferences of tourists.

**Tourist** - A tourist is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A tourist (domestic, inbound or outbound) is classified as a visitor (or overnight tourist), if his/her trip includes an overnight stay, or as a same-day tourist (or excursionist).

## LIST OF ABBREVIATIONS AND ACRONYMS

AIC	Akaike Information Criteria
AIP	All-inclusive Package tours
ANOVA	Analysis of Variance
AGFI	Adjusted Goodness-of-fit Indices
BPS	Brand Personality Scale
BOO	Build, Own, Operate
BOT	Build, Operate, Transfer
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
DBFO	Design, Build, Finance, Operate
DBPS	Destination Brand Personality Scale
DF	Degrees of Freedom
ERS	Economy Recovery Strategy
ETC	European Travel Commission
FIT	Free-independent tourists
GDP	Gross Domestic Product
GFI	Goodness-of-fit Indices
GoK	Government of Kenya
HLC	Household Life Cycle
HN	Hoetler's Critical N
HSD	Honestly Significance Difference
IBA	Important Bird Area
ICC	Intra Class Correlation
IFI	Incremental Fit Index
IGAD	Inter-Governmental Authority on Development in Eastern Africa
ITB	International Tourism Bourse
IUCN	World Conservation Union
JICA	Japan International Cooperation Agency
KATO	Kenya Association of Tour Operators
KNBS	Kenya National Bureau of Statistics

KWS	Kenya Wildlife Service
LISREL	Linear Structural Relationship Language
N. PARK	National Park
NESC	National Economic and Social Council
NFI	Normed Fit Index
NP	National Park
PPP	Public Private Partnership
RMSEA	Root Mean Square Error of Approximation
SD	Standard deviation
SE	Standard error
SEM	Structural Equation Modelling
STMP	Sustainable Tourism Master Plan
TANAPA	Tanzanian National Parks Authority
TLI	Tucker-Lewis Index
TTCI	Travel and Tourism Competitive Index
UNDSPD	United Nations Division for Social Policy and Development
UNECA	United Nations Economic Commission on Africa
USA	United States of America
UNWTO	United Nations World Tourism Organization
UWA	Ugandan Wildlife Authority
WARC	World Advertising Research Centre
WEF	World Economic Forum
WTO	World Trade Organization
WTTC	World Travel and Tourism Council
WWF	World Wildlife Federation

## ABSTRACT

Kenya's tourism sector remains relatively underdeveloped, compared to other destinations globally, in terms of number of tourists, yield and diversity of experience. As a result, there was need to assess the efficacy of the Vision 2030 park branding initiative as a means of influencing consumer markets positively in premium & under-utilized in Kenya as a key issue of concern in research, policy and practice. Specifically, the key objectives of the study were to profile choice behaviour of tourists visiting branded parks in Kenya; to examine antecedent factors influencing tourists' choice behaviour; to evaluate tourists' perceptions of park brands in Kenya and their choice behaviour and to explore the influence of brand personalities on choice behaviour of tourists to Kenyan parks. The study was undertaken by way of a cross-sectional descriptive survey of tourists visiting a clustered sample of branded national parks in Kenya. Two-stage cluster sampling technique was adopted in coming up with a representative sample. Primary data was collected through questionnaire responses from an estimated 385 tourists visiting the parks. Findings based on the first objective indicated that the parks attracted different segments of tourists. These segments were classified as either primary or secondary segments. Hierarchical Cluster analysis showed significant predictors within each cluster segments. Based on the second objective, Choice of Nairobi National Park was significantly influenced by the state of roads and infrastructure, travel agency recommendations, local culture, reference from tour operators, and accommodation quality. As for Lake Nakuru National Park, choice was significantly determined by travel agency recommendations, information on the web, cost of holiday and accommodation quality. Choice of Hell's Gate National Park was significantly influenced by the state of roads and infrastructure, references from tour operators and accommodation quality. In terms of the external tourist perceptions to the park brands, Tourists' brand perception of Hell's Gate National Park significantly influenced brand differentiation as well as revisit intentions positively. As for Lake Nakuru National Park, the tourists' park brand perception moderately influenced revisit intentions. There was very strong evidence to suggest that in Nairobi National Park, tourists' perception of the park brand significantly influenced brand differentiation, recommendation and revisit intentions of tourists. As for Aberdares, there was strong evidence to suggest that the park brand perception significantly influenced recommendation and revisit intentions though it did not significantly influence brand differentiation. Results on objective four indicated that Lake Nakuru National Park brand personality significantly and negatively influenced brand differentiation. Nairobi National Park brand personality significantly and positively influenced all behavioral intentions of consumers i.e. revisit, recommendation and differentiation. Hell's Gate National Park showed a significant degree of brand salience. The park's brand personality did not significantly influence brand differentiation, recommendation and revisit decisions of tourists. Aberdares National Park brand personality did not significantly influence brand differentiation, recommendation intentions and revisit intentions. Generally, the findings showed that there were five key aspects of the brand that were critical in determining choice i.e. connection to personal/demographic factors, contextual factors, internal park brand personality, external park brand perception as well as brand awareness. Therefore, there is a need to enhance the nature of their experiences and post-visit intentions by responding with a branding strategy that differentiates the parks and enhances the brand identity as well as association. This study recommends the need for the park brand's personality and (or) uniqueness be revealed better through marketing concepts that are linked to historical, ecological, socio-cultural values of the park. This way, the park's brand personality could positively influence choice behavior of targeted market segments. There is also need for tourism stakeholders to apply a targeted brand communication policy to key segments. It is also important that tourism policy addresses the need to develop a coherent and sustained information promotion of KWS park brands based on market needs, at the international, regional, national, county and city level.

Key words: Destination branding, destination, choice behavior, personality research

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1. Background of Study**

Balakrishnan (2008) makes a case for the fact that destination brands are predominant in the tourism sector and control an estimated US\$ 1,480 billion in tourism spending globally as well as US\$ 2 billion international tourist spending per day, to the extent that destinations are highly dependent on popular brands. Further, the strategic supremacy of destination brands have triggered a superfluity of studies in the field, with the aim of investigating different effects of branding and its influence on tourism demand. Studies by Kotler (2002); Franzen and Bouwan (2001) and Wood (2000) also claimed that, a differentiated brand was a means of conveying exclusivity, lifestyle and fashionability to a destination. Most of the Destination brand image studies lay claim to the fact that the destination image was a key area of academic interest, given a large number of meta-analyses of image studies that exist (Chon, 1990; Echtner and Ritchie, 1991; Jenkins, 1999; Gallarza et al., 2002; Pike, 2002)

Additionally, the preponderance of studies recently laying the claim that destinations can be branded in the same genre as tangible products, have yet to establish their influence on choice behaviour of visitor (Beerli and Martin, 2004; Tasci and Gartner, 2007; Tasci et al., 2007). Kapferer (1997) notes that brands do not just serve as identifiers to function as a recognizable symbol so as to facilitate choice and gain time, but brands offers the ability to gain an exclusive, positive and prominent meaning in the minds of the consumers. It is critical to assess the efficacy of branding destinations in this context in influencing such emerging markets. Keller (2003) in a

study on the multidimensionality of brand knowledge identified three core elements of brand knowledge that are key to influencing the consumer, which are brand perception, brand choice and brand differentiation. The brand creates a significant aspect of the tourist's perception that is fundamental in the purchasing process. Academically, research on other aspects of branding such as brand personality, is relatively scarce in the place branding literature (Kaplan, Yurt, Guneri and Kurtulus, 2008).

While these explanations maybe correct, there is need to understand the deeper insights on the efficacy of park brands in influencing choice behaviour of visitors. There is need for studies to consider product-related associations, personality, perception and symbolic associations so as to ensure that brand identity has texture and depth, (Aaker, 1996; Min Han, 2000). It was with these in mind, that the study was designed to assess the efficacy of park branding in influencing choice behaviour of visitors.

## **1.2. The Tourism sector status in Kenya**

International Tourism has grown to be a significant contributor to Kenya's economy. The sector has recorded a dramatic rise in earnings by 32.8% from KSh 73.7 billion in 2010 to KSh 97.9 billion in 2011, (KNBS, 2012). Within the same period, International tourism arrivals had recorded a significant rise, resulting in a 13.3 per cent rise from 1.6 million in 2010 to 1.8 million in 2011 (GoK, 2012). Tourism in Kenya through its multiplier effect on the economy has promoted local development, created new commercial and industrial enterprises as well as stimulating a demand for locally-produced goods and services (UNECA, 2011). Tourism has been instrumental in the realization of national economic goals set out in the Economic Recovery



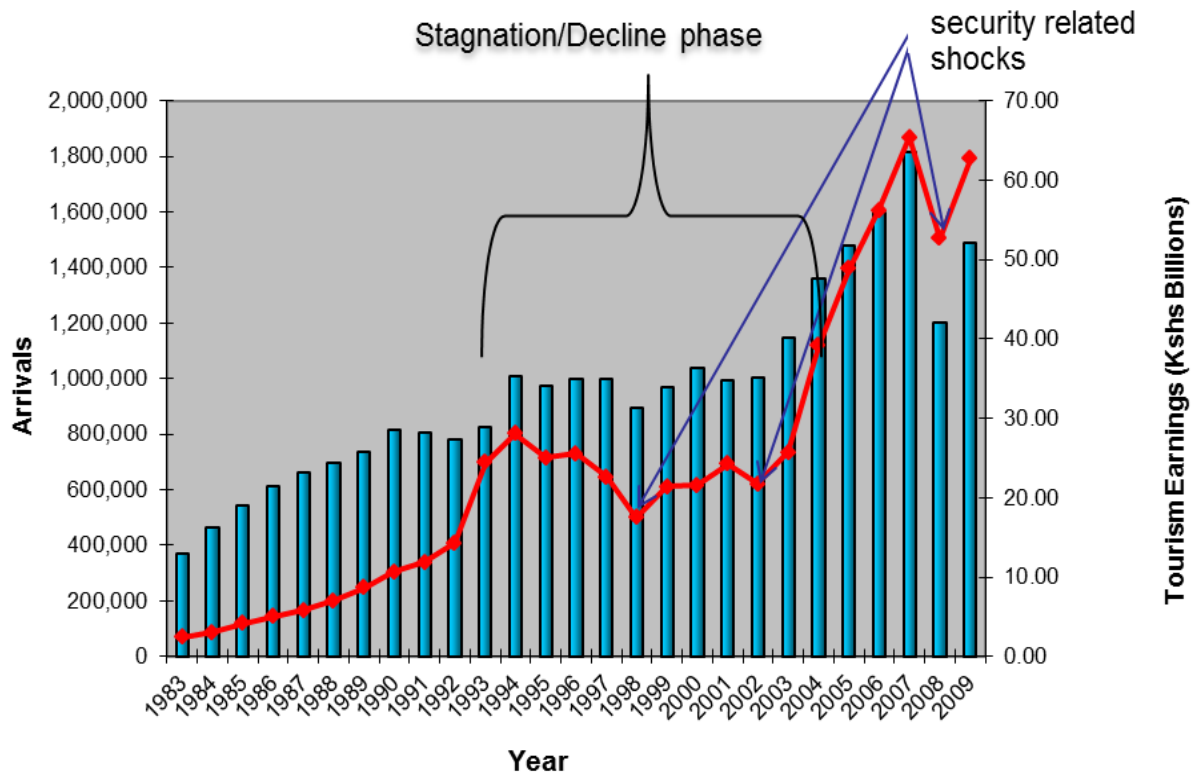
Strategy for Wealth and Employment Creation (ERS 2003-2007), Vision 2030 as well as the Medium Term Plan (2008-2012).

With the foregoing, the sector is expected to spearhead future national economic development agenda for the country. It is expected to contribute significantly towards the overall goal of increasing the GDP growth from 2.6 % in 2009 to 10% per annum by the year 2030 (GoK, 2011). Wildlife and nature-based safari tourism lies at the core of Kenya's tourism offerings. In fact, Kenya is ranked 14<sup>th</sup> globally by the Travel and Tourism Competitiveness Index (2013), owing to its natural resources with its three World Heritage natural sites and its rich diversity of fauna (WEF, 2013). The gross contribution of tourism to GDP is expected to rise, as well as the level of capital investments and expenditures on tourism concurrently (see table 1.1 and figure 1.1).

Table 1.1: Tourism performance & Growth in Kenya

<b>Kenya's Tourism Performance from 2005 -2010 (TSA tables)</b>						
<b><i>Tourism Performance</i></b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Leisure Tourism (Revenues Kshs. B)	43.5	51.1	59.7	65.4	81.6	94.1
Business Tourism (Revenues Kshs. B)	27.4	28.3	30.2	34.2	41.6	48.0
Industry employment (%)	4.2	4.1	4.3	3.8	3.3	3.4
<b><i>Tourism Growth</i></b>						
Govt Expenditure (Expenditure Kshs. B)	11.8	13.6	16.3	17.4	21.3	24.5
Capital investment (Expenditure Kshs. B)	23.8	27.3	34.5	35.9	43.5	49.3
Direct industry growth GDP (%)	15.1	3.8	11.4	-8.9	-11.3	4.2
International tourism expenditure as a % of total imports (%)	1.84	2.18	2.63	2.12	2.07	2.09
International tourism receipts % of total exports (%)	18.14	19.86	21.44	16.86	14.77	18.1

Source: World Bank (2010), WTO (2005) and WTTC (2010)



Key to figure 1.1



	Tourism earnings (Kshs Billions)
	Tourist arrivals

Figure 1.1: Tourism statistics in Kenya (1983-2009)

Kenya has developed strategic potential for long-term growth in this sector despite recent stagnation linked to security related shocks (see figure 1.1). Its potential is primarily due to its ideal position, relative stability, natural beauty, distinctive cultures as well as coastal location. In realization of such potential, the Government of Kenya's Tourism Marketing and Recovery Strategy and Medium term Plan (2008-2012) in 2008 identified an urgency to consolidate its historically competitive position in the international market place (GoK, 2009). Such a competitive framework was based on key aims of making Kenya's attractions memorable, impressive, distinctive and valuable to specific segments.

To achieve this, the Government of Kenya spearheaded the Vision 2030 and diverse policy initiatives as well as key flagship projects to reverse the impact of the 2007

post-election violence, a global financial crisis experienced in 2008, and regional insecurity associated with terrorism and political instability within the Horn of Africa amongst other challenges (GoK 2009). Tourism flagship projects included the development of three resort cities (in Isiolo, Kilifi and Diani/Ukunda), premier and underutilized park branding initiatives as well as niche tourism product development. In all of these initiatives, there was underlying need to enrich, consolidate and build on existing efforts of making Kenya a competitive tourism destination globally.

Specifically, the park branding initiative was designed with the need to reposition the parks as pivotal to realizing greater value from global tourism activity. The World Tourism Organization in a report on destination marketing approaches highlighted that destination brands have a distinctive and measurable impact on on-going engagements with the major tourism markets (UNWTO, 2010). Further, the World Economic Forum report on Tourism and Travel Competitiveness suggested that the destination brand image is a formative standard of the extent to which the Government prioritizes travel and tourism (WEF, 2013). In 2009, the World Economic Forum's TTCI index ranked Kenya 9<sup>th</sup> globally as far as the effectiveness of national marketing and branding efforts in attracting tourists. This was clear indication of a robust and upbeat image of the destination globally.

During this period (2008-2009), Euromonitor International reported that park branding had led to a strong recovery of tourists wildlife tourism value sales at Ksh. 4.1 billion in 2009 after a Ksh. 3.1 billion low in 2008 (Euro monitor International, 2010). Kenya's Vision 2030 clearly emphasized that such a yield-focused branding strategy in Kenyan premium parks, complemented by the expansion in underutilized parks would improve Tourism GDP from Kshs 8 bn in 2006 to Kshs 11 bn – accounting to over 56% of Tourism GDP (GoK, 2008a).

Branding these protected areas ideally involved developing park management systems, signage, identity, image, tourist facilities and infrastructure within the parks (GoK, 2007). In particular, the branding of Kenya's parks was not meant for only attracting investments in conservation, high quality accommodation within hotels and lodges, or developing park infrastructure and the wider superstructure, but ideally focused on enhancing the ecological integrity and biodiversity within the park.

Up to March 2013, eighteen (18) parks and reserves have been branded in Kenya and expectations are that such market-based initiatives would improve the identity of Kenyan parks, differentiate and to augment the image of these conservation areas as premier, world-class parks and tourist destinations (GoK, 2012; GoK, 2013). Nonetheless, the 2013 Travel and Tourism Competitiveness Report indicates a decline in ranking of Kenya's tourism sector as far as effectiveness of national marketing and branding efforts in attracting tourists. Indeed, the marketer may consider a brand of utmost importance, but the consumer continues to play a significant role in determining when and whether the brand really matters.

Choice behaviour therefore becomes a critical aspect in this study, determining the significance of the brand as a determinant factor. It is therefore with this basis important to investigate the extent to which park branding influences holiday choices of domestic and international tourists to Kenya. It is with this in mind that this study sought to establish the efficacy of branding in influencing choice behaviour of tourists to Kenya.

### **1.3. Problem Statement**

Park branding in Kenya has been taking place since 2005 on majority of the parks and reserves in Kenya with the aim of influencing market image, consumer preferences

and holiday choices, but the current trends have shown otherwise. Trends on Tourism arrivals in Kenya are currently spatially concentrated in only six (6) parks (Nairobi National Park, Lake Nakuru National Park, Maasai Mara National Reserve, Tsavo East National Park, Amboseli National Park, and Tsavo West National Park), which receive 81 per cent of the total number of tourists to the country's 26 wildlife sanctuaries (GoK, 2007; GoK, 2008b; GoK 2010; GoK 2013). The popularity of these park brands has created a spatial distribution of tourism development and arrivals in Kenya.

Further, the sector remains relatively underdeveloped, compared to other tourist destinations, in terms of the number of tourists, yield and diversity of experience. According to the National Tourism Strategy, only 1.5 million tourists visit Kenya a year, compared to some 8.3 million per year in South Africa (GoK, 2013). Kenya's National Tourism Policy, echoes a need to expand product choice, quality and diversity and to address unexploited and underdeveloped products (GoK, 2008a). To increase our competitiveness, there is need to embark on a differential strategy that reflects the true value of our compelling wildlife tourism products.

Nevertheless, in 2010, the World Bank report on tourism development in Kenya raised ideal concerns over the uncompetitiveness of Kenya's traditional tourism product offerings and the need to reposition the country's market image as a premier safari destination (World Bank, 2010). Further, Costa (2011) alludes to the fact that growth of the emerging BRICS markets (Brazil, Russia, India, China and South African) economies presents unique market challenges and opportunities for global brand managers.

The national Tourism Medium term Plan (2008-2012) noted that the image and dismal performance of the sector had been attributed to the escalation in global terrorism, infrastructural deficiencies, static and un-innovative products, meagre resources allocated for promotion and marketing, declining standards of tourism products, as well as increased regional competition (GoK, 2008a). The National Tourism Strategy (2013-2018) further notes that the major challenge to tourism planning in Kenya is dearth of sufficient and reliable disaggregated data and information on the tourism industry (GoK, 2013).

As a result, the efficacy of park branding as a means of influencing consumer markets positively is a key issue of concern. There is need to research more and understand better the primary associations (drivers) a brand owns in the minds of consumers and assess consumers' behavioural intentions when associating with brands (Trappey and Woodside, 2005). Existing models on choice behaviour have not fully identified choice behaviour from revealed choice data. Currently, the concept of park brand choice, learning and differentiation remains under-researched.

Of the existing models on destination choice, the use of discrete choice scaling techniques (Hankinson, 2004); economic consumer utility models (Odunga and Maingi, 2008); destination choice sets (Botha and Ankomah, 1993), that have had significant identification problems due to heterogeneity of individual consumer preferences and brand perceptions. Middleton and Clarke (2001) concur and indicate that the traditional models on consumer behaviour fail to consider the growing customer sophistication and determinants to customer buying behaviour. This is further reflective of the dynamic nature of tourist choice behaviour. It is therefore imperative that different modes of destination choice are reviewed to determine their efficacy and utilization in research on consumer behaviour.

Further, currently the Vision 2030 National reporting, monitoring and evaluation framework of indicators in Kenya, does not adequately incorporate the views of the tourists on policy initiatives and flagship projects. Therefore, this creates in a sense a policy gap in monitoring the efficacy of park branding in influencing tourist choice behaviour. This study therefore sought to fill the gaps and in a way address the fundamental question that is, whether the park branding influences choice behaviour of tourists to Kenya. It also seeks to provide a better understanding of choice behaviour of tourists to branded parks in Kenya and assess the impacts of park brands on tourists' holiday intentions.

#### **1.4. Broad Purpose of the Study**

The main purpose of this inquiry therefore, was to understand how choice behaviour of local and international tourists interacted with current park branding initiatives in Kenya. Choice behaviour hereby refers to the assessment of behavioural intentions of tourists to parks in terms of pre-and post- behavioural intentions as well as analysing the precursors to such behavioural intentions.

#### **1.5. Key Objectives**

Specifically, the study sought:

- i. To profile tourists visiting branded parks in Kenya based on their choice behaviour;
- ii. To examine antecedent factors influencing tourists' choice behaviour ;
- iii. To Evaluate tourists' perceptions of park brands in Kenya and their choice behaviour ;
- iv. To Explore the influence of brand personalities on choice behaviour of tourists to Kenyan parks

## **1.6. Hypotheses**

In essence, the hypothetical premises on which the study was based were that:-

H<sub>01</sub>: Kenyan Park brand perceptions do not significantly influence tourist choice behaviour;

H<sub>02</sub>: There exist no significant differences in tourist choice behaviour;

H<sub>03</sub>: There exist no significant differences in tourist perceptions of branded parks visited;

H<sub>04</sub>: There exists no direct positive relationship between the Brand personalities of Kenyan Parks and tourists choice behaviour;

## **1.7. Significance and Anticipated Output**

Historically, wildlife tourism's significance to the Kenyan tourism industry has been clearly significant. Kenya's wildlife-based tourism accounts for 70% of tourism earnings, 25% of Gross Domestic Product and more than 10% of total formal sector employment (GoK, 2013). Nevertheless, there is need to upgrade and (or) diversify existing product offerings as we are currently faced with a 'tired product offering' that is unsustainable and uncompetitive according to a recently launched World Bank report on Kenya's tourism sector, (World Bank, 2010). Consequently, the challenge Kenyan attractions faces today revolve around how to create and maintain a competitive brand in an environment which largely depends on the visitation perceptions/expectations and experiences of tourists. The heightened competitive environment makes it important for Kenya to clearly differentiate itself from competition, and to convey why it is a relevant and valued option to the source markets.



Leisure tourists currently represent the largest segment of the inbound travelling population to Kenya, accounting for just over 62% of the global tourist market (UNWTO, 2012) and 83.7% of the Kenyan tourist market in 2005 (GoK, 2013). Kenya, has not yet addressed the strategic potential of the domestic market vis-à-vis the international market (GoK, 2009). A more comprehensive understanding of leisure tourists' behaviour allows tourism organizations to better understand their target markets, therefore formulating effective destination marketing strategies. On a macro-scale, an assessment of 'brand image' and the attractiveness of various tourist destinations as well as evaluation of improvements made in tourism policy provides a gestalt understanding of the impacts of park branding on the tourist numbers and indeed the economic impacts of tourism to a destination (WEF, 2009).

These study findings are therefore useful to destination marketing policy-makers as they implement the Vision 2030 sectoral strategies and vision. In particular, the study findings are useful in aiding the various flagship programmes by the Ministry of Tourism for Tourism Marketing and Recovery Strategy such as the premier park initiative, and the under-utilized park initiative.

### **1.8. Delimitations**

The study delimits itself to explaining choice behaviour of domestic and international tourists to Kenya and in particular, assesses the efficacy of park branding in influencing choice behaviours of local and International tourists in Kenya.

### **1.9. Limitations**

The key limitations that affected the study were:-

- i. Transient factors such as fatigue and anxiety in areas such as the Hell's Gate National Park that limited the ability of the respondents to respond accurately

and fully. In this case the researcher targeted respondents within recreational and resting facilities within the attractions mentioned.

- ii. Cost considerations had a major impact on the decisions relating to the size of the sample and type of sample. However, the researcher received a grant from the university and therefore addressed the cost considerations adequately.
- iii. It was further feared that the scope of the study would limit the researcher in a few regions. However, a representative sample was selected and that was vital at this stage to ensure non-bias.
- iv. Language barriers were overcome by use of qualified interpreters as research assistants. Two research assistants who were qualified tour guides were employed in the study. They also were proficient in English, Chinese, French and (or) Spanish language.

### **1.10. Assumptions**

The study assumed that:-

- i. Tourist respondents were rational in their decision making and choices. They made a systematic use of the information that was available to them.
- ii. Tourist respondents considered the implications of their actions before they decided to engage or not engage in certain behaviours.
- iii. Tourists attempted to maximize their utility in any exchange
- iv. Tourists were constrained by limited income, which forced them to behave in a way that ensured that they get the most out of their income.

## CHAPTER TWO

### 2.0 LITERATURE REVIEW

#### 2.1. Introduction

This chapter reviews extant literature specifically designed to explore the theoretical and empirical underpinning with regards to park branding and choice behaviour of tourists. The chapter is organized under the following sub-topics: theoretical foundations, empirical review, a summary of emerging gaps in literature as well as the conceptual framework of the study.

#### 2.2. Theoretical foundations of the study

The study draws its foundations from the following theories in choice behaviour and brand preference: Bayesian learning theory, theory of planned behaviour, recall inhibition theory of brands and the prospect theory of brands.

##### 2.2.1. *The Bayesian Learning Process Theory*

This study posits that tourists go through a brand learning process which is dependent on individual preferences, past experiences and their brand perceptions that may be measured in the same way as tangible products. Shin, Misra and Horsky, (2010) as well as Erdem and Keane (1996) in this theory argued that consumers choose between brands based on their individual preferences, past experiences as well as based on the brand perception. However, failure of past research on brand choice to account for either of the two factors in estimating their impacts on choice has led to bias in estimation of their real value in choice estimation.

Within the Bayesian learning model, “learning” was conceptualized as having two distinct effects on the consumer which are “quality perception bias reduction” and

“uncertainty reduction”. The first effect refers to the convergence of the consumer’s brand perception to the true mean quality of the brand, while the second effect reflects the convergence of uncertainty to zero. The availability of preference information offers unique insights on the degree of substitutability between two brands and would directly inform the choice sensitivity of consumers. As applied to this research, choice behavior is pre-determined by brand perception as well as past experiences. This fundamental aspect was useful in conceptualizing the nature of choice behavior in the study. The Brand learning Process Theory supports and addresses the research problem of the study such that it highlights the key variables that would be ideal in estimating the efficacy of brand perception as an aspect of the park brand in influencing choice behavior of visitors.

### ***2.2.2. Theory Of Planned Behaviour***

The study posits that all choice behaviour is planned and can be measured through behavioural intentions of tourists. Ajzen and Fishbein’s (1980) theory of planned behaviour as revised by Fishbein (2005) sought to explain the tourists choice behaviour. It sought to specifically explain the factors that most effectively explain tourist choice behaviour. Many kinds of behaviour can be engaged in, for example, a consumer may in addition to buying a product (brand), discuss with friends, recommend it (or warn them against it), etc. These behavioural intentions are conditioned by an individual’s beliefs towards acting in the particular manner.

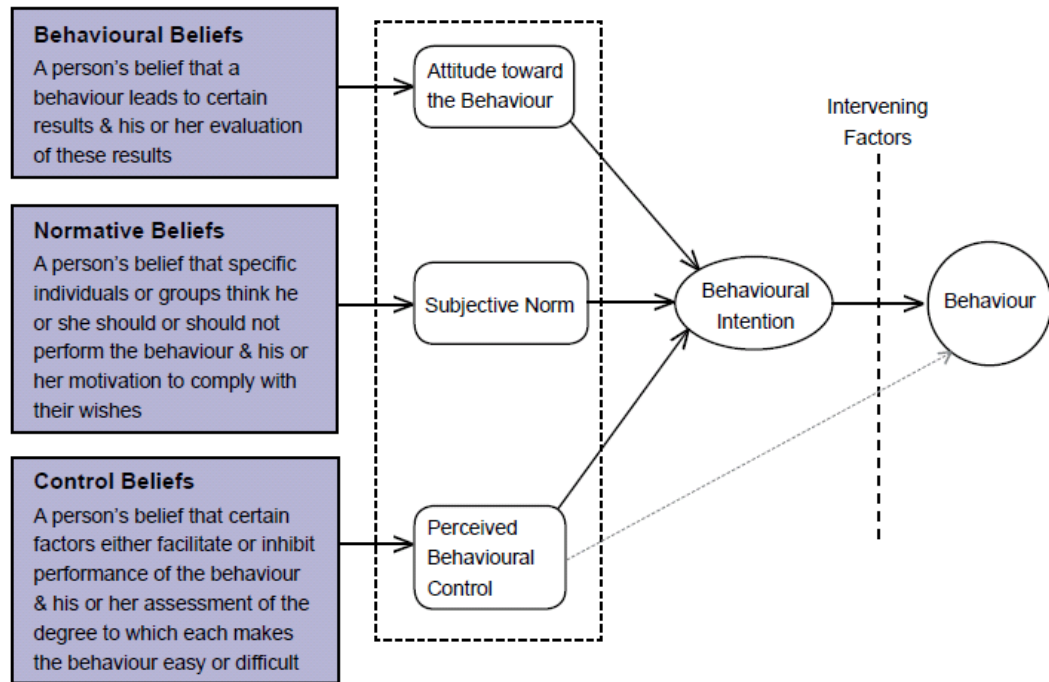


Figure 2.1: Fishbein's theory of planned behavior

However, according to Fishbein, there are three kinds of factors underlying an intention to buy a certain product (brand). One of these refers to attitude, not towards the product (brand), but concerned with the behaviour which an individual is contemplating in relations to that product (brand). The second factor related to “subjective norms” towards the behaviour in mention, i.e. what influence certain social norms may exercise on specific behaviour which may include other people's opinions as perceived by an individual. From these two components (attitudes to the act and social normative beliefs), fishbein proposed that an attitudinal estimate could be formed as a function of a person's intention to buy a particular product (brand) and his/her normative beliefs about the brand.

### 2.2.3. *The Recall Inhibition Effect Theory Of Brands*

Vieceli & Sharp (2001) argue that brands may have either a prohibiting or a facilitative role in enhancing brand recall. In this case, someone who is presented with a brand name, the brand name itself may serve as a cue for recall. However, Alba &

Chattopadhyaya (1986) contends that recall inhibition effect would occur when the brand name is presented as a cue; it inhibits the recall of other competing brands. The mere act of recall itself heightens a brand's popularity as well as strengthening the links through memory to the brand. Rundus (1973) provides a widely accepted explanation of this theory through his "Competition-at-retrieval hypothesis". The study reflects on the insight that the presentation (cuing) of an item (product) and brand strengthens associations in memory between the product and the brand, therefore increasing the intensity and accessibility of the brand relatively to the other brands in the category.

This theory posit the fundamental principle that brands do actually influence their recurrent recall thereby leading to the dismissal of other competing brands in the same category. The recall effect of brands is central to this investigation and the study sought to explain how significantly destination brands influenced tourist perceptions/recall within Kenyan context. The study does not just look at the impact of branding parks in Kenya but also addresses the efficacy of park brands amongst other determinants in influencing tourist choice behaviour in Kenyan contexts.

#### ***2.2.4. Prospect Theory of Brands***

Kahnemann and Tversky (1979; 1984) developed a theory to explain the switching behaviour of consumers. According to this theory, people edit/assess a prospective brand before they evaluate it. Since consumers are assumed to have the natural tendency to simplify tasks and make life easier, the editing process helps make the evaluation task easier. Liu (1998) notes that the editing process ideally involves a cancellation process, where all common outcomes for all prospects are cancelled out and do not filter into the evaluation stage. Individual consumers evaluate gains and losses possible from choice alternatives and substitutions. Their theory breached the

hypotheses of expected utility theories in their earlier works and noted that decision-making normally was undertaken under risk. A person appraised the product of choice relative to its apparent departure from a reference point, rather than to a level of net assets.

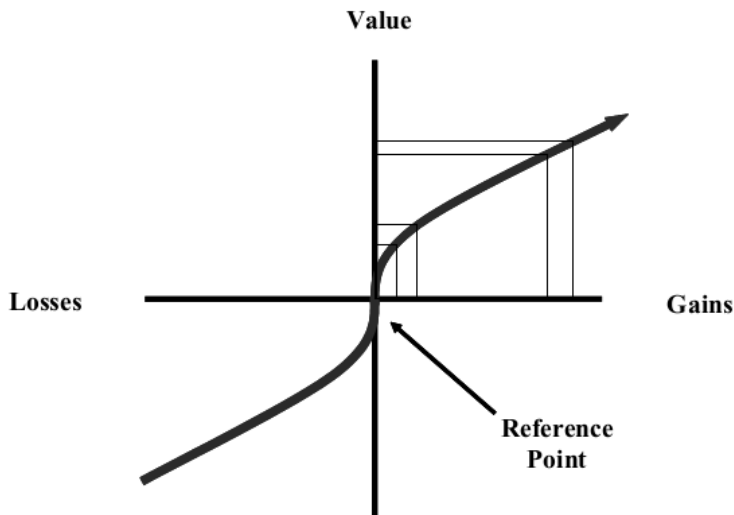


Figure 2.2: Prospect theory

An application of the prospect theory was indicative of the risky decision-process that consumers made prior to making a decision to travel. From this perspective, three features of prospect theory are important for this study in particular. These are;-

1. The reference point: which is the benchmark upon which the outcome of a judgment is evaluated;
2. Diminishing sensitivity: which as referred by (Kahnemann and tversky 1981; 1979) denotes the marginal diminishing value of positive and negative departures from the point of reference
3. Loss aversion: which as noted by Thaler (1994) hypothesises that an individual's negative evaluation resultant from a diminution in wealth will be larger than the positive evaluation of an increase by the equivalent magnitude.

## **2.3. Empirical review**

### **2.3.1. The Concept of Choice Behaviour**

An essential prerequisite of marketing according to Bresler (2001) to tourists is an understanding of the degree of freedom they enjoy in their choices. Destination choice may refer to a phase within the decision making process that tourists make prior to, within and after their travel to the destination. Woodside and Lysonski (1989) developed research of the destination choice process that suggested that the destination chosen for a vacation is the outcome of a series of explicit and implicit decisions which progress from an initial state of destination awareness conditions from which particular destination preferences arise and a travel intention is formed. The research further showed that the choice of destination differed from the one intended due to the tourist interaction with certain situational variables for example the security situation at the destination, news of a potential/active epidemic or terrorism activity (Opperwall, Hybers & Crouch, 2010; Woodside and Lysonski, 1989).

Further, the affective associations that tourists have with the destination, to a particular extent influence destination choice (Raju, 2009). These affective states might be positive, negative or neutral choice sets. Woodside and Lysonski (1989) conceived these choice sets by defining four categories of destinations within the framework. These included the unavailable/unaware set of destinations which a tourist knows about but the consumer rules out since they are unavailable for one reason or another (e.g. cost reasons); the inept set of destinations which the tourist has a negative perception of, therefore ruled out of the decision process early; inert destinations that do not have any negative or positive perceptions and they remain within the decision-making process till late for consideration and lastly the



consideration set that include destinations that the tourists have a positive consideration before making any decision.

Studies on brand perception indicate that powerful brands create meaningful perceptions in the minds of consumers (Keller, 1993), with brand perception and reputation enhancing positive differentiation and thus potentially having a positive influence on buying behaviour (Gordon, et.al., 1993; McEnally and de Chernatony, 1999). Cohen as cited in Raju (2009) suggests a cognitive typology to describe what travel means to different people. Tourism can be: recreational i.e. to relieve tensions and strains of work; diversionary, where the visit is a true escape from the boredom and routines of life; experiential, the tourist here is a modern pilgrim looking for authenticity in the life of other societies because he has seemingly lost it in his own; experimental, where the tourist wants to experiment with lifestyles other than his own; and finally existential, a tourist who actually acquires a new spiritual centre as a result of the travel experience.

However, Maitland (2006) reinforced the importance of the destination brand perception and the distinctiveness of the place and argued that the serial production of standardized tourism zones would lead to inherently unappealing environments for tourists. It is therefore essentially critical that the brand identity created by the seller about natural and/or artificial attractions, histories and people, is portrayed as a positive brand perception and may become motivations of choice to the consumers. The nexus between the destination choice and the choice of vacation experience presents an ideal challenge to tourism marketers. As Oppewal, Hybers & Crouch (2010) notes, a tourist may decide initially that they would choose the destination first before choosing the vacation experience and in other instances, the reverse order

would apply. These situations suggest that a series of situational variables influence particular destination preferences and hence travel intentions are formed.

Majority of destination choice studies seek to appraise the attractiveness and competitiveness of tourism destinations (Kozak and Remington, 1998; Mihalic, 2000). Hunt (1975) was the first to demonstrate the importance of the destination perception in influencing choice of vacation experience. Further, Gunn (1988) and Pike (2002) noted that destination perception is a discriminating factor in the destination selection process. Destinations with recognizable perceptions and more positive association have more probability of being chosen (Marino, 2010).

More recent studies, however suggest that tourists, especially those intending to go on vacation often behaved in a more emotional, liberated and less restrained manner therefore leading to impulse purchasing behaviour (Laing, 1987). Such hedonistic emotions and moods demonstrated a high degree of customer involvement and personal significance of the tourism service to the consumer, (Sheth and Mittal, 2004; Chishnall, 1995). Destination brands were pivotal to eliciting such motives in tourists, which in-turn reflected on the specific travel behaviours (Jackson, 2001; Styles, 2002; Keller, 1993). They represented a combination of tangible and emotional experiences communicated to the consumer through brand elements that facilitated brand choice (Hanzee, and Saeedi, 2011).

### **2.3.2. Destination Choice Research**

Spatial choice research provides a more balanced view of tourist choice behaviour. Baloglu and Kozak (2010), note that situational factors may have an influence on destination choice. Research on tourism demand based on the tourist holiday choices have extensively focussed on tourists' spatial choice behaviour (Haider and Ewing,

1990; Morley, 1994; Huybers and Bennet, 2000), and economic utility research (Odunga and Maingi, 2008). In particular, the discrete choice method has been used to analyse destination choices based on the attractiveness of the (list of) destinations in the consideration set.

Crompton, Botha and Ankomah (1993) further advanced the choice set theory by elaborating the choice sets in detail and envisaged a filtering process that is a funnel approach to decision-making. However, the idea that consumers at one point in time construct a list of destinations and then start pruning this list to a manageable size in isolation from further market influences is a mere assumption that may not reflect reality, especially not in an age where consumers can go online and are on social media almost any time to conduct further information search (Kaplanidou and Vogt, 2006), and where they may encounter or search new alternatives any time during this process.

It therefore seems proper that researchers adopt a differentiated approach to destination choice behaviour research. The choice set research have further demonstrated fundamental weaknesses in application owing to the heterogeneous nature of choice sets and the fact that most respondent perceptions may be completely different from the destination descriptions provided, therefore resulting to unrealistic destination choice scenarios that are based on perceptions of the destination and not the intrinsic aspects of the destination's perception to the consumer. Each tourist may have different motivations and preferences for different destinations. It is therefore imperative that different modes of choice estimation are reviewed to determine their efficacy and utilization in research on choice behaviour. Mayo and Jarvis (1981) further highlight that destination brand attitudes form a better predictor of choice than the awareness of different choice sets. Therefore, this study would adopt a different

approach to handling destination / holiday choices. Essentially, this would involve having the respondents to rate their preferred holiday options within the destination (park), (i.e. revisit/ recommend and memory) without necessarily having discrete guided destination options. This has proved reliable in the face of diverse attractions options globally.

On overall, most of the traditional destination choice research emerged with the idea that a destination is a perceptual concept, which is interpreted subjectively by the consumers, (Buhalis, 1999; Woodside and Lyonski, 1989). As Buhalis (2000) puts it, destinations are perceptual constructs that offer an integrated experience to consumers. The destination experience can be further interpreted subjectively by consumers depending on the travel itinerary, cultural background, purpose of visit, educational level and past experience (Hall, 2000; Buhalis, 2000). In support of this, Woodside and Lyonski, (1989) noted that choice was dependent on a number of variables and a function of a process that lead to the formation of preferences for particular destinations. These choice determinants were characterised by the characteristics of the traveller (their values, motives and attitudes) as well as; their impressions of the destination (positive, negative and neutral mental affective states), known as choice sets.

### **2.3.3. The Branding Concept**

Soeren Kierkegaard a prominent philosopher gave eminence to the term "existence" on brands, which provoked the premise that consumers acquired certain symbolic meanings on brands during their purchase process (Sartre, 1946). This view held to the fact that brands existed only when the consumer had a symbolic perception to the product. In contrast, Grassl (1999) challenged this claim that a brand is reinforced by its unique identity by noting that brands were not “dependent upon human perception for their existence”. The problem then boiled down to that of describing a brand, rather than adopting essential distinction between human opinions on the brand. Dayal (1998) concurs and argues that, the creation of an external brand identity has the effect of forming a high level of awareness in the consideration set of consumers and therefore creating a lived experience and brand encounter.

It then followed that a brand provided meaning, existence and essence to a product and not the contrary. The brand is not a mere indicator of origin, but it is the actual origin of the products to come (Searle 1995; Kapferer 1992; Grassl, 1999). The implications of this on tourism product development are such that the brand supervenes on the tourism product, or is founded on it. Therefore, an assessment of brand meaning in the consumer’s perspective is essential for tourism product development in Kenya. In Kenya’s case, branding tourism destinations in Kenyan context had been founded on this underlying principle and KWS initiatives as guided by the Vision 2030 precepts were indeed noble and timely. However, the local deconstruction of brand meaning by tourists has been critical as most policy initiatives have not been based on well-grounded research on the efficacy and significance of park brands from a consumer’s perspective. It is therefore critical that such a

deconstruction of brand meaning assesses the influence of brands on consumer choice.

#### **2.3.4. Components of Destination Brands**

A review on brand components by Balakrishnan, Nekhili and Lewis (2011) ascertains key brand attributes that are fundamental to the consumer's decision-making process, include functional, symbolic, and experiential aspects. Functional brand components relate to the tangible benefits manifest on a product or service (such as scenery, attractions, accommodations and price levels) (Hankinson, 2004). These functional components of the brand form the core aspect of the tourism product that consumers seek for. The symbolic brand components however represent aesthetic features and benefits that are over and above the core product (Wood, 2000) which include the aesthetic needs for self-expression, self-esteem and prestige. Finally, the experiential brand components represent higher order needs for the consumer. These needs are well illustrated by Cooper (1989) as the ability to convey exclusivity, lifestyle and fashionability. However, Franzen and Bouwan (2001) note that brands create mental representations that are direct, non-verbal representations (sensory), propositional representations (abstract representations) and linguistic representations.

Kapferer (2004) notes that successful brands deliver value in addition to the core benefits. These added values enable the brand to differentiate itself from the competition. It is then hypothesized that when done well, the customer recognises the added value in the augmented product and chooses that brand in preference. However, a consumer may be looking for reassurance or a guarantee of quality in a situation where he or she is unsure about the choice of destination. Despite the varying discourses on meanings of brands to consumers, Trappey and Woodside (2005) notes that brand meaning can be determined through a framework he identifies

as a hexagonal identity prism (see Figure 2.3) that defines what a brand really is and what it stands for. On one side of the communication channel represents what the senders want the brand to be perceived as (i.e. its physique and personality) and on the other hand, from a consumer perspective, the brand represents a reflection and self-perception.

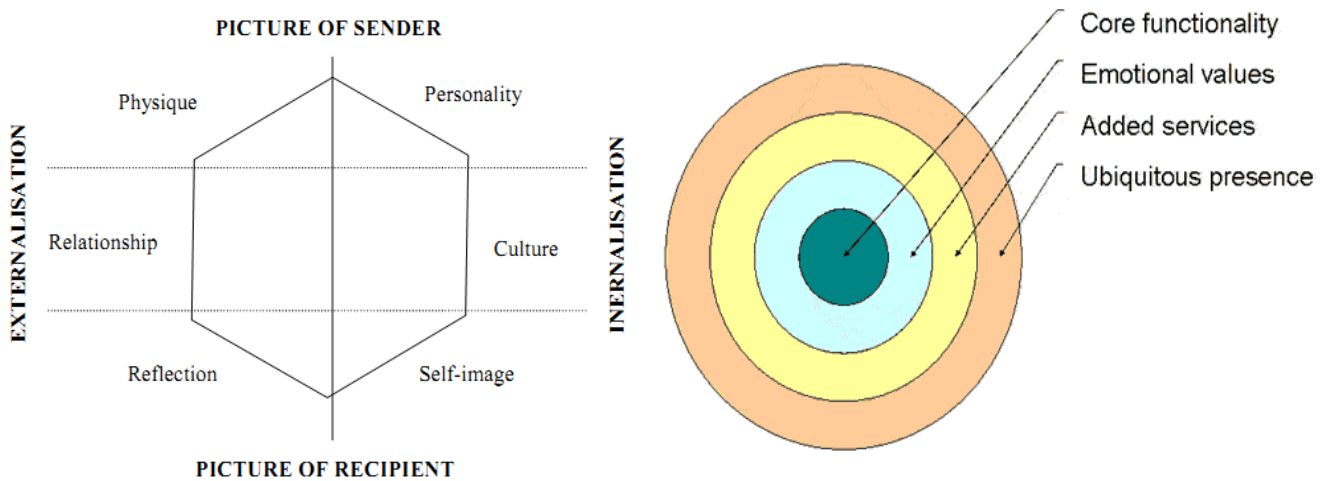


Figure 2.3: Scope of brand meaning

Alternatively, it can be noted that the consumer may be looking for the brand to add meaning to his or her life in terms of lifestyle or personal perception and not merely a self-reflection. Therefore a brand can be ultimately represented by core features that are surrounded (or “augmented”) by less tangible features which include emotional values, added services and ubiquitous experience. It is therefore important to assess the core elements of the brand as well as the brands’ impacts to the senders and the intended recipients.

These unique aspects/ components of the brand are therefore critical in creating that lived experience with the brand. A destination brand consequently uses the functional, experiential and symbolic aspects of a place to present a unique identity. Grassl (1999) and Berry (2000) concur but further characterize strong brands as having a consistent perception which positively reinforced a differentiated brand message. To

be a brand, then, ultimately meant to be perceived, associated with and (or) known positively by a particular niche of customers. In a sense a destination brand reconstructed its history, geography, brand archetypes, cultural values and sensory perceptions to the extent that the consumers are able to relate with positively. Grassl (1999) noted that a destination brand has the following destination brand components:-

- History – The consumer’s personal history with the brand: i.e. associations, experiences and the brand’s appearance as an actor in the consumer’s own history/past.
- Geography – brand geography encompasses the set of values and associations attributed to the brand.
- Narrative – brands enjoy narratives of their own and often these subconscious narratives are sub-plots in our own stories and sense of self-perception hypothesizes that consumers select brands whose stories give weight to their own (Grassl, 1999).
- Brand Heros and Archetypes - often personifications of unspoken ideals we carry in our own inventory.
- Cultural Values – Cultural values are deeply ingrained. Brands are also manifestations of their cultural context as well as social identity. The emotional dynamics where these two sets of social values collide or correspond.
- Sensory perceptions –the distinct variation between the factual sensory manifestations of a brand within its product or service offering and the deeper emotional knowledge of the brand (Grassl, 1999).



This might be a significant practical challenge to achieve from a tourism context but, it is important to note that at the end of the day, policy makers concentrate more on the brand equity and value to the consumers. Further, within the Kenyan context, there is need to address the unique challenge of differentiating our destination product from the competition and indeed realize brand value.

These key attributes therefore, present an idealist's destination brand perspective. Hassan and Hamid (2011) interrogated this perspective through their realism perspective on branding by claiming that although branding places had been a difficult process of constructing the social realities of a place, the constructs of nature, culture and history can be effectively used to create and market a unique perception of the destination.

From 1985-2006, two underlying paradigms have been prevalent within the academic world of brand management: one with a positivistic point of departure and one of a constructivist or interpretive nature. The positivistic paradigm implies a notion of the brand being 'owned' by the marketer, who controls the communication to a passive recipient/consumer (Hanby 1999, p. 12).

However, the constructivist or interpretive paradigm reflects on the nature of the brand and the value of brand equity as something created through the interaction between the marketer and an active consumer: 'As holistic entities with many of the characteristics of living beings' (Hanby 1999, p. 10) and 'As a living entity (with a personality with which we can form a relationship and that can change and evolve over time)' (Hanby, 1999). This dynamic shift in thinking about brands poses unique challenges for branding researchers in tourism context. This research seeks to interrogate existing paradigms on the role of park brands and critically assesses the efficacy of park branding and its roles within Kenyan context.

### **2.3.5. Destination Branding research**

Varied empirical literature on branding research maintains that brand experiences are diverse (Ivana, 2009; Graburn, 1989; Kates and Goh, 2003). Therefore, brand meaning is not predetermined in an information booklet; rather, it is construed in the customers' minds. Ivana (2009) supports this proposition by noting that people experience brands in different settings, situations and psychological states and therefore their understanding of brands is different. Variety of tourist expectations are primarily based on seeking the essence of the tourist experience, as a quest for authenticity (MacCannell, 1976), a personal transition from home to elsewhere (Graburn, 1989), a form of neo-colonialism (Nash, 1977), or a particular type of "gaze" (Urry, 1990).

With the rapid globalization of the tourism market, consumers from different cultural scopes have different perceptions, needs, tastes, attitudes, beliefs and value systems. Kapferer (1997) affirms this point by noting that destination brands do not just serve as identifiers to function as a recognizable symbol so as to facilitate choice and gain time, but brands offers the ability to gain an exclusive, positive and prominent meaning in the minds of the consumers. While these explanations maybe correct, there is need to understand the deeper insights on the meaning of brands to consumers. Aaker (1996) claims the need to consider these product-related associations, personality, and symbolic associations so as to ensure that brand identity has texture and depth.

Brand meaning research as traditionally construed, had been based on a name, associated with one or more items in the product line that was used to identify the source of character of a product (Kotler, 2000, pp. 364). In fact, Keller (2003)

contends, “technically speaking, then, whenever a marketer created a new name, or logo or symbol for a new product, he or she created a brand.” However, Aaker (1991) goes on to validate these views by noting that branding had symbolic meaning and was manifest in every product and (or) service. It served to identify goods and services of either one seller and to differentiate those goods or services from competitors’.

Holt’s (2004) comparison of branding research provides an illuminative view to the differentiated scopes of brands. He specifically categorized them into four (4) main branding types. The first one, “mind-share branding” that comes from the need to occupy a significant share in the minds of customers. The second type of branding is “emotional branding” which builds upon the mind share and emphasizes on how the brand essence should be communicated through emotional appeals. The third type is “viral branding” which focuses on enhancing public influence through viral marketing. The fourth type of branding is “cultural branding” where communication lies central to the brand and the customer seeks to listen to the story that the brand has to offer. The product in this case is seen as a conduit through which customers experience cultural myths of the brand.

It is therefore important to note from branding research that, a brand embodies a whole set of meanings to a service provider/ customer who can manifest in different functional, symbolic, and experiential or luxury forms. These meanings may arise from constant interactions with the marketers, family, friends, retailers, the media etc. However, Keller (2003) notes that, to a particular extent, there is some element of brand self-meaning arising not through connection with the social paradigm but through a direct connection to individualized consumer goals, needs and motives. The individualized needs for self-expansion, social adjustment, value expression, self-

construction, and emotional regulation serve as self-meanings. It is therefore imperative that these individualized as well as social and institutional meanings are contextualized within the context of brand choice behaviour. The study sought to assess the significance of such core brand meanings to consumer choices.

### **2.3.6. Consumer Profiling of branded parks based on their Choice Behaviour**

#### **2.3.6.1. *Demographic Determinants and Choice Behavior***

According to Sirikaya and Woodside, (2005), demographics represent the observable measurements of a population's characteristics, such as birth rates, age distribution or income levels. Recent tourism literature reflects an increasing interest in tourists' leisure-behaviour based on their demographic types (O'Leary and Deegan, 2005; Baker and Crompton, 2000). Gartner and Lime (2000) hold that demographics, technology and changing lifestyles all play important roles in shaping the future of wildlife tourism, outdoor recreation and park management. It is therefore critical to analyse different approaches in analysing the demographic characteristics of tourists.

Peter and Olson (2010) adopts a sub-cultural analytical framework for analysing demographics of consumers. Based on the sub-cultural analytical framework, first a broad subculture is identified based on some general demographic characteristics (black Americans, elderly Japanese, and middle-income Italians). Then, depending on the marketing purpose, this broad group can be further segmented into sub-subcultures based on other demographic characteristics (e.g. affluent, middle-income, or poor Americans; elderly Japanese who are healthy versus those who are ill; middle-income Italians living in large cities or those in small towns) (Peter and Olson, 2010). If deemed necessary, the segmentation process could continue, creating ever smaller and more narrowly defined subcultures. This method of analysing a subculture, one

would seek to identify the typical characteristics, meanings, and behavioural tendencies shared by people in those groups. Despite sharing some qualities, however, most subcultures are quite diverse. Curtin (2010) concurs and notes that in recent years, the products offered by both mass and specialist wildlife tour operators have evolved to meet a changing tourist profile. Therefore, there is need to assess the impacts of changing demographic types on brand choice and preference of domestic and international tourists.

#### **2.3.6.1.1. Age and Choice Behavior**

Choice behaviour studies have identified Age as a critical determinant of choice of vacation experience and ultimately choice of destination. Solomon (2011) notes that as one gets older, his/her needs and preferences change, often through age cohorts i.e. often in unison with others who are close to his/her age. Important age cohorts include teenagers, 'Generation x' (18–29-year-olds), 'baby boomers' and 'the elderly (Generation y)'. Teenagers are making a transition from childhood to adulthood, and their self-concepts tend to be unstable. They are receptive to products that help them to be accepted and enable them to assert their independence. Because of changes in family structure, many teenagers are taking more responsibility for their families' day-to-day shopping and routine purchase decisions.

Age also serves as an indicator of the choice and level of physical activity as well as a measure of the level of involvement in the vacation experience (Odunga, 2010) as well as a reflection of the personal values and symbolism used to appeal to them thus evoking powerful forces of nostalgia (Solomon, 2011). To support this claim Solomon (2011) notes that brands have often been linked/ associated with vivid memories and experiences from childhood and adolescence therefore creating either patronage or loyalty to the brand.

Hall (2005) argues that age will probably be the key demographic factor that will affect the future of tourism. This is due to the dramatic improvement in healthcare and a decline in birth rate within the developed world. The United Nations Division for Social Policy and Development (1998) estimates that the proportion of very old people (aged +80 years) between 1950 and 2050 is expected to grow by a factor of 8-10 times on the global scale. Now, given that a vast majority of the world's tourists come from the developed world, destinations will have to shift market focus to this elusive segment. Williams and Hall (2002) provides a significant evidence to suggest a trans-national retirement migration of tourists coming from the Mediterranean Europe and the Iberian Peninsula and South west USA. However, in order to assess whether age is a determinant to park brand choice is an issue of concern as well as whether there are differences in perceptions of tourists to the park brands.

#### **2.3.6.1.2. Gender and Choice Behavior**

Ryan (1998) identifies sexual identity is a very important component of a consumer's self-concept. It represents a personal and cultural predisposition and expectation of the dichotomous roles of an individual in society. Some societies are highly dichotomized i.e. Male/female and others show a significant toleration of deviance to the accepted norms in behaviour. In fact, conceptions of masculinity and femininity have been currently shaped by society and guide the acquisition of gender-type products and brands. To support this claim, Andreu, Kozac, Avci, and Cifter (2005) claimed that on overall, females had stronger inclinations to travel on holiday than males, and age was not the only significant factor influencing their motives. They also established significant gender differences in travel motivations where male tourists preferred more recreation and activity in the destination, while the female tourists had a stronger relaxation and escape-based motives.

Despite the modern tendency to downplay differences between men and women, there is ample evidence that men and women may differ in important respects other than physiologically. For instance, women may process information differently than men and seem more “generous, more nurturing, and less dominating than men.” Ryan (1998) gives a significant account of gender differences in leisure pursuits and activity preferences. All these studies fail to identify a critical facet that is an important focus in this study i.e. whether gender differences play a role in influencing choice of park to visit. Further, gender roles may play a significant part in influencing destination choice.

#### **2.3.6.1.3. Annual Personal Income and Choice Behavior**

Annual income has been cited as an important determinant of demand for tourism to a destination (Odunga, 2004). Peter and Olson (2010) notes that people at different income levels tend to have quite different values, behaviours, and lifestyles. Marketers often divide American households into three income categories: down-scale (under \$33,000 income per year), up-scale (over \$55,000 per year), and middle income (\$33,000 to 55,000 per year). Therefore, there is need to understand income cohort variations and their influence on choice behaviour of tourists.

#### **2.3.6.1.4. Marital Status and Choice Behavior**

A person’s family and marital status has an important bearing on the family’s spending priorities. Solomon, Bamossey, Askegaard & Hogg (2010) specifically give an account of the longitudinal changes in spending priorities with changes in marital status. These changes assist in predicting demand for specific product categories over time. It is indeed true, that the young bachelors and newlyweds have different priorities and choice options to the families with young children, single-parent households as well as those with older children.

While a number of research have been proposed to describe family-life stages, their usefulness has been limited to the fact that they have failed to account for dominant social trends, such as the changing roles of women, the acceleration of alternative lifestyles, childless and delayed-child marriages as well as single-parent households (Solomon, Bamossey, Askegaard & Hogg 2010). Four variables are necessary to describe these changes: age, marital status, the presence or absence of children in the home, and their ages. In addition, our definition of marital status (at least for analysis purposes) must be relaxed to include any couple living together who are in a long-term relationship. Thus, while room-mates might not be considered 'married', a man and a woman who have established a household was, have a similar understanding.

#### **2.3.6.1.5. Family Life-Cycle and Choice Behavior**

The concept of the family-life cycle has been predominant in marketing literature, recognizing the growing influence and change in family needs and expenditures over time. The family life cycle concepts combine's trends in family and income composition in determining demand dynamics and spending patterns. However, according to (Hall, 2005) recent cultural changes in the American societies such as delayed marriages, childless marriages, independent working women and increased divorce rates have questioned the adequacy of the traditional life-cycle model.

The family life cycle as traditionally referred to in many reports, considers family circumstances of white urban middle-class Americans in the 1950s and the 1960s, which were much more child-oriented period in the developed world, than the situation now. The figure (2.4) presents a modern family life cycle developed by Murphy and Staples (1979) as developed by Peter and Olson (2010) that incorporates the traditional family life cycle but adds several other family types to account for the more diverse family structures of today.



The modern family life cycle represented in figure 2.4, captures most types of families in American society, including child-less couples, divorced parents, and single parents with children. The notion of life cycle types has been further criticised in recent years for its limited specificity in application as well as its scope.

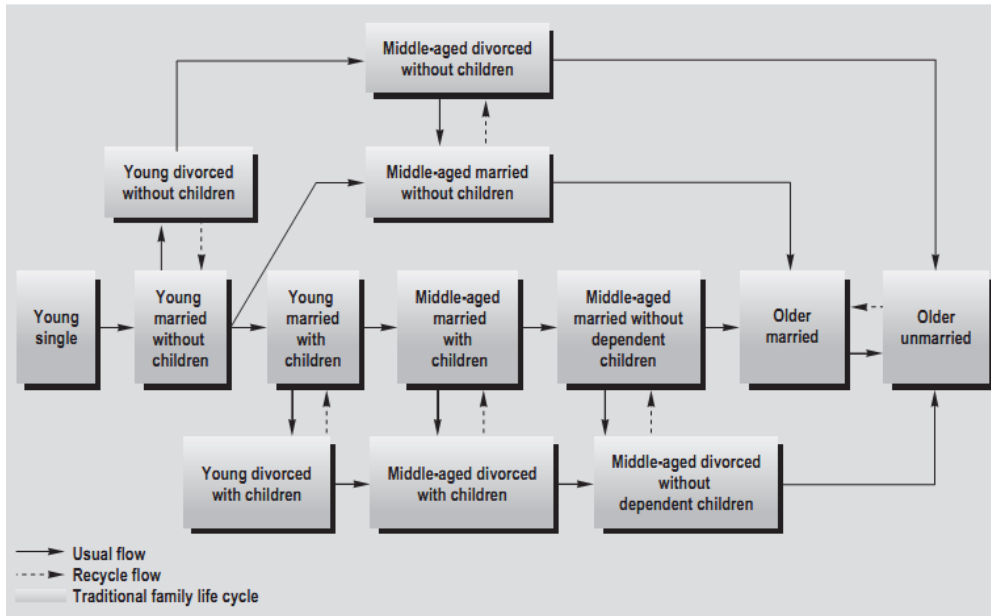


Figure 2.4: A modern family life-cycle model.

Source: Murphy and Staples, (1979) "A Modernized Family Life Cycle," *Journal of Consumer Research*, June 1979, pp. 12–22.

The notion of life cycle types is therefore more location, time and space specific. It is therefore important to interrogate the roles and forms of destination brands in influencing choice behavior amongst different lifestyle cohorts to be able to determine the real effect of destination brand on tourist choice behavior.

#### 2.3.6.1.6. Country of Origin and Choice Behaviour

On a study to assess the influence of country of origin determinants to product and brand evaluations, Schweiger (2011) noted that the product's country of origin has a significant influence on product evaluation. According to his proposition, the product's country of origin information cues served a great deal in influencing choice. However, the country-of-origin constructs develop from the idea that people usually

make stereotyped judgements with regard to others and other countries (Giraldi and Ikeda, 2010). The country-of-origin effects, consequently refers to the influence of the product's country-of-origin on people's attitude and behaviour towards the product. It therefore follows that for the country-of-origin effect to occur, the consumer must consider information about the product's country of origin relevant to his or her choice process.

Hofstede (2001) noted that country-of-origin influences play a significant role in shaping the beliefs and values of individuals. In his studies, differences in orientations and values of people in different countries would be categorized along five key dimensions: power distance (PDI), Individualism (IDV), Masculinity (MAS), Uncertainty avoidance (UAV) and long-term orientation (LTO). From a tourism point of view, the destination choice process is deemed to have many determinants, some of which may be significantly ethnocentric or country patriotic in nature for domestic and regional tourists or may be out of curiosity or may be motivated by other determinants. It is therefore important to assess whether the country brand perception has a significant impact on tourist choice behaviour and brand preferences.

#### **2.3.6.1.7. Level of Education and Choice Behavior**

Education is seen as a means of widening one's horizons and perspectives in life. Odunga (2003) posits that education is itself a primary motive to travel as well as a primary indicator of tastes and socio-economic status in society. It is noted that tourists within the digital and social media era have a higher scale of information than the others within the word of mouth and mainstream media era. It has also been proposed that individual within the same educational cohorts have the tendency to be homophilous (Kotler 2006). Homophily, hereby referring to the degree that pair of individuals are similar in terms of education, social status and beliefs. In such a case,

Solomon, Bamossey, Askegaard & Hogg (2010) notes that effective opinion leaders tend to be slightly higher in terms of status and educational attainment than those they influence.

#### **2.3.6.1.8. Occupation and Choice Behaviour**

In a study to assess the factors influencing the motor vehicle brand of choice by Australians, Ahmed (2013), contend to the fact that different brands communicated preference amongst different occupational and age cohorts. People of the same occupation, are seen to prefer similar tastes, ideas and values. This may be due to the fact that they have similar lifestyles due to their income levels and common tastes. However, there has not been a study to determine the influence of occupation on destination choice. The heterogeneity of tourists arriving in a destination assumes that there are common cohorts that determine choice. This study seeks to do just that.

#### **2.3.6.1.9. Tourist Length of stay and Choice Behaviour**

The length of stay of a tourist is a key technical issue defining tourism activity in any destination. Time dimension regarding tourism activity involves a minimum stay of 24 hours away of home to a maximum stay of less than a year (Buhalis, 2006). This includes the cruise-ship passengers and tourists in transit at a particular point of embarkation/departure and excursionists who stay for less than 24 hours at a destination. According to Alegre and Pou (2006), length of stay can be explained by two types of variables: first variables associated with personal and family characteristics and secondly economic variables such as level of income or the price of the holiday.

Length of stay is an important determinant of the socio-economic impact of tourism to any economy. Several researchers have considered length of stay as a significant

segmentation variable in estimating the determinants of tourist spending (Mok and Iverson 2000). However, according to Alegre and pou (2006), most of the literature on length of stay are descriptive showing how length of stay varies with nationality, age, occupation, etc. and not inferring on the causal relationship between the actual trip experiences and the length of stay (Menezes, Moniz and Vieira, 2008) . It is expected that the Destination brand would heighten the expectations of tourists and therefore influence the average length of stay of tourists to the destination. The study seeks to investigate the impacts of destination brand on tourist choice behavior.

#### **2.3.6.1.10. Preferred Mode of Travel Arrangement and Choice Behaviour**

Tourists have diverse expectations on holiday. These include the preferred mode of travel arrangement. Their choice of travel arrangement is to some extent not unique to the destination visited but is influenced by certain factors. There is dearth of information on how and (or) whether the preferred mode of travel arrangement has an influence on park brand choice. Packaged tours consist of accommodation and transport advertised and sold together by a tour operator as a package. Group inclusive tours are inclusive tours for members of an organized group-based air fare offered by scheduled airlines (Medlik, 2003). The members of such a tour must travel together on the same outward and return flights. The Global Development Solutions LLC notes that with the all inclusive package, more than 80% of the tourist payment is directed to an off-shore account to minimize EU income tax (as indicated by figure 2.5).

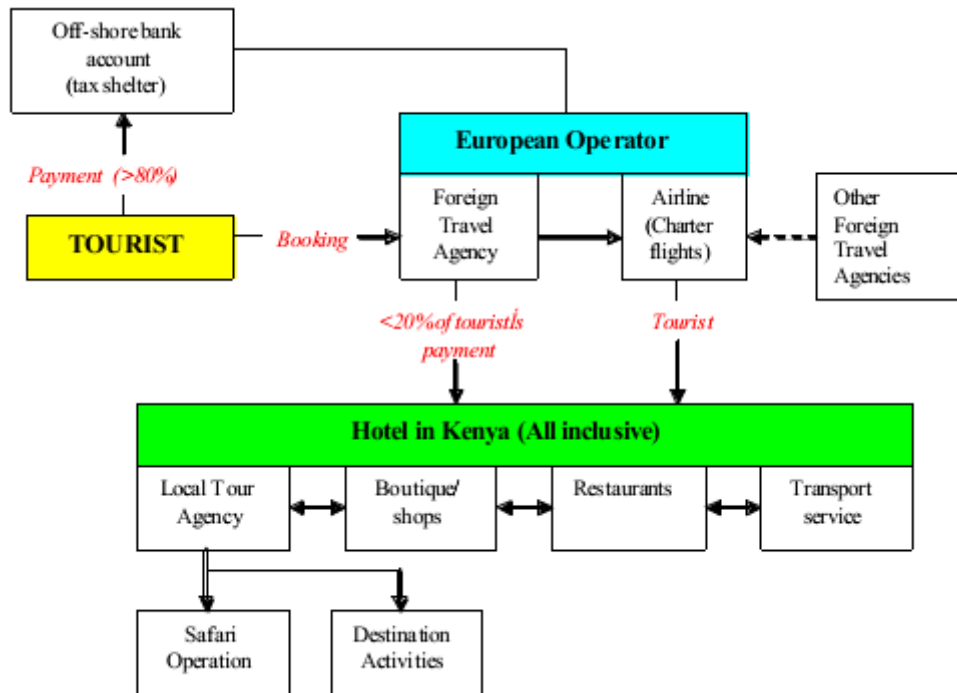


Figure 2.5: Structure of all-inclusive operation in Kenya.  
Source: World bank (2010)

Less than 20% of the tourists' payment is sent to the hotel in Kenya. The remaining operating costs for the hotel are cross-subsidized through other operations owned by the European tour operator.

### 2.3.6.2. *Brand information sources and Choice*

Stylidis, Terzidou and Terzidis (2007) characterized perception change agents into several categories of stimulus factors that had a key impact on tourist perception of a destination. These information sources were deemed critical in the destination choice and selection process. The information sources were then categorized as primary information sources (previous experience and intensity of visit) and secondary information sources (induced, organic and autonomous). These sources were deemed basic towards informing choice and may have a significant impact on the destination perception.

### **2.3.6.3. *Social Determinants and Choice Behaviour***

Social factors play a key role in determining destination choice (Evangelista and Dioko 2010). Social determinants refer to the influence of a significant others on individual decision-making process. In fact Dann (1966) notes that tourists are implied semioticians, constructing their gaze around well-defined signs or markers. Deutsh and Gerard, (1955) initially conceived social influences as of two types i.e. informational and (or) normative. Informational social influence as the influence of the significant others play as a primary source of information, while the normative social influence results from the influence to conform to the expectations of a significant others. These aspects of social influence play a significant role in influencing tourist behaviour.

According to Jacob and Shreyer (1980), this dominant role of social influence is referred to as goal interference theory. With the tenets of the theory, recreation exists because of goal interference because of another's behaviour. In essence Jacob and Shreyer (1980) identify various social players within the tourist's experience. Tourists perceive different aspects of social interaction as critically important through interaction with self, other travellers as well as the host.

Additional insights on the role of the social dimensions of tourist behaviour are brought out by Rathmun (1995) who interrogated the role of group identity. In his ideas, the tourist interaction creates a sense of group identity amongst members of a social status orientation and this determines the tourist's choice behaviour. These significant others may play a significant role in influencing tourists' behaviour. Rojek (1997) however, added that the main elements in the social construction of tourism places include:-

- All tourist sights depend strongly on the differentiation processes that help distinguish them from ordinary places (Urry 1990). These are supported by signifiers in the landscape and the marketing industry;
- The nature of the differentiation between ordinary and extraordinary (tourism places) is cultural, as the relationship between the tourist and the sight is always culturally detailed and mediated;
- The distinction between the ordinary and the extraordinary seems to have been undermined by 'television culture'.

However, the effect of brand recall may be facilitated through social factors and therefore it is important to assess whether the social influencers play a significant role in influencing park brand choice. A study conducted by Glasson, Godfey and Goodey (1995) shows the relationship between user satisfaction and park use levels in a number of contexts. The study findings significantly supported the significant role of social dimensions of tourist behaviour. It is therefore important that the study addresses the social role of tourists and its impacts on brand choice.

#### **2.3.6.4. *Institutional determinants and Choice Behaviour***

The roles of tour operators and travel agents in influencing choice are an issue of concern. Middleton, Ranchhod, Morgan & Fyall (2009) note that the distribution channels play an important function of not just conveying products, but they also transfer marketing communications, bookings, payments and management information. The involvement of institutions within the consumer buying process is critical. Kotler and Armstrong (1991) noted that the customer can either book each element of the trip directly with the principal suppliers or through the services of a tour operator, travel agent and a ground handling agent (See figure 2.6).

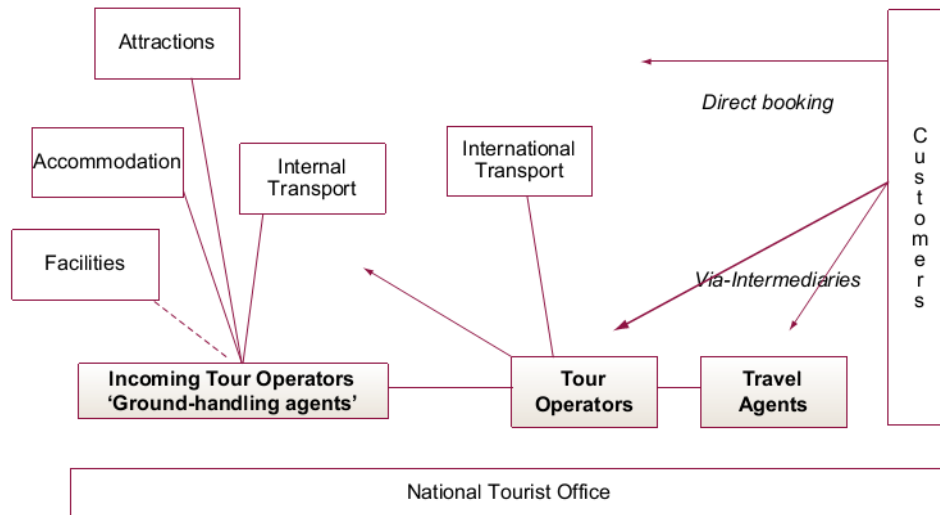


Figure 2.6: Distribution channels for tourism  
Source: Kotler and Armstrong (1991)

The preferences of the free independent travellers (FIT) and all-inclusive packaged (AIP) travellers have been seen as very different. Cohen (1972) identified tourist typologies based on the institutionalization factor that distinguished four different types of tourists. According to Cohen (1972) tourists had unique preferences based on the level of institutionalization of tourism. There were four different types of tourists based on this attribute. There was the organized mass tourist who sought familiar environments. This tourist preferred package tours and standardized holidays. The Individual Mass tourist prefers packaged tours with a higher level of flexibility than the organized mass tourist. However, the non-institutionalized tourism forms comprised of the explorer who independently organizes his/her tour. This individual prefers going 'Off-the beaten track' and comfortable accommodation within the destination. Finally, the drifter tries to get as far from familiar environments as possible. The search for novelty is a key dominant factor.



### **2.3.7. Antecedent factors influencing Tourists' Choice Behaviour**

Understanding destination choice behaviour of tourists is central to destination marketers so they can decide upon which marketing strategies to use to influence consumer choice. For the leisure traveller, destination choice is more prevalent than the business traveller segment, whose choice of destination is dictated by employment needs, business priorities and business trade (Ashworth and Goodall, 1988). Solomon, Bamossey, Askegaard & Hogg (2006) further notes that leisure-based travellers choose a destination brand because they like its 'perception' or because they feel that its 'personality' somehow corresponds with their own. In concurrence to these notions, Buckley and Papadopolous (1986) observe the importance of buyer behaviour as a key element in destination choice.

However, growing consumer sophistication has seen branding and other non-rational considerations and attitudes be seen to influence buyer behaviour significantly. These include destinations that are constantly promoting competitive products to consumers direct, and via the travel trade/intermediaries; Advertising, promotion, and the interplay of personal recommendation, family and friends, consumer trends, taste and the internet that combine to shape buyer choice behavior; as well as buyer characteristics that are filtered by the learning behavior of consumers, which has been influenced by marketing/ recommendation. Ashworth and Godall (1988) observed that if a tourist is dissatisfied they will not recommend the destination to others. Therefore the personal characteristics and attributes are critical to buyer behavior. Consumer behavior may be also shaped by the perceptions of consumers on brands and perceptions of the destination and their pasts experiences;

Apart from this, the consumers' choice of the destination may be influenced by various demographic, geographic, psychographic and behavioural determinants.

Johnson and Devonish (2008) noted that past research analysing differences between tourists from different countries visiting the same destination confirms that variables such as tourist perceptions of a destination, satisfaction levels, socio-demographic profiles and tourist activities that may vary according to country of origin and do significantly influence destination choice.

Goossens (1998) attempted to explain the relationship between pull and push factors of pleasure motivation. He argued that the concept of emotion was the psychological factor that connected two sides of motivation. In this context, 'tourists are pushed by their (emotional) needs and pulled by the (emotional) benefits of activities and destinations. Pull factors that affect the destination's appeal and experiences offered may emanate from the attractions, public and private amenities, accessibility, human resources, local communities culture, destination perception and character as well as price. Therefore consumer dispositions and marketing stimuli are factors that have a significant impact on choice. Push factors may also emanate from the cost implications on travel, promotion and information content, reference from tour operators, service quality, activity at the destination, previous travel experience and market presence of the park.

### **2.3.8. Brand Perceptions and Choice Behaviour**

Marino (2012) noted that destinations with recognizable perception and positive tourist perceptions have a higher probability of being chosen. Further, Marino (2012) continues and hypothesizes that post-visit destination perception has a distinct implications on post-visit. There were three distinct levels of destination perception that can influence a destination's perception. These include perception "a priori", "in situ" and "a posterior" perception. Perception "a priori" refers to the mental construction an individual makes of a place without having a physical connection with

the place. This actually meant that the tourist has already visited a place before they physically visit it. Perception “in situ” is central to the tourist’s experience because it contrasts what the tourists have imagined. Finally, the ‘a posterior’ perception refers to the fact that tourists’ experience doesn’t end with the trip but tourists consume some elements in their daily life.

However, Gunn (1988) noted that perception is developed at two different levels, the organic level and the induced level. The organic level developed internally due to the actual experience or visitation, while the induced forms because of externally received and processed information such as advertisements, publicity and word of mouth. Upon further reflection, it is important to note that, brand perception serves as a critical element of brand strategy. Marino (2012) and Gunn (1988) take a critical reflection on the role of brand perception on the ultimate destination brand strategy. However, it is important to note that most of the studies on brand perception and brand perception have not focussed exclusively on how the “a priori”, “in situ” and “futuristic” destination brand perception influences the behavioural intentions of tourists.

### **2.3.9. Brand personalities and Choice Behaviour**

Personality can be defined as a dynamic and organized set of characteristics possessed by a person that uniquely influences his or her cognitions, motivations, and behaviors in various situations (Keller 1993). The essence of branding lies on creating a unique personality type which forms the stable unique qualities of an individual. Although most studies in personality psychology have focused on the human personality, minimum attention has focused on park brand personality. The limited existing attention devoted to brand personality itself, however, is not unreasonable, since

empirical evidence reveals that consumers have a higher preference for brands that they perceive to possess a personality that reflects their self-identity.

This preference is due to the fact that the personality traits associated with a brand facilitates consumers' expression of their actual or ideal dimensions of the self (Belk, 1988; Sirgy, 1982) and society (Kaplan, Yurt, Guneri & Kurtulus, 2008). Application of brand personality to tourism has been relatively new within the academic world. In existing consumer behavior literature, Aaker (1997) defines brand personality as "the set of human characteristics associated to a brand". It was argued that the symbolic use of brands was possible due to the fact that consumers often imbue brands with human personality traits.

McGuiggan (2000) however, supported the hypothesis that destination personality exerts significant role within the destination perception construction through establishing leisure activity preferences. Consumers can then easily think about brands as if they were celebrities. Aaker (1997) further, provided proof for the validity of such brand personality constructs through a scaling process, i.e. the Brand Personality Scale (BPS) which consisted of five generic dimensions: sincerity, excitement, competence, sophistication and ruggedness. Such a framework suggested that, the brand personality dimensions operate in different ways and that they influence consumer preference in different ways.

However, Aaker (1997) and Fournier (1998) failed to influence existing suppositions on the efficacy of these brand personalities. Azoulay and Kapferer (2003) have challenged the conceptual validity of Aaker's (1997) brand personality scale. Recent research raises some concerns over the generalizability and conceptual validity of Aaker's scale (e.g. Austin, Sigauw & Mattilla 2003; Azoulay and Kapferer, 2003). In a recent study, Hosany, Ekinci & Uysal (2006) investigated the relationship between

destination brand perception and destination brand personality for tourism destinations, and identified three dimensions: (1) Excitement; (2) Sincerity; and (3) Conviviality. Yet, according to Kaplan, Yurt, Guneri & Kurtulus (2008), further support for applicability of the model to place brands is very limited in the literature, which underlines the need for further studies to test the applicability of the brand personality framework in other contexts.

Following trait theories as posited by Smith (2010) identified, a refined Destination Brand Personality Scale (DBPS) with the fundamental view that human characteristics that become associated to a destination have the ability to enhance the likelihood of developing an emotional connection to a place by a tourist. These human characteristics, following trait theories were termed as destination personalities. This study sought to fill in to these gaps by studying the impacts of the destination personalities on behavioural intentions of tourists.

### **2.3.10. Brand Loyalty and Choice behavior**

Repeat purchase/ loyalty reflect a habit, behavioural disposition in which past responses are triggered directly by contextual cues (Neal, Wood & Quinn, 2007). When consumers attain a favourable attitude towards a brand, they tend to develop some loyalty / attachment to the specific product/brand. However, according to Sheth (2004), true loyalty incorporates both behaviour and an attitude change. Attitudes qualify emotive reaction towards liking or disliking feelings towards a place or destination. The attitudes are inherent beliefs (cognitions/thoughts), evaluative feelings (affect) or actions (conations) that are manifest on an individual. In a similar tone Keller (1993) notes that such inherent beliefs about the brand may lead to specific behavioural responses such as recall, recognition, associations or beliefs that are inherent with the brand (See figure 2.5).

Loyalty can therefore be biased (non-random) behavioural response (i.e. purchase), expressed over time by some decision-making unit, with respect to one or more alternative brands out of a set of brands, and is a function of psychological processes. However, most attempts to explain the phenomenon (brand loyalty) seemingly address the behavioural aspect of brand loyalty, overlooking the attitudinal facet of brand loyalty. A consumer could buy the same brand simply out of habit or convenience, without thinking much about it. Therefore, attitudes are crucial towards brand evaluations. Brand loyalty can result from certain purchase and consumption habits that activate context- response associations or may result from favourable brand attitudes that inform behavioural intentions before and during the point of purchase.

However, Keller (1993) notes that brand loyalty may arise as a result from brand knowledge which in turn evokes brand awareness and a unique brand perception (see figure 2.7). With time, consumers recognize the brand and form associations and recall of the brand.

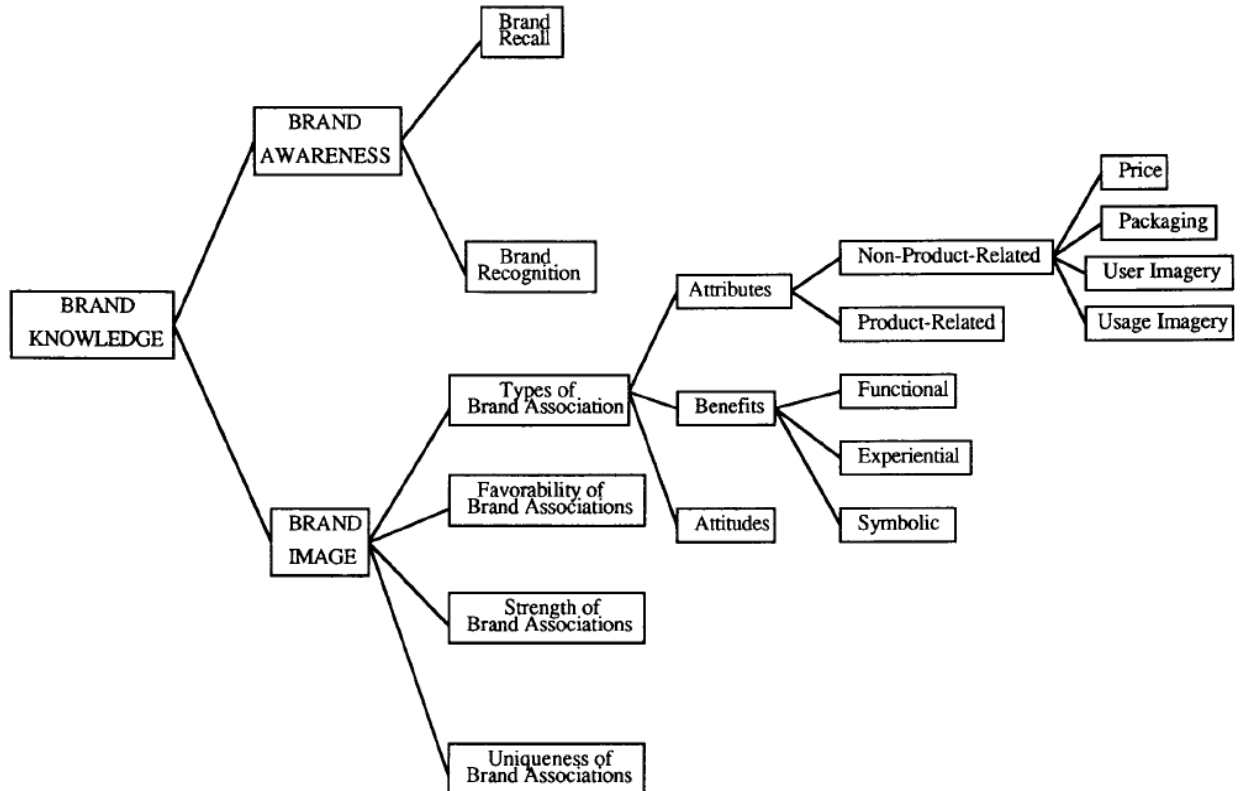


Figure 2.7: Dimensions of Brand Knowledge

Source: Keller (1993), Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, *Journal of Marketing*, Vol. 57, January 1993, Page.7

Fournier (1998) however, vindicates the fact that, the degree of loyalty / attachment depends on the degree of affective ties with the brand (Love/passion); the degree to which the brand delivers on important identity concerns, or themes expressing a significant aspect of self (Self-connection); the degree of commitment in terms of an intention to behave in a manner supportive of the relationship longevity (commitment); the degree of interdependence between the brand and the consumer involving frequent brand interactions, increased scope and diversity of brand-related activities (e.g. purchasing extensions of the brand) (Interdependence); brand relationship memory of personal associations and experiences and the intimacy that comes from these elaborative meanings (Intimacy); and finally, the consumer's evaluation of the brand's performance in the partnership role (Brand partner quality).

The study would measure both the behavioural and attitudinal constructs as measures of brand attachment/loyalty.

#### **2.4. Conceptual Framework**

The conceptual model (Figure 2.5) depicts a conceptualized view on the proposed effects of brands on tourists' choice behaviour. It specifically hypothesizes that brand personalities may affect tourists choice behaviour. These consumers may however differ in terms of personal characteristics, tastes and preferences. Personal influences include factors such as inherent tourist characteristics e.g. Demographic, Socio-economic background, lifestyle and Country of origin (Odunga 2006; Odunga and Maingi 2011) as well as social and institutional determinants. Behavioural intentions were hereby dichotomized as post – behavioural intentions (satisfaction, loyalty and recommendations).

When consumers choose amongst brands, according to research by Blain, Levy and Richie (2005), they rationally consider practical issues about the relative uniqueness of the different brands on offer They also assess the symbolic value of the brand based on their perceptions of these destinations (Howard and Sheth, 2010) as well as the marketing information available from different sources (Odunga and Maingi, 2011). The consumers are bombarded with various marketing communication (Advertising, online, Sales promotion, Personal selling, PR, word of mouth etc.), which inform their behavioral intentions.



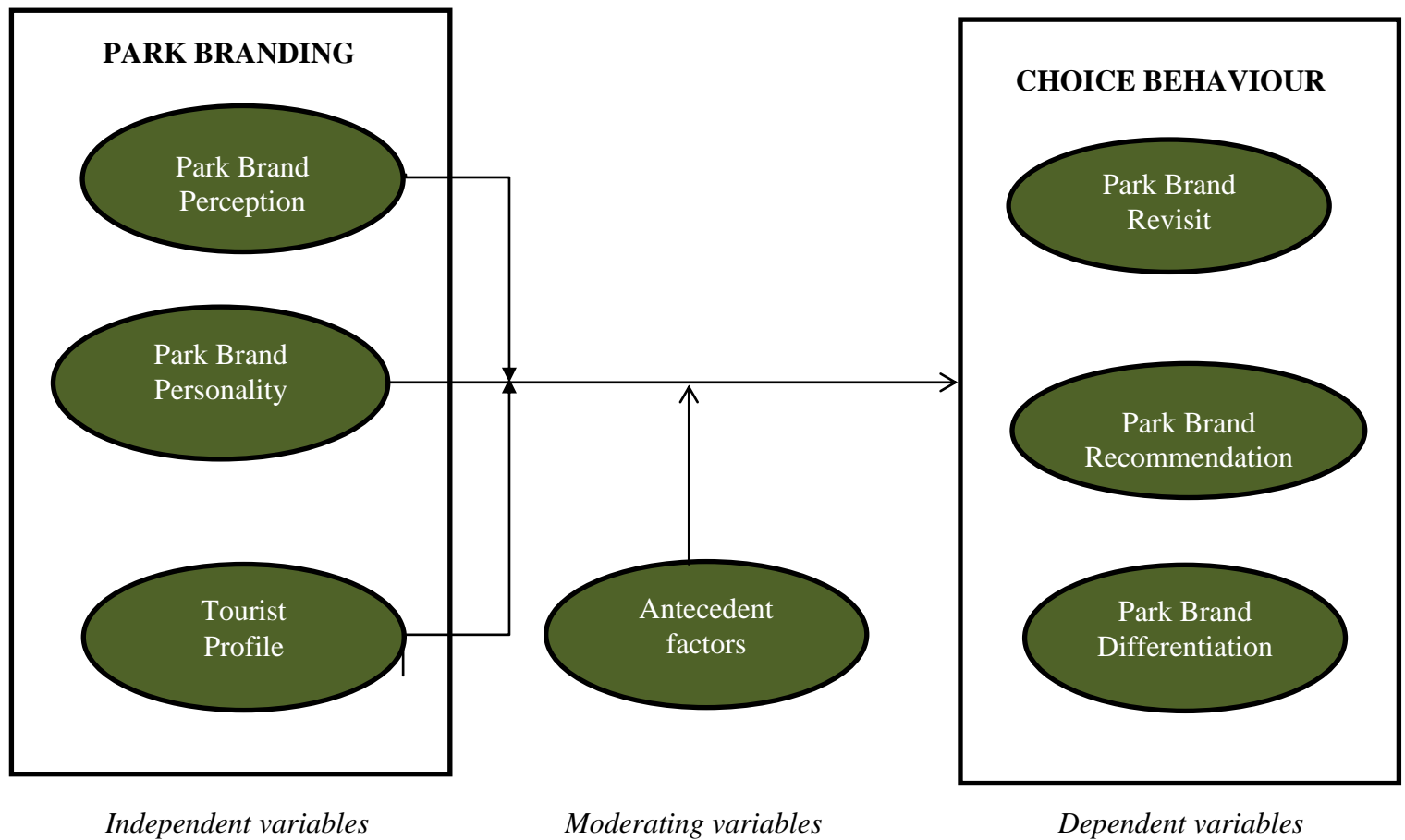


Figure 2.8: Conceptual framework

Source: Research data (2014)

At the same time, they evaluate different brand personalities, forming a gestalt view about the brand that most closely represents the perception with which they wish to be associated. The destination's uniqueness may make it stand-out from other areas by virtue of its inherent appeal being stronger than its competitors' (UNWTO, 2010). Further, the conceptual model postulates that social determinants such as group-based travel behaviour on all-inclusive travel may significantly influence tourists' post-behavioural intentions on brands. In many cases, tourism behaviour may be group-oriented rather than being an individual consumption activity and therefore, travel

parties are a significant influence on group-oriented travel behaviour and continues to set the fad on the definition of 'fashionable' and 'attractive'.

The researcher sought to decipher how such normative beliefs about the branded park are conditioned by the brand personalities. It is noted that, according to the Self-perception congruence hypotheses, (Dolich, 1969; Grubb and Grathwohl, 1967; Levy, 1959; Sirgy, 1986; Sirgy and Su, 2000), consumption-related constructs (attitudes, purchase intentions, etc.) among other factors, are influenced by the perceived match of the consumers self-concept and by certain aspects of the brand's "perception" (user perceptionry, brand/ product personality, etc.).

In addition, Chrishnall (1995) noted that institutional references/determinants to buying behaviour are fundamental to interpreting buyer behaviour. Chrishnall (1995) categorized institutional references to buying behavior as informational (from whom information was sought about a prospective purchase); value-expressive (the likely enhancement of self-perception or perceived attachment to the group) or utilitarian (whether the prospective purchase was approved by group members and seen to be complying with group norms). Chrishnall's inferences on group inclusive tourists' behavioural patterns indicated the significance of travel intermediaries' role in distribution of the product to the consumer. The study would therefore assess the role of institutional references in influencing choice behaviour/ behavioural intentions of tourists as compared to the brand itself.

Moscardo (1996) highlighted the important role of brand knowledge as a crucial link between travel and destination choice. They argued that motives provide travellers with expectations for activities and destinations are seen as offering these activities. As highlighted in the conceptual model, the study seeks to assess the efficacy of brand

knowledge in influencing tourists' choice behaviour. With the growth in demand for 'experiential' holidays, destinations increasingly need to satisfy travellers' emotional needs (UNWTO, 2010). Therefore, the tourists' symbolic value and perceptions of the destination would significantly influence their expectations in terms of (Attraction, Accommodation, Amenities, Security, value, Hospitality of community, Accessibility). Post-tourists choice behaviour may be influenced by their experience in terms of Quality, Service, Interpretation and Distinctiveness of the tour experience.

## **2.5. Conclusion**

In conclusion it is worth noting that existing branding research fails to capture the fact that an actual evaluation of the brand is vital for product development. A summary of literature reviewed as well as gaps identified in the literature is provided in table 2.2 . Varied literature on brand meaning research maintains that brand experiences are diverse. With the rapid globalization of the tourism market, consumers from different cultural scopes have different perceptions, needs, tastes, attitudes, beliefs and value systems. Therefore a brand can be ultimately represented by core features that are surrounded (or "augmented") by less tangible features which include emotional values, added services and ubiquitous experience.

Literature review has also suggested that consumers develop long-term and short-term relationships with brands that may be discerning, independent or acquisitive. There is need to focus more on determining the strength or intensity of the relationship rather than focus solely on conceptualizing the scope of such meanings. There is need to test the relationship between the consumer perception of the brand (need for social adjustment, utilitarian, hedonic, value expressive mode and affiliation) with the brand communication (in terms of quality, word of mouth, CSR, attitude and defend). Park branding approaches were reviewed assessing their roles and efficacy. The need to

move to more interpretative paradigms need not be underscored. Existing research on destination choice have failed to underscore the need for brand identity created by the seller about natural and/or artificial attractions, histories and people, to be portrayed as a positive brand perception and may become motivations of choice to the consumers.

## 2.6. Summary of reviewed literature

<i>Topic</i>	<i>Sources and theoretical models</i>	<i>Key contributions</i>	<i>Key Gaps</i>
The Branding concept and scope of brand meanings	Dayal (1998) Searle (1995) Balakrishnan (2008)  Kotler (2000)	<ul style="list-style-type: none"> <li>• External identity</li> <li>• Provides meaning and identity to a product</li> <li>• Actual origin of products</li> <li>• Brands control an estimated US\$ 1,480 billion in tourism spending globally</li> <li>• Brands identify the source of character to a product</li> <li>• Brands connect to individualized consumer goals, needs and motives</li> </ul>	<ul style="list-style-type: none"> <li>• An actual evaluation of brand meaning is vital for product development</li> <li>• The deconstruction of brand meaning has proved quite intricate owing to the dynamic nature and context of brands</li> <li>• There is need to investigate how significantly do brands connect with individualized consumer perceptions</li> </ul>
Characteristics and nature of brands	Berry (2000) Balakrishnan, Nekhili and Lewis (2011) Grassl (1999)  Iliachenko (2005) Keller (2003)  Hankinson (2004)	<ul style="list-style-type: none"> <li>• Brands having consistent image</li> <li>• Brand attributes, which include functional, symbolic, emotive and experiential elements</li> <li>• Different brand components (History, Geography, Narrative, Brand Archetypes, Cultural values and Sensory perceptions)</li> <li>• Cultural, Historical and Nature dimensions</li> <li>• Six main elements (Brand culture, personality, name, logo, slogan)</li> <li>• Brands as: communicators; perceptual entities; enhancers; relationships</li> </ul>	<ul style="list-style-type: none"> <li>• The need to consider the scope of destination brands</li> <li>• It is important to assess the core elements of the brand as well as the scope of brands' meanings to the senders and the intended recipients.</li> </ul>
Roles of brands	Guzman (2012)  Kapferer (1997)	<ul style="list-style-type: none"> <li>• Brands were just another step within the marketing process to sell products</li> <li>• The brand was a sign which disclosed hidden qualities of the product which were inaccessible to contact</li> </ul>	<ul style="list-style-type: none"> <li>• Sub-surface meaning of brands to consumers seems to have evolved over time, history and other factors.</li> <li>• There is need to establish the ideal destination's brand meaning and appeal</li> </ul>

	Kapferer (1997)	<ul style="list-style-type: none"> <li>• The brand serves to identify a product and distinguish it from competition</li> <li>• Brands offers the ability to gain an exclusive, positive and prominent meaning in the minds of the consumers</li> </ul>	<p>to the markets.</p> <ul style="list-style-type: none"> <li>• The need to consider product-related associations, personality, and symbolic associations so as to ensure that brand identity has texture and depth.</li> <li>• Consumers from different cultural scopes have different perceptions, needs, tastes, attitudes, beliefs and value systems.</li> </ul>
Contextualization of brands	<p>Fournier (1998)</p> <p>Fournier, Solomon and Englis, (2008)</p>	<ul style="list-style-type: none"> <li>• Brands are normally animated, humanized, or somehow personalized.</li> <li>• Brand relationships happen at the level of consumers' lived experiences.</li> <li>• Brand communication relationship strengths</li> <li>• Brand resonance scopes (competition centric, personal and socio-cultural centric resonance of brands to consumers)</li> </ul>	<ul style="list-style-type: none"> <li>• There is need to test relationship between brand image and the unique brand personality</li> <li>• The need to test whether there were significant relationship between personal holiday needs and the effects of brands.</li> </ul>
Concept of Destination branding	<p>Buhalis (2000)</p> <p>D'Hautesserre (2001)</p> <p>Travis (2000)</p> <p>Kipngetich (2012)</p> <p>McCracken, (1988)</p>	<ul style="list-style-type: none"> <li>• A brand relating to a geographical region that is understood by its tourists as a unique entity, with a political and legislative framework</li> <li>• Brand recognition and differentiation are pivotal because other bases of competition</li> <li>• It portrays the tangible, verifiable and measurable characteristics of the destination; the emotional benefits, psychological rewards that the tourist will result from visiting the destination;</li> <li>• It provides value to the typical repeat tourist as well as builds up on the personality, image and character of the destination.</li> </ul>	<ul style="list-style-type: none"> <li>• There is need to assess the efficacy of destination brand recognition and differentiation on influencing consumer choice.</li> </ul>

The Destination Brand building process	Heath (2007) Olins, (2002) Morgan, Prichard and Pride (2004)	<ul style="list-style-type: none"> <li>• Five phases in destination brand building process</li> <li>• Four core elements of the destination brand architecture</li> </ul>	<ul style="list-style-type: none"> <li>• To assess whether these core elements of the brand architecture significantly influence choice</li> </ul>
Choice Behaviour	Woodside and Lysonski (1989)	<ul style="list-style-type: none"> <li>• Cognitive, affective and conative states</li> <li>• Pre-behavioral and post-behavioral choice</li> </ul>	<ul style="list-style-type: none"> <li>• There is need to focus more on determining the strength or intensity of the relationship rather than focus solely on conceptualizing the scope of such meanings.</li> <li>• There is need to test the relationship between the consumer perception of the brand (need for social adjustment, utilitarian, hedonic, value expressive mode and affiliation) with the brand communication (in terms of quality, word of mouth, CSR, attitude and defend).</li> </ul>
Theoretical frameworks	Shin, Misra and Horsky, (2010) Ajzen and Fishbein (1980) Vieceli and Sharp (2001) Kahnemann and Tversky (1979; 1984)	<ul style="list-style-type: none"> <li>• Bayesian Brand Learning Process Theory</li> <li>• Theory of Planned Behaviour</li> <li>• Recall inhibition effect of brands</li> <li>• Prospect theory of brands</li> </ul>	<ul style="list-style-type: none"> <li>• The effect of park brand perception on tourist choice</li> <li>• Determinants of tourist behavioural intentions and choice</li> <li>• Park Brand recall/inhibition effect</li> <li>• Loss aversion effect of brands</li> </ul>

## **CHAPTER THREE**

### **3.0 RESEARCH METHODOLOGY**

#### **3.1. Introduction**

The methodology chapter of the study presents the research design, the study areas, population and sample, sampling technique, data collection procedure and data analysis procedures adopted in the research.

#### **3.2. Research Design**

On the level of research design for empirical studies, the researcher adopted a descriptive survey research design for the study. Descriptive survey designs examine a characteristic (exposure) and an outcome in the same respondents. Dayal (2004) notes that survey research design seeks to explain a certain phenomenon in its natural occurrence and the determinants of the phenomenon aimed at discovering inferences or causal relationships. Quantitatively, a descriptive survey design allows one to quantify, relate and justify attitudes of greater number of respondents (Kothari, 1999). The survey method was used to generalize why and whether park branding influenced tourists' choice behaviour. The structure of the survey research design allowed the researcher to conduct a pre-test study to assess the reliability and validity of the instruments as well as the constructs under measurement.

#### **3.3. Study Area**

The focus of the study was on four protected areas: i.e. two of the most visited branded parks in Kenya and two underutilized parks. These are:- L. Nakuru National park (Premium park); Nairobi National park (Urban Safari); Hell's gate National Park (Scenic and special interest park) and Aberdares National park (Wilderness park).



These parks have been categorized in different ways. Though the four parks have commonalities in the sense, they focus more exclusively on wildlife tourism and they are all remains of the white highlands and are in close connectivity (See figure 3.1 ) and have close proximity to the private ranches and Nairobi (JICA, 1997). The choices of the four parks were also important as they are the focus of the Vision 2030 policy initiatives and highlighting the efficacy of park branding in this context.

### **3.4. Target Population**

The population under study was defined by the tourists to randomly selected branded parks in Kenya. It was perceived to be infinite in nature as the numbers of tourists were uncertain to determine but projections of the hypothetical population would have been used in the study. The focuses of the study were on four protected areas: i.e. two of the most visited branded parks in Kenya and two underutilized parks. These are:- L. Nakuru National park (a premium park); Nairobi National park (an urban safari); Hell's gate National Park (a scenic and special interest park) and the Aberdares National park (a wilderness park).

### **3.5. Sampling Unit**

The sampling unit for the collection and presentation of information in the study was divided into two levels based on the sampling method. This constituted of branded parks as the primary sampling units (clusters) and the second level constituted of the tourist/tourist visiting branded parks. Hall (2008) presented a model for describing different forms of temporal mobility. These forms significantly varied between tourists based on the average length of stay in the destination visited.

### **3.6. Sampling Technique**

A Two-stage Cluster sampling technique was adopted in coming up with a representative sample. The technique is applied when the objective is to select a representative sample by increasing the efficiency of survey administration and reducing travel costs. There are two types of cluster samples. One-stage cluster sampling involves splitting the population into clusters, then randomly selecting a proportion of these cluster. All units within the clusters are then chosen to participate in the survey (Rugg and Petre, 2007). Two-stage Cluster Sampling however, involves splitting the population into clusters and selecting a proportion of these clusters to form a sampling frame. The second stage would then involve a random selection of a proportion of individuals within each chosen cluster to participate in the survey (Fienberg, 2003).

Mugenda and Mugenda (1999) clarifies that cluster sampling is appropriate where it is possible to classify members of a population that are homogeneous within themselves and heterogeneous without themselves. This sampling procedure ensured that each sector achieved representation in the sample. The scope of this survey was considerably broad yet the time limit was a great constraint. The KWS branded terrestrial parks of the Republic of Kenya as by April 18<sup>th</sup> 2011 comprised the Universe from which cluster samples were constituted for analysis (See sampling frame in appendix 3 and also table 3.1).

Table 3.1: Cluster sampling frame

<i>Cluster</i>	<i>Type</i>	<i>Sub-cluster</i>	<i>Branded National Park</i>
Premium parks	Premium parks	Premium parks	Amboselli (Branded on September 23, 2005) Lake Nakuru (Branded on August 10, 2005)
Under-utilized parks	Rural	Wilderness parks	Aberdares National Park (Branded on March 3, 2006) Tsavo East (Branded on December 9, 2005) Tsavo West (Branded on November 8, 2005) Meru (Branded on July 19, 2007)
	Urban	Urban Safari	Nairobi National Park (Branded on December 16, 2006)
	Semi-urban	Scenic and special interest parks	Hell's gate (Branded on September 25, 2009) Ol donyo sabuk (Branded on June 21, 2007) Mt. Longonot (Branded on September 25, 2009) Shimba hills (Branded on April 18, 2011) Ndere Island (Branded on March 3, 2010)

Note: The population of KWS terrestrial branded parks and representative clusters branded as at April 18, 2011 were the subject of the study

Source: Research data (2014)

The terrestrial branded parks were purposefully selected from the randomly selected clusters informed by a variety of factors: i.e. their accessibility, location, popularity, visitation levels, facilities and infrastructure, ecological significance and unique tourism potential. Owing to the fact that the area of interest was quite broad, an appropriate way in which the sample was taken were to divide the selected branded parks into two main categories and four main subcategories (see table 3.2). This sampling method was appropriate as it reduced costs by concentrating on selected clusters.

Table 3.2: Cluster sample of parks

Cluster Samples	Scenic and Special Interest park	Wilderness park
Premium and Urban parks	L. Nakuru National park	Nairobi National park
Under-utilized and Rural parks	Hell's gate National Park	Aberdares National park

Source: Researcher

The L. Nakuru National Park, Nairobi National Park, Hell’s Gate National Park and the Aberdares National Park formed four sub-clusters. Respondents from each cluster were then selected using random sampling. The sampling frame was guided and determined by the average population of visitation patterns in the selected parks from 2004 to 2009 as observed in table 3.2 . To determine the minimum sample size selected in each branded park, the study employed the confidence interval approach widely used in existing literature as indicated in the formulas (1) and (2) ,

$$n = \left[ \frac{\frac{z^2 P(1-P)}{d^2}}{1 + \frac{1}{N} \left( \frac{z^2 P(1-P)}{d^2} - 1 \right)} \right] \dots\dots\dots (1)$$

Source: Madansky (2011) The Sample size calculator. The Analytical group. Assessed through <http://www.analyticalgroup.com>

$$n = \frac{Z^2 (PQ)}{E^2} = \frac{1.96^2 (0.5 * 0.5)}{0.05^2} = 385 \dots\dots\dots (2)$$

Where, n is the sample size, where Z is the desired Z-value yielding the desired degree of Confidence, p is an estimate of the population variability, and p value of 0.5 at 95% level of confidence, allowable error of 0.05 and z value of 1.96. The approach adopted in determination of the sample size involved a specification of the precision of estimation desired and then the determination of the sample size necessary to insure it (Kothari, 1999 and Madansky, 2011) (See table 3.3).

Table 3.3: Sample size calculation

Sample Size for Given Precision				
Confidence Level (C.L)	Estimation	80%	90%	95%
Z-score		1.2816	1.645	1.96
Precision +/-	5%			
Infinite Population Size	9,999,999			
Confidence Level (C.L)	Estimation	80%	90%	95%
Assumed P	90%	60	98	139
Conservative P	50%	165	271	385

Formula adopted from Madansky, (2011).

Where:-

**Precision +/-:** is the allowable discrepancy between the proportion estimated from the sample and the true population proportion P;

**Assumed P:** is the closest overestimate of that proportion i.e. 90%; and

**Conservative P:** is the magnitude of the population proportion/ choice leading to the largest sample size needed to estimate the population proportion with desired precision regardless of what the population proportion may be. Madansky (2011) recommends 50% if one has no idea of the magnitude of the population proportion.

The sampling precision levels of estimated sampling proportions were identified based on the estimated proportion of the population visitation (as indicated in table 3.4).

Table 3.4: Sample size estimation.

National Park			
	Average monthly population (2009)	Estimated proportion of population (2009)*	Estimated sample size
L.Nakuru N.Park	23,916	0.35	135
Aberdare N.Park	1916	0.16	62
Nairobi N. Park	10,083	0.25	96
Hells Gate N. Park	2,000	0.24	92
TOTAL			385

Source: Researcher

\* Note that the trends are as indicated by Table 3.0

### 3.7. Type of Data

The research was based on the collection of primary and secondary data. Primary data was collected through direct communication with the respondents i.e. through the use of questionnaires. However, Secondary data was used to depict pertinent issues, as they existed before the study. It would also be used as a basis to confirm / contrast findings of the study. Various sources from the journals, conference reviews, books and magazine articles were used for the purpose.

### 3.8. Pre-testing the Questionnaire

The research instruments were pre-tested to determine their validity and reliability. It was administered to a small number of respondents drawn from the population of interest. There were key aspects that were important for the researcher to identify, which include whether the respondents had difficulty in understanding words/questions, whether the sentence structure were complex?, whether the respondents interpreted the questions the researcher intended and also the level of interest the respondents had in filling through the questionnaires. Specifically, pre-testing served

to ascertain the appropriateness and relevance of the questions. Various techniques were instituted for this purpose.

### **3.8.1. Test of Validity**

Validity is the most important criterion, which indicates the degree to which an instrument measures what it is supposed to measure (Kothari, 1999). Content validity of a construct is established when its indicators represent the subject and semantic meaning of the construct (Weiber and Mühlhaus 2010). It is demonstrated through expert opinions and pretesting of the measurement scales (Cronbach and Meehl 1955; Nunnally 1967). The research sought the views of the Head of Marketing Division, Kenya Wildlife Service as well as the former Director, Kenya Wildlife Service on the content validity of the instrument. It was noted that there was need for the researcher to discuss the findings in relations to the confounding variables and contextual elements that affected the outcomes of the study in terms of tourist perceptions of the park brands.

### **3.8.2. Test of Reliability**

To measure the reliability of the instrument (Questionnaire), the instrument was subjected to a reliability test to ensure that the measurement instrument yielded consistent results. Prior to initiating the study, the instrument was administered in a consistent fashion to enhance reliability of the measurement instrument. Specifically, the inter-rater reliability method was used to assess the correlation of scores between the respondents pre-tested. Inter-rater reliability measures homogeneity in responses, and essentially involves cross-administering the same questionnaire to the same people by two or more raters/interviewers so as to establish the extent of consensus on use of the instrument by those who administer it. The intraclass correlation coefficient

for inter-rater reliability was specifically chosen to test the hypothesis whether the item ratings had equal ratio of group variances to error variances in the population (See equation 1 ).

$$ICC = \rho = \frac{\sigma_s^2}{\sigma_s^2 + \sigma_e^2} \text{----- (1)}$$

Table 3.5: Intra-class correlation coefficient

	Intra-class Correlation <sup>b</sup>	95% Confidence Interval		F Test with True Value 0			F Test with True Value 0 <sup>b</sup>
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.783 <sup>a</sup>	.704	.938	31.321	7	7	.000 <sup>a</sup>
Average Measures	.896 <sup>c</sup>	.879	.973	31.321	7	7	.000 <sup>c</sup>

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type A intraclass correlation coefficients using an absolute agreement definition.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

Source: Research data (2014)

Table 3.6: Cronbach Alpha tests for reliability

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Variables
.744	.809	67

Source: Research data (2014)

The results in table 3.5 indicate that the single measures intra-class correlation ( $r = 0.783$ ) and the average measures intra-class correlation were highly significant ( $r = 0.896$ ) within a 95% confidence interval indicating that the measures of observation taken have a very high agreement between inter-raters. The reliability analysis assumed non-additivity i.e. that there were no multiplicative interaction between the



cases and the items. Further, the researcher assumed that the errors were uncorrelated and the questionnaires were coded consistently. Alpha test was also conducted to assess the internal consistency and reliability measures which were based on the correlation among the variables comprising the set. The standardized composite alpha value of 0.809 was considered as highly significant in this case (See table 3.6 ).

### **3.9. Data Collection Procedures**

Data collection involves the process of gathering and measuring information on variables of interest, in an established and systematic fashion that enables one to answer the research questions, test hypotheses and evaluate outcomes (Rugg and Petre, 2007). Churchill (1996) and Wadawi (2008) give an account of factors to be considered while choosing the particular data collection method:-

- a) Versatility – the ability of a technique to collect information on a wide variety of primary data of interest to the researcher;
- b) Speed and cost – the extent to which data can be collected fast to facilitate control over data gathering and the cost of data collection;
- c) Objectivity and accuracy – the extent to which the data collection method is focused on the research problem, objectives and its level of accuracy

These considerations were deemed critical in informing the decision of the range and choice of data collection method. Initially, the researcher sought to attain a research permit from the relevant authorities to undertake the research. Kenya Wildlife Service offered a research permit on the same in accordance with the research charter and the KWS policy on Academic Research (See attached Appendix 1). Following successful permission to conduct the research within the National Parks, the researcher pre-tested the instruments and subsequently ensued to conduct a data collection. The research

instruments involved in the study included a questionnaire. Participants in the study were assured of respondent anonymity and confidentiality in the course of the research.

### **3.9.1. Research Instrument**

The Data were collected by use of a Questionnaire targeting the travellers, which is attached within the Appendix A section. Before the questionnaires were developed, a number of factors were considered in the design. These factors were in line with Cohen, Manion and Morrison's (2004) recommendations:- Step 1: Formulation of clear, specific and measurable research objectives; Step 2: A clear description of the targeted population, therefore enabling the researcher to develop questions in such a way that was understood by the respondents; Step 3: Formulation of questionnaire questions in order to answer research objectives; Step 4: Deciding an appropriate level of measurement for each question; Step 5: Determining appropriate statistical techniques to be used; Step 6: Ordering and organization of these questions; Step 7: Consulting experts in the specific area of study to ascertain their opinion on whether the questions addressed relevant issues.

In this line, it is important to note that the questionnaire was forwarded to the Kenya Wildlife Service – Biodiversity Research and Monitoring Department for review. Consultations with the Head of Marketing were critical during this phase. Step 8: Adherence to ethical standards were maintained to ensure that the rights of respondents as human beings would be respected at all times as prescribed by the researcher (Cohen, Manion and Morrison 2004).

### 3.9.2. Measurement of Constructs and Variables

The questionnaire was structured into six sections each of which focused on particular aspect in the study. The first section ie SECTION A (Question 1 to 13) sought to determine the socio-demographic profile of the tourists, SECTION B (Question 14 and 15) looked at the factors affecting choice of destination brand. SECTION C (Question 16 to 25) covered the tourist perceptions of the brand; SECTION D (Question 26 and 27) looked at the travel pre-behavioral intentions, SECTION F (Question 28 to 31) addressed the post-behavioral intentions and finally SECTION G (Question 32 to 34) sought to ascertain the tourist experience. Table 3.7 looks at the levels of measurement and scaling of the variables specified in these sections. The variables were then mapped and specified within the structural equations model (S.E.M) framework as is indicated in table 3.8

Table 3.7: Measurement of study variables

<i>Variables</i>	<i>Measurement type</i>	<i>Scaling</i>	<i>Variables</i>	<i>Measurement type</i>	<i>Scaling</i>
Q1. Age	Age cohorts Multichotomous	Interval	Q16. Source of information	Multichotomous	Ordinal
Q2. Gender	Dichotomous	Ordinal	Q17. Brand knowledge	Dichotomous	Ordinal
Q3. Marital status	Single/Married Divorced Multichotomous	Ordinal	Q18. Brand identity	5-point Likert	Interval
Q4. Annual personal income	Multichotomous	Interval	Q19. Brand association	5-point Likert	Interval
Q5. Origin	Non-dichotomous	String	Q20. Brand preference	Dichotomous	Ordinal
Q6. Travelling with children	Dichotomous	Categorical	Q21. Brand personality	5-point Likert	Interval
Q7. Travel companion	Dichotomous	Nominal	Q22a. Brand communication	Open-ended	Ordinal
Q8. Highest level of education	Educational cohorts Multichotomous	Ordinal	Q22b. Brand perception	5-point Likert	Interval
Q9. Occupation	Multichotomous	Nominal	Q23. Brand awareness	Checklist	Ordinal
Q10. Duration of visit	Multichotomous	Ratio	Q24. Brand affinity (emotions)	5-point Likert	Interval

Q12. Mode of travel arrangement	Dichotomous	Nominal	Q25. Brand differentiation	Dichotomous	Nominal
Q13. Wildlife enthusiast	Dichotomous	Nominal	Q26. Motivations to visit	Checklist	Ordinal
Q14. Pull factors affecting choice	5-point Likert	Interval	Q27. Expectations	5-point Likert	Interval
Q15. Push factors affecting choice	5-point Likert	Interval	Q28 and 29. Perceptions	5-point Likert	Interval
Q33. Park distinctiveness	Dichotomous	Nominal	Q30. Recommendation	Dichotomous	Nominal
Q34. Memorable	Dichotomous	Nominal	Q31. Revisit decision	Dichotomous	Nominal
Q.11 Travelling in a Group	Dichotomous	Nominal	Q32. Experience	5-point Likert	Interval

Source: Research data (2014)

Table 3.8: Constructs and measurements of variables

<i>Latent Variable</i>	<i>Indicators</i>	<i>Latent Variable</i>	<i>Indicators</i>	<i>Latent Variable</i>	<i>Indicators</i>	
<b>Behavioural intention</b> ( $\eta_1$ ) (Independent)	Recomm( $y_1$ )	<b>Park brand personality</b> ( $\xi_3$ )	Lively ( $x_{15}$ )	<b>Demographic characteristics</b> ( $\xi_5$ )	Age( $x_{35}$ )	
	Mamorable( $y_2$ )		Romantic( $x_{16}$ )		Agesq( $x_{36}$ )	
	Revisit( $y_3$ )		Beautiful( $x_{17}$ )		Gender( $x_{37}$ )	
	Peaceful( $x_{18}$ )		Income( $x_{38}$ )			
<b>Pull factors</b> ( $\xi_1$ )	Destination image( $x_1$ )		Attractive( $x_{19}$ )			Education position( $x_{39}$ )
	State of Infrastructure ( $x_2$ )		Cheerful( $x_{20}$ )			Grpsize( $x_{40}$ )
	Safety and Security ( $x_3$ )		Intruiging( $x_{21}$ )			Lenstay( $x_{41}$ )
	Travel agency recommendation ( $x_4$ )		Dangerous( $x_{22}$ )			Grp Travel( $x_{42}$ )
	Web info ( $x_5$ )		Depressing( $x_{22}$ )			Travel arragement mode ( $x_{43}$ )
	Destination attractions ( $x_6$ )		Fragile( $x_{23}$ )		<b>Expectations</b> ( $\xi_5$ )	Accqual ( $x_{44}$ )
	Local cultures( $x_7$ )	Indepedent( $x_{24}$ )	Distinctiveness of attraction ( $x_{44}$ )			
<b>Push factors</b> ( $\xi_2$ )	Cost of holiday ( $x_8$ )	<b>Park brand perception</b> ( $\xi_4$ )	Like the brand( $x_{25}$ )	Interpret qual( $x_{45}$ )		
	Promotion ( $x_9$ )		Brand entices to visit( $x_{26}$ )	Activity ( $x_{46}$ )		
	Reference from tour operator( $x_{10}$ )		Brand grabs one's attention( $x_{27}$ )	Security ( $x_{47}$ )		
	Service quality ( $x_{11}$ )		Brand represents Kenya( $x_{28}$ )	Roads( $x_{48}$ )		
	Destination activities ( $x_{12}$ )		Brand is appealing( $x_{29}$ )	Hospitality ( $x_{49}$ )		
	Previous travel experience ( $x_{13}$ )		Brand is attractive( $x_{30}$ )	Weather ( $x_{50}$ )		
	Accomodation quality ( $x_{14}$ )		Brand is internationally recorgnized ( $x_{31}$ )	Access( $x_{51}$ )		
<b>Experience</b> ( $\xi_6$ )	Accqual ( $x_{54}$ )	Brand is visible online ( $x_{32}$ )		Scenic view( $x_{52}$ )		
	Distinctiveness of attraction ( $x_{55}$ )	Brand is persuasive ( $x_{33}$ )		Wildlife diversity ( $x_{53}$ )		
	Interpret qual( $x_{56}$ )	Brand potray's reliability ( $x_{34}$ )				
	Activity ( $x_{57}$ )					
	Security ( $x_{58}$ )					
	Roads( $x_{48}$ )					
	Hospitality ( $x_{49}$ )					
	Weather ( $x_{50}$ )					
	Access( $x_{51}$ )					
	Scenic view( $x_{52}$ )					
Wildlife diversity ( $x_{53}$ )						

Source: Research data (2014)

The respondents were obtained from a random issuance of the questionnaires at the main park exit points as well as the tourism facilities within the parks. On issuance of the permit by the relevant KWS authorities (See appendix One) as well as national government authorities, the study was conducted within the mentioned national parks in Kenya. The data collected within this phase was subjected to a screening process where outliers and inconsistencies were determined. The diagnostic phase enabled the researcher to identify missing data and the effects of the missing data on the reliability of the results.

### **3.10. Ethical Considerations**

There were several ethical considerations that were considered during the study. Creswell (2003) affirms that the researcher is obligated to respect the rights, needs, values and desires of the informants. Further, Miles and Huberman (2004) provided apt recommendations on the adoption of ethical considerations in research ie.

- a) Informed consent (All the participants have full knowledge of what is involved);
- b) Honesty and trust (The researcher ensures that the study was truthful while analysing and presenting the data);
- c) Privacy, confidentiality and anonymity (The study ensures that it does not intrude too much into group behaviour) as well as;
- d) Intervention and advocacy (The researcher ensures that there are necessary interventions if any respondent portrayed harmful behaviour in the course of being issued or responding to the questionnaire).

### **3.11. Data Analysis Framework**

This research sought to analyze and discuss the results in relations to the research objectives (cf. 1.4), as well as the underlying research hypotheses (cf. 1.6). In this context, several quantitative analytical methods were adopted to present the findings accurately and adequately. These methods are specified in this section, therefore providing a specification of the rationale, underlying assumptions and specific measures.

#### **3.11.1. Structural Equations Modeling**

Specifically, Structural Equations Modelling (S.E.M) was adopted to examine how park branding influences tourists' holiday choices and the antecedent factors influencing their choice as well as explore the influence of brand personalities on behavioural intentions of tourists to Kenyan parks. S.E.M is adopted when the goal of the researcher is to investigate the influence of a factor (unobserved latent variable) that is assumed to exert causal influence on observed variables. Such analysis is termed as Confirmatory Factor Analysis (CFA).

Coefficient estimated was done using the maximum likelihood method which minimizes discrepancies in estimation. Measures of fit for the model evaluation were then instituted to assess the reliability and validity of the model estimates. Goodness of fit measures were specified for both the 'saturated' model and the 'independence' model. Within the saturated model, no constraints were made on the population moments (Bollen and Long, 1993) and the independence model there are constraints set on the population moments (MacCallum 1990).

There were various assumptions of Structural Equation Modeling that were needed to be met before conducting S.E.M. Firstly, S.E.M required that the sample size is

adequate as the covariance and correlations are more stable when using larger samples as indicated by (Tabachnick and Fidell, 2001). Recommended sample size is 200 (Boomsma, 1983). In Structural Equations Modeling, the hypothesized or causal relationships were represented using a path diagram (See figure 29.0). The S.E.M diagram consists of the constructs (unobserved variables), measured variables (manifest indicator variables), measurement errors and the arrows determining the relationships between the constructs. In Structural Equations Modeling, there are also diagnostic tests/ goodness of fit indices that determine whether the model fits the data or not.

Specifically, the Chi-square to df ratio  $\chi^2/df$ , the Normed Fit Index (NFI), the Comparative Fit Index (CFI), the Root Mean Square Error of Approximation (RMSEA), the Akaike Information Criterion (AIC), the Hoetler Index (HI), as well as Goodness of fit tests/measures comparing the given model with alternative model such as the Comparative Fit Index (CFI), Incremental Fit Index (IFI) and the Non-Normed Fit Index (NNFI).

### **3.11.2. Univariate and Bivariate Statistics**

Descriptive statistics described the basic features of the data in the study. In particular, a univariate and bivariate analytical approach enabled the researcher to understand three major characteristics of tourists. These include their demographic profiles, brand preference as well as behavioural intentions of tourists. These characteristics include measures of central tendency, distribution and dispersion. All the three measures of univariate analysis were deemed suitable as they enabled the researcher to identify the central tendency of distribution of the values. The mean



and standard deviation was significant at this stage as it enabled the researcher to make sense of the nature and context of the distribution.

### **3.11.3. One-Way ANOVA**

Further, the mean ( $\bar{x}$ ) was used to test the hypothesis ( $h_o$ ) that the differences in categorical means of the different study areas are statistically different (See null hypothesis equation one ). One way ANOVA was specifically used for this analysis. It tests the statistical model that a single treatment with say  $k$  levels has different population parameters. Contingency tables, cross-tabulations and chi-square were also used to test whether the probabilities of occurrences within the contingency tables were significantly independent.  $H_o: p_0 - p_1 = 0$ . Specifically, the Phi coefficient will be used to test the degree of association between two variables.

### **3.11.4. Agglomerative Cluster Analysis**

Cluster analysis was adopted for preference mapping to identify homogenous groups of objects (clusters). Objects (cases or observations) in a specific cluster share many characteristics, but are very dissimilar to objects not belonging to the cluster on the basis of a defined set of variables. SPSS cluster analysis was conducted to identify the main dominant market clusters and segments. This is a relatively recent analytical technique for market research developed by SPSS for market profiling and was used within the context of this study to conduct a market profiling and define the key market segments visiting each park.

Andrews and Currim (2003) note that there are a number of techniques in cluster analysis, which include hierarchical methods, partitioning methods ( $k$ -means clustering) and two-step clustering which is a combination of the two methods. Hierarchical methods calculate measures of dissimilarity amongst variables/measures

by measuring the distances between pairs of objects. These procedures are characterized by tree-like structure established in the course of the analysis (See figure 20.0). The clustering under hierarchical methods can be classified into two based on the direction of clustering: agglomerative and divisive clustering (Arabie and Hubert, 1994). Punji and Steward (1983) note that Agglomerative clustering assigns additional objects to clusters as cluster size increases while the divisive clustering approach involves initially merging all objects in a single cluster, which is then gradually split up.

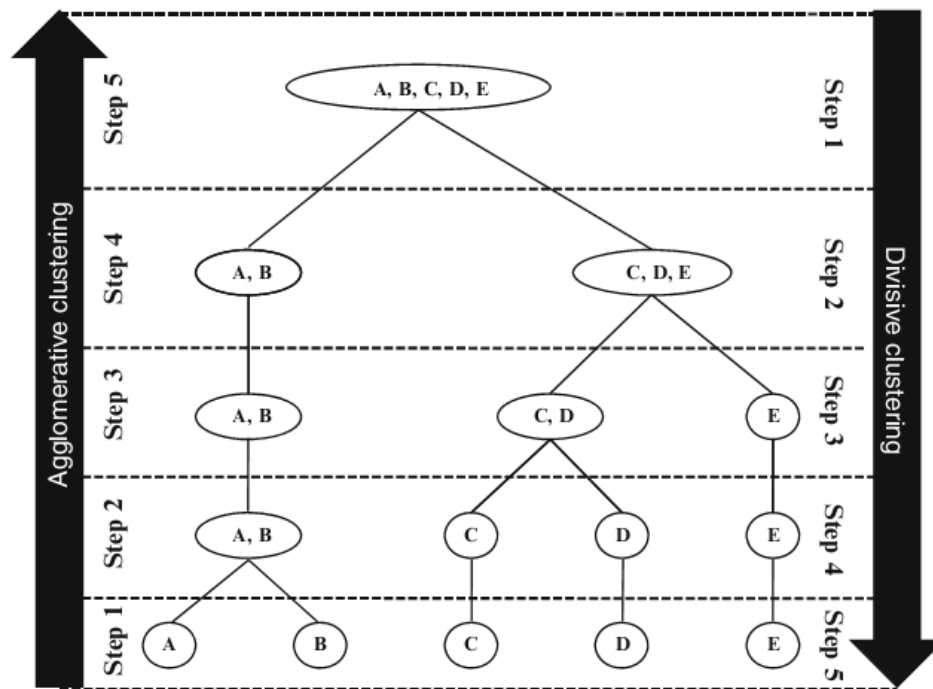


Figure 3.1: Hierarchical method of cluster analysis  
 Source: Punji and Steward (1983) Cluster analysis in marketing research: review and suggestions for application. J Mark Res 20(2):134–148

The Euclidean distance and log-likelihood procedure were used to measure the distance of dissimilarity between pairs of objects (See Equation one).

$$d_{Euclidean}(B, C) = \sqrt{((x_B - x_C) + (y_B + y_C))} \text{----- (1)}$$

A hierarchical tree diagram, called a dendrogram in SPSS was used to display the distance level at which there was a combination of objects and clusters.

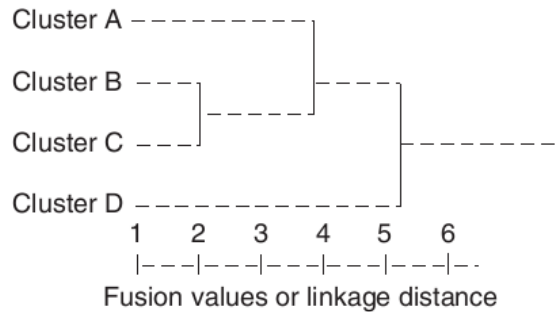


Figure 3.5: Dendrogram structure in SPSS

**3.11.5. Multinomial Logistic Regression**

Multinomial logistic regression was used to predict categorical placement or the probability of category choice on a dependent variable based on multiple independent variables (Starkweather and Moske, 2013). Considering the fact that the response variable had 4 main categorical outcomes (i.e. choice of Nairobi National Park, Hell’s gate National Park, Aberdares National Park and Lake Nakuru National Park) then the probabilities that each choice could be obtained were as follows:-

$$P(y=1) = \frac{\exp(\beta_1 * x)}{\exp(\beta_1 * x) + \exp(\beta_2 * x) + \exp(\beta_3 * x) + \exp(\beta_4 * x)} \dots\dots\dots(2)$$

$$P(y=2) = \frac{\exp(\beta_2 * x)}{\exp(\beta_1 * x) + \exp(\beta_2 * x) + \exp(\beta_3 * x) + \exp(\beta_4 * x)} \dots\dots\dots(3)$$

$$P(y=3) = \frac{\exp(\beta_3 * x)}{\exp(\beta_1 * x) + \exp(\beta_2 * x) + \exp(\beta_3 * x) + \exp(\beta_4 * x)} \dots\dots\dots(4)$$

$$P(y=4) = \frac{\exp(\beta_4 * x)}{\exp(\beta_1 * x) + \exp(\beta_2 * x) + \exp(\beta_3 * x) + \exp(\beta_4 * x)} \dots\dots\dots(5)$$

The independent variables can be either dichotomous (i.e., binary) or continuous (i.e., interval or ratio in scale). In the multinomial logits, the researcher assumed that the log-odds of each choice response followed a linear model ie:-

$$h_{ij} = \log \frac{p_{ij}}{p_{ii}} = \alpha_j + x_i \beta_j \dots\dots\dots(6)$$

Where  $\alpha_j$  is a constant and  $\beta_j$  is a vector of regression coefficients, for  $j = 1, 2, \dots, J-1$ . Multivariate diagnostics (i.e. standard multiple regression) were used to assess for outliers and influential cases. The multinomial model uses the maximum likelihood estimation to assess the probability for alternative  $j$ , given the multinomial model shown in equation 6. Multinomial logistic regression models do not assume normality, linearity and homoscedasticity; however the multinomial regression model assumes independence amongst dependent variable choices. Tests of independence include the Hausman-McFadden test (H). Further, the model assumed non-perfect separation that meant that the outcome variables were not perfectly separated by the predictors and therefore the coefficients were realistically estimated.

According to Ender, P.(2006), there are more than one solutions to the coefficients that lead to the same probabilities. Therefore, to make the system identifiable, one of the coefficients should be set to 0 (normalized as the Reference category). The probability of choosing Aberdares National Park were set to zero (0), therefore

yielding  $P_{k+1} = \frac{1}{\sum \exp(\beta_j x)}$ . As a result, the  $j$  logit has the form

$$h_{ij} = \log \frac{P_{ij}}{P_{1j}} = \alpha_j + x_i \beta_j \dots \dots \dots (7)$$

The multinomial assumption of specification was withheld that meant that the true conditional probabilities were a logistic function of the independent variables. It was also assumed that no important variables were omitted. Sample size specification guidelines for multinomial logistic regression indicate a minimum of 10 cases per independent variable (Schwab, 2002).

### 3.12. Summary of Analytical Framework

<i>Research Objectives</i>	<i>Sources of data</i>	<i>Research design</i>	<i>Data collection technique</i>	<i>Data analysis</i>
1. To profile tourists visiting branded parks in Kenya, based on their choice behavior	Questionnaire	Quantitative survey	Tourist questionnaire	<ul style="list-style-type: none"> <li>• Frequencies and Descriptives</li> <li>• Crosstabulations</li> <li>• ANOVA</li> <li>• Cluster analysis</li> <li>•</li> </ul>
2. To examine antecedent factors influencing tourists' choice behavior	Questionnaire	Quantitative survey	Tourist questionnaire	<ul style="list-style-type: none"> <li>• Multinomial logistic regression</li> </ul>
3. To Evaluate tourists' perceptions of park brands in Kenya and their impacts on choice behavior	Questionnaire	Quantitative survey	Tourist questionnaire	<ul style="list-style-type: none"> <li>• S.E.M</li> <li>• ANOVA</li> <li>• t-test</li> </ul>
4. To Explore the influence of brand personalities on choice behavior of visitors to Kenyan parks	Questionnaire	Quantitative survey	Tourist questionnaire	<ul style="list-style-type: none"> <li>• Structural equation modeling (S.E.M)</li> <li>• t-test</li> </ul>

## **CHAPTER FOUR**

### **4.0 RESULTS AND DISCUSSIONS**

#### **4.1 Response rate**

The data had been gathered from self and enumerator-administered questionnaires. The training of enumerators commenced before the pre-tests as well as the main study. This involved familiarizing them with the study as well as the objectives of the study. The pre-tests then commenced before the main study would be conducted. During the main study, questionnaires were reviewed and inspected to ensure that they were adequately filled. The data collection phase was conducted between a span of 3.5 months (See schedule in table 4.1). Target numbers of respondents were 385 respondent questionnaires. Total questionnaires collected were completed by 358 respondents in the focal areas under study. This represented an overall response rate of 93% that were deemed adequate for the analysis.

Table 4.1: Schedule of questionnaire issuance

Study area	Attribute	2012										Totals
		Sept Wk1	Wk 2	Wk 3	Wk 4	Oct Wk 1	Wk 2	Wk 3	Wk 4	Nov Wk 1	Wk 2	
Nairobi National Park	Questionnaires issued	45	35	34	33							147
	Questionnaires Targeted	24	24	24	24							96
	Questionnaires received	31	20	22	18							91
	Response rate	129	83	92	75							95%
Hell's Gate National Park	Questionnaires issued			42	36	34						112
	Questionnaires Targeted			31	31	30						92
	Questionnaires received			37	25	26						88
	Response rate			119	81	83						96%
Lake Nakuru National Park	Questionnaires issued						46	33	34	34		147
	Questionnaires Targeted						34	34	33	34		135
	Questionnaires received						32	23	22	26		103
	Response rate						94	67	69	71		76%
Aberdares National Park	Questionnaires issued							50	25	25		100
	Questionnaires Targeted							25	25	25		75
	Questionnaires received							23	27	26		76
	Response rate							92	108	100		101%

Source: Research data (2014)

## 4.2 General Findings

### 4.2.1. Demographic Information

#### 4.2.1.1. Age Profile

An initial analysis of findings indicated that tourists to the four parks had varied demographic characteristics. For example in terms of Age, Aberdares National park recorded the highest mean age value ( $\bar{x} = 2.83$ ;  $\sigma = 1.290$ ;  $cv = 0.456$ ), while Hell's Gate National park recorded the lowest mean age value ( $\bar{x} = 1.98$ ;  $\sigma = 0.742$ ;  $cv = 0.79$ ) (See table 4.2 ). Further, the highest average age of tourists varied more widely

for survey respondents in Aberdares National Park ( $\sigma = 1.290$ ) compared to the average age scores of survey respondents to Hell's Gate National Park ( $\sigma = .742$ ).

This was indicative of the fact that Hell's gate attracted a relatively younger tourist, while the Aberdares National Park attracted a relatively older tourist type. The study findings were consistent to the fact that Hell's Gate National Park attracted a growing number of young adventure and sport enthusiasts (KWS 2013). This may have been attributed to the fact that Hell's Gate has over the years been a preserve for cycling, walking and rock climbing. Such a physically demanding sport is a preserve for the youthful. The brand message "a walk in the wild side" seemed to communicate such value greatly to this segment of the market (See appendix 5 section).

Table 4.2: Age profile of the respondents

	N	Mean	Mean age cohort	Std. Deviation ( $\pm$ mean)	Std. Error	Coefficient of variation (cv)	95% Confidence Interval for Mean		
							Lower Bound	Upper Bound	
Age of Tourist	Nairobi National Park	91	2.25	25-34	1.131	.119	0.503	2.02	2.49
	Hell's gate National Park	88	1.98	25-34	.742	.079	0.375	1.82	2.13
	Nakuru National Park	103	2.28	25-34	1.216	.120	0.533	2.04	2.52
	Aberdares National Park	76	2.83	35-44	1.290	.148	0.456	2.53	3.12
	Total	358	2.32		1.147	.061	0.494	2.20	2.43

Source: Research data (2014)

Results from table 4.2 were indicative that the European baby-boomer generation ages were significantly active and attracted to Aberdares National Park. Eagles (2010) and Middleton, Ranchhod, Morgan & Fyall (2009) noted that the rising number of active, ageing and affluent people within the ages of 35 years and is a vital trend that will influence global travel and tourism markets in the 21<sup>st</sup> century. It was however important to note that the age and country of origin differences in preference were quite unique within a perceived homogeneous wilderness safari product genre. An analysis of visitation patterns within different age cohorts showed an interesting trend (see table 4.3).



Table 4.3: Distribution of tourists by age cohorts

Variables	Values/ Cohorts	Measure	Pooled model	Nairobi N.P	Nakuru N.P	Aberdares N.P	Hell's gate N.P
Age	16 – 24	Count	81	17a	31a	11a	22a
		% within Age cohort	100%	21%	38.3%	13.6%	27.2%
		% within NP	100%	(18.7%)	(30.1%)	(14.5%)	(25.0%)
	25 – 34	% of Total	22.6%	4.7%	8.7%	3.1%	6.1%
		Count	164	51a	37c	27b,c	49a,b
		% within Age cohort	100%	31.1%	22.6%	16.5%	29.9%
	35 – 44	% within NP	(45.8%)	(56.0%)	(35.9%)	(35.5%)	(55.7%)
% of Total		45.8%	14.2%	10.3%	7.5%	13.7%	
Count		60	16a	18a	12a	14a	
45 – 54	% within Age cohort	100%	26.7%	30.0%	20.0%	23.3%	
	% within NP	(16.8%)	(17.6%)	(17.5%)	(15.8%)	(15.9%)	
	% of Total	16.8%	4.5%	5.0%	3.4%	3.9%	
55 – 64	Count	31	2a	10a,b	16b	3a	
	% within Age cohort	100%	6.5%	32.3%	51.6%	9.7%	
	% within NP	(8.7%)	(2.2%)	(9.7%)	(21.1%)	(3.4%)	
> 65	% of Total	8.7%	0.6%	2.8%	4.5%	0.8%	
	Count	16	0a	6a,b	10b	0a	
	% within Age cohort	100%	0.0%	37.5%	62.5%	0.0%	
> 65	% within NP	(4.5%)	(0.0%)	(5.8%)	(13.2%)	(0.0%)	
	% of Total	4.5%	0.0%	1.7%	2.8%	0.0%	
	Count	6	5a	1a	0a	0a	
> 65	% within Age cohort	100%	83.3%	16.7%	0.0%	0.0%	
	% within NP	(1.7%)	(5.5%)	(1.0%)	(0.0%)	(0.0%)	
	% of Total	1.7%	1.7%	0.3%	0.0%	0.0%	

Each subscript letter denotes a subset of National Park categories whose column proportions do not differ significantly from each other at the 0.05 confidence level

$\chi^2 = 66.706$ ,  $df = 15$ ,  $p = 0.000$ ;  $\alpha = 0.05$

Lake Nakuru National Park and Hell's Gate National Park received the highest proportion of tourists within the 16-24 years category i.e. 38.3% and 27.2% respectively. This indicated that there was a need for Lake Nakuru National Park and Hell's gate National park to implore an active role as it attracts a relatively youthful domestic tourist type who may be attracted to interesting wilderness activities that appeal to diverse traits such as physical strength, stamina, youthful vigor and imagination. This generation of consumers has often been referred to as the 'Generation y' consumers.

Peter and Olson (2010) note that consumers in this 16-24 years sub-culture are dominated by a number of needs which include experimentation, belonging, independence, responsibility and approval of others. On one hand, teenagers tend to seek for autonomy and independence in their choices and on the other hand, they seek to belong to a support structure such as their peers. They also pursue to rebel against the social standards of appearance and behavior, therefore creating a perception of being both brand-aware and brand dismissive.

Nairobi National Park and Hell's Gate National Park had the highest proportion of tourists within the 25-34 age cohorts with 31.1% and 29.9% respectively. Most of these tourists were domestic tourists. This age cohort has been termed as the 'generation x' or 'the baby busters'. These consumers are either within or out of higher education and are mostly in one or two individual households. They are also used to family shopping (MacInnis, ET AL 2009). They are avid users of the internet and social media in particular (Pease ET AL, 2007). Most of the consumers in this category are emotionally and intellectually self-expressive (Conrady and Buck, 2010).

Lake Nakuru National Park and Nairobi National Park attracted the highest proportion of tourists within the 35-44 age cohorts, with 30% and 26.7% respectively (as indicated in table 20 and figure 23). This age group is characterized by a strong family bonding with their friends and family. They are more mature consumers and they seek to have an impact on the society around them. It is therefore important to understand their altruistic, connectedness and autonomy attributes. Lynch and Veal (1996) note that this segment of Australian society is also viewed as the leisure-poor age-group as they have 60 per cent less leisure-time available than the leisure-rich age group (those aged 65 and over).

Whilst there were no significant differences in visitation between Nairobi National Park (6.5%) and Hell's Gate National Park (9.7%) within the 45-54 age cohort, marginal differences in visitation existed with the Aberdares National Park (51.6%) and Nakuru National Park (32.3%) within the 45-54 age cohort which were statistically insignificant at the 0.05% confidence level. This is indicative of the differences in choice of national park to visit within this age cohort.

Table 4.4: Chi-Square tests between age cohorts and choice

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.706	15	.000
Likelihood Ratio	69.056	15	.000
Linear-by-Linear Association	11.580	1	.001
N of Valid Cases	358		

Source: Research data (2014)

The preliminary chi-square as shown in table 4.4 clearly highlights this fact and shows that there is a significant association between age groups and choice of park brand. ( $\chi^2 = 66.706$ ,  $df = 15$ ,  $p = 0.000$ ;  $\alpha = 0.05$ ). This was conclusive of the fact that there were significant associations between choice of park brand and age group of the tourist. This showed that the park brand resonated more with some age segments than others.

Phi and Cramer's V coefficients additionally tested the strength of this relationship. The tests showed a P value  $< 0.05$  and therefore the association was deemed to be highly significant. The choice of park brand is significantly associated with age cohorts. These symmetric measures were deemed conclusive to supporting the fact that Age cohorts were considerable measures of brand positioning, segmentation and indeed brand differentiation.

Table 4.5: Symmetric measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.432	.000
	Cramer's V	.249	.000
N of Valid Cases		358	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Different age cohorts tend to be both brand-aware as well as brand-dismissive. Noting this fact however, it is important to note here that Age cohort differences may emanate from differences between regional and cultural bonds of generational user cohorts. Therefore, the findings are consistent with the hypothesized norm in literature.

A cross-tabulation of tourist choice based on age cohort differences and country of origin (indicated in figure 4.1) further indicated that within the youthful segment ie 16-24 years age cohort, a significant 52.94% of the tourists to Nairobi National Park came from the Americas, as compared to Aberdares National Park where 82.82% of the tourists were Europeans. Hell's Gate National Park and Lake Nakuru National Park attracted a significant 45.45% and 41.94% were from the domestic and regional segment respectively.

Within the 25-34 years age cohort, a significant 66.67% and 53.06% of the tourists to Nairobi and Hell's Gate National Parks came from the domestic and regional segment while in Lake Nakuru and Aberdares National Parks attracted considerable proportions 43.24% and 48.15% respectively of tourists to these parks coming from Europe.

Similarly, within the 35-44 years age cohort, a significant 42.86% and 37.50% of the tourists to Hell's Gate and Nairobi National Parks came from the domestic and

regional segment while a significant 58.33% and 38.89% of tourists to Aberdares and Lake Nakuru National Parks came from Europe. As for the 45-54 years age cohort, a significant 50% of the tourists to Nairobi National Park came from the Americas as compared to the other parks that attracted a significant proportion of European travelers i.e. 66.67%, 50% and 50% to Hell’s Gate, Lake Nakuru and Aberdares National Park respectively.

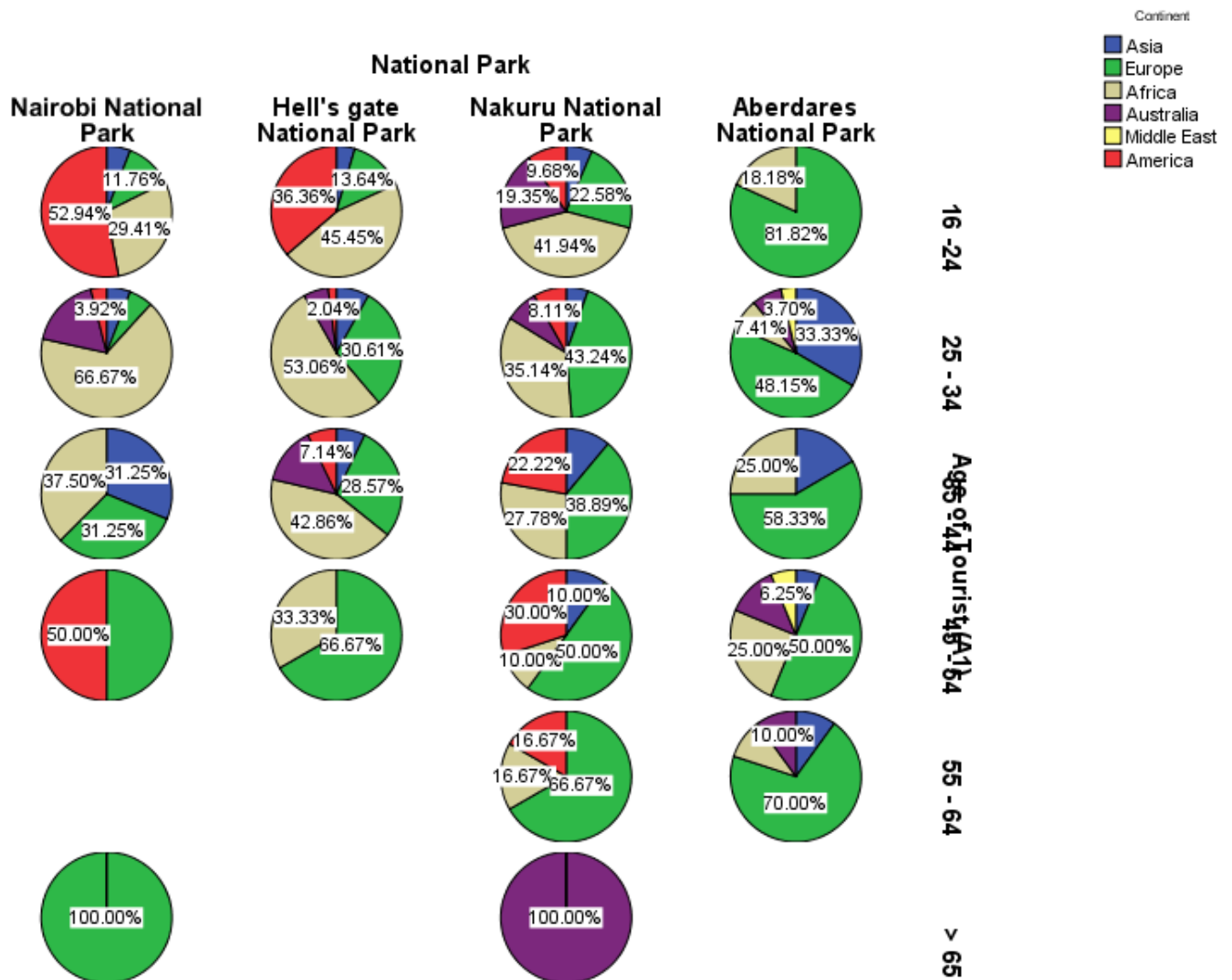


Figure 4.1: Cross-tabulation of Park choice and continent of origin

The findings were further indicative of the fact that the park brand market segments could have a regional segmentation bases. Significantly so, Giraldi and Ikeda (2013) note that the country of origin effects has a significant influence on product

evaluations. The country-of-origin constructs come from the idea that people usually make stereotyped judgements towards the consumption behavior of a particular group of consumers from a particular country.

#### 4.2.1.2. Gender Profile

A descriptive analysis of the gender profiles of the tourists indicated that Aberdares National Park attracted on average, more male tourists ( $\bar{x} = 1.43$ ;  $\sigma = .498$ ;  $cv = 0.348$ ), than the rest of the parks i.e. Nairobi National Park ( $\bar{x} = 1.56$ ;  $\sigma = .499$ ;  $cv = 0.320$ ); Lake Nakuru National Park ( $\bar{x} = 1.55$ ;  $\sigma = 0.500$ ;  $cv = 0.322$ ), and Hell's Gate National Park ( $\bar{x} = 1.46$ ;  $\sigma = 0.501$ ;  $cv = 0.343$ ) (See table 18.0). (see table 4.6 standard deviation figures).

Table 4.6: Gender profiles of tourists to National Parks

	N	Mean	Mean sex cohort	SD	SE	Coefficient of variation CV	95% Confidence Interval for Mean	
							Lower Bound	Upper Bound
	91	1.56	Female	.499	.052	0.320	1.46	1.66
	87	1.46	Female	.501	.054	0.343	1.35	1.57
Sex	103	1.55	Female	.500	.049	0.322	1.46	1.65
	75	1.43	Male	.498	.057	0.348	1.31	1.54
Total	356	1.51		.501	.027	0.332	1.45	1.56

Source: Research data (2014)

These descriptive results were similarly echoed by the frequency distribution of tourists to the park. It showed that on overall, Aberdares National Park was singled out as a more attracted to male (57.3%) than female (42.7%) tourists (See figure 26). The question that would most logically be asked with this finding why that is the case? To answer this question, there is need to interrogate the gender role orientation of tourists. Hawkins and Mothersbaugh (2010) attest to the basic hypothesis that there may be an association between gender roles and consumer perceptions. Variations in value systems may seem to have a significant influence on the consumption patterns

and preferences of tourists than may be the norm. Indeed, Chavez (2013) gives an account of such changes in demographic factors on leisure-based activities in America.

Table 4.7: Gender distribution of tourists

Variables	Values/ Cohorts	Measure	Pooled model	Nairobi N.P	Nakuru N.P	Aberda res N.P	Hell's gate N.P
Gender (%)	Male	Count	176	40a	46a	43a	47a
		% within Sex cohort	100%	22.7%	26.1%	24.4%	26.7%
		% within NP	(49.4%)	(44.0%)	(44.7%)	(57.3%)	(54.0%)
	Female	% of Total	49.4%	11.2%	12.9%	12.1%	13.2%
		Count	180	51a	57a	32a	40a
		% within Sex cohort	100%	28.3%	31.7%	17.8%	22.2%
	% within NP	(50.6%)	(56.0%)	(55.3%)	(42.7%)	(46.0%)	
	% of Total	50.6%	14.3%	16.0%	9.0%	11.2%	

Each subscript letter denotes a subset of National Park categories whose column proportions do not differ significantly from each other at the 0.05 confidence level  
 $\chi^2 = 4.637$ ,  $df = 3$ ,  $p = 0.200$ ;  $\alpha = 0.05$

A cross-tabulation of the tourist profiles based on the age as well as gender profile showed gender differences were significant across different age groups. A one-way ANOVA test (see figure 4.2) indicated that the gender differences amongst different age cohorts were statistically significant at 95% confidence interval ( $F = 7.379$ ;  $d.f. = 354$ ;  $p < 0.05$ ).

Table 4.8: ANOVA test on gender differences across age groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.539	1	9.539	7.379	.007
Within Groups	457.593	354	1.293		
Total	467.132	355			

Source: Research data (2014)

Further, figure 4.2 demonstrate that Nairobi, Aberdares and Hell's Gate National parks received a relatively young female traveler as compared to Lake Nakuru

National Park. The finding was indicative of the fact that more young female tourists were attracted to tranquil vs. adventurous, wild destinations than the male tourists within the same age group. These finding corroborated Andreu, Kozac, Avci, and Cifter’s (2005) findings that gender differences in preferences are quite evident where for instance young female tourists have a stronger relaxation and escape-based travel motives than the male counterparts. A chart (shown in figure 4.2) indicating the distribution of respondents based on age and sex profiles examines this emerging trend further.

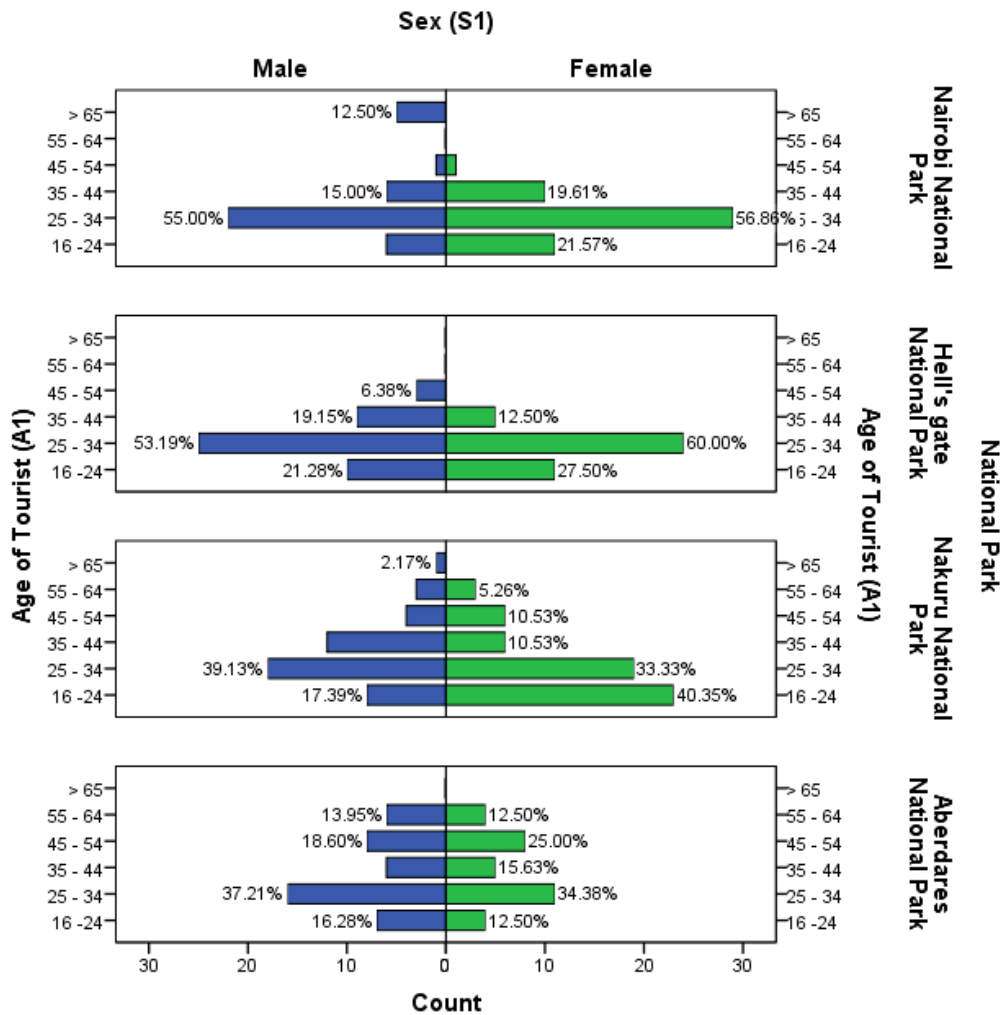


Figure 4.2: Cross-tabulation of Age and Sex distribution of tourists



Nairobi National Park attracted proportionately more female tourists (19.6%) than the males (15%) within the 35-44 age cohort. Within the 35-44 age cohort, there were proportionately more male travellers visiting Hell's Gate and Nakuru National Park, (19.15%; 17.4% respectively) than the female travellers to these areas (12.5%; 10.5% respectively) (see figure 8.0). Aberdares and Nakuru National Park attracted more female travellers (25% and 10.5% respectively) than male travellers (18.6% and 7.3% respectively) within the 45-54 age group. Aberdare National Park attracted a higher proportion of female tourists (12.5%) to the male (13.95%) within the 55-64 age group. On overall the findings indicated that choice of park brand was significantly associated with different tourist gender and age groups. It was therefore critical at this stage to conclude that age and gender differences were potentially significant bases for market segmentation that may have had an impact on choice behavior of tourists in Kenya.

A cross-tabulation to identify origins of these gender differences indicated that a significant 80% and 57.45% of the male tourists to Nairobi and Hell's Gate National Parks were from the domestic and regional segment, while a significant 62.79% and 45.65% of the male tourists to Aberdares and Lake Nakuru National Park were from Europe (see figure 4.3 ).

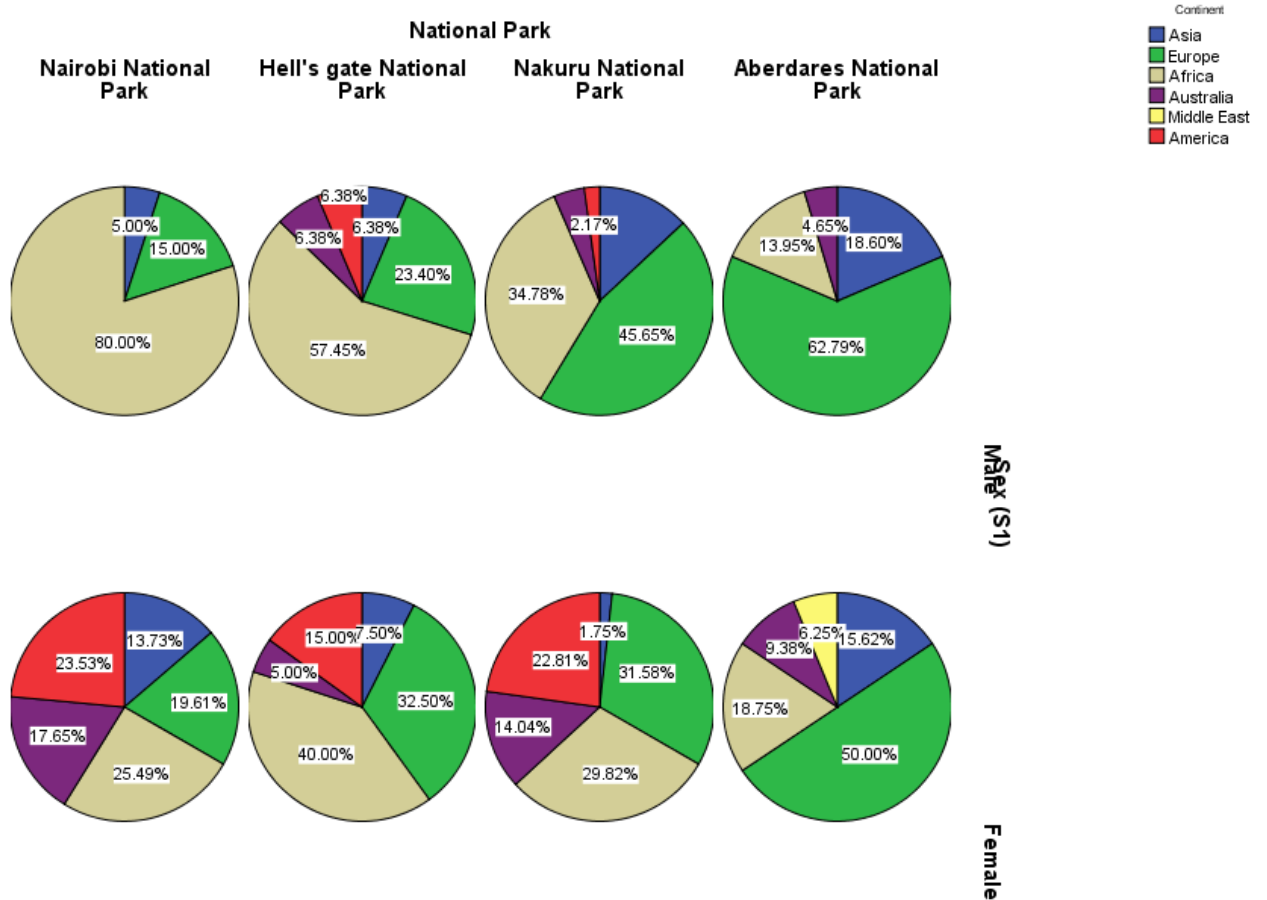


Figure 4.3: Cross-tabulation of Choice, Gender and Origin of tourists

#### 4.2.1.3. Country of Origin

The findings (as shown in figure 4.4) indicated that tourists to Nairobi National Park were 51% - International ; 45% - Domestic; 3% - Regional (Rest of Africa). Only 1% of the respondents came from the East Africa region. As for Hell’s Gate National Park, the tourist profiling were 52% - International tourists; 47% - domestic tourists; and only 1% - coming from the East African region. Lake Nakuru National Park had 68% - International tourists; 26% - Domestic; 4% - East Africa regional tourists and only 2% came from the Rest of Africa. Tourists to Aberdares National Park comprised of 84% - International tourists; 11% - Domestic and only 5% coming from outside the East African region.

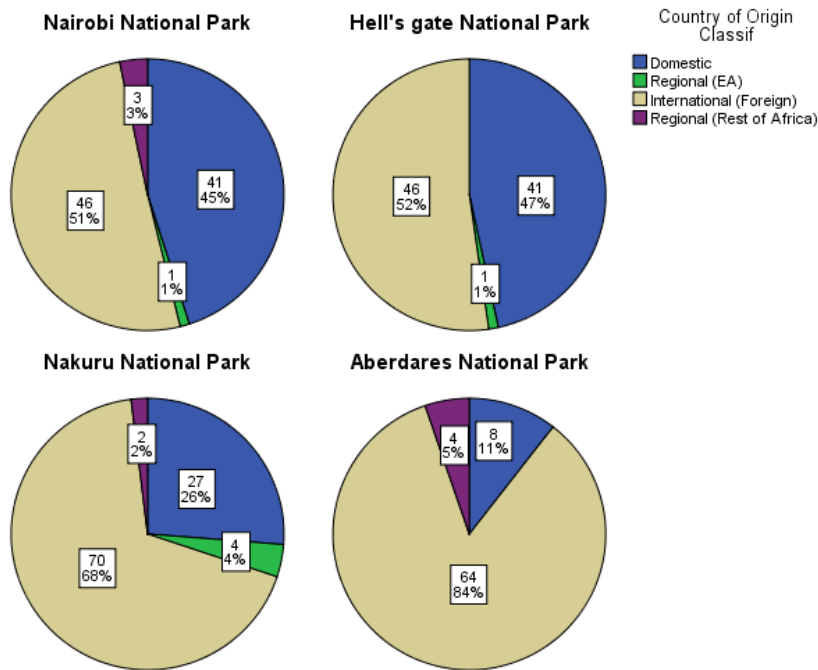
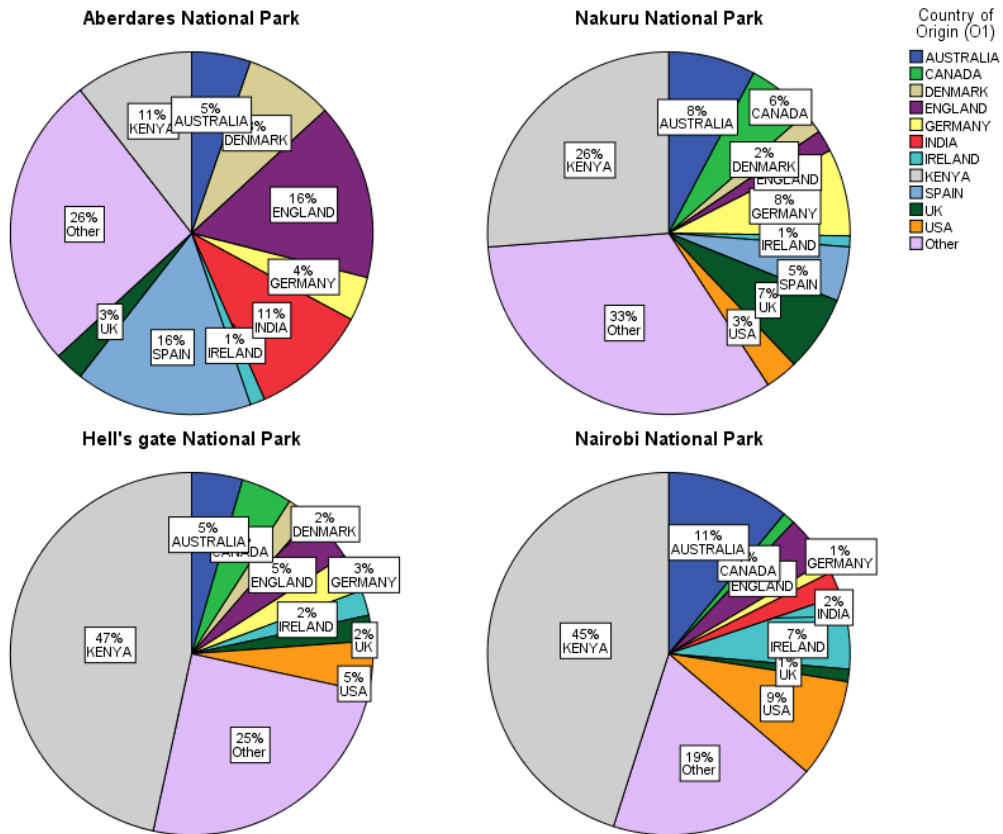


Figure 4.4: Tourists' Country of Origin of tourists

However, as for the individual country types, the five (5) major tourist segments to each of the parks included the following (as shown in figure 4.5) :-

- Aberdares National Park: UK/England (20%); Spain (16%); Kenya (11%); (India 11%) and Denmark (8%);
- Lake Nakuru National Park: Kenya (26%); Australia (8%); UK/England (9%); Germany (8%); Canada (6%);
- Hell's Gate National Park: Kenya (47%); Australia (5%); Canada (5%); USA (5%); UK (5%);
- Nairobi National Park: Kenya (45%); Australia (11%); USA (9%); Ireland (7%); England (6%).



\* Note that the Country of Origin sum categories have been collapsed at 95% Confidence level and a margin of 1%

Figure 4.5: Distribution based on country of origin of tourists

In comparison to the literature reviewed, the findings as shown by figure 4.5 and figure 4.6 further showed a dominance of the domestic, traditional markets and niche markets while it confirmed the poor performance of the emerging markets i.e. the BRICS (Brazil, Russia, India, China and South Africa) as well as the regional markets in all the parks visited.

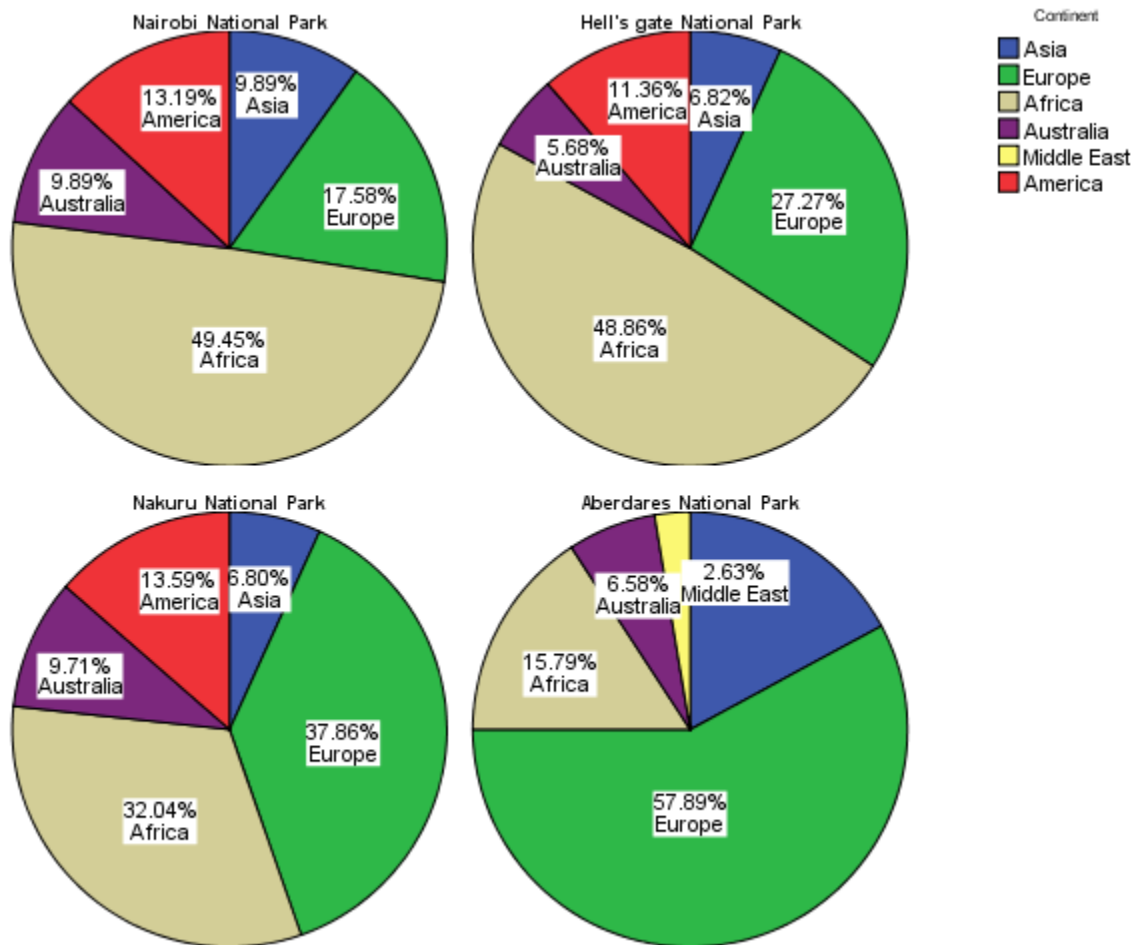


Figure 4.6: Distribution based on continent markets

In comparison to the literature reviewed, these findings were in contrast to projected findings by the European Travel Monitor that Europe's two largest source markets Germany and UK would record intense decline (Conrady and Buck, 2010; Boniface and Cooper, 2009). These trends are broadly confirmed by the arrivals and overnight statistics filed by European Travel Commission members on TourMIS. In addition, Boniface and Cooper, (2009) notes that Europe's share of international tourism will continue to erode as more long-haul destinations grow in popularity. This, combined with the presumed Americanisation of European consumption culture and consumption patterns in particular through the influence of popular commercial

culture and consumption patterns is a key issue that needs proper consideration (Gronow and Southerton, 2010).

In comparison to the literature reviewed, despite the fact that the ITB World Travel Trends Report, 2012 indicated that the USA remains the world's top destination for international travel, the same report notes that South America and Asia would drive global travel and tourism. South America had an all-time increase of 12% in outbound trips; Africa also showed a significant rise in outbound trips by 9%, while the Asia Pacific region had an all-time high of 7% (ITB, 2012). The findings confirmed that the proportions of domestic tourism to accessible parks such as Nairobi National Park (45%) and Hell's Gate National Park (47%) were proportionately high and would continue to rise as compared to international tourism. WTTC (2013) confirms that domestic travel and tourism is expected to grow by 3.5% annually. The UNWTO attributes this growth to economic development as a major factor in encouraging this transition, such that a growing 'leisure society' can be expected to develop in coming years in emerging economies of Asia, Eastern Europe and Latin America (UNWTO, 2012). Indeed, as in agreement with Kenya's Vision 2030, to be ranked among the top ten, Kenya must expand her global and African market share by offering new products, expanding tourist expenditure per capita and by improving her international marketing strategies (NESC, 2013).

#### **4.2.1.4. Annual Personal Income**

Annual personal income profiles of tourists showed distinct variations between parks, with tourists to Aberdares National Park having the highest mean earners ( $\bar{x} = 3.46$ ;  $\sigma = 1.935$ ;  $cv = 0.559$ ), and Lake Nakuru National Park attracting the lowest average of earners ( $\bar{x} = 1.55$ ;  $\sigma = 0.500$ ;  $cv = 0.322$ ) (see table 4.9). Further, the highest mean

earners varied more widely for survey respondents in Aberdares National Park ( $\sigma = 1.935$ ) compared to the average income scores to Lake Nakuru National Park ( $\sigma = .500$ ).

Table 4.9: Annual Personal income of tourists

		N	Mean	Std. Deviation	Std. Error	Coefficient of variation CV	95% Confidence Interval for Mean	
							Lower Bound	Upper Bound
Annual Personal Income	Nairobi National Park	91	2.44	1.327	.139	0.544	2.16	2.72
	Hell's gate National Park	87	2.47	1.860	.199	0.753	2.07	2.87
	INakuru National Park	103	1.83	1.216	.120	0.664	1.59	2.06
	Aberdares National Park	76	3.46	1.935	.222	0.559	3.02	3.90
<b>Total</b>		<b>357</b>	<b>2.49</b>	<b>1.680</b>	<b>.089</b>	<b>0.674</b>	<b>2.31</b>	<b>2.66</b>

Source: Research data (2014)

This was a high indication that at the time, there were factors that contributed to such variances in tourist types. The fact that there were a significant proportion of international tourists to Aberdares National Park (84%) and also the fact that most tourists were on average married Dual Income No Kids (DINK) households and were on average highly educated. Further, it was also suggestive of the fact that Aberdares National Park is located in transit to high-end ranches and luxury lodges catering for the high-end premium markets.

ANOVA findings as indicated by table 4.10 clearly show a distinctive income cohort variations amongst tourists to the four national parks i.e.  $F(3,353) = 15.554$ ,  $p < 0.05$ . These were significant findings as they further indicated that the tourism market was further segmented in the basis of income cohort differences.

Table 4.10: ANOVA statistics to compare mean income variations

ANOVA						
		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Annual Personal Income	Between Groups	117.362	3	39.121	15.554	.000*
	Within Groups	887.832	353	2.515		
	Total	1005.193	356			
Test of Homogeneity of Variances						
	<i>Levene Statistic</i>	<i>df1</i>	<i>df2</i>	<i>Sig.</i>		
Annual Personal Income (All)	14.719	3	353	.000		

Source: Researchdata (2014)

An analysis of the percentage of tourists within the income cohorts clearly identified Lake Nakuru National Park (38.4%), as attracting the highest proportion of tourists within the < 30,000 USD p.a. income category while Hell's gate National Park (27.1%), Nairobi National Park (21.5%) and Aberdares National Park (13.0%) followed respectively. Tourists who were not earning were more so attracted to Aberdares National Park (5.04%), whilst only 3.64% of tourists within the category visited Hell's Gate National Park (see table 4.11).



Table 4.11: Annual personal incomes distribution of tourists

<i>Variables</i>	<i>Values/ Cohorts</i>	<i>Measure</i>	<i>Pooled model</i>	<i>Nairobi N.P</i>	<i>Lake Nakuru N.P</i>	<i>Aberdares N.P</i>	<i>Hell's gate N.P</i>
<b>Annual Personal Income</b>	< 30,000	Count % within Income cohort <i>% within NP</i> <b>% of Total</b>	177 100% (49.6%) <b>49.6%</b>	38 a,b 21.5% (41.8%) <b>10.6%</b>	68c 38.4% (66.0%) <b>19.0%</b>	23a 13.0% (30.3%) <b>6.4%</b>	48b,c 27.1% (55.2%) <b>13.4%</b>
	30,001- 60,000	Count % within Income cohort <i>% within NP</i> <b>% of Total</b>	88 100% (24.6%) <b>24.6%</b>	33a 37.5% (36.3%) <b>9.2%</b>	23b 26.1% (22.3%) <b>6.4%</b>	16b 18.2% (21.1%) <b>4.5%</b>	16b 18.2% (18.4%) <b>4.5%</b>
	60,001 – 90,000	Count % within Income cohort <i>% within NP</i> <b>% of Total</b>	44 100% (12.3%) <b>12.3%</b>	15a 34.1% (16.5%) <b>4.2%</b>	9a 20.5% (8.7%) <b>2.5%</b>	11a 25.0% (14.5%) <b>3.1%</b>	9a 20.5% (10.3%) <b>2.5%</b>
	> 90,000	Count % within Income cohort <i>% within NP</i> <b>% of Total</b>	17 100% (4.8%) <b>4.8%</b>	5a, b 29.4% (5.5%) <b>1.4%</b>	3b 17.6% (2.9%) <b>0.8%</b>	8a 47.1% (10.5%) <b>2.2%</b>	1b 5.9% (1.1%) <b>0.3%</b>
	Not earning	Count % within Income cohort <i>% within NP</i> <b>% of Total</b>	31 100% (8.7%) <b>8.7%</b>	0a 0.0% (0.0%) <b>0.0%</b>	0a 0.0% (0.0%) <b>0.0%</b>	18b 58.1% (23.7%) <b>5.0%</b>	13b 41.9% (14.9%) <b>3.6%</b>

Each subscript letter denotes a subset of National Park categories whose column proportions do not differ significantly from each other at the 0.05 confidence level  
 $\chi^2 = 71.901$ ,  $df = 12$ ,  $p = 0.000$ ;  $\alpha = 0.05$

As for the tourists within the high earners' bracket i.e. (>) 90,000 USD income cohort, Aberdares National Park recorded the highest number of tourists within the category with a 47.1% and Nairobi National Park (29.4%); Lake Nakuru National Park (17.6%) and Hell's Gate National Park (5.9%) respectively. The middle-income earners within the 30,001 – 60,000 USD p.a. income bracket had a higher affinity to visit Nairobi National Park (37.5%), whilst Nakuru National Park attracted (26.1%); Aberdares National Park (18.2%) and Hell's Gate (18.2%) respectively (See figure 27). In comparison to the literature reviewed, Income differences were seen further as evidence and indicators of differences in social class. Solomon, ET AL (2006) noted that people in the same social class are approximately equal in terms of their incomes. Further they noted that, consumptive choice reflects one's place in society. The distribution of wealth, however, is of great importance as it determines which income

cohorts have higher purchasing power and market potential. In this line, an exploratory analysis of distribution of tourists' incomes was vital. A measure of the distribution of tourists to the parks based on origin and incomes indicated that Europe, Asia and Australia accounted for the wealthy segments of tourists, while the domestic and regional segment accounted for the low and middle income earning segments of tourists (as shown in table 4.11).

#### 4.2.1.5. Marital Status

An analysis of the marital status of tourists indicated that Nairobi National Park, Hell's gate and Lake Nakuru National Park attracted on average more single tourists as compared to married (ie 54.9%; 64.8% and 63.7% respectively as indicated in table 4.12). Aberdares National Park attracted more married tourists (52.6%) than the singles (42.1%). Within the household life cycle (HLC), these tourists can be grouped as the Singles I. Single I is basically constituted of unmarried members of the Generation Y cohort.

Table 4.12: Distribution of Marital status of tourists

<i>Variables</i>	<i>Values/ Cohorts</i>	<i>Measure</i>	<i>Pooled model</i>	<i>Nairobi N.P</i>	<i>L. Nakuru N.P</i>	<i>Aberdares N.P</i>	<i>Hell's gate N.P</i>
<b>Marital status</b>	Single	Count	204	50 a,b	65b	32a	57b
		% within marital cohort	100%	24.5%	31.9%	15.7%	27.9%
		% within NP	(57.1%)	(54.9%)	(63.7%)	(42.1%)	(64.8%)
		<b>% of Total</b>	57.1%	14.0%	18.2%	9.0%	16.0%
	Married	Count	146	41a	34a	40a	31a
		% within marital cohort	100%	28.1%	23.3%	27.4%	21.2%
		% within NP	(40.9%)	(45.1%)	(33.3%)	(52.6%)	(35.2%)
		<b>% of Total</b>	40.9%	11.5%	9.5%	11.2%	8.7%
	Divorced	Count	7	0	3a	4a	0
		% within marital cohort	100%	0.0%	42.9%	57.1%	0.0%
		% within NP	(2.0%)	(0.0%)	(2.9%)	(5.3%)	(0.0%)
		<b>% of Total</b>	2.0%	0.0%	0.8%	1.1%	0.0%

Each subscript letter denotes a subset of National Park categories whose column proportions do not differ significantly from each other at the 0.05 confidence level

$\chi^2 = 18.053$ ,  $df = 6$ ,  $p = 0.006$ ;  $\alpha = 0.05$

Table 4.13: Marital status of tourists

		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error</i>	<i>Coefficient of variation CV</i>	<i>95% Confidence Interval for Mean</i>	
							<i>Lower Bound</i>	<i>Upper Bound</i>
<b>Marital Status</b>	Nairobi National Park	91	1.45	.500	.052	0.345	1.35	1.55
	Hell's gate National Park	88	1.35	.480	.051	0.355	1.25	1.45
	L. Nakuru National Park	102	1.39	.548	.054	0.394	1.28	1.50
	Aberdares National Park	76	1.63	.585	.067	0.359	1.50	1.77
	Total	357	1.45	.536	.028	0.369	1.39	1.50

Source: Research data (2014)

In comparison to the literature reviewed, these members have lower levels of discretionary incomes and may have no much obligations or responsibilities. They are able to spend money on leisure items. Hawkins and Mothersbaugh (2010) in a study on the American household life cycle, divided the Singles I group into two i.e. those who live with one or both parents and those who live alone. According to the study by Hawkins and Mothersbaugh (2010), those who lived with parents were generally younger (75% < 25 years). They have a lower income level but are very socially active. On the other hand, Singles who lived alone were older (70% > 25 years). They had higher incomes than the others as well as a higher expenditure base during their travel. A significant proportion of married tourists to Aberdares National Park (56.2%) also were from the 55-64 years age cohort, further confirming that these tourists were from the Delayed Full Nest I (Older married with young children) and the Empty Nest II (Older Married Couples). These segments are projected to grow rapidly over the next 10 years as baby boomers age. Many couples within the age are either heading to retirement or are retired. The younger members of this age group are healthy, active and often financially well-off. They occasionally travel with their children and (or) grandchildren for vacation.

#### 4.2.1.6. Occupation

In comparison to the literature reviewed, Occupation has been reviewed as a strong indicator of social class and consumption preferences. An analysis of the percentage of tourists within occupation showed that Nairobi National Park (38.3%) and Hell's gate National Park (22.2%) attracted more management level occupations than Lake Nakuru National Park (19.8%) and Aberdares National Park (19.8%). At the skilled manual level, Lake Nakuru National Park (29.2%) and Hell's gate National Park (29.2%) were more prevalent than Nairobi National Park (25.0%) and Aberdares National Park (16.7%) (see table 4.14 and figure 4.7).

Table 4.14: Occupations of tourists

<i>Variables</i>	<i>Values/ Cohorts</i>	<i>Measure</i>	<i>Pooled model</i>	<i>Nairobi N.P</i>	<i>Nakuru N.P</i>	<i>Aberdares N.P</i>	<i>Hell's gate N.P</i>
<b>Occupation</b>	Manager	Count	81	31a	16b	16a,b	18a,b
		% within occupation	100%	38.3%	19.8%	19.8%	22.2%
		% within NP	25.8%	37.3%	16.8%	26.2%	24.0%
		<b>% of Total</b>	25.8%	9.9%	5.1%	5.1%	5.7%
Skilled manual		Count	24	6a	7a	4a	7a
		% within occupation	100%	25.0%	29.2%	16.7%	29.2%
		% within NP	7.6%	7.2%	7.4%	6.6%	9.3%
		<b>% of Total</b>	7.6%	1.9%	2.2%	1.3%	2.2%
State pensioner		Count	7	0	4a	3a	0
		% within occupation	100%	0.0%	57.1%	42.9%	0.0%
		% within NP	2.2%	0.0%	4.2%	4.9%	0.0%
		<b>% of Total</b>	2.2%	0.0%	1.3%	1.0%	0.0%
Self- employed		Count	68	19a	19a	13a	17a
		% within occupation	100%	27.9%	27.9%	19.1%	25.0%
		% within NP	21.7%	22.9%	20.0%	21.3%	22.7%
		<b>% of Total</b>	21.7%	6.1%	6.1%	4.1%	5.4%
Other		Count	134	27a	49a	25a	33a
		% within occupation	100%	20.1%	36.6%	18.7%	24.6%
		% within NP	42.7%	32.5%	51.6%	41.0%	44.0%
		<b>% of Total</b>	42.7%	8.6%	15.6%	8.0%	10.5%

Each subscript letter denotes a subset of National Park categories whose column proportions do not differ significantly from each other at the 0.05 confidence level

$\chi^2 = 18.977$ ,  $df = 12$ ,  $p = 0.089$ ;  $\alpha = 0.05$

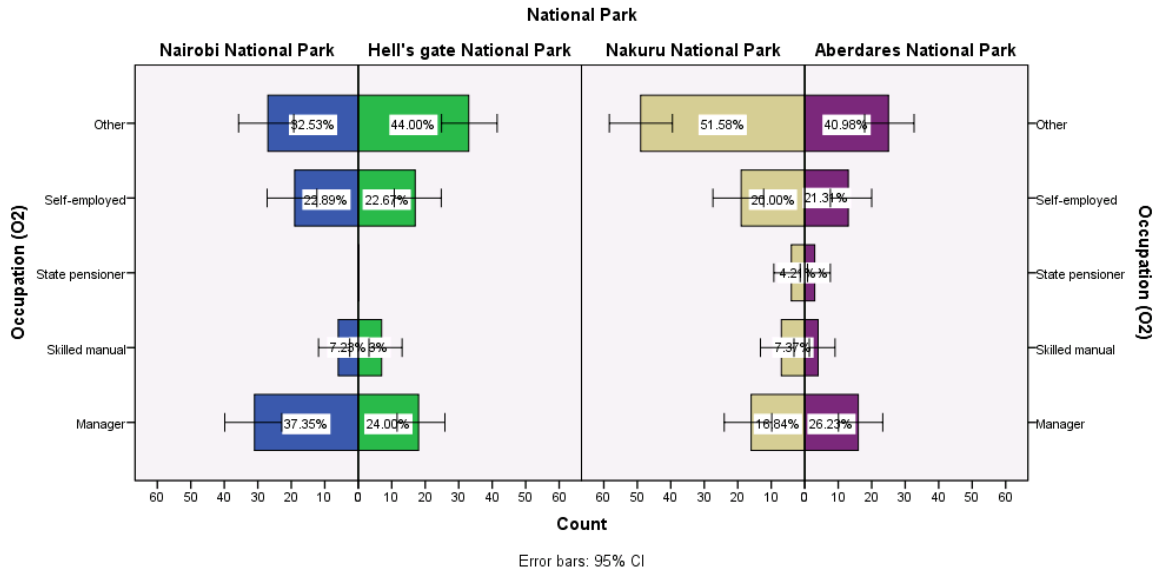


Figure 4.7: Occupations of tourists

An analysis of the percentage of tourists within occupation identified that most of the State pensioners travelled to Lake Nakuru National Park (57.1%) and Aberdares National Park (42.9%) as compared to Nairobi National Park (0.0%) Hell’sgate National Park (0.0%). The Self-employed tourists preferred Nairobi National Park (27.9%) and Nakuru National Park (27.9%) (See table 4.14). An analysis of the other occupations indicated that most of the tourists in this category were students (see figure 4.8) .

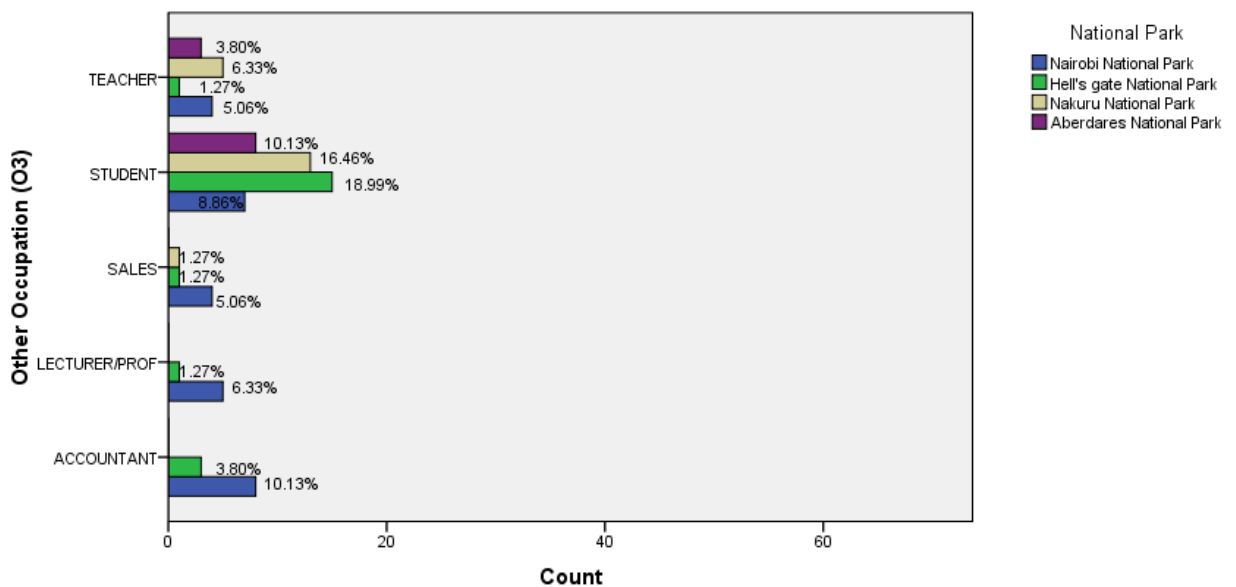


Figure 4.8: Other Occupations of tourists

The student market constituted a significant 47.6% of the tourist market. Eagles (2010) notes that environmental education targeting schools and institutions of higher learning is a major activity in protected areas globally. Park visitation by students is critical for the creation of societal culture that is conducive to parks. People visit parks, and appreciate the experiences gained and must have a memory of appreciation that leads to long-term attitude reinforcement. They develop a sufficiently strong attitude that causes political action towards conservation. Tourism is the fundamental element that determines whether a society has sufficient levels of conservation appreciation to lead to action. This appreciation must be consistent and ongoing.

#### **4.2.1.7. Preferred Mode of Travel Arrangement**

The findings indicated that on overall, 89% of the tourists to Nairobi National Park preferred independent tours whilst only 11% preferred packaged tours. Similarly, majority (76.7%) of the tourists to Hell's gate National Park preferred Independent tours, whilst only 23.3% preferred packaged tours. 62.1% of the tourists to Lake Nakuru National Park preferred Independent tours while 37.9% preferred package tours (as indicated in figure 4.9). The findings as indicated in figure 4.9 confirmed in comparison to the literature reviewed that, most tourists to the branded parks preferred independent tours to packaged tours. These tourists preferred flexible and personalized holidays that were purchased competitively. This was indeed an indication of the level of personalization of choice. Odunga (2003) attributes this level of preference to the high levels of experience, education and independence in decision-making.

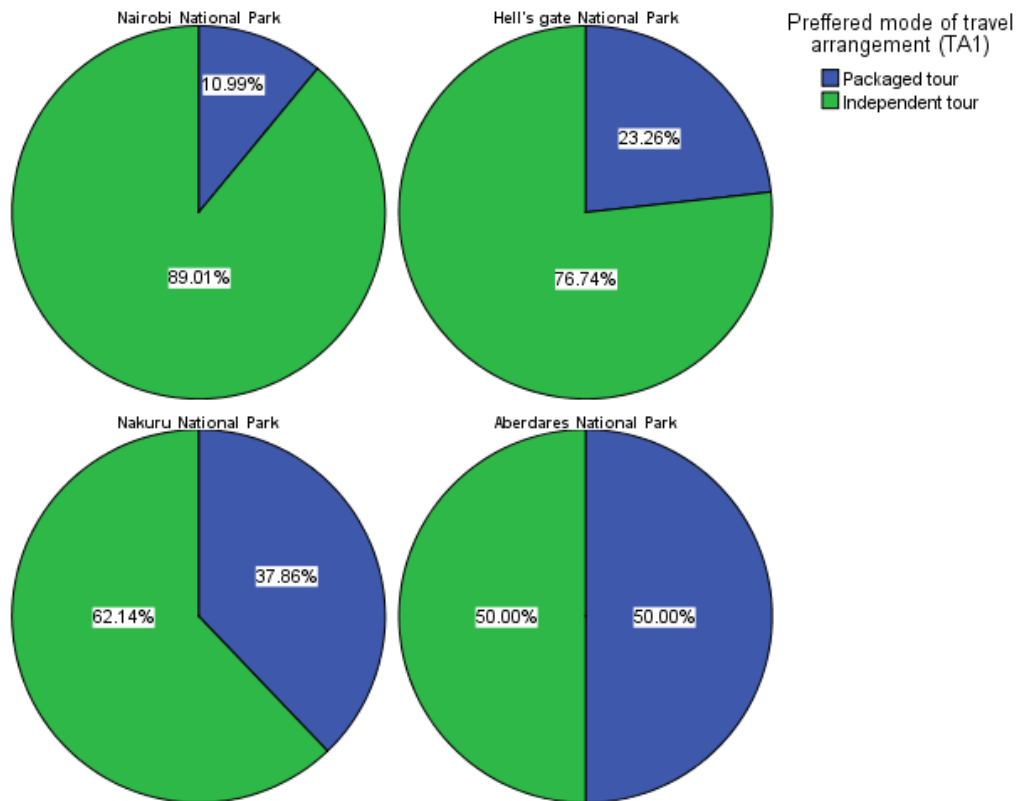


Figure 4.9: Preferred mode of travel arrangement of tourists

A significant proportion of tourists to Nairobi, Hell's Gate and Lake Nakuru National Park preferred independent tours (ie 89%, 77% and 62% respectively). 50% of tourists to Aberdares National Park preferred package tours. Echtermeyer (2006) attributes such a phenomenon to the fact that globally all the big tour operators from Europe are offering single destination trips and strive to expand the FIT (Free Independent Traveller) segment.

#### 4.2.1.8. Tourists Travelling with Children

The research findings indicated that Nairobi National Park had the highest proportion of tourists travelling with children (44.4%), followed by Lake Nakuru National Park (21.0%); Hell's Gate National Park (18.5%) and finally Aberdares National Park (16.0%) (see table 4.15). Chi-square tests as indicated in table 37 confirmed that there were significant positive level of association between park visitation and tourists

travelling with children in Nairobi National Park  $\chi^2 = 19.496$ ,  $df = 3$ ,  $p = 0.000$ ;  $\alpha = 0.05$  (see table 4.15). Therefore, there is significant need to develop tourist education and recreational programmes that would cater for this elusive segment. However, Grimm and Lohmann (2009) concurs and notes that with the changes in age structure as well as the household structure the impact of this holiday segment of tourists travelling with children (under the age of 14 years) is significant.

Table 4.15: Tourists travelling with Children

Variables	Values/ Cohorts	Measure	Pooled model	Nairobi N.P	Nakuru N.P	Aberdares N.P	Hell's gate N.P
<b>Travelling with children</b>	Yes	Count	81	36a	17b	13b	15b
		% within Travelling with children	100%	44.4%	21.0%	16.0%	18.5%
		% within NP	22.8%	39.6%	16.7%	17.1%	17.4%
		<b>% of Total</b>	<b>22.8%</b>	<b>10.1%</b>	<b>4.8%</b>	<b>3.7%</b>	<b>4.2%</b>
	No	Count	274	55a	85b	63b	71b
		% within Travelling with children	100%	20.1%	31.0%	23.0%	25.9%
		% within NP	77.2%	60.4%	83.3%	82.9%	82.6%
		<b>% of Total</b>	<b>77.2%</b>	<b>15.5%</b>	<b>23.9%</b>	<b>17.7%</b>	<b>20.0%</b>

Each subscript letter denotes a subset of National Park categories whose column proportions do not differ significantly from each other at the 0.05 confidence level  
 $\chi^2 = 19.496$ ,  $df = 3$ ,  $p = 0.000$ ;  $\alpha = 0.05$

The degree to which the children influence purchase and choice decisions according to (Mathieson and Wall, 1982) is influenced by interpersonal needs between the children and the adults, the level of product involvement and utility as well as role power ie the degree to which one family member exerts influence over others in decision making. However, parents play a most significant role in consumer socialization ie instilling their own values about consumption and choice to their children. However, Chavez (2013) notes that American leisure patterns continue to influence this trend, which include the graying of America, MOBYs (Mothers Older when Baby is Young) the sandwich generation (those who care for their parents when also caring for their own children), and the middle-age economy (characterized by cautious consumer spending and more saving). Therefore, it is important to note that park choice decisions may be conditioned by an influence of any of these factors.



**4.2.1.9. Tourists’ Highest Level of Education Attained**

A distribution of tourists by the highest level of education attained indicated that 42.08% of tourists to Nairobi National Park had an Undergraduate degree, whilst 28.41% had attained a Masters degree. Only 13.91% of the tourists to Nairobi National Park had High School training and 11.36% PhD level training. A profile of tourists to Hell’s gate National Park showed similar variations where the majority 39.08% had Undergraduate degrees; 29.89% following with Masters degrees, whilst only 15.9% and 13.8% had high school and diploma qualifications respectively (see figure 4.10).

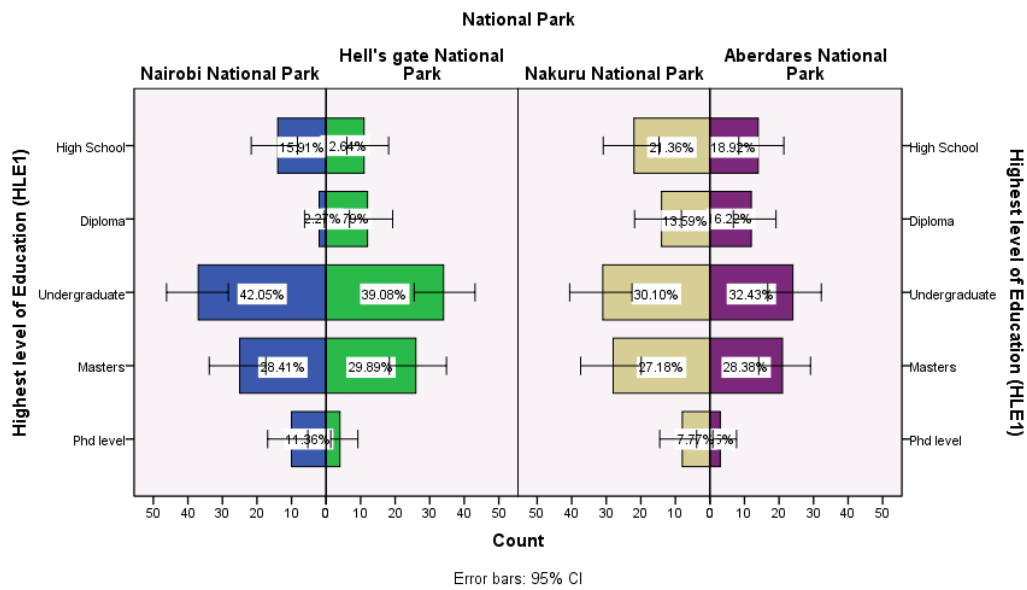


Figure 4.10: Tourists’ highest level of education attainment

Tourists to Lake Nakuru National Park showed marked variations as a considerable proportion of tourists were educated to the level of masters and undergraduate levels i.e. 27.2% and 30.1% respectively (as shown in figure 4.10). Aberdares National Park showed similar findings as a majority 32.43% had undergraduate training whilst 28.38% had masters training whilst only 19% had high school training as the highest level of training.

The findings also collaborated with the fact that the more educated traveler prefers those activities that are value expressive (Mathieson and Wall, 1982). High levels of education attainment amongst travelers, according to Goeldner and Ritchie (2012) would be highly attributable to the high visibility of a traveler culture within the social and educational system in Europe and Asia. Although the role of tourism at its meaning as discriminated by level of education is largely minimal in academic research (Small, 2008), it is a significant factor to tourist choice.

#### **4.2.1.10. Duration of visit**

The study findings further identified that most of the tourists to the four parks travelled on day trips and also a significant number on extended stays as indicated in the figure . A significant number of tourists to Nairobi National Park and Hell's gate National Park were on excursions and day trips. However, a significant number of tourists to Lake Nakuru National Park and Aberdares National Park were on extended stays > 8 days (see figure 4.11).

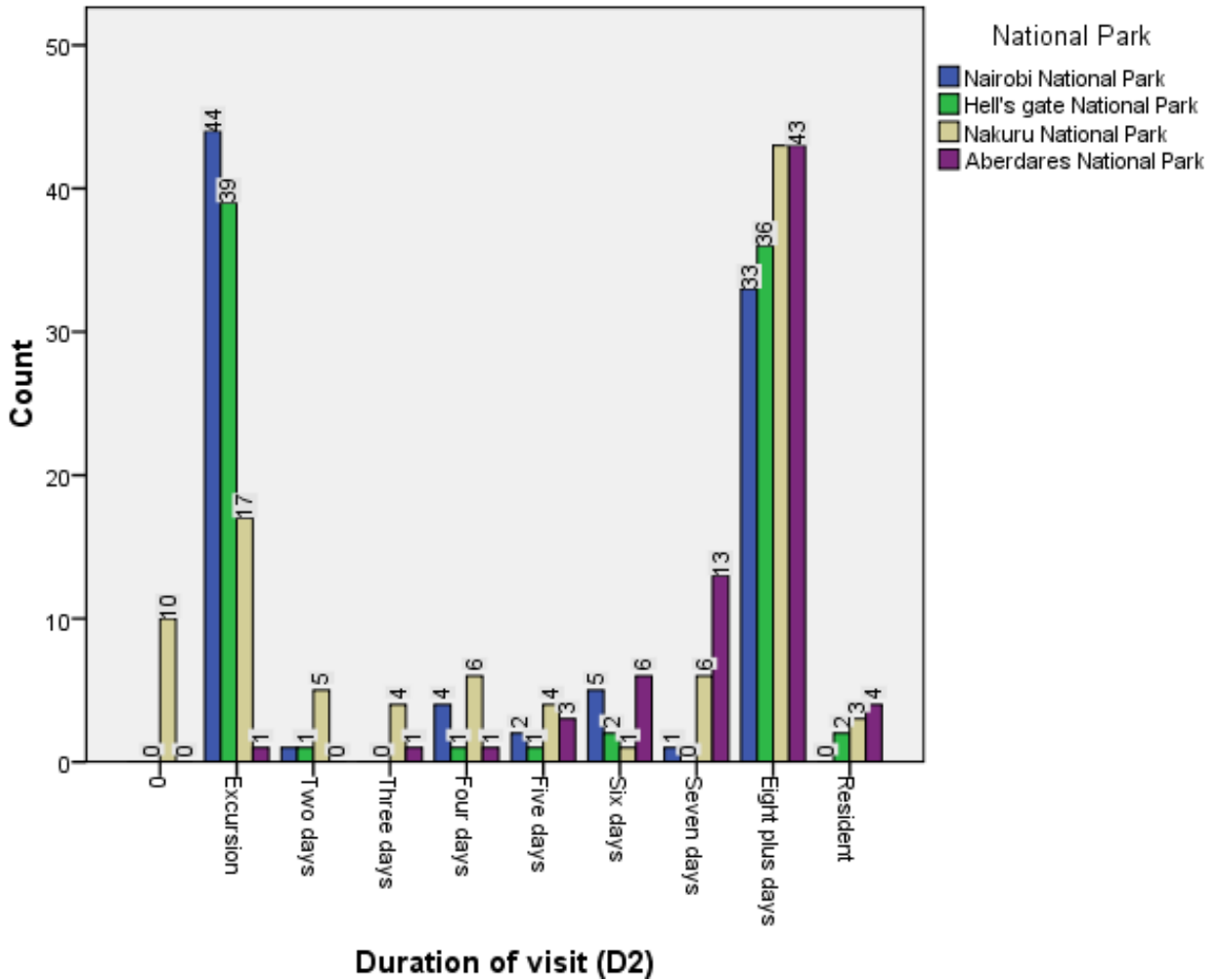


Figure 4.11: Tourists’ duration of visit

In support of these findings, the UNWTO (2013) states on tourist demographic changes that rising mobility and changes in behavior relating to day trips compensate for the effects of demographic change (population development, age structure) by 2020, i.e. those aged 65+ may become the most important target group for day trip travel. At the same time, significant market share will be lost with respect to those aged 15 to 44. The growing importance of older target groups is expected to result in an overall sales increase in terms of day trips.

**4.2.1.11. Brand Familiarity**

The tourists were asked whether they were familiar with the KWS park brands. The results indicated that 76.92% of the tourists to Nairobi National Park were familiar to

the park brand, 79.31% of the tourists to Hell's Gate National Park were familiar to the park brand, a significant 76.26% of the tourists to Lake Nakuru were familiar to the park brand and 66.67% of the tourists to Aberdares National Park were familiar to the park brand (see figure 4.12).



Figure 4.12: Park brand familiarity

In terms of brand familiarity within the context of other competing brands, a significant 80.28% of tourists to Hell's Gate National Park were familiar to the KWS park brands (see figure 4.13). Further to this, a significant 16.9% of the tourists to Hell's gate National park used the lonely planet online brand and only 2.82% used the Kenya Tourism Board's online MagicalKenya brand. As for Nairobi National Park, 66.28% of the tourists were familiar to the KWS park brand, while 27.91% of the tourists felt that the lonely planet brand was a significant brand of choice and only 5.81% of the tourists felt that Kenya Tourism Board's Magical Kenya brand was quite familiar.

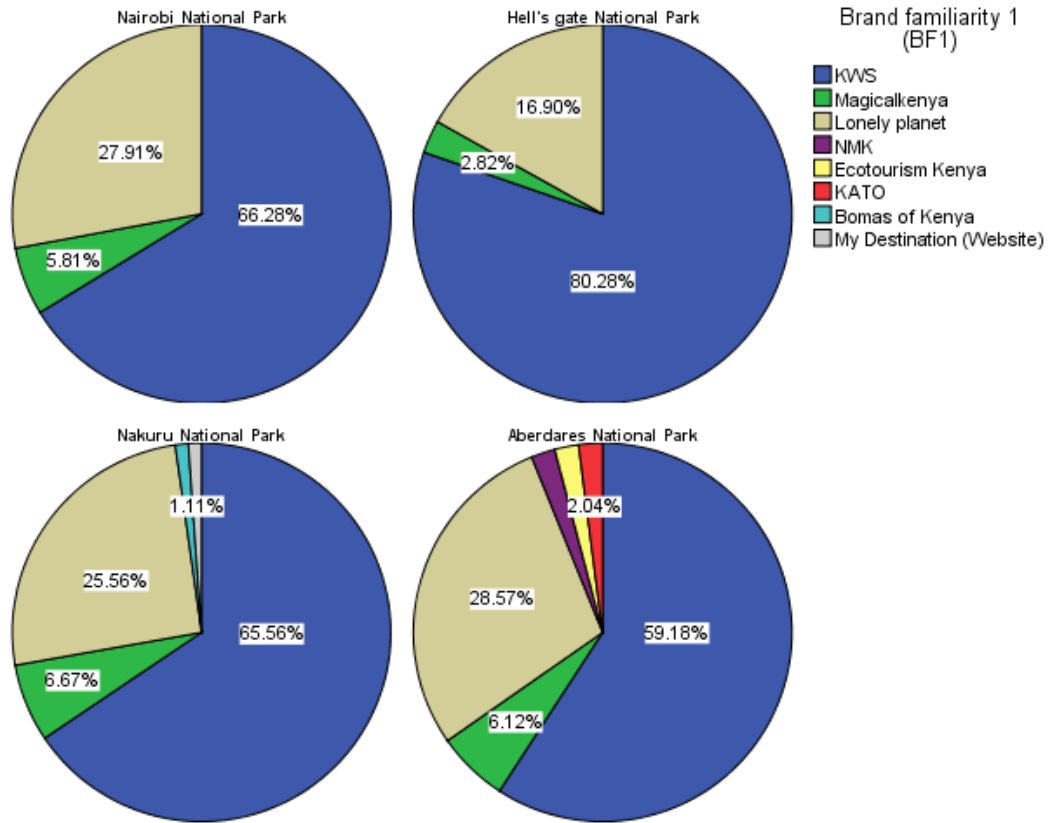


Figure 4.13: Brand familiarity of competing brands

Tourists to Lake Nakuru National Park considered the following brands as familiar in the order of magnitude: KWS (65.56%), Lonely Planet (25.56%), MagicalKenya (6.67%) and Bomas of Kenya (1.11%) respectively. However, as for Aberdares National Park, the most familiar brands were mentioned to be the following in order of magnitude: KWS (59.18%), Lonely Planet (28.57%), Magicalkenya (6.12%), National Museums of Kenya (NMK) (2.04%) respectively.

**4.2.1.12. Source of Information about Park Brand**

The tourists were asked on which were their primary source of information that they relied upon in choosing the park brand to visit. The results indicated that in three of the parks visited ie Nairobi, Hell’s Gate and Lake Nakuru National Park, advice from a friend/ relative were the dominant sources of information as indicated by 36%, 44%

and 43% of the respondents indicating that respectively. As for Aberdares National Park, the most dominant source of information for tourists were the travel agents (28%). Additional sources of information which included online search (20%); tour operators (18%) and advise from friends/ relatives (18%). For Nairobi National Park, online search (15%), commercial ads (12%) and tour operators (11%) were significant sources. For Hell's Gate National Park, additional sources of information included social media (12%), tour operators (10%), travel guide (9%) and commercial ads (9%).

In explaining these findings, it is important to note that Rojek (1997) however, added that the main elements in the social construction of tourism places include:- All tourist sights depend strongly on the information sources and differentiation processes that help distinguish them from ordinary places (Urry 1990). These are supported by information signifiers in the landscape and the marketing industry; Secondly, that the nature of the information differentiation between ordinary and extraordinary (tourism places) is cultural, as the relationship between the tourist and the sight is always culturally detailed and mediated; finally, the distinction between the ordinary and the extraordinary seems to have been traditionally undermined by the 'television culture'.

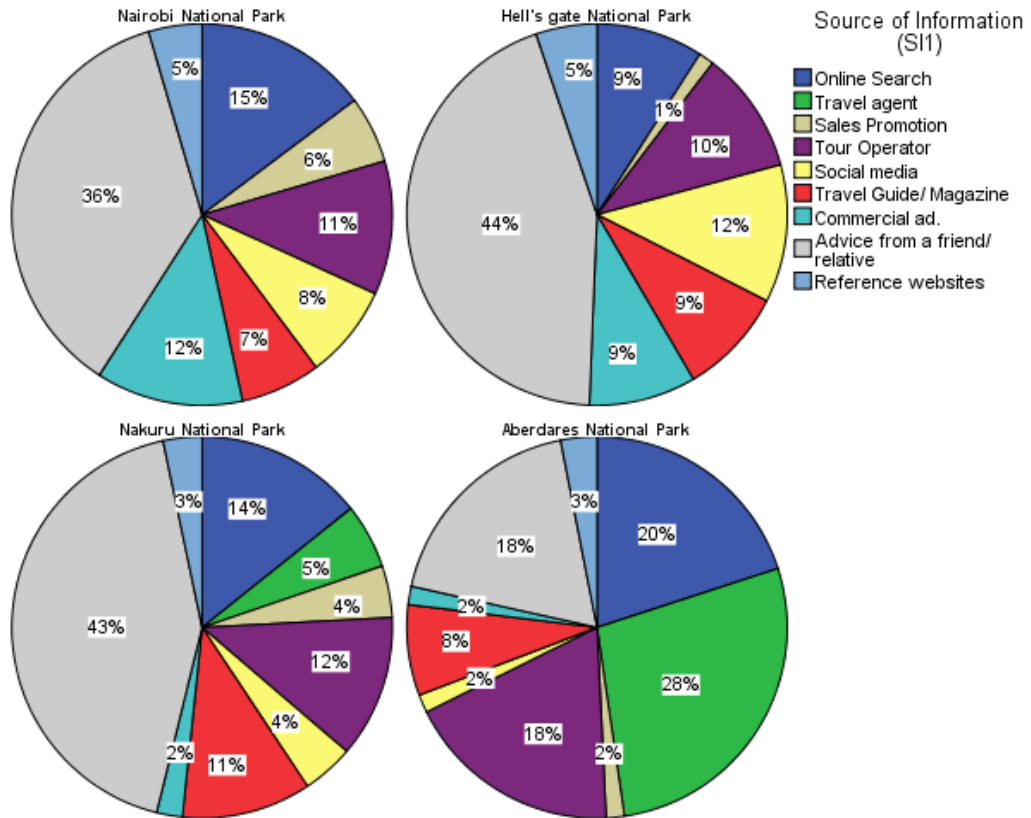


Figure 4.14: Primary source of information on park brand

**4.2.1.13. Motivation to visit the National Park**

The tourists were also asked on what really motivated them to visit the park. Tourists to Nairobi National Park responded that their major motivation to visit the park was to: View wildlife and reconnect with nature (75.95%); social interaction (11.39%); a pursuit of relaxation (6.33%) and a desire to escape from the routine/ getaway (6.33%). However, tourists to Hell’s Gate National Park responded that the main motivators were: to view wildlife and reconnect with nature (72.60%); a desire to escape from routine/ getaway (12.33%); social interaction (4.11%); and a pursuit of relaxation (2.74%) and education purposes (1.74%) respectively.

Tourists to Lake Nakuru National Park indicated that the key motivators for them to visit the park were: to view wildlife and reconnect with nature (69.05%); a desire to escape from routine/ getaway (9.52%); recuperation (3.57%); Strengthening family

bonds (3.57%); social interaction (3.57%); Accessibility (3.57%); Educational purposes (3.75%) and Wish fulfillment (2.38%) respectively. However, tourists to Aberdares National Park indicated that the key motivators for them to visit the park included: to view wildlife and reconnect with nature (88.14%); a desire to escape from routine/ getaway (6.78%) and Wish fulfillment (1.69%).

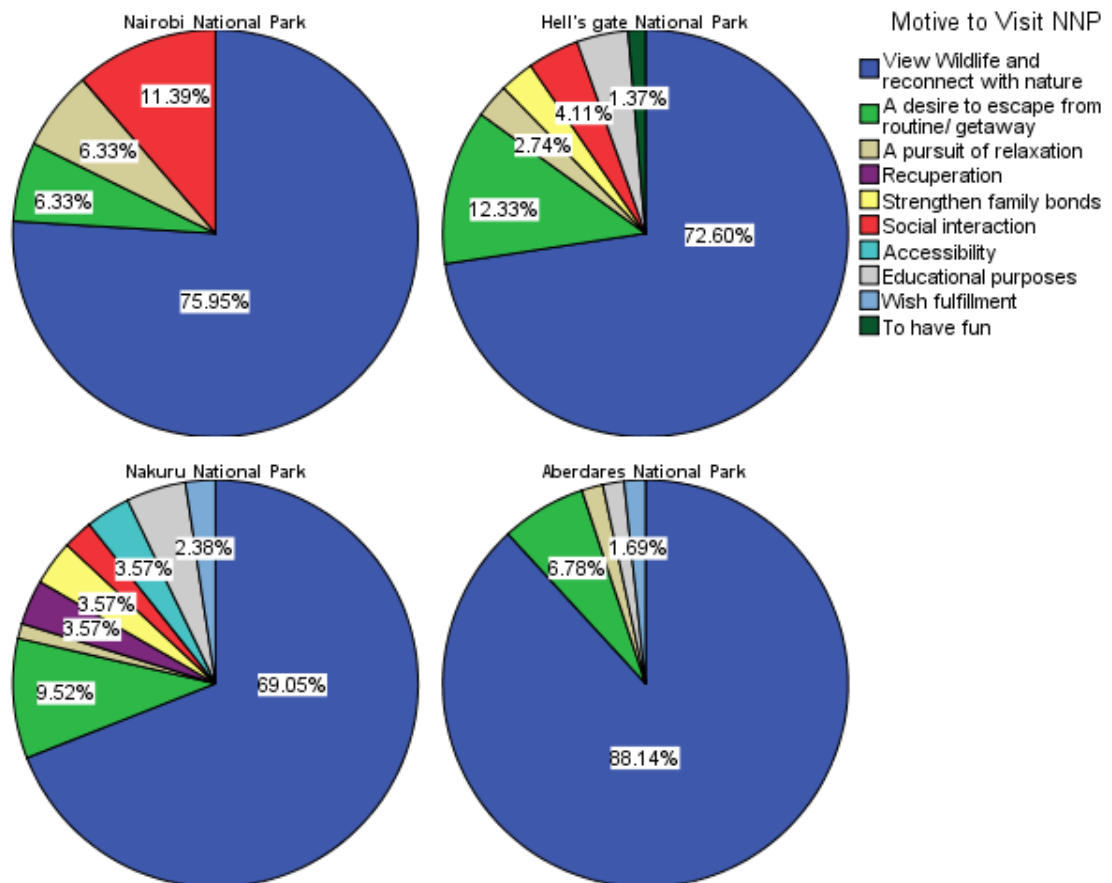


Figure 4.15: Motivations of tourists

The findings vindicated the fact that individualized needs for social adjustment, value expression, self-expansion, and emotional regulation served as self-meanings and key motivators. This was in concurrence with Kapferer (2004) who noted that successful brands deliver intrinsic value in addition to the core benefits offered by the service/product. The search to reconnect with nature was highly dominant within the four parks, therefore indicative of the need for experiential tourism that was according



to Cohen (1979) adaptable to the modern, alienated individual who seeks authentic experiences in their tourism pursuits. It is important to further note that Escapism motives were also considered as a significant motive to tourists in Hell's Gate, Lake Nakuru and Aberdares National Parks. According to Gnoth (1997), the escape and search dichotomy featured as ideal extremes in which actual tourism behaviour occurred.

#### **4.3.1. RESULTS FOR OBJECTIVE ONE: TO PROFILE TOURISTS VISITING BRANDED PARKS IN KENYA BASED ON THEIR CHOICE BEHAVIOUR**

One of the key objectives of this study was to profile tourists visiting branded parks in Kenya based on their choice behaviour (cf. 1.4). The key goal here was to identify whether the parks attracted a differentiated tourist profile and whether such factors influenced their choice behaviour as well as brand positioning.

##### **4.3.1.1. Cluster profiling of market segments to Nairobi National Park**

An analysis of the market clusters within Nairobi National Park indicated that the park attracted two main market clusters of tourists. The first cluster (Cluster One – shown in red in figure 4.16 and table 4.16) categorized as the secondary market accounted for 48.2% of the tourist respondents which was characterized mainly by International tourists (100%). Within this cluster, 67.5% of the tourists came to the country for duration of > 8 days and 80% were female. They did not travel in groups and preferred independent modes of travel arrangements. They were avid wildlife enthusiasts. Further, 95% of the tourists from this cluster do not travel with children, 80% of these are female and on average 40% of the tourists within this cluster come

from the 25 – 34 age group. These tourists do not travel in a group and they prefer independent tours. They are single and prefer not to travel with companions.

Table 4.16: Cluster profiles to Nairobi National Park

<i>Cluster</i>	<i>Tourist type</i>	<i>Gender</i>	<i>Age</i>	<i>Income levels</i>	<i>Levels of education</i>
Cluster One (48.2%) Secondary market	International (100%)	Female (80%)	25-34 (40%)	30001-60000 (47.5%)	Undergraduate
Cluster Two (51.8%) Primary Market	Domestic (88.4%)	Male (67.4%)	25-34 (81.4%)	< 30000 (65.1%)	Masters
<i>Cluster</i>	<i>Marital status</i>	<i>Companion</i>	<i>Travelling with Children</i>	<i>Travel arrangement</i>	<i>Duration of stay</i>
Cluster One (48.2%) Secondary market	Single (62.5%)	No (65%)	No (95%)	FIT	> 8 days (67.5%)
Cluster Two (51.8%) Primary Market	Single (51.2%)	No (76.7%)	Yes (67.4%)	FIT	Excursion (86.0%)

Source: Research data (2014)

In comparison to literature reviewed, the findings indicated a dominance of the domestic traveler as well as the unique traits of this market. The characteristics of this market segment were indicative of the fact that they were 25 -34 years in age as well as highly educated. This confirms (Schweiger 2011; Giraldi and Ikeda, 2010) evaluations that the product's country of origin has a significant influence on product evaluation. In concurrence to Buhalis (2006), the length of stay of a tourist was identified as a key technical issue defining tourism activity in any destination.

The second cluster (Cluster Two) categorized as the primary market which comprised 51.8% of the tourists consisting of mainly domestic tourists (88.4%). Majority of these tourists visit Nairobi National Park on excursions (86%). 67.4% of the tourists in this cluster prefer to travel with children. 67.4% of the tourists in this cluster are male. These tourists travel independently. They do not prefer to travel with a companion (76.7%) and most of these tourists in this segment are single (51.2%). A

statistical analogy of the characteristics of the domestic tourist segment, highlights the unique characteristics of the cluster therefore providing a basis for marketing strategy.

An analysis of the differences between the two clusters showed that the two clusters were significantly different in terms of gender, income levels, level of education attainment, duration of stay as well as country of origin. The two market segments were also characteristically similar in terms of age profiles, marital status, travelling with companion as well as the preferred mode of travel arrangement.

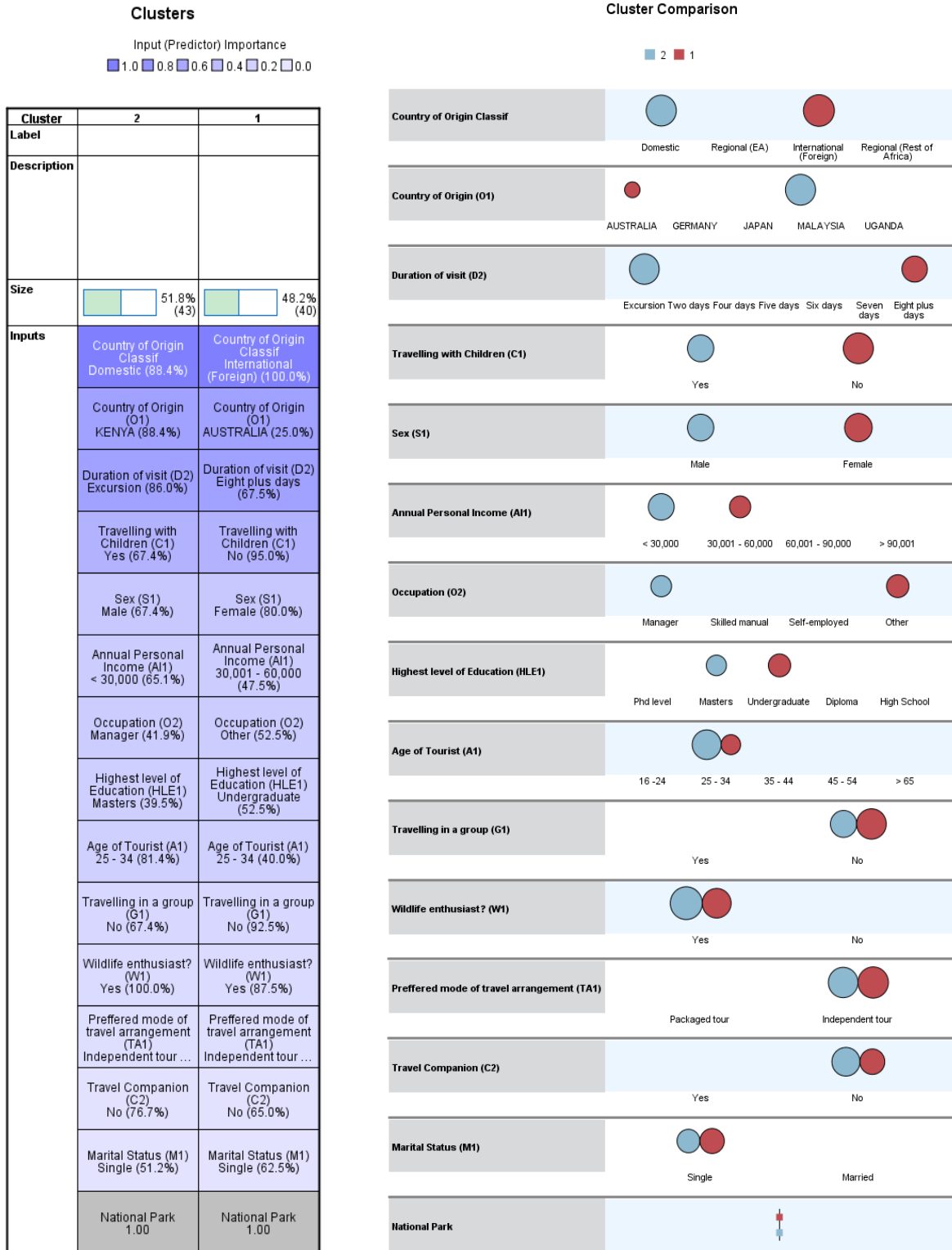


Figure 4.15: Tourist Market cluster profiling (Nairobi N. Park)

A statistical profiling of the visitation to the park based on the relative importance of the predictors within the cluster segments showed that Country of Origin determinants ( $I = 1.00$ ), duration of visit ( $I = 0.68$ ), tourists travelling with children ( $I = 0.68$ ) as well as sex ( $I = 0.3$ ) were significant predictors to visitation levels in Nairobi National Park. (As indicated in figure 4.16). A dendrogram analysis is indicated in figure 4.11 using Average linkages between significant predictors to visitation in Nairobi National Park.

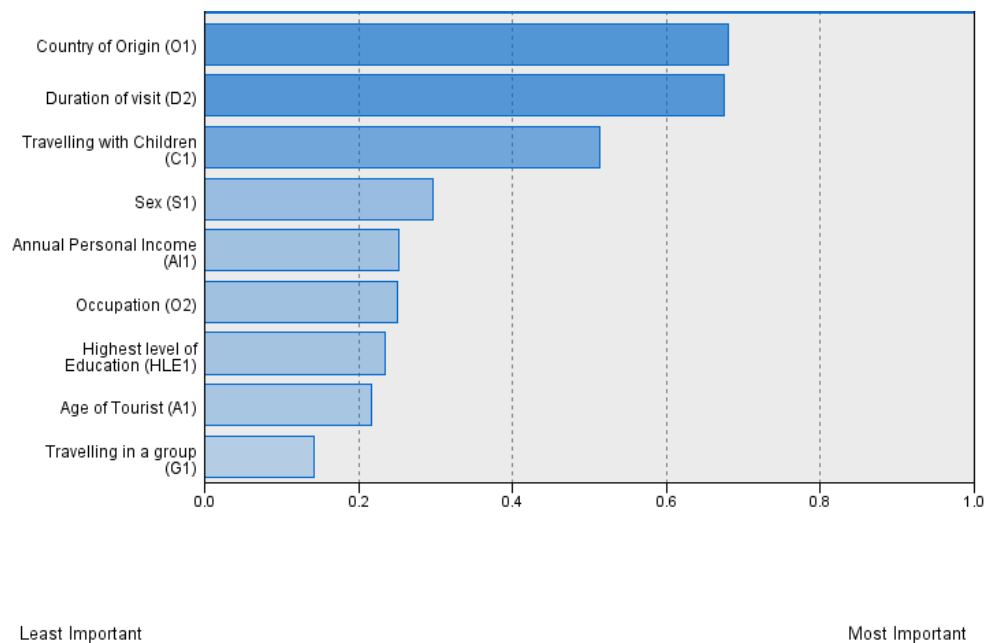


Figure 4.16: Predictor importance to Nairobi N. Park

The three least important predictors to visitation levels to Nairobi National Park include group travel, age of tourist, highest level of education. The predictor levels were less than 0.4. The probable reason why these predictors were not significantly determinant to visitation levels were the fact that most of the tourists to Nairobi National Park preferred independent mode of tour arrangement (89%) and only 11% preferred packaged tours (cf 4.3.1.7). Further, in terms of age of tourist, the results confirmed that Nairobi National Park attracted the highest proportion of tourists within the 25-34 years age cohort, a significant proportion (47%) being domestic

travellers. Age did not significantly influence choice of park variable ( $p>.05$ ) and therefore there were significant evidence to suggest that age was not a determining factor. Level of education was not considered as a significantly important factor in determining choice. A probable explanation for this was the indicative high levels of tourists who were not highly educated. Only 11% were educated to the PhD level and 28% to the masters level.

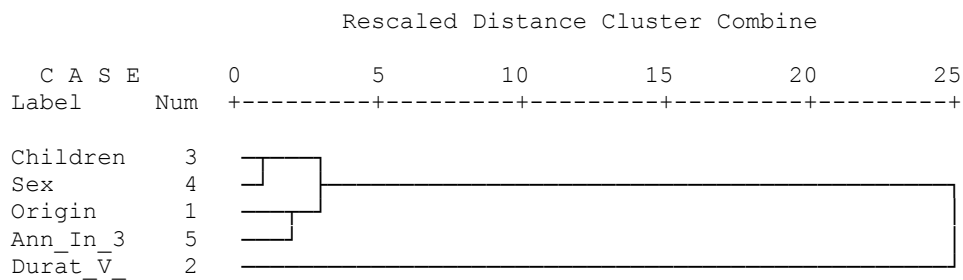


Figure 4.17: Dendrogram of significant predictors in Nairobi N. Park

**4.3.1.2. Cluster profiling of market segments to Lake Nakuru National Park**

A cluster analysis of the tourist market to Lake Nakuru National Park indicated that the market formed two main cluster segments. The first segment (Cluster one) categorized as the primary market represented about 58.8% of all the tourists interviewed in the park. This cluster segment represented mainly international tourists (62.0%). These tourists were mostly single (52%), coming from the 25-34 age cluster (56.0%). They preferred travelling individually and not in a group (52.0%) and they are well educated i.e. at Masters level (30.0%). Figure 4.19 shows an analysis of cluster segments of tourists to Lake Nakuru National Park.

Table 4.17: Cluster profiles - Lake Nakuru N. Park

<i>Cluster</i>	<i>Tourist type</i>	<i>Gender</i>	<i>Age</i>	<i>Income levels</i>	<i>Levels of education</i>
Cluster One (58.8%) Primary market	International (62.0%)	Female (50.0%)	25-34 (56.0%)	< 30,000 (62.0%)	Masters (30%)
Cluster Two (41.2%) Secondary market	International (77.1%)	Female (68.6%)	16-24 (65.7%)	< 30,000 (71.4%)	Undergraduate (42.9%)
<i>Cluster</i>	<i>Marital status</i>	<i>Companion</i>	<i>Travelling with Children</i>	<i>Travel arrangement</i>	<i>Duration of stay</i>
Cluster One (58.8%) Primary market	Married (52.0%)	Yes (68.0%)	No (78.0%)	FIT	> 8 days (28.0%)
Cluster Two (41.2%) Secondary market	Single (88.6%)	Yes (54.3%)	No (94.3%)	FIT	> 8 days (65.7%)

Source: Researcher

Most of these tourists were female (50.0%) and they were wildlife enthusiasts (84.2%). The second cluster (Cluster Two) categorized as the secondary market which represented 41.2% of the tourists interviewed in Lake Nakuru National Park comprised mainly of international tourists (77.1%). Most of these tourists were female (68.6%), single (88.6%), students (31.4%) and came from the 16-24 age group (65.7%). Most of the tourists (85.7%) did prefer to travel in a group and they did prefer to have a travel companion (71.4%) during their visit.

In comparison to literature reviewed, occupation was significant factor in determining choice of park to visit. This finding communicated the fact that occupational differences were determinants of choice of park to visit. This finding agreed with Ahmed (2013) that showed that occupational differences were a key factor. Further, the study showed that age differences were a significant profiling predictor. Age differences, as viewed by (Solomon, 2011; Hall, 2005; as well as Williams and Hall, 2002) were a significant factor influencing consumer preference decision and choice.

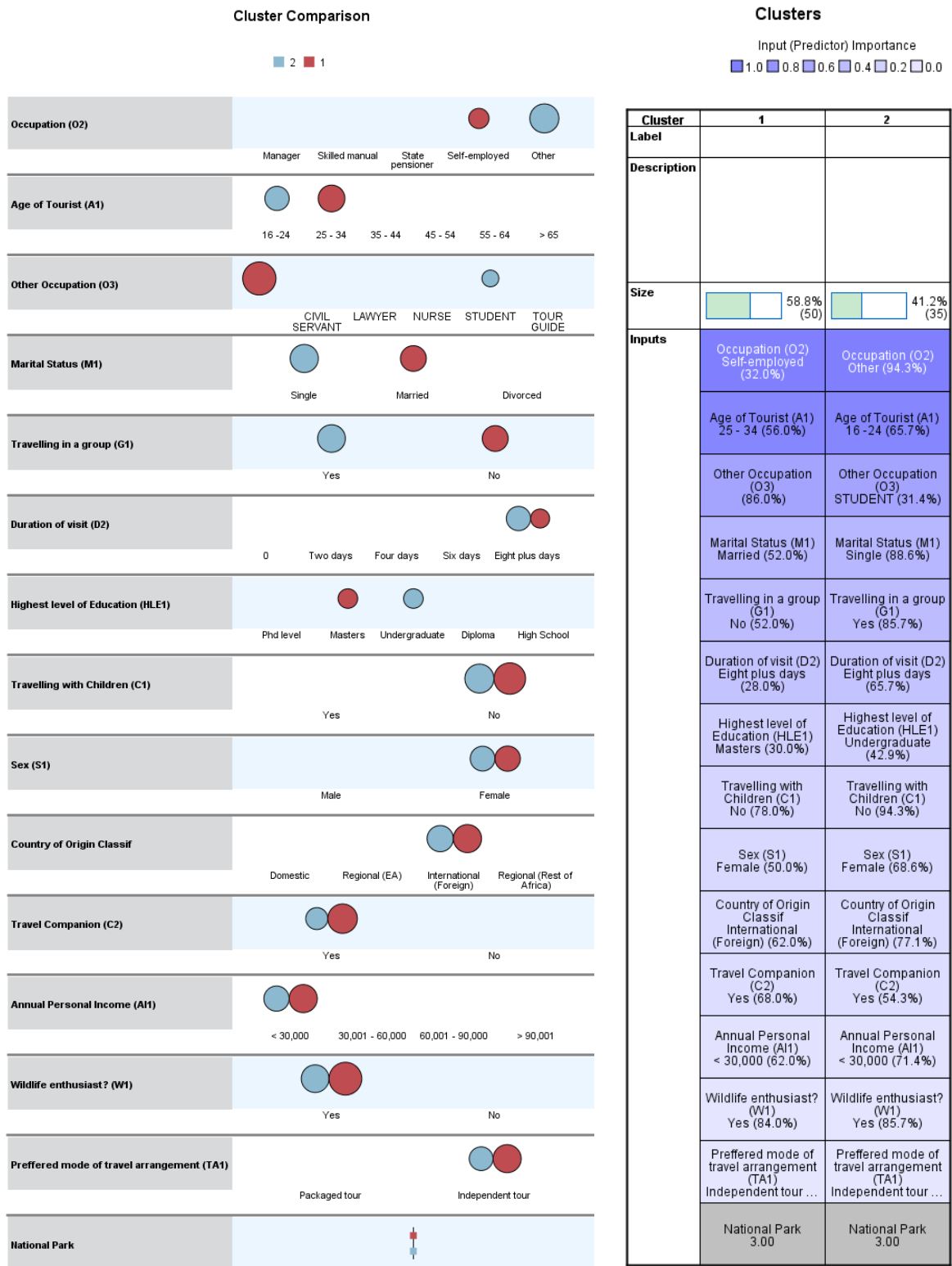


Figure 14.18: Tourist cluster profiling (Lake Nakuru National Park)



An analysis of predictor importance showed that the tourist's occupation ( $i = 1.00$ ), age group ( $i = 0.94$ ), marital status ( $i = 0.46$ ), group travel ( $i = 0.41$ ) as well as duration of visit ( $i = 0.35$ ) were key predictors to visitation in Lake Nakuru National Park. A dendrogram analysis is indicated in figure 4.19 using Average linkages between significant predictors to visitation in Lake Nakuru National Park.

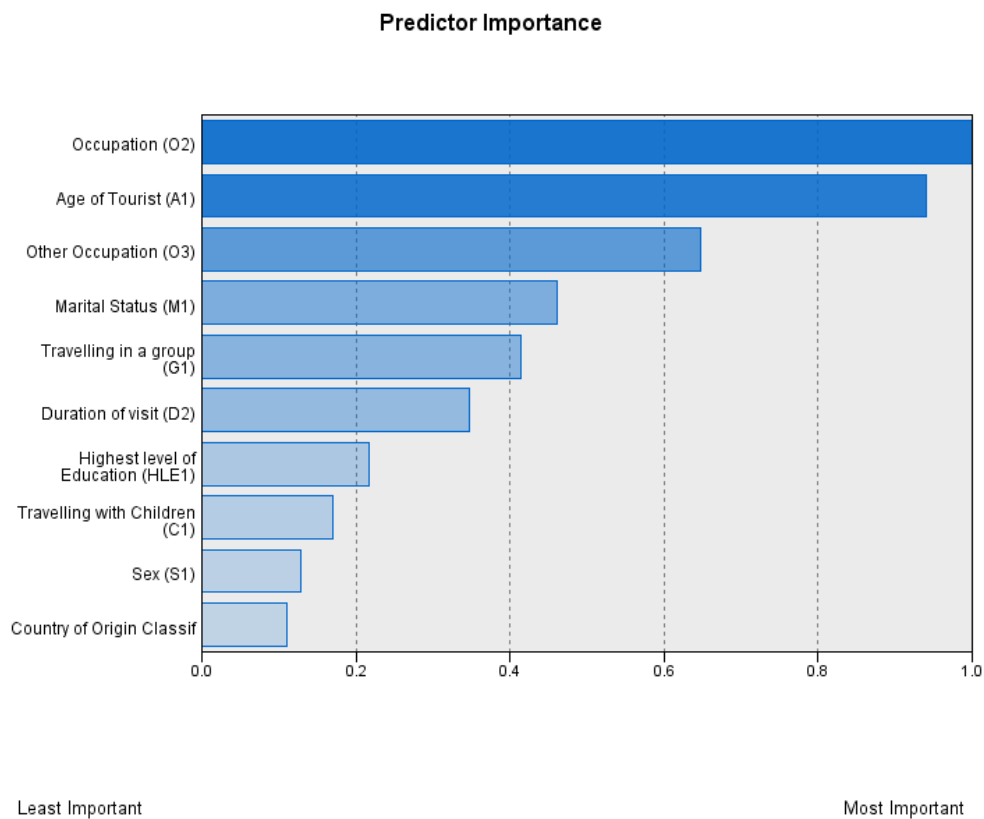


Figure 4.19: Predictor importance - Lake Nakuru N. Park

However, the three least important predictors to visitation levels in Lake Nakuru National Park were country of origin, sex and tourists travelling with children. The findings were indicative of the fact that these factors least influenced visitation to the park.

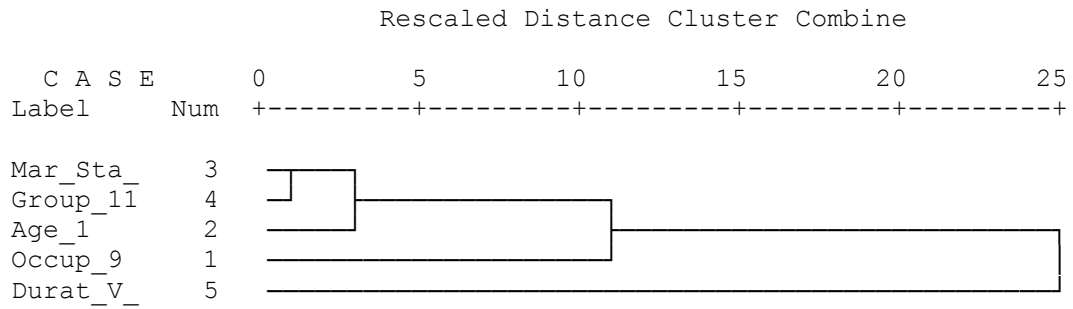


Figure 4.20: Dendrogram - Lake Nakuru N. Park

#### 4.3.1.3. Cluster profiling of tourist segments to Aberdares National Park

Cluster analysis results of visitation from Aberdares National Park indicated that the visitation patterns indicated three major market clusters. The first cluster (Cluster Two) classified as the primary market represented 49.1% of the total visitation to the park. This cluster comprised of international tourists (100%) within the ages of 25-34 age group (61.5%). These tourists were mainly female (65.4%), married (61.5%), 42.3% earning an annual income of 30,001 – 60,000 USD. The highest level of education for 50% of these tourists is Master's degree. These tourists prefer travelling with a companion (82.5%) (see table 4.18).

The second cluster (Cluster One) classified as a secondary market, accounted for 26.4% of the tourists to the park. It comprised of foreign (64.3%) tourists who were male (78.6%), married (64.3%), who came from the 45-54 age group (35.7%) and had an annual personal income of USD 60,001 – 90,000. This tourist type/ market cluster did not prefer to travel in a group (78.6%). The third cluster (Cluster three) classified as a secondary market accounted for 24.5% visitation to the park. It comprised of young (16-24 yrs); single (100.0%); male (76.8%) tourists with an annual personal income of < 30,000 USD (53.8%). Their preferred mode of travel arrangement was independent tours, though most of them travelled in a group (69.2%).

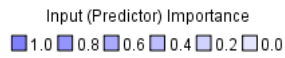
Table 4.18: Cluster profiles - Aberdares N. Park

<i>Cluster</i>	<i>Tourist type</i>	<i>Gender</i>	<i>Age</i>	<i>Income levels</i>	<i>Levels of education</i>
Cluster One (26.4%) Secondary market	International (64.3%)	Male (78.6%)	45-56 (35.7%)	60,001-90,000 (42.9%)	Undergraduate (42.9%)
Cluster Two (49.1%) Primary market	International (100.0%)	Female (65.4%)	25-34 (61.5%)	30,001-60,000 (42.3%)	Masters (50.0%)
Cluster Three (24.5%) Secondary market	International (76.9%)	Male (76.9%)	16-34 (61.5%)	< 30,000 (53.8%)	High school (46.2%)
<i>Cluster</i>	<i>Marital Status</i>	<i>Companion</i>	<i>Travelling with Children</i>	<i>Travel arrangement</i>	<i>Duration of stay</i>
Cluster One (26.4%) Secondary market	Married (64.3%)	Yes (71.4%)	No (71.4%)	FIT	> 8 days (64.3%)
Cluster Two (49.1%) Primary market	Married (61.5%)	Yes (88.5%)	No (84.6%)	Packaged tour	> 8 days (50.0%)
Cluster Three (24.5%) Secondary market	Single 100%	Yes (84.6%)	No (100.0%)	FIT	> 8 days (61.5%)

Source: Researcher

An analysis of the three cluster segments indicated that the clusters have distinct similarities as well as differences in terms of demographic characteristics. In terms of similarities in demographic characteristics, most of the tourists in the three segments were international tourists, they travelled with a companion, and they preferred not to travel with children. However, in terms of differences, the distinct market segments could be differentiated in terms of gender, age profile, income levels, level of education, marital status as well as preferred mode of travel arrangement (as indicated in table 4.18 and figure 4.21).

Clusters



Cluster	2	1	3
<b>Label</b>			
<b>Description</b>			
<b>Size</b>	49.1% (26)	26.4% (14)	24.5% (13)
<b>Inputs</b>	Age of Tourist (A1) 25 - 34 (61.5%)  Marital Status (M1) Married (61.5%)  Travelling in a group (G1) Yes (96.2%)  Annual Personal Income (AI1) 30,001 - 60,000 (42.3%)  Preferred mode of travel arrangement (TA1) Packaged tour ...  Highest level of Education (HLE1) Masters (50.0%)  Occupation (O2) Other (42.3%)  Sex (S1) Female (65.4%)  Country of Origin Classif International (Foreign) (100.0%)  Duration of visit (D2) Eight plus days (50.0%)  Travelling with Children (C1) No (84.6%)  Wildlife enthusiast? (W1) Yes (80.8%)  Travel Companion (C2) Yes (88.5%)	Age of Tourist (A1) 45 - 54 (35.7%)  Marital Status (M1) Married (64.3%)  Travelling in a group (G1) No (78.6%)  Annual Personal Income (AI1) 60,001 - 90,000 (42.9%)  Preferred mode of travel arrangement (TA1) Independent tour ...  Highest level of Education (HLE1) Undergraduate (42.9%)  Occupation (O2) Manager (57.1%)  Sex (S1) Male (78.6%)  Country of Origin Classif International (Foreign) (64.3%)  Duration of visit (D2) Eight plus days (64.3%)  Travelling with Children (C1) No (71.4%)  Wildlife enthusiast? (W1) Yes (100.0%)  Travel Companion (C2) Yes (71.4%)	Age of Tourist (A1) 16 - 24 (61.5%)  Marital Status (M1) Single (100.0%)  Travelling in a group (G1) Yes (69.2%)  Annual Personal Income (AI1) < 30,000 (53.8%)  Preferred mode of travel arrangement (TA1) Independent tour ...  Highest level of Education (HLE1) High School (46.2%)  Occupation (O2) Other (92.3%)  Sex (S1) Male (76.9%)  Country of Origin Classif International (Foreign) (76.9%)  Duration of visit (D2) Eight plus days (61.5%)  Travelling with Children (C1) No (100.0%)  Wildlife enthusiast? (W1) Yes (84.6%)  Travel Companion (C2) Yes (84.6%)

Cluster Comparison

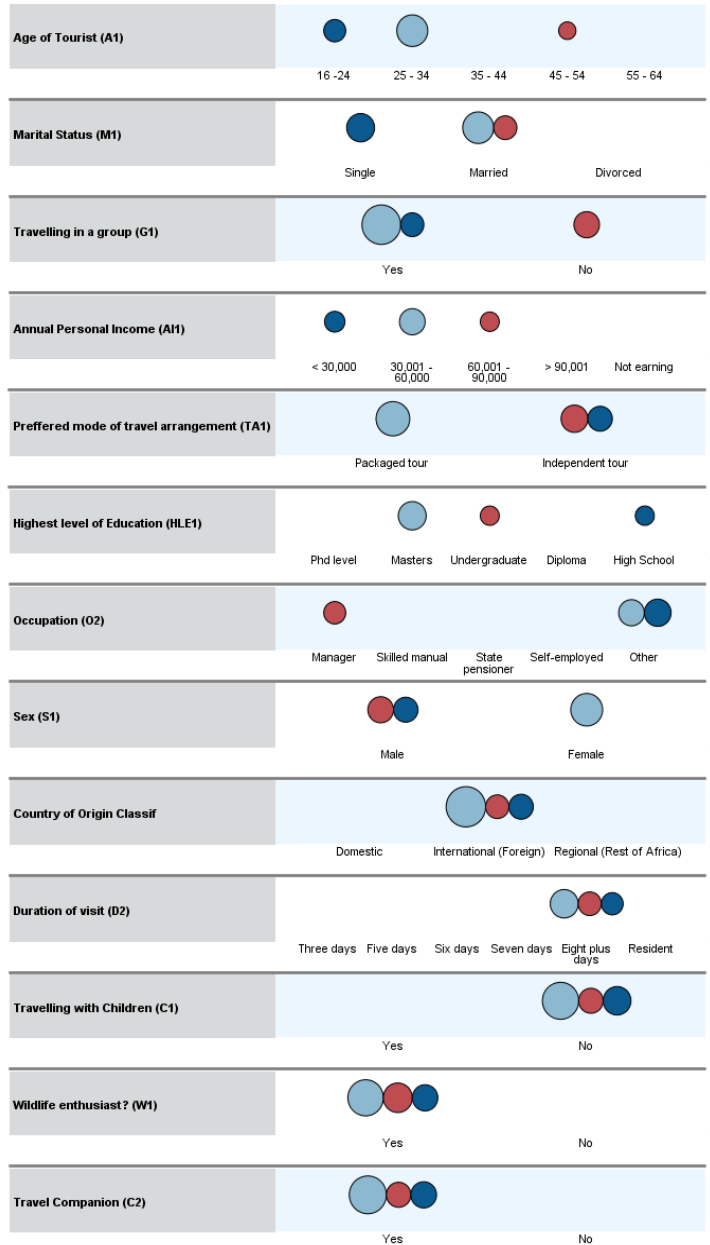


Figure 4.21: Tourist Cluster Profiling (Aberdares N. Park)

An analysis of predictor importance showed that, Age, Marital status, income and preferred mode of travel arrangement were highly rated predictors to visitation in

Aberdares National Park. (See figure 4.22). A dendrogram analysis is indicated in figure 4.23 using Average linkages between significant predictors to visitation in Aberdares National Park.

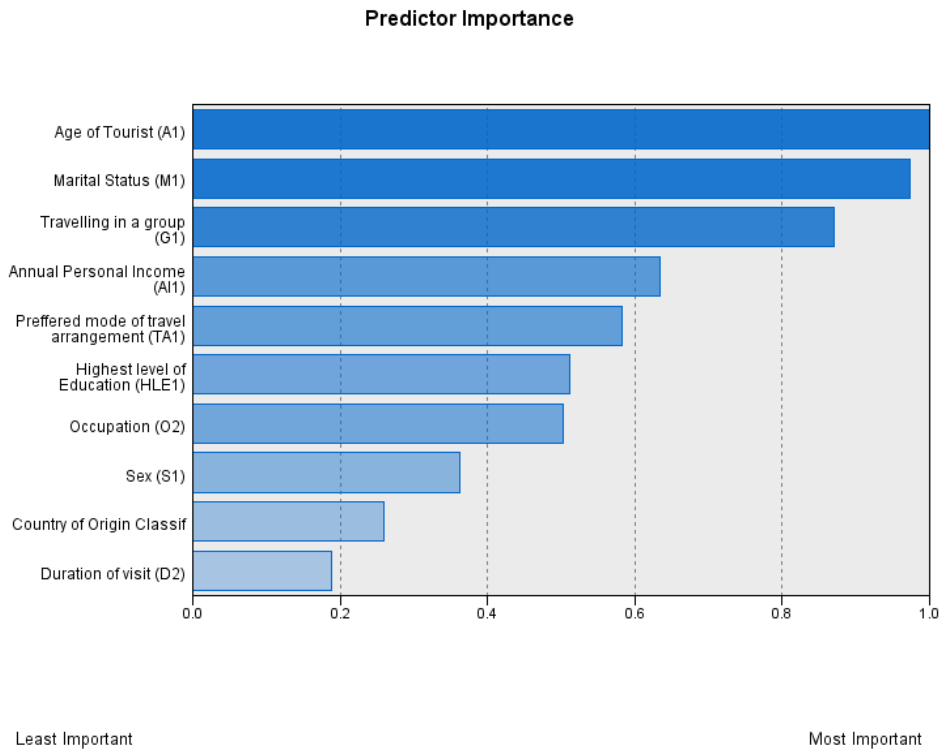


Figure 4.22: Predictor importance - Aberdares N. Park

However, the three most insignificant predictors to visitation in Aberdares National Park as is indicated in figure 4.23 is duration of visit, country of origin and sex profile.

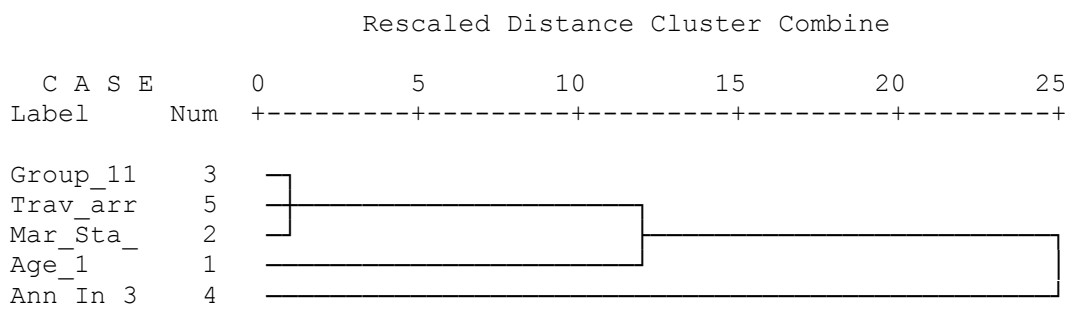


Figure 4.23: Dendrogram - Aberdares N.Park

#### 4.3.1.4. Cluster profiling of tourist segments to Hell's Gate National Park

Hell's Gate National Park attracted two main clusters of tourists (as indicated in table 4.19 and figure 4.25). The first cluster (Cluster One) classified as the primary market accounted for 58.3% of the visitation to Hell's Gate National Park. This cluster comprised mainly male (85.7%); single (57.1%); International tourists (57.1%). These tourists had an annual personal income of < 30,000 USD. They came from the 25-34 age group (42.9%). These tourists were well educated (Masters) and also preferred travelling with children (100%). However, the second cluster, classified as the secondary market comprised of 41.7% of the tourists consisted of female (100%); married (80.0%); excursionists (100%), who were self-employed (80%). These tourists preferred travelling in groups (60%) and were mostly domestic tourists (80%). They had an annual personal income of < 30,000 (80.0%).

Table 4.19: Cluster profiles - Hell's gate National Park.

<i>Cluster</i>	<i>Tourist type</i>	<i>Gender</i>	<i>Age</i>	<i>Income levels</i>	<i>Levels of education</i>
Cluster One (58.3%) Primary market	International (57.1%)	Male (85.7%)	25-34 (42.9%)	< 30,000 (42.9%)	Masters (71.4%)
Cluster Two (41.7%) Secondary market	Domestic (80.0%)	Female (100.0%)	25-34 (80.0%)	< 30,000 (80.0%)	High School (60.0%)
<i>Cluster</i>	<i>Marital status</i>	<i>Companion</i>	<i>Travelling with Children</i>	<i>Travel in a group</i>	<i>Duration of stay</i>
Cluster One (58.3%) Primary market	Single (57.1%)	No (57.1%)	2 (42.9%)	No (85.7%)	> 8 days (57.1%)
Cluster Two (41.7%) Secondary market	Married (80.0%)	Yes (100.0%)	1 (40.0%)	Yes (60.0%)	Excursion (100.0%)

Source: Research data (2014)

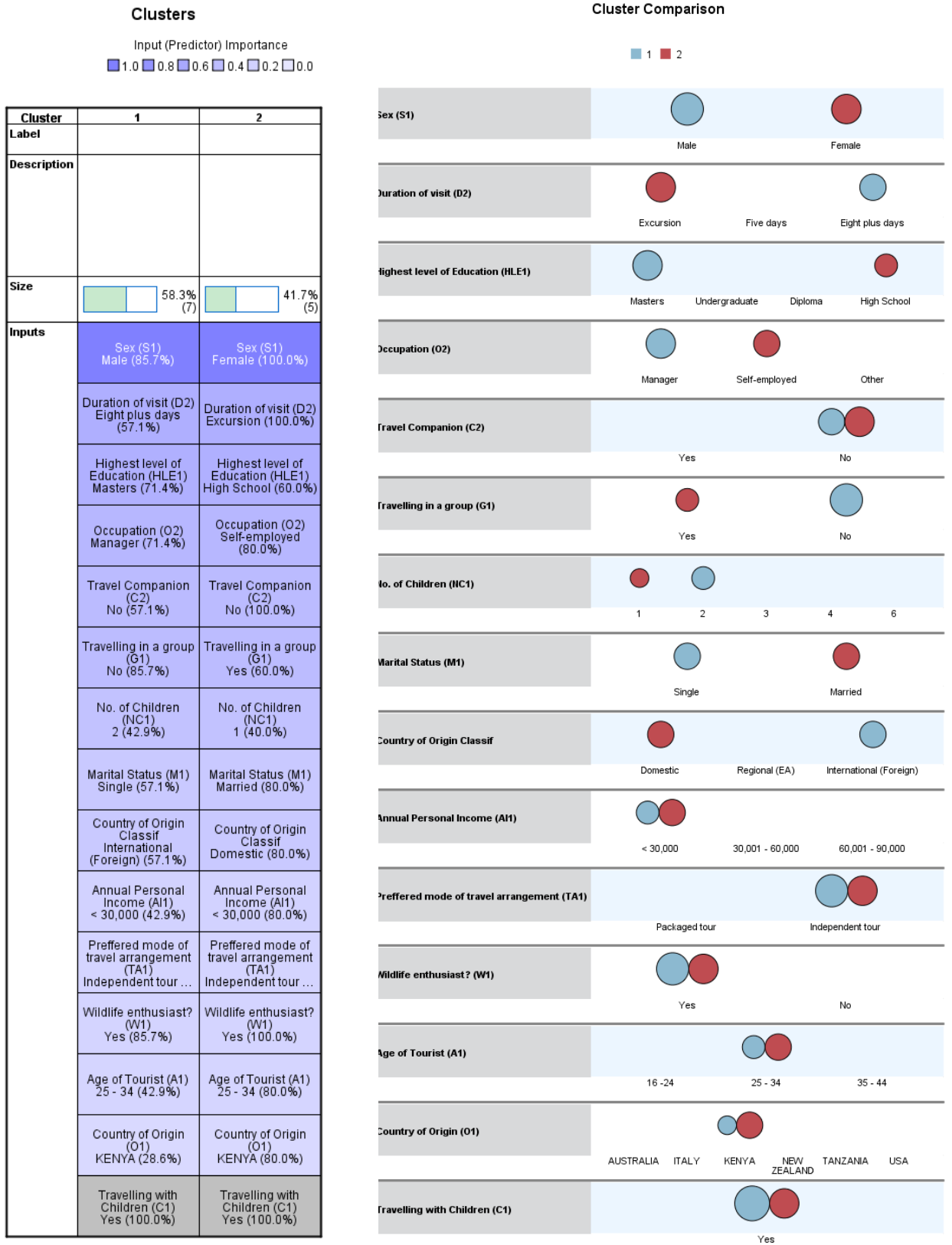


Figure 4.24: Tourist Market cluster profiling (Hell's gate N. Park)

An analysis of the predictor importance to visitation indicated that Gender, Duration Of Visit, Level of Education, Occupation and Travel Companion were key predictors to visitation in Hell’s Gate National Park. A dendrogram analysis is indicated in figure 4.25 using Average linkages between significant predictors to visitation in Hell’sgate National Park

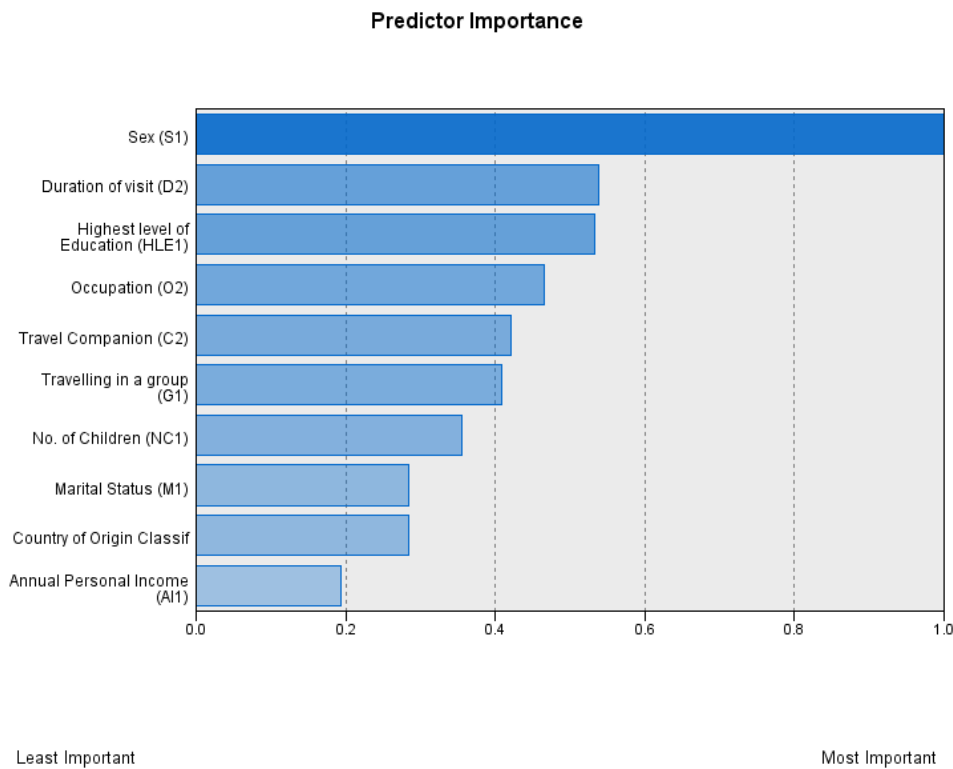


Figure 4.25: Predictor importance - Hell’s Gate N. Park

The three most least important predictors to visitation in Hell’sgate National park were annual personal income, country of origin and marital status.

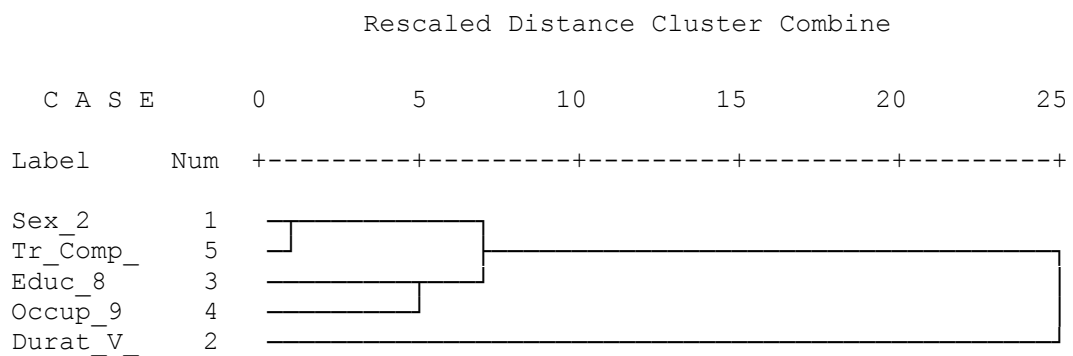


Figure 4.26: Dendrogram - Hell’s gate N. Park



The research findings indicated that the most key predictors to visitation to Nairobi National Park are Country of Origin. In comparison to the literature reviewed, the study confirms the validity of study findings from (Schweiger, 2011; Giraldi and Ikeda, 2010 and Hofstede, 2001) in terms of country of origin being a key determinant to product evaluation. However, it is important to note that despite country of origin, the tourists' duration of visit, travelling with children, sex and annual income significantly determined their choice of Nairobi National Park. These findings were suggestive of the fact that marketing strategy ought to address the role of length of stay within the destination in influencing choice of Nairobi N. Park.

#### 4.3.2. RESULTS FOR OBJECTIVE TWO: EXAMINING ANTECEDENT FACTORS INFLUENCING TOURISTS' CHOICE BEHAVIOUR

In order to achieve the -mentioned objective, the researcher initially sought to describe the antecedent factors that affected choice behavior and subsequently using multinomial logistic regression model explain how these factors influenced behavioral choice. A descriptive analysis of the push and pull factors identified a distinct pattern in the observations as indicated within the table 4.20.

Table 4.20: Antecedent factors affecting choice of National Park






<b>Push and Pull factors</b>	<b>Aberdares National Park</b>	<b>Nairobi National Park</b>	<b>Hells Gate National Park</b>	<b>Lake Nakuru National Park</b>
Destination Image	4.09 (.947)	4.25 (.589)	4.28 (.870)	3.99 (.955)
Roads and Infrastructure	3.04 (1.164)	3.95 (1.037)	3.73 (1.101)	3.25 (1.224)
Safety and security	3.66 (1.040)	3.55 (1.098)	3.53 (1.203)	3.47 (1.158)
Travel agency recommendation	3.41 (1.306)	2.97 (1.233)	3.11 (1.308)	2.75 (1.338)
Information on the Web	3.67 (1.151)	3.69 (.974)	3.56 (1.192)	3.66 (1.135)
Destination's attractions	4.34 (.911)	4.23 (.895)	4.13 (1.059)	4.12 (1.070)
Local Culture	3.97 (.957)	4.16 (.885)	3.73 (1.111)	3.75 (1.218)
Sponsored events	3.00 (1.251)	3.02 (1.358)	2.82 (1.291)	2.69 (1.365)
Cost of Holiday	3.58 (.985)	3.51 (1.361)	3.48 (1.194)	3.62 (1.240)

<b>Push and Pull factors</b>	<b>Aberdares National Park</b>	<b>Nairobi National Park</b>	<b>Hells Gate National Park</b>	<b>Lake Nakuru National Park</b>
Promotion	3.27 (1.170)	3.01 (1.321)	3.15 (1.273)	2.79 (1.249)
Reference from Tour Operator	3.52 (1.144)	2.79 (1.295)	2.87 (1.388)	2.93 (1.288)
Service Quality	3.86 (1.079)	3.82 (1.141)	3.35 (1.152)	3.22 (1.166)
Touristic activity at the destination	4.11 (.848)	3.76 (.993)	3.94 (1.044)	4.09 (1.001)
Previous travel experience	3.69 (1.427)	3.78 (1.031)	3.82 (1.217)	3.82 (1.056)
Accommodation quality	3.92 (.967)	3.48 (1.139)	3.40 (1.187)	3.07 (1.229)
Market presence of the park	3.41 (1.050)	3.28 (1.044)	3.31 (1.080)	3.10 (1.284)
<b>Valid N (list wise)</b>	<b>75</b>	<b>91</b>	<b>88</b>	<b>103</b>

*Note: Ranked using a Likert-type scale.*

*The standard deviations are indicated in brackets.*

**Key:**

	Highly Likely
	Likely
	Moderately Likely
	Fairly Likely
	Reasonably Likely

The radar chart in the figure 4.27 graphically describes the major patterns in the observations. General observations imply that the destination's attractions were highly likely to be chosen within Aberdares and Lake Nakuru National Park. In Nairobi and Hell's Gate National Park the destination's image were mentioned as highly likely factor on average to be chosen. In Lake Nakuru and Aberdares National Park touristic activities within the destination were moderately likely to be chosen as factors.

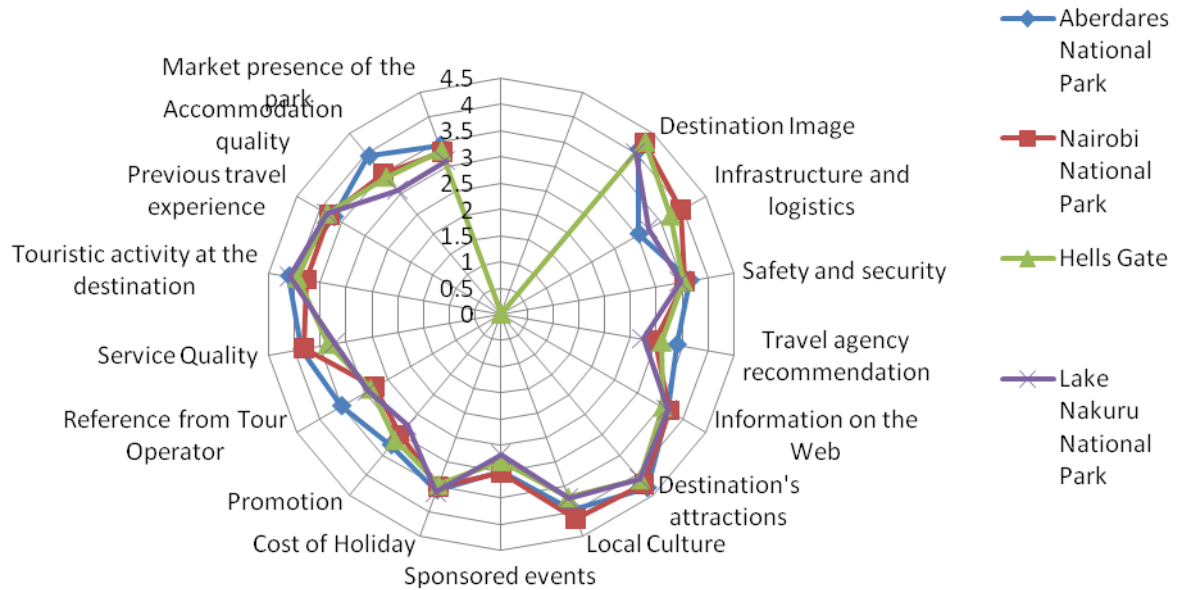


Figure 4.27: Radar chart of average antecedent factors

#### 4.3.2.1. Descriptives on factors affecting choice of Lake Nakuru National Park

Tourists to Lake Nakuru National Park ranked the destination's attractions ( $\bar{x} = 4.12$ ;  $\sigma = 1.070$ ); Activities at the destination ( $\bar{x} = 4.09$ ;  $\sigma = 1.001$ ); the Destination image ( $\bar{x} = 3.99$ ;  $\sigma = 0.955$ ); Previous travel experience ( $\bar{x} = 3.82$ ;  $\sigma = 1.056$ ) and Local culture ( $\bar{x} = 3.75$ ;  $\sigma = 1.218$ ) were the five (5) most highlighted factors that tourists felt affected their choice of Lake Nakuru National Park. These findings were indicative of the fact that the destinations' elements (attractions, activities, image) as well as psycho-social factors (such as previous travel experience and local culture) were the most prevalent attributes to tourist choice of the park. The five factors with the lowest mean score were accommodation quality ( $\bar{x} = 3.07$ ;  $\sigma = 1.229$ ); reference from tour operators ( $\bar{x} = 2.93$ ;  $\sigma = 1.288$ ); promotion ( $\bar{x} = 2.79$ ;  $\sigma = 1.249$ ); travel agency recommendation ( $\bar{x} = 2.75$ ;  $\sigma = 1.338$ ) as well as sponsored events ( $\bar{x} = 2.69$ ;  $\sigma = 1.365$ ). These five factors had mean scores less than four, indicating that the tourists were less likely to be driven by these factors.

#### 4.3.2.2. Descriptives on factors affecting choice of Hell's Gate National Park

Similarly, a rank analysis of the determinants to choice of Hell's Gate National Park indicated that the most prevalent factors included the destination's image ( $\bar{x}=4.28$ ;  $\sigma=0.870$ ); the destination's attractions ( $\bar{x}= 4.13$ ;  $\sigma=1.059$ ); activities at the destination ( $\bar{x}=3.94$ ;  $\sigma=1.044$ ); previous travel experience ( $\bar{x}=3.82$ ;  $\sigma=1.217$ ) and local culture ( $\bar{x}= 3.73$ ;  $\sigma=1.111$ ) as indicated in table 4.25. These findings were similarly indicative of the fact that the destinations' elements (activities, image, attractions) as well as psycho-social factors (such as previous travel experience and local culture) were the most prevalent attributes to tourist choice of the park. The five items with the lowest mean scores were accommodation quality ( $\bar{x}=3.40$ ;  $\sigma=1.187$ ); market presence of the park ( $\bar{x}= 3.31$ ;  $\sigma=1.080$ ); travel agency recommendation ( $\bar{x}= 3.11$ ;  $\sigma= 1.308$ ); reference from tour operator ( $\bar{x}=2.87$ ;  $\sigma=1.388$ ) and sponsored events ( $\bar{x}= 2.82$ ;  $\sigma=1.291$ ). These five factors had mean scores less than four, indicating that the tourists were less likely to be driven by these factors.

#### 4.3.2.3. Descriptives on factors affecting choice of Aberdares National Park

A rank analysis of the five factors with the highest mean scores affecting choice of Aberdares National Park indicated that the destination's attractions ( $\bar{x}= 4.34$ ;  $\sigma=0.911$ ), touristic activities at the destination ( $\bar{x}= 4.11$ ;  $\sigma=0.848$ ); destination image ( $\bar{x}= 4.09$ ;  $\sigma=0.947$ ); local culture ( $\bar{x}=3.97$ ;  $\sigma=0.957$ ) and accommodation quality ( $\bar{x}= 3.92$ ;  $\sigma=0.967$ ). An analysis of the five least mean scores of factors affecting choice of Aberdares National Park included sponsored events ( $\bar{x}= 3.00$ ;  $\sigma= 1.251$ ), roads and infrastructure ( $\bar{x}=3.04$ ;  $\sigma= 1.164$ ), promotion ( $\bar{x}= 3.27$ ;  $\sigma=$

1.171), market presence of the park ( $\bar{x} = 3.41$ ;  $\sigma = 1.050$ ) as well as travel agency recommendation ( $\bar{x} = 3.41$ ;  $\sigma = 1.306$ ).

#### 4.3.2.4. Descriptives on factors affecting choice of Nairobi National Park

A rank analysis of the five major factors that affected the choice of Nairobi National Park indicated that destination image ( $\bar{x} = 4.25$ ;  $\sigma = .589$ ), destination's attractions ( $\bar{x} = 4.23$ ;  $\sigma = .895$ ), local culture ( $\bar{x} = 4.16$ ;  $\sigma = .885$ ), roads and infrastructure ( $\bar{x} = 3.95$ ;  $\sigma = 1.037$ ) and previous travel experience ( $\bar{x} = 3.78$ ;  $\sigma = 1.031$ ). However, the five least important factors as indicated by the lowest mean scores were market presence of the park ( $\bar{x} = 3.28$ ;  $\sigma = 1.044$ ), sponsored events ( $\bar{x} = 3.02$ ;  $\sigma = 1.358$ ), promotion ( $\bar{x} = 3.01$ ;  $\sigma = 1.321$ ), travel agency recommendation ( $\bar{x} = 2.97$ ;  $\sigma = 1.233$ ) and references from tour operators ( $\bar{x} = 2.79$ ;  $\sigma = 1.295$ ).

Table 4.21: Table of Ranked Data

Rank	Nairobi National Park	Lake Nakuru National Park	Aberdares National Park	Hell's Gate National Park
1 <sup>st</sup> factor	Destination image	Destination attractions	Destination attractions	Destination image
2 <sup>nd</sup> factor	Destination attractions	Activities at the destination	Activities at the destination	Destination attractions
3 <sup>rd</sup> factor	Local culture	Destination image	Destination image	Activities at the destination
4 <sup>th</sup> factor	Roads and infrastructure	Previous travel experience	Local culture	Previous travel experience
5 <sup>th</sup> factor	Previous travel experience	Local culture	Accommodation quality	Local culture

#### 4.3.2.5. Implications of Descriptive Findings

The designation of Lake Nakuru National Park as one of the nine World Heritage Sites and attractions in Kenya as well as its recognition as a premium park/attraction has been seen as one of the major attributor to this tourist perception. Gunn (1972) as cited by Fennell (1999) identified three separate zones of heritage tourist attractions – the nuclei (or the core attraction), the inviolate belt, which is not separable from the

nuclei, and the zone of closure that comprises of desirable tourist infrastructure including information. However Cameron and Gatewood (2000) in a study on the differences in motives of tourists to heritage sites clearly showed that the tourists main motive to visit heritage sites were to have a personal experience with the attraction. They sought emotional involvement with the heritage of the area.

Heritage sites are dominated by public interests which may according to Ashworth & Latham (1994) have political, cultural and economic dimensions. Heritage is used to Legitimate the dominance of the group in power (Ashworth, 1994) Construct place-identities, whether on the local, regional, national and international level and to establish a sense of distinctiveness (Ashworth & Latham 1994). Therefore, the destination's image and attractions played a significant role in influencing choice of heritage sites. The distribution figures of the responses indicated that 42.7% of the tourists agreed that Destination image was a factor. Prayag (2009) notes that a compelling destination image is quintessential for the success of a destination brand. It is therefore critical to align the marketing and promotion of parks to the brand image and essence of the park.

Information on the web as indicated by 44.4% of the tourists were an important factor. This finding clearly shows a prevalence of an online market that had a significant influence on tourism globally. Infact, Buhalis and Diemezi (2004) affirm that Information Communication Technologies (ICTs) have been changing the global tourism industry rapidly. Mackay & Vogt (2012) in their research indicate three main internet trends that have influenced consumer markets drastically. These include the domestication of the internet as well as its prevalence in home environment and the increase in availability along with access to the internet from almost everywhere. The

destination's attractiveness as indicated by 45.5% of the tourists strongly agreeing were an important factor.

Previous travel experiences have been seen as key to the choice process. In comparison to the literature reviewed, in a study by Sonmez & Graefe (1998), past travel experience played a central role in determining future travel behaviour. These serve within an interplay of risk and safety perceptions. In the presence of real and (or) perceived previous travel experiences, they have the effect of becoming overriding factors influencing choice (therefore altering conventional models on destination choice).

The integration of Local culture and hospitality as well as the national policies of hospitality and assimilation has been a central aspect for promoting awareness, understanding, reconciliation and tolerance amongst societies in Europe and Asia (Devine, Baum & Hearn 2009). In African context, local communities play a significant role in tourism sustainability debates and local culture integration aspects serve as significant attractions for tourists in Europe. It is therefore important that local culture be factored in as a factor influencing park choice. In addition, the activities at the destination were considered as a factor that may have significantly influenced tourist choice.

In terms of destination attractions and image, Hell's gate National park's history as well as geography has been seen as a critical factor that would have influenced tourist choice. The study findings on country of origin of tourists to Hell's gate National Park indicated that most of the tourists to the Park originated from Australia, America and Europe. In a study on Landscapes, Seasonality and Tourism by Blender, Schumacher and Stein (2007) indicated that the appeal of landscapes as well as seascapes in the Western Europe had been driven and strengthened by a rich cultural heritage in

Europe that looked at the aesthetic beauty of nature within stringently-controlled landscape-parks.

Similarly, activities within the destination continue to be significant attraction drivers that have christened tourism movements from one park to another. The Hell's gate in a wheelbarrow event has been an annual activity event that has been a key attraction to tourists in the area. The promotion of Hell's gate as an adventurous getaway, 'a walk in the wild-side' as well as the '*twende tujivinjari*' campaigns (see figures 53 and 54) over the years have influenced tourism movements to the park and are going to be the most determinant attributes to choice of park to visit.

The core attractions in the Aberdares National Park have been the spectacular waterfalls, majestic peaks and the moorlands. The diverse range of accommodation options within the park as well as the historical association of these facilities and attractions with Kenya's independence and Europe in particular are important drivers to visitation in the park. The Origin of the Outspan Hotel is linked to Lord Baden-Powell, the founder of the worldwide Scout Association Movement who visited Kenya in 1806 and settled in a cottage called Paxtu which to date is the Outspan Hotel. The varied landscapes of the Aberdare ranges also provide an excellent scenic area for camping, excellent game viewing and guided hiking. Aberdares is famous for the most famous tree houses in the world e.g. Treetops. The Sagana State Lodge also is connected to the British Empire as it was once a wedding present by the Kenyan Colonial Government to Princess Elizabeth when she visited Kenya with Prince Phillip in 1952.

Most of the increasing interest on touristic activities within the Aberdares National Park according to KWS (2009) have been as a result of the popularity of the park from movies such as the Oscar winning film, "*Out of Africa*" shot at both the Gura



falls and Karuru falls starring Meryl Streep and Robert Redford as well as the movie “*Gorillas in the Mist*”, whose crew camped along Wanderi’s track and the movie “*White Mischief*” starring Greta Scacchi, Charles Dance and Joss Ackland.

### 4.3.3. RESULTS FOR OBJECTIVE TWO: TO EXAMINE ANTECEDENT FACTORS INFLUENCING TOURISTS’ CHOICE BEHAVIOUR

#### 4.3.3.1. The Impacts of Antecedent Factors on Post-Behavioural Choice

The results indicated in table 4.29 show the multinomial logistic coefficients (B) for each predictor variable within the alternative categorical outcome variable. The Likelihood ratio chi-square test (table 4.26) as well as the Pearson Chi-square test indicated that the model fit was significant  $\chi^2 = 138.004$ ;  $df = 48$ ,  $p < .05$  and  $\chi^2 = 750.425$ ;  $df = 606$ ;  $p < .05$  respectively. These results were suggestive that there were a significant relationship between the dependent variable (choice of park) and a combination of independent variables. The Pseudo R-square correlation measures to assess significance of the relationships indicated that the level of association were significantly high ie Cox and Snell  $R^2 = .760$ ; Nagelkerke  $R^2 = .685$  and Mc Fadden  $R^2 = .662$  (as shown in table 4.22).

Table 4.22: Model fitting information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	775.492			
Final	637.489	138.004	48	.000

Source: Research data (2014)

Table 4.23: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	750.425	606	.000
Deviance	601.235	606	.547

Source: Research data (2014)

Table 4.24: Pseudo R-Square

Cox and Snell	.760
Nagelkerke	.685
McFadden	.662

Source: Research data (2014)

There were two tests that were used to test for the individual independent variables. These included the likelihood ratio test that was used to evaluate the overall relationship between the destination-level factors and the choice of park visited. The second test is the Wald test that evaluated whether or not the independent variable was statistically significant in differentiating between the two groups. The likelihood ratio test results as indicated in table 4.25 indicated that there were a significant relationship between choice of park and the state of roads and infrastructure ( $p < .05$ ); travel agency recommendation ( $p < .05$ ); local culture ( $p < .05$ ); service quality ( $p < .05$ ); activity at the destination ( $p < .05$ ) as well as accommodation quality ( $p < .05$ ).

Table 4.25: Likelihood Ratio Tests

Effects	Model Fitting		Likelihood Ratio Tests	
	Criteria			
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	643.176	5.687	3	.128
Destination Image	642.392	4.903	3	.179
Roads and Infrastructure	670.157	32.669	3	.000*
Safety and security	639.032	1.544	3	.672
Travel agency recommendation	647.375	9.886	3	.020*
Information on the Web	643.558	6.069	3	.108
Destination's attractions	640.547	3.058	3	.383
Local Culture	652.119	14.630	3	.002*
Sponsored events	640.297	2.808	3	.422
Cost of Holiday	642.232	4.744	3	.192
Promotion	640.213	2.724	3	.436
Reference from Tour Operator	642.832	5.343	3	.148
Service Quality	653.012	15.523	3	.001**
Activity at the destination	647.774	10.285	3	.016*

Effects	Model Fitting Criteria		Likelihood Ratio Tests	
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	643.176	5.687	3	.128
Destination Image	642.392	4.903	3	.179
Roads and Infrastructure	670.157	32.669	3	.000*
Safety and security	639.032	1.544	3	.672
Previous travel experience	639.507	2.019	3	.569
Accommodation quality	657.657	20.168	3	.000**
Market presence of the park	638.035	.546	3	.909

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

\*p<.05; \*\*p<.001

The parameter estimates indicated that for Nairobi National Park, roads and infrastructure, travel agency recommendation, local culture, reference from tour operators, and accommodation quality as shown in table 4.30 were significant in distinguishing choice of Nairobi National Park from the reference category ie Aberdares National Park. These factors can be linked to the regression equation as follows:  $Y = 1.269 + 1.035x_2 - .524x_4 + .575x_7 - .430x_{11} - .715x_{15}$ . In comparison to the literature reviewed, these findings were indicative of the significance of access and amenity factors as well as institutional factors in influencing choice of Nairobi National Park vis-à-vis Aberdares National Park. It was notably important however to note that travel agency recommendations, references from tour operators as well as accommodation quality within the park negatively influenced choice of Nairobi National Park.

In comparison to the literature reviewed, these findings are in concurrence with the global TRAVELSAT benchmarking survey that highlights that travel agency recommendation accounts for less than 8% of the factors promoting choice of destination within the European markets (Travelsat, 2013). It is however important to

note that the new forms of tourism consumption (the so-called ‘post-fordist consumption’) where consumption is less and less functional and it is increasingly aestheticized (Arva and Deli-Gray, 2013). These modern consumers are more and more quality oriented and reject undifferentiated mass products. They are keen on choosing brands that are unique, differentiated and valuable.

Table 4.26: Factors influencing choice of Nairobi National Park

National Park <sup>a</sup>		B	Std. Error	Wald	df	Sig.	Exp(B)
Nairobi National Park	Intercept	1.269	1.691	.563	1	.453	
	Destination Image ( $x_1$ )	.242	.274	.779	1	.378	1.274
	Roads and Infrastructure ( $x_2$ )	1.035	.214	23.410	1	.000*	2.816
	Safety and security ( $x_3$ )	-.232	.200	1.347	1	.246	.793
	Travel agency recommendation ( $x_4$ )	-.524	.203	6.676	1	.010*	.592
	Information on the Web ( $x_5$ )	.122	.215	.323	1	.570	1.130
	Destination’s attractions ( $x_6$ )	-.367	.244	2.267	1	.132	.692
	Local Culture ( $x_7$ )	.575	.248	5.383	1	.020*	1.777
	Sponsored events ( $x_8$ )	.013	.174	.005	1	.941	1.013
	Cost of Holiday ( $x_9$ )	.338	.195	2.997	1	.083	1.402
	Promotion ( $x_{10}$ )	-.064	.202	.100	1	.752	.938
	Reference from Tour Operator ( $x_{11}$ )	-.430	.205	4.389	1	.036*	.650
	Service Quality ( $x_{12}$ )	.376	.238	2.491	1	.114	1.457
	Activity at the destination ( $x_{13}$ )	-.356	.251	2.009	1	.156	.700
	Previous travel experience ( $x_{14}$ )	.164	.207	.628	1	.428	1.179
	Accommodation quality ( $x_{15}$ )	-.715	.237	9.077	1	.003*	.489
Market presence of the park ( $x_{16}$ )	.146	.208	.493	1	.483	1.157	

The reference category is: Aberdares National Park. Note. \* $p < .05$

$$Y = 1.269 + 1.035x_2 - .524x_4 + .575x_7 - .430x_{11} - .715x_{15}$$

As for Hell’s gate National Park, roads and infrastructure, references from tour operators and accommodation quality as included in the likelihood ratio test results in table 4.29 were significant in distinguishing choice of Hell’s gate National Park from the reference category i.e. Aberdares National Park. These factors can be linked to the regression equation as follows:  $Y = 0.108 + .715x_2 - .391x_{11} + .624x_{15}$ . In comparison to the literature reviewed, the findings were similarly indicative of the importance of access and amenity factors in influencing choice of Hell’s gate National Park vis-à-vis

Aberdares National Park. The success of any tourism destination is dependent to a large degree on the nature of the facilities and services infrastructure that are available to the tourist. These can be categorized as: Primary tourist facilities and services (accommodation/hotels, restaurants, and travel and tour services); Secondary tourist facilities and services (shopping, recreation, entertainment and tourist information services) and Tertiary tourist facilities and services (health services and care, emergency and safety services, financial services and personal services).

It was notably important however to note that travel agency recommendations, as well as references from tour operators negatively influenced choice of Hell's Gate National Park. This finding was significantly indicative in comparison to the literature reviewed, of the fact that the tourists felt that these factors were deterrents to choice of Hell's Gate National Park. They negatively affected choice of Hell's Gate National Park. A probable explanation to this was that the tour operators and travel agents discouraged tourists from travelling to Hell's gate National Park as a result of the flooding of the gorge as a result of heavy rains that hit the area during the same period.

Table 4.27: Factors influencing choice of Hell's Gate National Park

National Park <sup>a</sup>		B	Std. Error	Wald	df	Sig.	Exp(B)
Hell's gate	Intercept	.108	1.566	.005	1	.945	
National Park	Destination Image (x <sub>1</sub> )	.495	.258	3.683	1	.055	1.640
	Roads and Infrastructure (x <sub>2</sub> )	.715	.197	13.143	1	.000*	2.044
	Safety and security (x <sub>3</sub> )	-.200	.197	1.030	1	.310	.818
	Travel agency recommendation (x <sub>4</sub> )	-.197	.197	.998	1	.318	.821
	Information on the Web (x <sub>5</sub> )	.031	.204	.023	1	.880	1.031
	Destination's attractions (x <sub>6</sub> )	-.153	.230	.442	1	.506	.858
	Local Culture (x <sub>7</sub> )	-.078	.212	.133	1	.715	.925
	Sponsored events (x <sub>8</sub> )	-.103	.170	.366	1	.545	.902
	Cost of Holiday (x <sub>9</sub> )	.351	.193	3.305	1	.069	1.421
	Promotion (x <sub>10</sub> )	.185	.193	.915	1	.339	1.203
	Reference from Tour Operator (x <sub>11</sub> )	-.391	.198	3.893	1	.048*	.677
	Service Quality (x <sub>12</sub> )	-.350	.224	2.431	1	.119	.705
	Activity at the destination (x <sub>13</sub> )	-.036	.247	.021	1	.884	.965
	Previous travel experience (x <sub>14</sub> )	.281	.201	1.955	1	.162	1.325
	Accommodation quality (x <sub>15</sub> )	.624	.226	7.647	1	.006*	.536
	Market presence of the park (x <sub>16</sub> )	.121	.202	.361	1	.548	1.129

The reference category is: Aberdares National Park. Note. \*p < .05

$$Y = 0.108 + .715x_2 - .391x_{11} + .624x_{15}$$

As for Lake Nakuru National Park, travel agency recommendation, information on the web, cost of holiday and accommodation quality as indicated in table 4.32 were significant in distinguishing choice of Lake Nakuru National Park from the reference category i.e. Aberdares National Park. These factors can be linked to the regression equation as follows:  $Y = 2.202 - .475x_4 + .412x_5 + .392x_9 - .926x_{15}$ . In comparison to the literature reviewed, the findings were quite evident on the importance of web content as well as accommodation quality on influencing choice of Lake Nakuru National Park from the reference category i.e. Aberdares National Park. A summary of the predictor variables as well as the estimates are as indicated within table 4.28.

Table 4.28: Factors influencing choice of Lake Nakuru National Park

National Park <sup>a</sup>		B	Std. Error	Wald	df	Sig.	Exp(B)
Nakuru	Intercept	2.202	1.479	2.217	1	.136	
National Park	Destination Image (x <sub>1</sub> )	.090	.245	.135	1	.714	1.094
	Roads and Infrastructure (x <sub>2</sub> )	.317	.195	2.639	1	.104	1.373
	Safety and security (x <sub>3</sub> )	-.122	.206	.352	1	.553	.885
	Travel agency recommendation (x <sub>4</sub> )	-.475	.199	5.669	1	.017*	.622
	Information on the Web (x <sub>5</sub> )	.412	.210	3.846	1	.040*	1.509
	Destination's attractions (x <sub>6</sub> )	-.310	.235	1.750	1	.186	.733
	Local Culture (x <sub>7</sub> )	-.191	.213	.805	1	.369	.826
	Sponsored events (x <sub>8</sub> )	.158	.179	.777	1	.378	1.171
	Cost of Holiday (x <sub>9</sub> )	.392	.193	4.105	1	.043*	1.480
	Promotion (x <sub>10</sub> )	-.064	.203	.101	1	.751	.938
	Reference from Tour Operator (x <sub>11</sub> )	-.290	.205	1.989	1	.158	.748
	Service Quality (x <sub>12</sub> )	-.252	.229	1.216	1	.270	.777
	Activity at the destination (x <sub>13</sub> )	.390	.256	2.315	1	.128	1.477
	Previous travel experience (x <sub>14</sub> )	.163	.198	.676	1	.411	1.177
	Accommodation quality (x <sub>15</sub> )	-.926	.228	16.458	1	.000*	.396
	Market presence of the park (x <sub>16</sub> )	.082	.207	.159	1	.690	1.086

The reference category is: Aberdares National Park. Note. \*p < .05

$$Y = 2.202 + .412x_5 - .475x_4 + .392x_9 - .926x_{15}$$

The research findings were indicative of the fact that travel agency recommendations, accommodations quality, as well as references from tour operators were comparable factors that played a significant role in determining/deterring the choice of Nairobi National Park, Hell's gate National Park as well as Lake Nakuru National Park vis-à-vis Aberdares National Park. These factors can be linked to the regression equation as follows:  $Y = 2.202 + .412x_5 - .475x_4 + .392x_9 - .926x_{15}$ .

In comparison to the literature reviewed, these findings were also suggestive of the significant role that institutional referrals played in determining and or deterring the choice of park brand. It was only Lake Nakuru National Park where direct referrals from the web significantly influenced choice of park brand. Similarly, the tourists to Lake Nakuru National Park felt that the cost of holiday significantly influenced their choice of park brand to visit. Since cost of holiday positively and significantly

influenced choice of Lake Nakuru National Park, then it is important that pricing strategy for the park management authority assesses the impact of the overall cost of holiday on tourist choice.

#### **4.3.4. RESULTS FOR OBJECTIVE THREE: TO EVALUATE TOURISTS' PERCEPTIONS OF PARK BRANDS IN KENYA AND THEIR CHOICE BEHAVIOUR**

##### **4.3.4.1. Hypothesis three: Whether there were significant differences in tourist perceptions of branded parks visited**

The research hypothesis stated in chapter one sought to investigate whether there existed significant difference in tourist perceptions of park brands visited. Specifically, the null hypotheses were indicated that  $H_{03}$ : There exist no significant differences in tourist perceptions of branded parks visited ie  $\mu_1 = \mu_2 = \dots = \mu_K$ . One-way ANOVA tests were conducted to confirm whether there existed significant differences in tourist perceptions of branded parks visited. The test results indicated that the null hypothesis that tourist perception to branded parks visited were the same would be rejected, owing to the fact that there existed moderately significant differences in destination image  $F(3,353) = 2.583, P < .05$ ; roads and infrastructure  $F(3,351) = 11.459, p < .05$ ; travel agency recommendations  $F(3,352) = 3.899, P < .05$ ; local culture  $F(3,348) = 3.456, p < .05$ ; reference from tour operators  $F(3,346) = 5.156, P < .05$ ; service quality  $F(3,341) = 7.178, p < .05$  and accommodation quality  $F(3, 337) = 7.365, p < .05$ .



Table 4.29: ANOVA tests of differences in tourist perceptions

<b>Factor</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Destination Image	Between Groups	5.410	3	1.803	2.483	.041
	Within Groups	256.421	353	.726		
	Total	261.832	356			
Roads and Infrastructure	Between Groups	44.313	3	14.771	11.459	.000
	Within Groups	452.431	351	1.289		
	Total	496.744	354			
Safety and security	Between Groups	1.545	3	.515	.403	.751
	Within Groups	450.942	353	1.277		
	Total	452.487	356			
Travel agency recommendation	Between Groups	19.701	3	6.567	3.899	.009
	Within Groups	592.824	352	1.684		
	Total	612.525	355			
Information on the Web	Between Groups	.949	3	.316	.255	.858
	Within Groups	426.867	344	1.241		
	Total	427.816	347			
Destination's attractions	Between Groups	2.644	3	.881	.894	.444
	Within Groups	344.907	350	.985		
	Total	347.551	353			
Local Culture	Between Groups	11.641	3	3.880	3.456	.017
	Within Groups	390.677	348	1.123		
	Total	402.318	351			
Sponsored events	Between Groups	6.557	3	2.186	1.250	.292
	Within Groups	599.863	343	1.749		
	Total	606.421	346			
Cost of Holiday	Between Groups	1.201	3	.400	.272	.846
	Within Groups	509.568	346	1.473		
	Total	510.769	349			
Promotion	Between Groups	10.973	3	3.658	2.309	.076
	Within Groups	546.465	345	1.584		
	Total	557.438	348			
Reference from Tour Operator	Between Groups	25.631	3	8.544	5.156	.002
	Within Groups	573.366	346	1.657		
	Total	598.997	349			
Service Quality	Between Groups	27.890	3	9.297	7.178	.000
	Within Groups	441.663	341	1.295		
	Total	469.554	344			
Activity at the	Between Groups	7.044	3	2.348	2.443	.064

<b>Factor</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
destination	Within Groups	328.667	342	.961		
	Total	335.711	345			
Previous travel experience	Between Groups	.865	3	.288	.209	.890
	Within Groups	462.462	336	1.376		
Accommodation quality	Total	463.326	339			
	Between Groups	28.921	3	9.640	7.365	.000
Market presence of the park	Within Groups	441.097	337	1.309		
	Total	470.018	340			
Market presence of the park	Between Groups	4.196	3	1.399	1.106	.347
	Within Groups	421.299	333	1.265		
	Total	425.496	336			

Source: Research data (2014)

The tests of homogeneity of variances further confirmed that the assumption of homogeneity of variances is not satisfied for the significant variables as indicated in table 4.30.

Table 4.30: Test for Homogeneity of Variances

<b>Factor</b>	<b>Levene Statistic</b>	<b>df<sub>1</sub></b>	<b>df<sub>2</sub></b>	<b>Sig.</b>
Destination Image	2.682	3	353	.047
Roads and Infrastructure	4.156	3	351	.007
Safety and security	.968	3	353	.408
Travel agency recommendation	.872	3	352	.456
Information on the Web	1.185	3	344	.315
Destination's attractions	.664	3	350	.574
Local Culture	5.659	3	348	.001
Sponsored events	1.813	3	343	.145
Cost of Holiday	3.652	3	346	.013
Promotion	.480	3	345	.697
Reference from Tour Operator	1.821	3	346	.143
Service Quality	.734	3	341	.532
Activity at the destination	1.462	3	342	.225
Previous travel experience	1.667	3	336	.174
Accommodation quality	2.876	3	337	.036
Market presence of the park	1.240	3	333	.295

Source: Research data (2014)

This test confirmed that the probabilities associated with Levene's tests of equality of variances were lower than the desired level of significance (0.05), therefore the assumption of equality of variances were not satisfied. These factors were destination image ( $p < .05$ ); roads and infrastructure ( $p < .05$ ); local culture ( $p < .05$ ); cost of holiday ( $p < .05$ ) as well as accommodation quality ( $p < .05$ ).

#### 4.3.4.2. Hypothesis two: There exists no significant differences in tourist choice behaviour

The study further sought to investigate whether there were significant differences in tourists' choice behaviour. The intention was to examine whether their behavioral intentions after visiting branded parks were significantly different. The test of homogeneity of variances indicated that the probability of tourists revisiting the branded parks were significantly varied/ dissimilar (see table 4.31). Similarly, the tests indicated that the probability for park differentiation were significantly varied/ dissimilar, therefore rejecting the null hypothesis that the variances are equal and implying that the assumption of equal variances is not satisfied.

Table 4.31: Test of Homogeneity of Variances (sample = 358)

	Levene Statistic	df1	df2	Sig.
Revisit the park	3.050	3	234	.029
Recommendation to friends and family	1.773	3	264	.153
Park differentiation	5.202	3	244	.002

Note. \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

The ANOVA findings indicated the hypothesis that the average revisit intentions were similar for all parks was supported by the analysis  $F(3,234) = .785$ ,  $p = .503$ . Similarly, the average recommendations intentions  $F(3,264) = .155$ ,  $p = .926$  as well as park differentiation intentions  $F(3,244) = 1.122$ ,  $P = .341$  were significantly similar (see table 4.32). Therefore, the study findings failed to reject the hypothesis that there

were no significant differences in tourist post-behavioral intentions of tourists to branded park.

Table 4.32: ANOVA test of differences in tourist choice behaviour

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Revisit the park	Between Groups	.114	3	.038	.785	.503
	Within Groups	11.281	234	.048		
	Total	11.395	237			
Recommendation to friends and family	Between Groups	.016	3	.005	.155	.926
	Within Groups	8.802	264	.033		
	Total	8.817	267			
Park differentiation	Between Groups	.575	3	.192	1.122	.341
	Within Groups	41.667	244	.171		
	Total	42.242	247			

Note. \*p < .05, \*\*p < .01, \*\*\*p < .001

The research findings were suggestive of the underlying fact that the tourist product is a consequence of the exact tourist need. Therefore, there is a need to enhance the nature of their experiences and post-visit intentions by responding with a branding strategy that differentiates the parks and enhances the brand identity as well as association.

#### **4.3.4.3. Hypothesis one: Kenyan park brand perceptions do not significantly influence tourist choice behaviour**

Hypothesis one sought to investigate the underlying premise that the tourists' park brand perceptions did not significantly influence tourist's revisit choices (cf. 1.5). i.e. This can be specified as follows:-  $H_0: B_1 = 0$ ;  $H_a: B_1 \neq 0$ . Where  $B_j$  represents the coefficients signifying the relationship between park brand perception and tourist revisit intentions. Using the sample data, an analytical plan was instituted to test the null hypothesis. This involved the specification of the significance level (\*p < .05, \*\*p < .01, \*\*\*p < .001) as well as the test statistic that was the linear regression t-test (to determine whether the slope of the regression line differs

significantly from zero) as well as the coefficient of determination measures. The tests were conducted on the latent constructs and the results for the individual parks indicated the following:.

#### 4.3.4.3.1. *Indirect effects: Structural model (Hell's Gate National Park)*

The tourists' brand perception of Hell's gate National Park significantly influenced brand differentiation ( $p < .05$ ) as well as revisit intentions ( $p < .05$ ) positively (See table 4.33). The results significantly concur with Aaker (1996) findings that brand image perception is a key factor in describing experience dimensions. According to Echtermeyer (2006), brands are status symbols that appeal to the luxury segment and safety symbols to the budget segment of tourists. It is therefore key that the brand perception be unmistakable and suit the target group.

Table 4.33: Structural model regression results - Hell's gate N.P.

<b>Regression Weights</b>							
<b>Structural relationships</b>			<b>Estimate</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Brand differentiation	←-	Brand perception	0.670	0.080	8.354	***	.777
Recommendation	←-	Brand perception	-0.048	0.049	-.979	.328	-.131
Revisit	←-	Brand perception	0.077	0.012	6.597	***	.689

Note. \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

#### 4.3.4.3.2. *Indirect effects: Structural model (Lake Nakuru National Park)*

As for Lake Nakuru National Park, the tourists' post-visit park brand perception moderately influenced revisit intentions of tourists. Brand perception did not significantly influence recommendation and differentiation decisions of tourists (as indicted in table 4.34). This factor may be attributed according to Gunelius (2013) that there may be a difference between the brand positioning within the marketing communications and the consumers' brand perception.

Table 4.34: Structural model regression results - Lake Nakuru N.P.

<b>Regression Weights</b>							
<b>Structural relationships</b>			<b>Estimate</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Brand differentiation	←-	Brand perception	.128	.069	1.854	.064	.249
Recommendation	←-	Brand perception	.045	.037	1.209	.227	.163
Revisit	←-	Brand perception	.081	.037	2.181	.029*	.315

Note. \*p < .05, \*\*p < .01, \*\*\*p < .001

#### 4.3.4.3.3. *Indirect effects: Structural model (Nairobi National Park)*

There was very strong evidence to suggest that in Nairobi National Park, tourists' perception of the park brand significantly influenced brand differentiation, recommendation and revisit intentions of tourists (as indicated in table 4.35). The results indicate that the brand is a determining factor to choice behaviour of tourists. This actually confirm's Evans and Berman (2005) proposition that the service brand may be perceived as an indicator to quality and a determining factor to purchase. However, it may be important to note that the country-of-origin cue for the park brand may have a significant influence on the brand perceptions and therefore significantly influencing the tourists' choice behaviour.

Table 4.35: Structural model regression results - Nairobi N.P.

<b>Regression Weights</b>							
<b>Structural relationships</b>			<b>Estimate</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Brand differentiation	←-	Brand perception	-.180	.049	-3.671	***	-.501
Recommendation	←-	Brand perception	-.169	.042	-4.057	***	-.543
Revisit	←-	Brand perception	-.214	.051	-4.215	***	-.565

Note. \*p < .05, \*\*p < .01, \*\*\*p < .001

#### 4.3.4.3.4. *Indirect effects: Structural model (Aberdares National Park)*

As for Aberdares, there was strong evidence against the hypothesis that brand perceptions did not significantly influence differentiation intentions of consumers. The main explanation to this finding was the fact that the lack of brand distinction from other park brands or inadequate market information may be a key factor leading to this trend.

Table 4.36: Structural model regression results - Aberdares N.P.

<b>Regression Weights</b>							
<b>Structural relationships</b>			<b>Estimate</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Brand differentiation	←-	Brand perception	.068	.067	1.007	.314	.171
Recommendation	←-	Brand perception	.052	.018	2.905	.004**	-.574
Revisit	←-	Brand perception	.110	.038	2.915	.004**	-.590

Note. \*p < .05, \*\*p < .01, \*\*\*p < .001

The S.E.M findings however showed that the park brand perception significantly and positively influenced recommendation and revisit intentions though it did not significantly influence brand differentiation (as indicated in table 4.36). This finding was indicative of a high degree of brand loyalty as well as tourist satisfaction with the experiences.

#### **4.3.5. RESULTS FOR OBJECTIVE FOUR: TO EXPLORE THE INFLUENCE OF BRAND PERSONALITIES ON CHOICE BEHAVIOUR OF TOURISTS TO KENYAN PARKS**

##### **4.3.5.1. Hypothesis four: There exists no direct positive relationship between the brand personalities of Kenyan parks and Tourists Choice Behaviour**

The research hypotheses on which the study was based sought to reject or fail to reject the following hypotheses (1) H<sub>04</sub>: There exists no direct positive relationship between the Brand personalities of Kenyan Parks and tourists Choice Behaviour. This can be specified as follows:- H<sub>0</sub>: B<sub>1</sub> = 0; H<sub>a</sub>: B<sub>1</sub> ≠ 0

##### **4.3.5.1.1. Indirect effects: Structural model (Lake Nakuru National Park)**

The AMOS S.E.M structural model findings (see table 4.37) indicated that the Lake Nakuru National Park brand personality significantly and negatively influenced brand differentiation ( $\beta = -.131$ ; SE= .071; t-value = -1.852; p<.05). Therefore, it was critical to address the brand personality image from the tourists' viewpoints. Further,

the Park's brand personality did not significantly influence tourist revisit/recall ( $\beta = -.018$ ; SE= .035; t-value =  $-.508$ ;  $p > .05$ ).

Table 4.37: Structural model regression results - Lake Nakuru N.P.

<b>Regression Weights</b>							
<b>Structural relationships</b>			<b>Estimate</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Brand differentiation	←-	Brand personality	-.131	.071	-1.852	.024	.960
Recommendation	←-	Brand personality	-.026	.036	-.706	.480	-.094
Revisit/recall	←-	Brand personality	-.018	.035	-.508	.612	-.071

Note. \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

The findings were indicative of the increased brand salience (proportion of consumers with a negative brand personality) towards Lake Nakuru National Park. The Park brand may therefore be said to have a high brand salience ratings and that is expected to have a negative impact on the post-behavioural intentions of tourists.

#### 4.3.5.1.2. Indirect effects: Structural model (Nairobi National Park)

The findings from Nairobi National Park (as shown by table 4.37) indicated that brand personality significantly and positively influenced all behavioural intentions of consumers i.e. revisit, recommendation and differentiation.

Table 4.37: Structural model regression results - Nairobi N.P.

<b>Regression Weights</b>							
<b>Structural relationships</b>			<b>Estimate</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Brand differentiation	←-	Brand personality	1.581	.304	5.200	***	.544
Recommendation	←-	Brand personality	.142	.030	4.773	***	.622
Revisit	←-	Brand personality	.189	.039	4.839	***	.653

The results were suggestive of the fact that consumers-endowed the park brand with human-like personalities. Holding, Knudtzen and Bjerre (2009) notes that an emotional bond between the place brand and the consumer is hence strengthened significantly if the brand has an attractive and relevant brand personality. Therefore, it can be envisioned that a positive differentiation of the brand from the competitive brands shows the efficacy of the brand within the choice process.



#### 4.3.5.1.3. Indirect effects: Structural model (Hell's Gate National Park)

Hell's Gate National Park showed a significant degree of brand salience. The park brand's personality did not significantly influence brand differentiation, recommendation and revisit decisions of tourists (see table 4.38).

Table 4.38: Structural model regression results - Hell's Gate N.P.

Regression Weights			Estimate	S.E.	t-value	P	R <sup>2</sup>
Structural relationships							
Brand differentiation	←-	Brand personality	0.035	0.082	.424	.671	.061
Recommendation	←-	Brand personality	-0.037	0.020	-1.862	.063	-.214
Revisit	←-	Brand personality	-0.003	0.033	-.098	.922	-.014

These findings were contrary to Sirgy (1982) who linked brand personality to positive brand preference as well as Fournier (1994) who linked brand personality to trust and loyalty. Further, Biel (1995) maintains that brand personality being more enduring and more stable than other brand associations, it should favour the consumer's will to maintain the relationship with the brand in future. Therefore an unstable brand personality has an effect on brand preference.

#### 4.3.5.1.4. Indirect effects: Structural model (Aberdares National Park)

The Structural model regression results indicated that the brand personality recorded by tourists to Aberdares National Park did not significantly influence brand differentiation ( $p > .05$ ), recommendation intentions ( $p > .05$ ) and revisit intentions ( $p > .05$ ).

Table 4.39: Structural model regression results - Aberdares N.P.

Regression Weights			Estimate	S.E.	t-value	P	R <sup>2</sup>
Structural relationships							
Brand differentiation	←-	Brand Personality	.015	.112	.132	.895	.021
Recommendation	←-	Brand Personality	-.065	.034	-1.899	.058	-.270
Revisit	←-	Brand Personality	-.121	.071	-1.715	.086	-.247

This finding as noted here indicated that the park brand personality did not significantly influence the behavioral intentions of tourists to the park. The probable reasons to such an observation may be either because the park brand did not have significant appeal, a striking profile, or a clear identity to the tourists.

#### **4.3.6. STRUCTURAL EQUATIONS MODELLING RESULTS**

##### **4.3.6.1. S.E.M MODEL: LAKE NAKURU NATIONAL PARK**

###### ***4.3.6.1.1. Measures of Model Fitness***

Structural Equations Modelling test was conducted to assess the impacts of brand perception on behavioural intentions of tourists to Lake Nakuru National Park. Table 49 represents the results of the initial model. The statistical results indicated an overall good fit of the model to the data available. Specifically, the Chi square goodness-of-fit test which tested the hypothesis that the  $\chi^2=0$  indicated that there were significant fit with the data provided. The level of significance was  $<.05$ . The GFI tests ( $GFI = 1 - \left( \frac{v_{residual}}{v_{total}} \right)$ ) further indicated that the ratio of the total to residual variance within the covariance matrix was significant ie  $GFI = 1.000$ . It is the percent of observed covariances explained by the covariances implied by the model. The Jöreskog-Sörbom GFI is specified as  $GFI = F_{ML}/F_0$ , where  $F_0$  is the fit function when all model parameters are zero.

The RMSEA which is based on the non-centrality parameter was used to test whether the model fitted to the population data when the parameters were optimally chosen.

$RMSEA = \sqrt{\frac{\hat{\delta}_M}{df_M(N-1)}}$ . The model was considered to have had a good fit to the

data. The Incremental fit indices further sought to compare a chi-square for the model

tested to one from a so-called *null model* (also called a “baseline” model or

“independence” model). The results indicated that TLI ie.  $TLI = 1 - \left( \frac{\chi_M^2 / df_M}{\chi_B^2 / df_B} \right)$  had

0.345 implying a lower  $\chi^2 / df$  ratio and therefore a better fitting model. NFI = 0.353

for the default model and therefore a perfect fit based on the criterion of acceptance.

The other tests are as indicated in table 4.40.

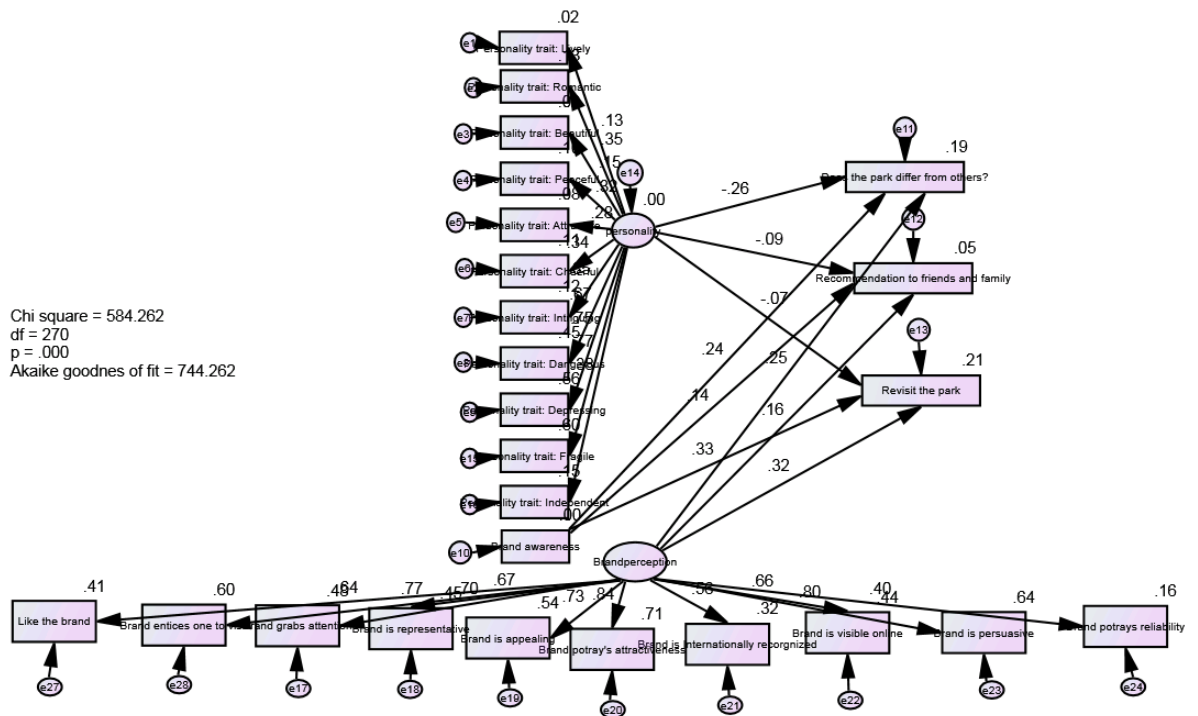
Table 4.40: Goodness-of-fit indices

<b>GFI index</b>	<b>Level of acceptance</b>		<b>Comments</b>
<b>Absolute fit indices</b>	<b>Default model</b>	<b>Saturated model</b>	
Chi- square ( $\chi^2$ )	$\chi^2 = 584.262$ Df= 270 Sig =0.000		This measure is sensitive to large sample sizes
Goodness-of-fit (GFI)	GFI=1.000	GFI =1.000	Perfect fit
Root Mean Square Error of Approximation (RMSEA)	RMSEA =0.046	RMSEA = 0.041	Value of 0.046 considered acceptable
<b>Incremental fit indices</b>	<b>Level of acceptance</b>		<b>Comments</b>
Tucker-Lewis index rho2 (TLI)	TLI = 0.345	TLI = 0.345	
Normed Fit Index (NFI)	NFI = 0.353	NFI=1.000	Perfect fit
Comparative Fit Index (CFI)	CFI=0.456	CFI=1.000	Very good fit
Akaike Information Criterion (AIC)	AIC=744.262	AIC=700.000	Asymptotic efficient model
Hoetler Critical N .05 (HN)	HN = 55	HN = 42	Relatively good fit
Comparative Fit Index (CFI)	CFI=0.456	CFI=1.000	Very good fit
Incremental Fit Index Delta2 (IFI)	IFI=0.503	IFI=1.000	Very good fit
<b>Parsimonious fit indices</b>	<b>Level of acceptance</b>		<b>Comments</b>
Normed Chi Square ( $\chi^2 / df$ )	$\chi^2 = 584.262$ Df= 270 Sig =0.000 $\chi^2 / df = 2.164$		

Note:  $\chi^2$  = Chi square; df = degree of freedom; GFI = Goodness of fit Index; RMSEA = Root mean square error of approximation; NFI = Normated fit index; CFI = Comaparative fit index; HN = Hoetler'Critical N; IFI = Incremental Fit Index; AIC = Akaike Information Criterion; AGFI = Adjusted goodness of fit index

**4.3.6.1.2. Path Modelling and Model Coefficients (Lake Nakuru National Park)**

The Maximum likelihood technique was used to assess the likelihood that the sample statistics estimated the population parameter with available data. Specifically, a path model was drawn in AMOS and estimated (as indicated in figure 4.28), therefore highlighting the relationships between the latent constructs as well the manifest indicators. An analysis of parameter estimates were viewed using AMOS graphics. The reported S.E.M findings in table 4.49 were assessed based on the estimated standardized path model coefficients  $\beta$  together with the t-values and p-values. The standard decision rules were that t-values be greater than or equal to 1.96 and p-value is  $\leq .05$  (Bryne, 2001).



Note. \*p < .05, \*\*p < .01, \*\*\*p < .001  
 Minimum was achieved  
 Chi-square = 584.262  
 Degrees of freedom = 270  
 Probability level = .000

Figure 4.28: AMOS Path diagram - Lake Nakuru N.P.

#### 4.3.6.1.3. Direct effects: Measurement model (Lake Nakuru National Park)

The respondent views were based on the basic premise that if Lake Nakuru National Park were a person, the park would be perceived to have some fundamental personality traits. The AMOS results indicated that the park brand personality was viewed as significantly having the following traits:-

Table 4.41: AMOS measurement variables - Lake Nakuru N.P brand personality

Fragile ecosystem ( $\beta = 1.155$ ; SE = .224; t-value = 5.165;  $p < .001$ ).

Depressing ( $\beta = 1.061$ ; SE = .209; t-value = 5.078;  $p < .001$ ).

Dangerous ( $\beta = 1.000$ ;  $r^2 = .672$ )

Intriguing ( $\beta = .420$ ; SE = .158; t-value = 2.664;  $p < .05$ );

Cheerful ( $\beta = .388$ ; SE = .151; t-value = 2.570;  $p < .05$ );

Attractive ( $\beta = .252$ ; SE = .151; t-value = 2.188;  $p < .05$ );

Peaceful ( $\beta = .350$ ; SE = .141; t-value = 2.477;  $p < .05$ );

Independent ( $\beta = .546$ ; SE = .191; t-value = 2.862;  $p < .05$ );

Note. (\* $p < .05$ ), (\*\* $p < .01$ ), (\*\*\*) $p < .001$ )

This results indicated that, while the park brand personality had positive symbolic and utilitarian traits associated with the park i.e. (Intriguing; Cheerful; Attractive; Peaceful; Independent), there were indeed negative personality traits associated with the park brand (fragile ecosystem and depressing). The results echoed the views of plummer (1985) who asserted that the perceptions of brand personality traits are formed and influenced by any direct or indirect contact that the consumer has with the brand. These traits may be positive or negative. The negative personality traits associated with the park brand (fragile ecosystem and depressing) may be associated with a number of attributes. As a world-famous conservation area, Lake Nakuru National Park faces ideal and visible conservation threats such as flooding of the lake, poaching of the rhinos as well as the decreasing level of the lake at certain times due to the drying up of the rivers and the recent incursion into the Mau forest.

The Rhino is one of the highly endangered species poached even more intensely than the elephant during the last two decades (Safariweb, 2013) In 2012 alone cases of

poaching in Africa had been on the rise. The World Wildlife Federation (WWF) through its annual Wildlife Crime Scorecard notes that that the African rhino is under serious threat from poaching and that has serious impacts on tourism (WWF, 2013). However, the positive personality traits associated with the park brand, (Intriguing; Cheerful; Attractive; Peaceful; Independent), affirms Lake Nakuru's stature as a premium park in Kenya as well as a World-reknown heritage site.

Table 4.42: Measurement model Regression results

<b>Brand personality indicators</b>	<b>Latent construct</b>	<b>Estimate (<math>\beta</math>)</b>	<b>S.E.</b>	<b>t-value</b>	<b>P</b>	<b>R<sup>2</sup></b>
Dangerous	←- Brand personality	1.000				.672
Intriguing	←- Brand personality	.420	.158	2.664	.008	.353
Cheerful	←- Brand personality	.388	.151	2.570	.010	.337
Attractive	←- Brand personality	.252	.115	2.188	.029	.281
Peaceful	←- Brand personality	.350	.141	2.477	.013	.322
Beautiful	←- Brand personality	.134	.114	1.175	.240	.149
Romantic	←- Brand personality	.465	.172	2.708	.007	.355
Lively	←- Brand personality	.155	.144	1.073	.283	.135
Depressing	←- Brand personality	1.061	.209	5.078	***	.746
Fragile ecosystem	←- Brand personality	1.155	.224	5.165	***	.772
Independent	←- Brand personality	.546	.191	2.862	.004	.385

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

As for the brand perception, the S.E.M results indicated that the tourists liked the park brand and that had a significant as well as a positive impact on the brand perception ( $\beta = .670$ ; SE = .135; t-value = 4.963; p < .001) (see table 4.51). Further, the following views were deemed as significantly and positively affecting the park brand perception:- (1) that the brand portray's destination attractiveness ( $\beta = .930$ ; SE = .138; t-value = 6.739; p < .001); (2) the brand is enticing ( $\beta = .972$ ; SE = .157; t-value = 6.182; p < .001); (3) the brand grabs attention ( $\beta = .712$ ; SE = .130; t-value = 5.471; p < .001); (4) the brand represents Kenya well ( $\beta = .724$ ; SE = .138; t-value = 5.689; p < .001); (5) the brand is appealing ( $\beta = .736$ ; SE = .135; t-value = 4.963; p < .001); (6)

the brand is recognizable ( $\beta = .747$ ; SE = .178; t-value = 4.202;  $p < .001$ ); (7) the brand is persuasive ( $\beta = 1.000$ ;  $r^2 = 0.801$ ;  $p < .001$ ) and (8) the brand is visible online ( $\beta = .747$ ; SE = .178; t-value = 4.202;  $p < .001$ ).

Table 4.43: Measurement model Regression

Brand perception indicators		Latent construct	Estimate ( $\beta$ )	S.E.	t-value	P	R <sup>2</sup>
Like the Park Brand	←-	Brand perception	.670	.135	4.963	***	.637
Brand portray's destination attractiveness	←-	Brand perception	.930	.138	6.739	***	.774
Brand is enticing	←-	Brand perception	.972	.157	6.182	***	.841
Brand grabs attention	←-	Brand perception	.712	.130	5.471	***	.696
Brand represents Kenya well	←-	Brand perception	.724	.138	5.243	***	.669
Brand is appealing	←-	Brand perception	.736	.129	5.689	***	.733
Brand is recognizable	←-	Brand perception	.747	.178	4.202	***	.562
Brand is persuasive	←-	Brand perception	1.000				.801
Brand portray's destination's reliability	←-	Brand perception	.437	.148	2.945	.003	.404
Brand is visible online	←-	Brand perception	.828	.165	5.035	***	.664

Note. Results supported at significance level: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

The findings were indicative of the fact that most tourists had a positive perception of the park brand. The structural measurement tests indicated in section 4.3.5.3 further indicated the significance of the relationship between the park brand perceptions as well as the post-behavioural intentions of tourists.

Table 4.44: Structural Equation Model Regression results

Regression Weights			Estimate	S.E.	t-value	P	R <sup>2</sup>
Structural relationships							
Brand differentiation	←-	Brand personality	-.131	.071	-1.852	.024	.960
Recommendation	←-	Brand personality	-.026	.036	-.706	.480	-.094
Revisit/recall	←-	Brand personality	-.018	.035	-.508	.612	-.071
Revisit/recall	←-	Brand awareness	.185	.071	2.594	.009	.327
Brand differentiation	←-	Brand awareness	.268	.136	1.966	.049	.236
Recommendation	←-	Brand awareness	.082	.072	1.140	.254	.135
Brand differentiation	←-	Brand perception	.128	.069	1.854	.064	.249
Recommendation	←-	Brand perception	.045	.037	1.209	.227	.163
Revisit	←-	Brand perception	.081	.037	2.181	.029	.315

Note. Results supported at significance level: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

#### 4.3.6.2. S.E.M MODEL: HELL'S GATE NATIONAL PARK

##### 4.3.6.2.1. Measures of Model Fitness

Structural Equations Modeling test was conducted to assess the impacts of brand perceptions on post-behavioral intentions of tourists. The hypothesized S.E.M model appeared to have a good fit to the data from the preliminary goodness-of-fit statistics. The Chi square goodness-of-fit test which tested the hypothesis that the model did not have a significant fit to the data ie  $H_0: \chi^2 = 0$  indicated that there were significant fit with the data provided. The GFI = 1.000 showed that the covariances implied by the model were highly significant in explaining the observed model covariances. This was significant for the research model as it indicated that the model estimates were reliable. RMSEA also showed a significant fit to the data as RMSEA = 0.030. TLI of 0.752 indicated that the model significantly fit as compared to the baseline model/data. Other fit indices as indicated by table 4.44 showed a relatively good fit.

Table 4.44: Model Goodness-of-fit indices

<b>GFI index</b>	<b>Level of acceptance</b>		<b>Comments</b>
	<b>Default model</b>	<b>Saturated model</b>	
<b>Absolute fit indices</b>			
1. Chi- square ( $\chi^2$ )	$\chi^2 = 668.689$ Df= 270 Sig =0.000		This measure is sensitive to large sample sizes
2. Goodness-of-fit (GFI)	GFI =1.000	GFI =1.000	Perfect fit
3. Root Mean Square Error of Approximation (RMSEA)	RMSEA =0.030	RMSEA = 0.050	Value of 0.030 considered acceptable
<b>Incremental fit indices</b>			
4. Tucker-Lewis index rho2 (TLI)	TLI = 0.752	TLI = 0.000	0.752 implies a lower $\chi^2$ /df ratio and therefore a better fitting model
5. Normed Fit Index (NFI)	NFI = 0.308	NFI=1.000	Perfect fit
6. Comparative Fit Index (CFI)	CFI=0.379	CFI=1.000	Very good fit
7. Akaike Information Criterion (AIC)	AIC=744.262	AIC=700.000	Asymptotic efficient model
8. Hoetler Critical N .05 (HN)	HN = 55	HN = 42	Relatively good fit
9. Comparative Fit Index (CFI)	CFI=0.379	CFI=1.000	Very good fit
10. Incremental Fit Index Delta2 (IFI)	IFI=0.428	IFI=1.000	Very good fit



<i>Parsimonious fit indices</i>	<i>Level of acceptance</i>	<i>Comments</i>
Normed Chi Square ( $\chi^2$ /df)	$\chi^2 = 668.689$ Df= 270 Sig =0.000 $\chi^2$ /df = 2.477	Lower limit is 1.0, Upper limit is 3.0 or as high as 5.0

Note:  $\chi^2$  = Chi square; df = degree of freedom; GFI = Goodness of fit Index; RMSEA = Root mean square error of approximation; NFI = Normated fit index; CFI = Comaparative fit index; HN = Hoetler'Critical N; IFI = Incremental Fit Index; AIC = Akaike Information Criterion; AGFI = Adjusted goodness of fit index

#### ***4.3.6.2.2.Path Model and Coefficients (Hell's Gate National Park)***

Path analysis was deemed suitable in graphically explaining the relationships between constructs and the manifest indicators. Maximum likelihood estimation technique was used to estimate the covariance structures for both direct effects (measurement models) as well as the indirect effects (structural model).

#### ***4.3.6.2.3.Direct effects: Measurement model (Hell's Gate National Park)***

The direct effects/ measurement model indicated that brand personality was significantly and positively related to the tourists' beliefs that the Hell'sgate National Park adopted a personality that was unique. The findings indicated that tourists felt that Hell's Gate National Park was intriguing ( $\beta = .902$ ; SE = .225; t-value = 3.537;  $p < .001$ ), cheerful ( $\beta = .825$ ; SE = .224; t-value = 3.676;  $p < .001$ ) and romantic ( $\beta = .899$ ; SE = .246; t-value = 3.648;  $p < .001$ ) at 1% significance level. Further, beliefs that Hell'sgate National Park was depressing ( $\beta = .869$ ; SE = .259; t-value = 3.676;  $p < .001$ ) and a fragile ecosystem ( $\beta = 1.055$ ; SE = .302; t-value = 3.489;  $p < .001$ ) significantly explained brand personality.

Table 4.45: Brand Personality Measurement model

Brand personality indicators	Latent construct	Estimate ( $\beta$ )	S.E.	t-value	P	R <sup>2</sup>
Dangerous	←- Brand Personality	1.000				.519
Intriguing	←- Brand Personality	0.902	0.225	3.537	***	.572
Cheerful	←- Brand Personality	0.825	0.224	3.676	***	.618
Attractive	←- Brand Personality	0.534	0.188	2.844	.004	.410
Peaceful	←- Brand Personality	0.546	0.195	2.803	.005	.400
Beautiful	←- Brand Personality	0.510	0.160	3.185	.001	.483
Romantic	←- Brand Personality	0.899	0.246	3.648	***	.601
Lively	←- Brand Personality	0.566	0.186	2.995	.003	.440
Depressing	←- Brand Personality	0.869	0.259	3.351	***	.525
Fragile ecosystem	←- Brand Personality	1.055	0.302	3.489	***	.558
Independent	←- Brand Personality	0.398	0.217	1.834	.067	.244

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

The measurement model also indicated that the tourists' perception of the park brand was significantly and positively related to their views that the park brand was enticing ( $\beta = .477$ ; SE = .092; t-value = 5.184; p < .001); the park brand portrayed the destination's attractiveness ( $\beta = .600$ ; SE = .092; t-value = 6.524; p < .001); the park brand took the tourists' attention ( $\beta = .418$ ; SE = .082; t-value = 5.124; p < .001); the park brand represents Kenya well ( $\beta = .266$ ; SE = .113; t-value = 2.344; p < .005); the park brand is appealing ( $\beta = .531$ ; SE = .085; t-value = 6.211; p < .001); the park brand is recognizable ( $\beta = .561$ ; SE = .091; t-value = 6.182; p < .001); the park brand is persuasive ( $\beta = .531$ ; R<sup>2</sup> = .907); the park brand portray's reliability ( $\beta = .402$ ; SE = .084; t-value = 4.806; p < .001) and that the park brand is visible online ( $\beta = .878$ ; SE = .102; t-value = 8.625; p < .001).

Table 4.46: Brand perception measurement model

Brand perception indicators		Latent construct	Estimate ( $\beta$ )	SE	t-value	P	R <sup>2</sup>
Like the Park Brand	←-	Brand perception	-0.006	0.020	-.306	.760	-.040
Park brand is enticing	←-	Brand perception	0.477	0.092	5.184	***	.561
Park brand portray's destination attractiveness	←-	Brand perception	0.600	0.092	6.524	***	.666
Park brand grabs my attention	←-	Brand perception	0.418	0.082	5.124	***	.555
Park brand represents Kenya well	←-	Brand perception	0.266	0.113	2.344	.019	.280
Park brand is appealing	←-	Brand perception	0.531	0.085	6.211	***	.641
Park brand is recognizable	←-	Brand perception	0.561	0.91	6.182	***	.643
Park brand is persuasive	←-	Brand perception	1.000				.907
Park brand portray's reliability	←-	Brand perception	0.402	0.084	4.806	***	.534
Park brand is visible online	←-	Brand perception	0.878	0.102	8.625	***	.790

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

#### 4.3.6.2.4. Indirect effects: Structural model (Hell's Gate National Park)

The hypothesis that there existed no direct positive relationship between the Brand personalities and tourists park choices in this case were not supported as the coefficients as well as the p-values in this case were close to zero. The AMOS S.E.M structural model findings indicated that the Hell's gate National Park brand personality did not significantly and positively influence brand differentiation ( $\beta = .035$ ; SE = .082; t-value = .424;  $p > .05$ ) as well as brand recommendation intentions ( $\beta = .037$ ; SE = .020; t-value = -1.862;  $p > .05$ ) and revisit intentions ( $\beta = -.003$ ; SE = .033; t-value = -.098;  $p > .05$ ) as shown in table 4.47. However, the findings indicated that the perception of Hell's Gate National Park brand significantly influenced brand differentiation ( $\beta = .670$ ; SE = .080; t-value = 8.354;  $p < .05$ ) and revisit intentions ( $\beta = .077$ ; SE = .0120; t-value = 6.597;  $p > .05$ ).

Table 4.47: S.E.M structural model

S.E.M Structural model latent constructs			Estimate ( $\beta$ )	SE	t-value	P	R <sup>2</sup>
Brand differentiation	←-	Brand Personality	0.035	0.082	.424	.671	.061
Recommendation	←-	Brand Personality	-0.037	0.020	-1.862	.063	-.214
Revisit	←-	Brand Personality	-0.003	0.033	-.098	.922	-.014
Revisit	←-	Brand Awareness	0.085	0.045	1.869	.062	.237
Brand differentiation	←-	Brand Awareness	-0.039	0.109	-.357	.021*	-.045
Recommendation	←-	Brand Awareness	-0.022	0.025	-.893	.372	-.086
Brand differentiation	←-	Brand perception	0.670	0.080	8.354	***	.777
Recommendation	←-	Brand perception	-0.048	0.049	-.979	.328	-.131
Revisit	←-	Brand perception	0.077	0.012	6.597	***	.689

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

These findings implied that the perception of the park brand significantly influence tourists' revisit and recommendation intentions. The probable reason for this factor as indicated by Keller's (1993) framework on Customer-Based Brand Equity, is that brand perceptions create functional, experiential and symbolic associations with a place, therefore facilitating recall.

#### 4.3.6.3. S.E.M MODEL: ABERDARES NATIONAL PARK

##### 4.3.6.3.1. Measures of Model Fitness

Structural equations modeling test was used to assess the impacts of brand perceptions on the post-behavioral intentions of tourists to Aberdares. The Absolute fit indices showed a clear fit between the implied model and the data provided as indicated by the chi-square statistic  $\chi^2 = 670.614$ ; d.f.= 270; p =0.000. The GFI = 1.000 and NFI = 1.000 showed that the covariances implied by the model were highly significant in explaining the observed model covariances. RMSEA also showed a significant fit to the data as RMSEA = 0.14. TLI of 0.152 indicated that the model significantly fit as compared to the baseline model/data. Other fit indices as indicated by table showed a relatively good fit.

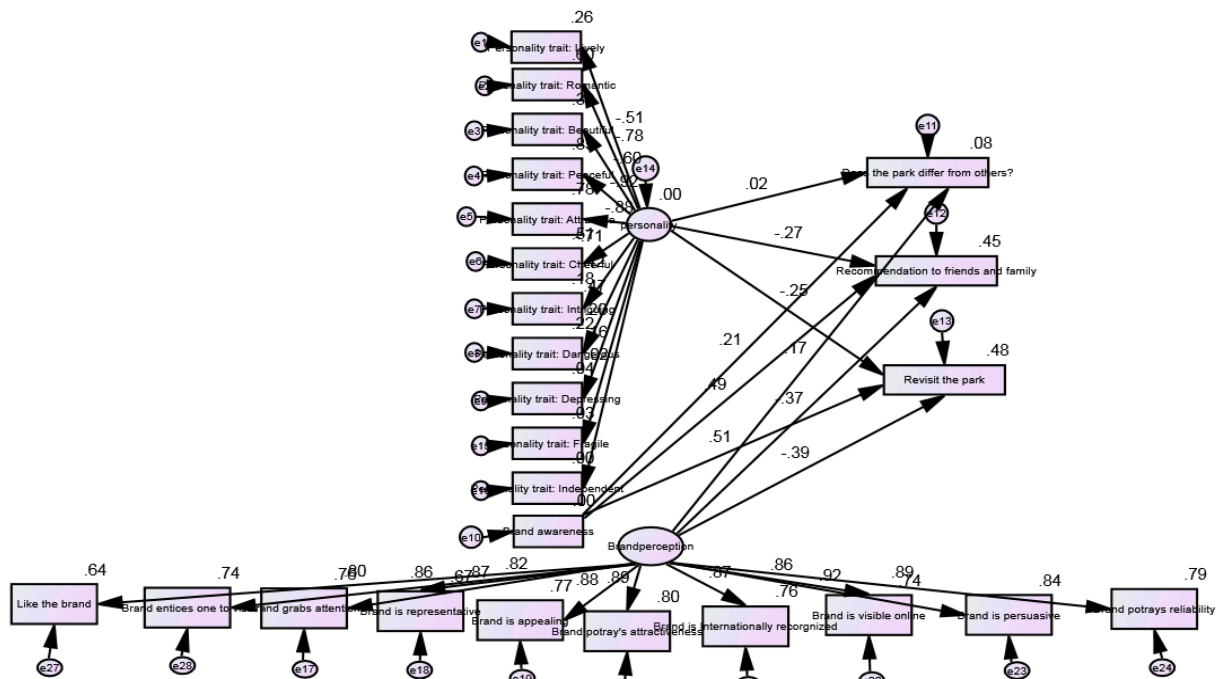
Table 4.48: Model Goodness-of-fit indices

<b><i>GFI index</i></b>	<b><i>Level of acceptance</i></b>		<b><i>Comments</i></b>
	<b><i>Default model</i></b>	<b><i>Saturated model</i></b>	
<b><i>Absolute fit indices</i></b>			
Chi- square ( $\chi^2$ )	$\chi^2 = 670.614$ Df= 270 Sig =0.000		This measure is sensitive to large sample sizes
Goodness-of-fit (GFI)	GFI =1.000	GFI =1.000	Perfect fit
Root Mean Square Error of Approximation (RMSEA)	RMSEA =0.140	RMSEA = 0.160	Value of 0.130 considered acceptable
<b><i>Incremental fit indices</i></b>			
Tucker-Lewis index rho2 (TLI)	TLI = 0.152	TLI = 0.000	0.252 implies a lower $\chi^2$ /df ratio and therefore a better fitting model
Normed Fit Index (NFI)	NFI = 0.308	NFI=1.000	Perfect fit
Comparative Fit Index (CFI)	CFI=0.379	CFI=1.000	Very good fit
Akaike Information Criterion (AIC)	AIC=668.143	AIC=700.000	Asymptotic efficient model
Hoetler Critical N .05 (HN)	HN = 65	HN = 41	Relatively good fit
Comparative Fit Index (CFI)	CFI=0.399	CFI=1.000	Very good fit
Incremental Fit Index Delta2 (IFI)	IFI=0.438	IFI=1.000	Very good fit
<b><i>Parsimonious fit indices</i></b>			
Normed Chi Square ( $\chi^2$ /df)	$\chi^2 = 670.614$ Df= 270 Sig =0.000 $\chi^2$ /df = 2.484		Lower limit is 1.0, Upper limit is 3.0 or as high as 5.0

Note:  $\chi^2$  = Chi square; df = degree of freedom; GFI = Goodness of fit Index; RMSEA = Root mean square error of approximation; NFI = Normated fit index; CFI = Comaparative fit index; HN = Hoetler'Critical N; IFI = Incremental Fit Index; AIC = Akaike Information Criterion; AGFI = Adjusted goodness of fit index

4.3.6.3.2. Path Model and Coefficients (Aberdares National Park)

The hypothesized S.E.M is described graphically in figure 4.29. Path analysis was deemed suitable in graphically explaining the relationships between constructs and the manifest indicators. Maximum likelihood estimation technique was used to estimate the covariance structures for both direct effects (measurement models) as well as the indirect effects (structural model).



Note. \*p < .05, \*\*p < .01, \*\*\*p < .001; Chi-square = 670.614; Degrees of freedom = 270 Probability level = .000

Figure 4.29: AMOS Path diagram - Aberdare National Park

#### 4.3.6.3.3. Direct effects: Measurement model (Aberdares National Park)

The measurement model indicated that the tourists had a significant and positive view of the park brand personality. The Park Brand personality was significantly and positively explained by the tourists' beliefs that the Aberdares National Park was intriguing ( $\beta = .902$ ; SE = .225; t-value = 3.537;  $p < .001$ ), cheerful ( $\beta = 1.593$ ; SE = .471; t-value = 3.382;  $p < .05$ ), attractive ( $\beta = 1.540$ ; SE = .422; t-value = 3.653;  $p < .05$ ), peaceful ( $\beta = 1.947$ ; SE = .525; t-value = 3.706;  $p < .05$ ), romantic ( $\beta = .712$ ; SE = .228; t-value = 3.120;  $p < .01$ ), lively ( $\beta = .745$ ; SE = .261; t-value = 2.856;  $p < .01$ ) as indicated in table 4.49.

Table 4.49: Measurement model of Brand Personality

Brand personality indicators	Latent construct	Estimate ( $\beta$ )	S.E.	t value	P	R <sup>2</sup>
Dangerous	←- Brand Personality	1.000				.467
Intriguing	←- Brand Personality	.817	.327	2.497	.013	.422
Cheerful	←- Brand Personality	1.593	.471	3.382	***	.714
Attractive	←- Brand Personality	1.540	.422	3.653	***	.881
Peaceful	←- Brand Personality	1.947	.525	3.706	***	.923
Beautiful	←- Brand Personality	.712	.228	3.120	.002**	.601
Romantic	←- Brand Personality	1.676	.480	3.489	***	.778
Lively	←- Brand Personality	.745	.261	2.856	.004**	.509
Depressing	←- Brand Personality	.392	.284	1.381	.167	.201
Fragile ecosystem	←- Brand Personality	.347	.317	1.094	.274	.159
Independent	←- Brand Personality	.043	.247	.173	.862	.024

Note. Results supported at significance level: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

#### 4.3.6.3.4. Direct effects: Measurement model (Aberdares National Park)

The measurement model also provided the regression weights of the brand perception measurement constructs. The parameter coefficients as well as the t-values and coefficients of determination were all indicative of the fact that all the perception indicators significantly and positively explained the brand perception latent construct.

Table 4.50: Measurement model of Brand perception

Brand perception Indicators	Latent construct	Estimate ( $\beta$ )	S.E.	t value	P	R <sup>2</sup>
Like the Park Brand	←- Brand perception	.834	.111	7.509	***	.801
Park brand portray's destination attractiveness	←- Brand perception	.932	.097	9.633	***	.893
Park brand is enticing	←- Brand perception	.975	.112	8.714	***	.860
Park brand grabs my attention	←- Brand perception	.917	.102	8.950	***	.869
Park brand represents Kenya well	←- Brand perception	.852	.108	7.869	***	.820
Park brand is appealing	←- Brand perception	.827	.090	9.206	***	.879
Park brand is recognizable	←- Brand perception	.963	.107	8.973	***	.870
Park brand is persuasive	←- Brand perception	1.000				.919
Park brand portray's reliability	←- Brand perception	1.029	.109	9.443	***	.887
Park brand is visible online	←- Brand perception	.948	.109	8.683	***	.859

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

#### 4.3.6.3.5. Indirect effects: Structural model (Aberdares National Park)

The hypothesis that there existed no direct positive relationship between the Brand personalities and tourists park choices in the case of Aberdares National Park were supported. Brand personality did not significantly influence differentiation ( $\beta = .015$ , SE = .112, t-value = .132, p > .05), recommendation ( $\beta = -.065$ ; SE = .034; t-value = -1.899; p > .05) as well as revisit intentions ( $\beta = -.121$ ; SE = .071; t-value = -1.715; p > .05). However, the hypothesis that Kenyan park brand perceptions do not significantly influence tourist revisit intentions was not supported as there was a significant relationship between brand perception and recommendation ( $\beta = .052$ ; SE = .018; t-value = 2.905; p > .01) and revisit intentions ( $\beta = .110$ ; SE = .038; t-value = 2.915; p < .05).



Table 4.51: S.E.M Structural model

S.E.M Structural model latent constructs			Estimate ( $\beta$ )	S.E.	t value	P	R <sup>2</sup>
Brand differentiation	←-	Brand Personality	.015	.112	.132	.895	.021
Recommendation	←-	Brand Personality	-.065	.034	-1.899	.058	-.270
Revisit	←-	Brand Personality	-.121	.071	-1.715	.086	-.247
Revisit	←-	Brand Awareness	.293	.073	3.999	***	.513
Brand differentiation	←-	Brand Awareness	.171	.130	1.315	.188	.214
Recommendation	←-	Brand Awareness	.137	.035	3.945	***	.488
Brand differentiation	←-	Brand perception	.068	.067	1.007	.314	.171
Recommendation	←-	Brand perception	.052	.018	2.905	.004**	-.574
Revisit	←-	Brand perception	.110	.038	2.915	.004**	-.590

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

Brand awareness did significantly influence revisit ( $\beta = .293$ ; SE = .073; t-value = 3.999; p < .05) and recommendation intentions ( $\beta = .137$ ; SE = .035; t-value = 3.945; p < .05). However, brand awareness did not significantly influence brand differentiation ( $\beta = -.171$ ; SE = .130; t-value = 1.315; p > .05). These findings implied that the park brands did significantly influence choice decisions such as revisit and recommendations.

#### 4.3.6.4. S.E.M MODEL: NAIROBI NATIONAL PARK

##### 4.3.6.4.1. Model Goodness of Fit Indices

The AMOS findings on absolute fit indices sought to measure on overall whether the implied covariances were significantly different from the observed covariances. The Chi-square test results confirmed that there were a significant association involved, therefore implying a significant fit to the data ( $\chi^2 = 617.504$ , d.f. = 270, p < .05). Other measures of absolute fit included GFI = 1.000 and RMSEA = 0.170. The incremental fit indices indicated comparisons between the default model and the saturated model. Specifically the TLI = 0.145 therefore implying a lower  $\chi^2$ /df ratio and therefore a better fitting model; NFI = 0.314; CFI = 0.362 etc.

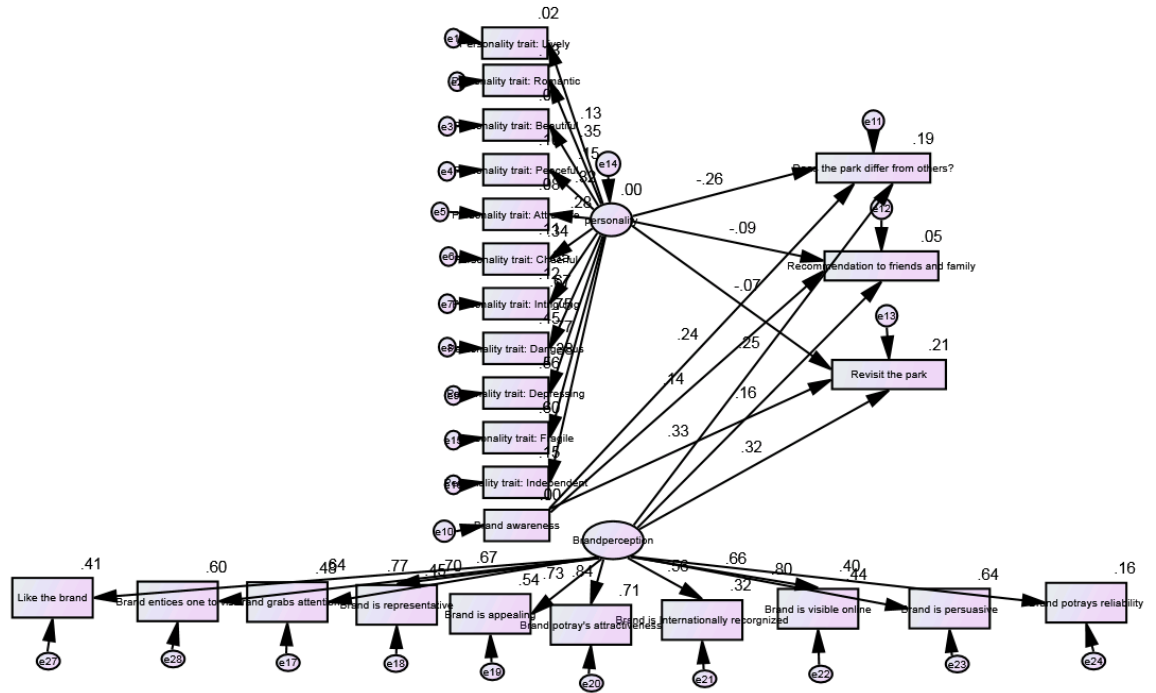
Table 4.52: Goodness of fit indices

<b>GFI index</b> <b>Absolute fit indices</b>	<b>Level of acceptance</b>		<b>Comments</b>
	<b>Default model</b>	<b>Saturated model</b>	
Chi- square ( $\chi^2$ )	$\chi^2 = 617.504$ Df= 270 Sig =0.000		This measure is sensitive to large sample sizes
Goodness-of-fit (GFI)	GFI=1.000	GFI =1.000	Perfect fit
Root Mean Square Error of Approximation (RMSEA)	RMSEA =0.170	RMSEA = 0.170	Value of 0.130 considered acceptable
<b>Incremental fit indices</b>	<b>Level of acceptance</b>		<b>Comments</b>
Tucker-Lewis index rho2 (TLI)	TLI = 0.145	TLI = 0.000	
Normed Fit Index (NFI)	NFI = 0.314	NFI=1.000	Perfect fit
Comparative Fit Index (CFI)	CFI=0.362	CFI=1.000	Very good fit
Akaike Information Criterion (AIC)	AIC=623.123	AIC=700.000	Asymptotic efficient model
Hoetler Critical N .05 (HN)	HN = 65	HN = 41	Relatively good fit
Comparative Fit Index (CFI)	CFI=0.429	CFI=1.000	Very good fit
Incremental Fit Index Delta2 (IFI)	IFI=0.399	IFI=1.000	Very good fit
<b>Parsimonious fit indices</b>	<b>Level of acceptance</b>		<b>Comments</b>
Normed Chi Square ( $\chi^2$ /df)	$\chi^2 = 617.504$ Df= 270 Sig =0.000 $\chi^2$ /df = 2.287		

Note:  $\chi^2$  = Chi square; df = degree of freedom; GFI = Goodness of fit Index; RMSEA = Root mean square error of approximation; NFI = Normated fit index; CFI = Comaparative fit index; HN = Hoetler'Critical N; IFI = Incremental Fit Index; AIC = Akaike Information Criterion; AGFI = Adjusted goodness of fit index

#### 4.3.6.4.2. Path Model and Coefficients (Nairobi National Park)

The hypothesized S.E.M is described graphically in figure 4.30. Path analysis was deemed suitable in graphically explaining the relationships between constructs and the manifest indicators. Maximum likelihood estimation technique was used to estimate the covariance structures for both direct effects (measurement models) as well as the indirect effects (structural model).



Note. \*p < .05, \*\*p < .01, \*\*\*p < .001  
 Chi-square = 617.504  
 Degrees of freedom = 270  
 Probability level = .000

Figure 4.30: AMOS Path diagram - Nairobi National Park

**4.3.6.4.3. Direct effects: Measurement model (Nairobi National Park)**

Within the direct effects of the model, the brand personality construct were significantly explained by all the measurement indicator variables (as indicated in table 4.53). This was a significant attribute in determining the construct’s validity in the model. Important to note however were fact that there were negative coefficients on some of the personality indicators. This was indicative of the fact that the tourists strongly felt that these factors negatively explained brand personality of the park. These include the views that the park was intriguing ( $\beta = -.163$ ; SE = .054; t-value = -3.027; p<.01), cheerful ( $\beta = -.294$ ; SE = .065; t-value = -4.538; p<.001), attractive ( $\beta = -.745$ ; SE = .156; t-value = -4.760; p<.001) and lively ( $\beta = -.488$ ; SE = .102; t-value = -4.762; p<.001). The implications of these findings was that KWS ought to

reflect on various attributes of the brand. These include the brand personality traits to ensure that the park brands are perceived to be intriguing, cheerful, attractive as well as lively.

Table 4.53: Regression Weights

Brand personality indicators	Latent construct	Estimate ( $\beta$ )	S.E.	t value	P	R <sup>2</sup>
Dangerous	←- Brand Personality	1.000				.670
Intriguing	←- Brand Personality	-.163	.054	-3.027	.002	-.566
Cheerful	←- Brand Personality	-.294	.065	-4.538	***	-.612
Attractive	←- Brand Personality	-.745	.156	-4.760	***	-.667
Peaceful	←- Brand Personality	.377	.090	4.165	***	.638
Beautiful	←- Brand Personality	.207	.051	4.032	***	.724
Romantic	←- Brand Personality	1.018	.197	5.161	***	.672
Lively	←- Brand Personality	-.488	.102	-4.762	***	-.272
Depressing	←- Brand Personality	1.340	.261	5.136	***	.649
Fragile ecosystem	←- Brand Personality	.721	.156	4.635	***	.525
Independent	←- Brand Personality	-1.084	.218	-4.975	***	-.361

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

#### 4.3.6.4.4. Direct effects: Measurement model (Nairobi National Park)

The direct effect measures indicated that all the measures of brand perception were significant in explaining the brand perception of Nairobi National Park (as indicated in table 4.54).

Table 4.54: Regression Weights:

Brand perception indicators	Latent construct	Estimate ( $\beta$ )	S.E.	t value	P	R <sup>2</sup>
Like the Park Brand	←- Brand perception	.397	.126	3.151	.002**	.675
Park brand is enticing	←- Brand perception	1.288	.240	5.377	***	.783
Park brand grabs my attention	←- Brand perception	1.142	.209	5.461	***	.805
Park brand represents Kenya well	←- Brand perception	.672	.275	2.442	.015*	.581
Park brand is appealing	←- Brand perception	.428	.178	2.412	.016*	.578
Park brand is recognizable	←- Brand perception	.648	.141	4.592	***	.609
Park brand is persuasive	←- Brand perception	1.000				.560
Park brand portray's reliability	←- Brand perception	1.065	.196	5.443	***	.800
Park brand is visible online	←- Brand perception	.470	.210	2.232	.026*	.255
Park brand is attractive	←- Brand perception	-.180	.049	-3.671	***	.567

Note. Results supported at significance level: \*p < .05, \*\*p < .01, \*\*\*p < .001

This finding was indicative of the fact that Nairobi National Park had a significant and positive brand perception from the tourists. The tourists felt that the brand was highly enticing, attractive, recognizable, persuasive and reliable. These were highly significant measures in explaining the park brand's popularity.

#### 4.3.6.4.5. Indirect effects: Structural model (Nairobi National Park)

The findings of the structural measures showed that there was very strong evidence to suggest that in Nairobi National Park, tourists' perception of the park brand significantly and negatively influenced brand differentiation ( $\beta = -.180$ ; SE = .049; t-value = -3.671;  $p < .001$ ), recommendation ( $\beta = -.169$ ; SE = .042; t-value = -4.057;  $p < .001$ ) and revisit intentions of tourists ( $\beta = -.214$ ; SE = .051; t-value = -4.215;  $p < .001$ ). The findings further indicated that brand personality significantly and positively influenced all behavioural intentions of consumers i.e. revisit ( $\beta = .189$ ; SE = .039; t-value = 4.839;  $p < .001$ ), recommendation ( $\beta = .142$ ; SE = .030; t-value = 4.773;  $p < .001$ ) and differentiation ( $\beta = 1.581$ ; SE = .304; t-value = 5.200;  $p < .001$ ).

Table 4.55: Structural model

Brand personality indicators	Latent construct	Estimate ( $\beta$ )	S.E.	t value	P	R <sup>2</sup>
Brand differentiation	←- Brand Personality	1.581	.304	5.200	***	.544
Recommendation	←- Brand Personality	.142	.030	4.773	***	.622
Revisit	←- Brand Personality	.189	.039	4.839	***	.653
Revisit	←- Brand Awareness	-.042	.037	-1.135	.256	-.106
Brand differentiation	←- Brand Awareness	.181	.040	4.567	***	.191
Recommendation	←- Brand Awareness	-.025	.032	-.777	.437	-.575
Brand differentiation	←- Brand perception	-.180	.049	-3.671	***	-.501
Recommendation	←- Brand perception	-.169	.042	-4.057	***	-.543
Revisit	←- Brand perception	-.214	.051	-4.215	***	-.565

Note. Results supported at significance level: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

These findings implied that the internal brand personality traits were significant paths to consumer loyalty, differentiation and recommendation decisions. An important implication therefore is that beyond conventional marketing mix, park brand managers need to raise tourist awareness of the parks' core values and identity. In addition, park brand managers should further promote the park's identity and personality in tourist markets.

## CHAPTER FIVE

### 5.0 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1. Introduction

The study (as indicated in cf. 1.3) sought to assess the efficacy of park branding as a means of influencing consumer markets positively. There was need to understand better the primary associations (drivers) a brand holds in the minds of consumers as well as assess consumers' cognitive determinants to park brand choice. Currently, Kenya's Vision 2030 and tourism policy did not effectively incorporate perspectives of tourists on park brand choice and flagship projects. Therefore, this created in a sense a gap such that the researcher sought to assess the efficacy of park branding in influencing tourist choice behaviour and in a sense advice on the policy directions for the country.

#### 5.2. Summary of findings

The summary of findings of this study are based on the field data in relations to the main objectives and hypotheses of the study. The summary is as follows:-

##### 5.2.1. Summary of findings on Objective One: To profile tourists visiting branded parks in Kenya based on their choice behaviour

In terms of the first objective, the study findings were suggestive that the parks attracted differentiated segments of tourists.

- Cluster analysis of the tourist segments indicated that the park brands attracted differentiated cluster segments. These segments were classified as primary segments and secondary segments.
- Levels of predictor importance indicated that the demographic factors were important in explaining visitation to the parks mentioned

- Choice of Nairobi National Park was significantly influenced by country of origin determinants ( $I = 1.00$ ), duration of visit ( $I = 0.68$ ), tourists travelling with children ( $I = 0.68$ ) as well as gender ( $I = 0.3$ ).
- Choice of Lake Nakuru National Park was significantly influenced by tourist's occupation ( $i = 1.00$ ), age ( $i = 0.94$ ), marital status ( $i = 0.46$ ), group travel ( $i = 0.41$ ) as well as duration of visit ( $i = 0.35$ ).
- Age, Marital status, income and preferred mode of travel arrangement were highly rated predictors to visitation to Aberdares National Park.
- An analysis of the predictor importance to visitation indicated that Gender, Duration of Visit, Level of Education, Occupation and Travel Companion were key predictors to visitation to Hell's Gate National Park.

The results implied that tourism marketing and promotion ought to design, package and promote the brand differently to meet the targeted needs of these segments.

### **5.2.2. Summary of findings on Objective Two: To examine antecedent factors influencing tourists' choice behaviour**

The results further showed that, the choice of each park brand was influenced by five main factors. These factors were choice specific as the factors differed.

- General patterns in the observations imply that the destination's attractions were highly likely to be chosen within Aberdares and Lake Nakuru National Park. In Nairobi and Hell's Gate National Park the destination's image were mentioned as highly likely factor on average to be chosen. In Lake Nakuru and Aberdares National Park touristic activities within the destination were moderately likely to be chosen as factors.
- Choice of Nairobi National Park was significantly influenced by the state of roads and infrastructure, travel agency recommendations, local culture,



reference from tour operators, and accommodation quality. Therefore, there was need to enhance cross-sectoral interlinkages between the travel trade intermediaries, local communities and the park management agency (KWS) through in-market representation and adopting strategic partnerships (PPPs) with the travel trade in advertising, trade-fairs and media etc. The state of roads and infrastructure can be similarly enhanced as a matter of strategic development priority within the park as it enhances the park's access to key attractions. Accommodation quality needs to similarly enhanced within and outside the park through stakeholder consultation and support. Such support can be enhanced through partnership arrangements such as Design, Build, Finance, Operate (DBFO); Build Own Operate (BOO); Build, Operate, Transfer (BOT).

- As for Lake Nakuru National Park, choice was significantly influenced by travel agency recommendations, information on the web, cost of holiday and accommodation quality. Therefore, similarly there was need to build strategic sectoral partnerships with the industry in order to position the park brand as a high-value park brand. In this line, there is need to enhance the park's online brand proposition as well as differentiate the brand offering to enhance the value of the brand in the market. There is need to understand that park brands are operate essentially on the promise of an experience and tourists choose a park brand over another with the expectations of an elevated experience. Measures to address the cost of holiday need to be addressed. This is in line with the global standards according to the UNWTO worldwide holiday costs barometer (UNWTO 2012). Accommodation quality also needs to similarly enhanced within and outside the park through stakeholder consultation and

support. The findings further showed that, there were three main aspects of the brand that were indeed contextual factors that determined choice of tourists to the Kenyan parks. There was need to urgently address these factors to ensure that the brand popularity and brand equity were sustained.

- Choice of Hell's Gate National Park was significantly influenced by the state of roads and infrastructure, accommodation quality and references from tour operators. The success of any tourism destination is dependent to a large degree on the nature of the facilities and services infrastructure that are available to the tourist. The implementation of the tourism infrastructure development strategy depends on the partnership between public sector investment (especially in infrastructure) and private sector investment (especially in tourism infrastructure development. There is need to adopt a collaborative strategy with tour operators to sell the park brand effectively to the markets.

### **5.2.3. Summary of Findings on Objective Three: To Evaluate tourists' perceptions of park brands in Kenya and their choice behaviour**

- One-way ANOVA test results indicated that there existed moderately significant differences in destination image  $F(3,353) = 2.583, p=.061$ ; roads and infrastructure  $F(3,351) = 11.459, p=.000$ ; travel agency recommendations  $F(3,352)= 3.899, p=.009$ ; local culture  $F(3,348)= 3.456, p=.017$ ; reference from tour operators  $F(3,346)= 5.156, p=.002$ ; service quality  $F(3,341)= 7.178, p=.000$  and accommodation quality  $F(3, 337) = 7.365, p=.000$ . These factors were significant in differentiating choice of park to visit. These findings indicated that there were distinct differences between different park brands.

- In terms of the external tourist perceptions to the park brands, Tourists' brand perception of Hell's gate National Park significantly influenced brand differentiation ( $p=.000$ ) as well as revisit intentions ( $p=.000$ ) positively (See table 4.40).
- As for Lake Nakuru National Park, the tourists' post-visit park brand perception moderately influenced revisit intentions of tourists ( $p=.029$ ). The park's Brand perception did not significantly influence recommendation ( $p=.227$ ) and differentiation ( $p=.064$ ) decisions of tourists.
- There was very strong evidence to suggest that tourists' perception of Nairobi National Park brand significantly influenced brand differentiation ( $p=.000$ ), recommendation ( $p=.000$ ) and revisit ( $p=.000$ ) intentions of tourists (as indicated in table 4.42).
- As for Aberdares, there was strong evidence against the hypothesis that brand perceptions did not significantly influence revisit intentions of consumers ( $p=.314$ ). However, Aberdares brand perception significantly influenced tourists' recommendation ( $p=.004$ ) and revisit intentions ( $p=.004$ ) (as indicated in table 4.43).

On overall, external brand perception was deemed to significantly influence choice behavior of tourists. Therefore, there was need to ensure that the park brand perception and image is well enhanced. Indeed, as indicated by Lacarte, Piazuolo and Saso, (2013) the aim of destination marketing is to convey a positive perception of self in such a way that is attractive to the potential tourist but also in a way that makes the local communities feel identified. The findings further showed that, there were four local aspects of the brand that were critical in determining choice i.e. the

contextual factors/ brand environment, internal park brand personality, external park brand perception as well as the cognitive brand awareness.

#### **5.2.4. Summary of Findings on Objective Four: To Explore the influence of brand personalities on choice behaviour of tourists to Kenyan parks**

- Lake Nakuru National Park brand personality significantly and negatively influenced brand differentiation ( $\beta = -.131$ ; SE= .071; t-value = -1.852;  $p < .05$ ). The Park's brand personality similarly did not significantly influence tourist revisit/recall ( $\beta = -.018$ ; SE= .035; t-value = -.508;  $p > .05$ ).
- The findings from Nairobi National Park indicated that brand personality significantly and positively influenced all behavioral intentions of consumers i.e. revisit ( $p < .05$ ), recommendation ( $p < .05$ ) and differentiation ( $p < .05$ ).
- Hell's Gate National Park showed a significant degree of brand salience. The park brand's personality did not significantly influence brand differentiation ( $p < .05$ ), recommendation ( $p < .05$ ) and revisit ( $p < .05$ ) decisions of tourists.
- Additively, structural model regression results indicated that the Aberdares National Park brand personality did not significantly influence brand differentiation ( $p > .05$ ), recommendation intentions ( $p > .05$ ) and revisit intentions ( $p > .05$ ).

On overall, the results were indicative of a need that the park brand's personality and (or) uniqueness be revealed better through marketing concepts that are linked to historical, ecological, socio-cultural values of the park and the adjacent communities. In this way, the park's brand personality could positively influence choice behavior of targeted market segments.

### **5.3. Conclusions**

Wildlife Tourism has been identified as one of the key sectors towards global competitiveness within the economic pillar of Vision 2030. A specific strategy towards realizing this aim has been achieving higher tourist revenue yield. General patterns in the findings and observations imply that the park brand is a significant attribute that affected destination choices of tourists. In conclusion, to address broad tourism goals as well as address the research problem, the study affirms that there is need:-

#### **5.3.1. Conclusions based on Objective One: To profile tourists visiting branded parks in Kenya based on their choice behaviour;**

- Park branding offers value to targeted and unique market segments. In this regards, there is need that the destination marketers design, package and promote the brand effectively to meet the diverse needs of these segments.
- The research findings were suggestive of the underlying fact that the tourist product/experience is a consequence of the exact tourist need. There is need thereof that tour operators are able to understand unique personal needs of tourists

#### **5.3.2. Conclusions based on Objective Two: To examine antecedent factors influencing tourists' choice behaviour;**

- There is also need for tourism stakeholders to apply a targeted park brand communication policy to the targeted segments and to adopt different pricing, image, character, personality, communication and distribution to the segment.

- There is need for the government to enhance future cross-sectoral interlinkages and adopting strategic partnerships (PPPs) in product development between the travel trade, suppliers, local communities and the park brand management agency (KWS) through in-market representation with the travel trade in advertising, trade-fairs and media etc.
- The state of roads and tourism infrastructure should be similarly enhanced as a matter of strategic development priority within the park as it enhances the park's access to key attractions. Accessibility was deemed as a significant factor in determining choice.
- Accommodation quality is key to the park brand and needs to similarly enhanced within and outside the park through stakeholder consultation and support. Such support can be enhanced through partnership arrangements such as Design, Build, Finance, Operate (DBFO); Build Own Operate (BOO); Build, Operate, Transfer (BOT).
- There is need to enhance the park's online brand proposition as well as differentiate the brand offering to enhance the value of the brand in the market. The online brand needs to focus more on peer-to-peer online recommendations by tour operators and travel agents through you tube video reviews, facebook friend reviews and news article reviews
- The implementation of the tourism infrastructure development strategy depends on the partnership between public sector investment (especially in physical infrastructure development) and private sector investment (especially in tourism infrastructure development).

**5.3.3. Conclusions based on Objective Three: To Evaluate tourists' perceptions of park brands in Kenya and their choice behaviour;**

- The study findings point out that tourists are becoming more experiential and personal in their tourism choices, making them more critical, independent and more determined to achieve their ideal holiday needs. Individualism and perception may significantly account for the growing need for unique experiences and park brand personalities that generate them.
- On overall, external brand perception was deemed to significantly influence choice behavior of tourists. Therefore, there was need to ensure that the park brand perception and image is well enhanced.
- There is need for KWS to communicate high value to the client through a local storyline. The essence of the park brand needs to be identified, felt and perceived positively from the initial contact with the tourist throughout the holiday to the departure of the tourist. The park brand should help create a sense of feel (affect and emotions); think (creativity and cognition); act (individual actions and lifestyle) and relations (connection with a reference group or culture).

**5.3.4. Conclusions based on Objective Four: To Explore the influence of brand personalities on choice behaviour of tourists to Kenyan parks**

- The park brand's personality and (or) uniqueness be revealed better through marketing concepts that are linked to historical, ecological, socio-cultural values of the park and the adjacent communities. In this way, the park's brand personality could positively influence choice behavior of targeted market segments.

It is therefore important for the tourism stakeholders to enhance the efficacy of park brands by assessing and developing seven main aspects of the park brand. These include brand communication, packaging, experience, personality, design, perception and partnerships at the destination level.

#### **5.4. Recommendations to policy/ practice**

- The study findings showed distinct market segments in each of the parks based on demographic and geographic attributes. The park brand communications ought to be focused on specific market segments. Therefore there is need that the park authorities (KWS) identify, anticipate and respond to the needs of these varied segments;
- There is need for KWS and KTB to focus more on promoting emotional branding which emphasizes on how the brand personality should be communicated through emotional appeals;
- There is need for KWS and KTB to enhance park brand perception by connecting more with the tourist segments through brand story-telling and communication;
- There is need for KWS and KTB to identify the light-house function of park brands and focus on creating a striking profile of the park brands aimed at differentiating identities of the parks in terms of color schemes, story-lines, identities, symbols and value addition;
- There is for KWS and KTB need to integrate regular brand audits from a market perspective as a matter of policy so as to ensure proper brand management;



- There is need for KWS and KTB to engage more and endorse celebrities, targeted media houses, counties, city and national co-brands positively within marketing and investment promotion endeavors to improve on the image of the park brands;
- There is need for KWS and KTB to create more linkages with other stakeholders such as the KTB, local communities, Export promotion council and BrandKenya to create and develop coherent and lived impressions of these parks in foreign markets, therefore influencing the brand perceptions and choices of tourists;
- There is need for KWS and KTB to improve each of the park's brand communications. There is a need to focus on WOM (word of mouth) as well as family and friend referrals from the distribution channels as well as online referrals through social media;
- The park branding process ought to focus more on the experiences since in some parks, the park brand perception did not influence loyalty, recommendation and (or) differentiation behavioral intentions of tourists;
- There is need for KWS and KTB to enhance each of the park's brand personalities by developing distinctive promotional campaigns aimed at emphasizing on the distinctive park brand personalities in a sense communicating excitement, sincerity and conviviality;
- There is need for KWS and KTB to understand that park brands are operate essentially on the promise of a unique experience and tourists choose a park brand over another with the expectations of an elevated experience. There is need that KWS to focus customer service initiatives towards providing exceptional services

- The success of any tourism park brand is dependent to a large degree on the nature of the facilities and services infrastructure that are available to the tourist. There is need to focus attention on innovative technologies that would improve tourism infrastructure substantially over competition.

#### **5.5. Recommendations for further research**

- There is need for the study to be replicated to all the branded parks in Kenya so as to identify unique opportunities and challenges;
- There is need to further assess the influence of country-of-origin and cultural biases / perceptions of the destination brand on choice behavior of various segments of tourists;
- It is also important to assess the efficacy of the online and social media in influencing the overall perception of the destination brand as well as choice behavior of tourists;
- There is need to assess emerging and new methodologies and epistemologies in investigating park brand preference;
- There is need to adopt a collaborative strategy with tour operators and travel agents to sell the park brand effectively to the markets.

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## APPENDIX 1: KWS PERMIT TO CONDUCT RESEARCH



ISO 9001:2008 Certified

Winner: COYA 2010 Awards in Corporate Citizenship & Environment, and Human Resource Management.

KWS/BRM/5001

14<sup>th</sup> September 2012

Mr. Shem Wambugu Maingi  
Department of Tourism Management  
P.O.Box 43844-00100  
**NAIROBI**  
e-mail: shem.maingi@gmail.com  
mobile: 0726120011


Dear *Mr. Maingi,*

### PERMISSION TO CONDUCT RESEARCH IN LAKE NAKURU, NAIROBI, ABERDARES AND HELLS GATE NATIONAL PARKS

We acknowledge receipt of your letter dated 6<sup>th</sup> February 2012 requesting for permission to conduct research on a project titled: 'The Efficacy of Park Branding in Influencing Choice Behaviour of Local and international Tourists to Kenyan Parks.' The study will generate data and information on the impact of branding of National Parks vis-avis local and foreign tourist visitation.

You have been granted permission to conduct the study from **September 2012 to August 2015** upon payment to KWS of academic research fees of Ksh 10,000. However, you will abide by the KWS set regulations and guidelines regarding the conduct of research in and outside protected areas. You will also be required to work closely with our Senior Scientists in-charge of Central Rift Conservation Area (CRCA), Southern Conservation Area (SCA) and Mountain Conservation Area (MCA), whom you will give a copy of the research proposal and regular progress reports.

You will submit a bound copy of your PhD thesis to the KWS Deputy Director, Biodiversity Research and Monitoring on completion of the study.

Yours *Sincerely,*  


**SAMUEL M. KASIKI, PhD, OGW**  
**DEPUTY DIRECTOR**  
**BIODIVERSITY RESEARCH AND MONITORING**

Copy to:

- SAD-P&R
- Senior Scientists- CRCA, SCA, MCA
- Senior Wardens- Lake Nakuru N. Park, Aberdares N. Park, Nairobi N. Park, Hells Gate N. Park

## APPENDIX 2: POST-VISIT TOURIST QUESTIONNAIRE

*For the Researcher's use only*

Respondent No: \_\_\_\_\_

Date: \_\_\_\_\_

Enumerator name \_\_\_\_\_

### SECTION A: BACKGROUND INFORMATION

1. Age       16 – 24 Years       25 – 34 Years       35 – 44 Years  
 45 – 54 Years       55 – 64 Years       > 64 Years
2. Sex       Male       Female
3. Annual personal income (US\$)       > 10000 US\$       10,001 - 30,000 US\$  
 30,001 -60,000US\$       60,001 - 90,000 US\$  
 < 90,001 US\$
4. Marital Status       Single       Married       Divorced
5. Country of Origin \_\_\_\_\_
6. Are you travelling with Children?  Yes       No  
If yes, indicate Number \_\_\_\_\_
7. Do you have a travel companion accompanying you in your vacation?  Yes  No
8. What is your highest level of education?       PhD Level       Masters  
 Undergraduate Degree       Diploma  
 High School
9. Occupation  Manager       Other white collar occupation \_\_\_\_\_  
 Skilled manual       State pensioner       Self-employed
10. Duration of visit to Kenya       One day       Two days       Three days  
 Four days       Five days       Six days  
 Seven days       Eight plus days
11. Are you currently travelling in a group?  Yes  No If Yes, indicate no. \_\_\_\_\_
12. Indicate your preferred mode of travel arrangement  
 On a packaged Tour       To travel independently
13. Would you consider yourself as a wildlife enthusiast?  Yes       No

## SECTION B: FACTORS INFLUENCING CHOICE OF DESTINATION BRAND

14. Which of these pull factors influenced your choice of destination (Check **X** where appropriate)

Statement	Strongly Disagree	Strongly agree
Destination image	1 - 2 - 3 - 4 - 5	
Roads and Infrastructure	1 - 2 - 3 - 4 - 5	
Safety and Security	1 - 2 - 3 - 4 - 5	
Travel agency recommendation	1 - 2 - 3 - 4 - 5	
Information on the web	1 - 2 - 3 - 4 - 5	
Destination's attractions	1 - 2 - 3 - 4 - 5	
Culture of the local people	1 - 2 - 3 - 4 - 5	
Sponsored events	1 - 2 - 3 - 4 - 5	
Other	1 - 2 - 3 - 4 - 5	

15. Which of these push factors affected your choice of destination (Check **X** where appropriate)

Statement	Strongly Disagree	Strongly agree
Cost of Holiday	1 - 2 - 3 - 4 - 5	
Promotion	1 - 2 - 3 - 4 - 5	
Reference from tour operator	1 - 2 - 3 - 4 - 5	
Service quality	1 - 2 - 3 - 4 - 5	
Activity at the destination	1 - 2 - 3 - 4 - 5	
Previous travel experience	1 - 2 - 3 - 4 - 5	
Accommodation quality	1 - 2 - 3 - 4 - 5	
Market presence of the park	1 - 2 - 3 - 4 - 5	

## SECTION C: PERCEPTIONS OF DESTINATION BRANDS

16. How did you first get to know about the Park? through.....

- Online search engines                       A Tour Operator  
 Travel agent                                       Social media  
 Sales Promotion                                 Travel guide/Magazine  
 Commercial Advertisement  
 Advice from a Friend /Relative  
 Reference websites  
 Other \_\_\_\_\_

17. Do you understand what a Destination brand is?  Yes             No

18. Please tick the Kenyan brands you are familiar the most, which assisted you in choosing your destination? (Tick  where appropriate)





(If Other, Please specify) \_\_\_\_\_

19. With what do you associate this brand?



20. Which of these parks would you prefer to visit? Tick and Write one word/phrase that best describes your choice. Additionally, you can indicate whether you have visited the chosen park before.

Tick (Choice)	Kenyan park	Word/Phrase best describing the park's uniqueness and or attractiveness	Visited before?	
			YES	NO
<input type="checkbox"/>	Nairobi			
<input type="checkbox"/>	Aberdares			
<input type="checkbox"/>	Hell's gate			
<input type="checkbox"/>	Amboselli			
<input type="checkbox"/>	Tsavo East			
<input type="checkbox"/>	Tsavo West			
<input type="checkbox"/>	Mt. Longonot			
<input type="checkbox"/>	Fourteen falls			
<input type="checkbox"/>	Oi Donyo sabuk			
<input type="checkbox"/>	Arabuko Sokoke			
<input type="checkbox"/>	Chyulu Hills			
<input type="checkbox"/>	Mt. Kenya			
<input type="checkbox"/>	Mt. Elgon			
<input type="checkbox"/>	Kora/ Ijara			
<input type="checkbox"/>	Ndere Island			
<input type="checkbox"/>	Kisite- Mpunguti			
<input type="checkbox"/>	Kiunga			
<input type="checkbox"/>	Watamu			
<input type="checkbox"/>	Maasai Mara			

<input type="checkbox"/>	Kisumu Impala Sanctuary			
<input type="checkbox"/>	Laikipia area			
<input type="checkbox"/>	Maasai Mara N R			
<input type="checkbox"/>	Malindi Marine			
<input type="checkbox"/>	Kakamega Forest NR			
<input type="checkbox"/>	Ruma NP			
<input type="checkbox"/>	Other:			
<input type="checkbox"/>				

21. If \_\_\_\_\_ National Park were a person, would you think of the destination as being:  
(check all that apply)

Statement	Strongly Disagree	Strongly agree
Lively	1 - 2 - 3 - 4 - 5	
Romantic	1 - 2 - 3 - 4 - 5	
Beautiful	1 - 2 - 3 - 4 - 5	
Peaceful	1 - 2 - 3 - 4 - 5	
Attractive	1 - 2 - 3 - 4 - 5	
Cheerful	1 - 2 - 3 - 4 - 5	
Intriguing	1 - 2 - 3 - 4 - 5	
Dangerous	1 - 2 - 3 - 4 - 5	
Depressing	1 - 2 - 3 - 4 - 5	
Fragile	1 - 2 - 3 - 4 - 5	
Independent	1 - 2 - 3 - 4 - 5	

22. The following question relates to the park brand in question (*see* ) Have you seen this brand before  
(*other than on the previous page as applies to park visited*)?  Yes  No

	<input type="checkbox"/> Nairobi National Park “ <i>The World’s only Wildlife Capital</i> ” <input type="checkbox"/> Aberdares National Park “ <i>Majestic Peaks, Moorlands, Falls and so much more</i> ” <input type="checkbox"/> Hell’s Gate National Park “ <i>A Walk on the Wild Side</i> ” <input type="checkbox"/> Lake Nakuru National Park “ <i>Bird Watchers’ Paradise</i> ”
--	--

If yes, where/what form of media outlet do you recall seeing the brand \_\_\_\_\_

Statement	Strongly Disagree	Strongly agree
I like the brand	1 - 2 - 3 - 4 - 5	
The brand entices me to visit the destination	1 - 2 - 3 - 4 - 5	
The brand grabs my attention	1 - 2 - 3 - 4 - 5	
The brand represents Kenya well	1 - 2 - 3 - 4 - 5	
The brand is appealing	1 - 2 - 3 - 4 - 5	
The brand portrays the destination’s attractiveness	1 - 2 - 3 - 4 - 5	
The brand is internationally recognized	1 - 2 - 3 - 4 - 5	
The brand is highly visible online	1 - 2 - 3 - 4 - 5	

The brand is persuasive	1	-	2	-	3	-	4	-	5
The brand portrays reliability	1	-	2	-	3	-	4	-	5

23. Were you aware that the brand represented a Kenyan park?  Yes  No

24. Which emotions are evoked when looking at the Nairobi National park brand

Statement	Strongly Disagree								Strongly agree
Pride	1	-	2	-	3	-	4	-	5
Excitement/ Joy	1	-	2	-	3	-	4	-	5
Peacefulness	1	-	2	-	3	-	4	-	5
Trust	1	-	2	-	3	-	4	-	5
Liberating	1	-	2	-	3	-	4	-	5
Anticipation	1	-	2	-	3	-	4	-	5
<i>Other. Please specify</i>									
a.	1	-	2	-	3	-	4	-	5
b.	1	-	2	-	3	-	4	-	5

25. Do you believe that Nairobi National Park differs from other parks?  Yes  No

If yes, *how* do you think Nairobi National Park is differentiated? \_\_\_\_\_

## SECTION D: TRAVEL PRE-BEHAVIOURAL INTENTIONS

26. What motivated you to visit the national park?

- View wildlife and reconnect with nature
- A desire to escape from routine / Getaway
- A Pursuit of relaxation
- Recuperation
- Strengthen family bonds/ Family fun
- Social interaction
- Accessibility
- Educational purposes/ Learning
- Wish fulfilment
- Other \_\_\_\_\_

27. Indicate your level of expectations based on the following attributes:-

Choice	Statement	Strongly Disagree								Strongly Agree
<input type="checkbox"/>	Accommodation quality	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Distinctiveness of the attraction	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Quality of interpretation	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Activity	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Security	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Roads and Infrastructure	1	-	2	-	3	-	4	-	5

<input type="checkbox"/>	Hospitality of Local community	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Weather/ Climate	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Accessibility	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Scenic attribute	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Number and diversity of Wildlife	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Value for money	1	-	2	-	3	-	4	-	5
<input type="checkbox"/>	Other:	1	-	2	-	3	-	4	-	5

## SECTION F: POST-BEHAVIOURAL INTENTIONS

28. When thinking of your *expectations prior* to your travels to **Nairobi National Park**, your current experience is exactly what you had imagined and expected: *(Please circle your answer along this 5 point scale)*

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

29. Do you feel that your travel to the park met your expectations?

Choice	Statement	Strongly Disagree	Strongly Agree
<input type="checkbox"/>	Accommodation quality	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Distinctiveness of the attraction	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Quality of interpretation	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Activity	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Security	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Roads and Infrastructure	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Hospitality of Local community	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Weather/ Climate	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Accessibility	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Scenic attribute	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Number and diversity of Wildlife	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Value for money	1 - 2 - 3 - 4 - 5	
<input type="checkbox"/>	Other:	1 - 2 - 3 - 4 - 5	

30. Would you recommend the park to friends and family?  Yes  No. Give a reason for your answer as Yes/No \_\_\_\_\_

31. Would you visit the park some other time?  Yes  No Give a reason for your answer as Yes/No \_\_\_\_\_

32. How did visiting the park/destination make you feel?

Choice	Factor	Agree	Indifferent	Disagree
<input type="checkbox"/>	Adventurous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Stimulating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Challenging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<input type="checkbox"/>	In touch with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Welcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Special	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Rejuvenated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. In your own opinion, do you find the park distinctive from the rest of the parks you have visited in Kenya?  Yes  No. Give a reason for your answer as Yes/No

\_\_\_\_\_

34. Do you view the attraction as memorable?  Yes  No. Give a reason for your answer as Yes/No \_\_\_\_\_

Thank you for filling the questionnaire and have a great trip.

Asante sana...



**APPENDIX 3: CLUSTER - LEVEL SAMPLING FRAME**

<b>No.</b>	<b>National Park</b>
1.	Lake Nakuru National Park – branded as a “Bird Watchers’ Paradise” on August 10, 2005
2.	Amboseli National Park – branded as “Kilimanjaro Royal Court” on September 23, 2005
3.	Tsavo West National Park – branded as “Land of Lava, Springs and Man-Eaters” on November 8, 2005
4.	Tsavo East National Park – branded as the “Theatre of the Wild” on December 9, 2005
5.	Aberdares National Park - branded as the “Majestic Peaks, Moorlands, Falls and so much more” on March 3, 2006
6.	Kisite Mpunguti Marine Park – branded as Home of the Dolphin and Coconut Crab” on April 27, 2006
7.	Ruma National Park - branded as “Dramatic Valley of the Roan Antelope, Oribi and so much more” on September 22, 2006
8.	Malindi Marine Park - branded as “Africa’s Oldest Marine Park, Magic Islands, Zebra Fish and so much more” on October 27, 2006
9.	Watamu Marine Park - branded as “Haven for Green Turtle, Unique Coral Garden, Mida Creek and so much more” on October 27, 2006
10.	Nairobi National Park - branded as “The World’s Only Wildlife Capital” on December 16, 2006
11.	Nairobi Safari Walk and Nairobi Animal Orphanage - branded as “Refuges of the Wild” on December 16, 2006
12.	Ol Donyo Sabuk National Park - branded as the “ Ultimate Panoramic Experience” on June 21, 2007
13.	Mt. Elgon National Park - branded as “Untamed Wilderness, Secluded Splendor” on March 15, 2007
14.	Kakamega Forest National Reserve - branded as “Canopy of Natural Beauty” on September 27, 2007
15.	Meru National Park - branded as “Complete Wilderness” on July 19, 2007
16.	Hells Gate National Park - branded as “A Walk on the Wild Side” on September 25, 2009
17.	Mt Longonot National Park - branded as “Sheer Adventure” on September 25, 2009
18.	Ndere Island National Park - branded as “The Island of Serenity and Beauty” on March 3, 2010
19.	Kisumu Impala Sanctuary - branded as “A Lakeshore Walk With the Impalas” on March 4, 2010
20.	Shimba hills National Reserve - branded as “Paradise of the Sable Antelope” on April 18, 2011

## **APPENDIX 4: PARK PROFILES**

### **LAKE NAKURU NATIONAL PARK “THE BIRD WATCHER’S PARADISE”**

#### **HISTORY OF THE PARK**

Lake Nakuru National Park origins come from the freshwater springs to the north east of the lake. The freshwater springs (Baharini springs) were a regular stop-off point for the ivory and slave-trading caravans that travelled to and from the coast (KWS, 2003). The word ‘Nakuru’ may have had conflicting meanings. Whilst some of the Maasai claim it came from the word *na-kurro*, which means ‘the rough and stony place’ or ‘the place that is scraped bare’, others claim that the word is derived from the Maasai word, *enakuro*, meaning ‘the place of swirling dust’ referring to the dust devils created when the wind whips up the salt dust from the lake.

Lake Nakuru National Park was officially designated in 1961 and officially gazetted as a bird sanctuary, covering only the southern part of the lake in 1960 by the Kenya Royal Parks. It was extended to include the entire lake in 1962 and upgraded to National Park status in 1968 (legal notice no. 137) (Enhols, 2012). In 1972-73, the World Wildlife Fund in conjunction with the Netherlands developed a conservation agreement with the Kenyan Government that led to the acquisition of more land for expansion to its present size. A northern extension was added to the park in 1974. In 1984, the park was established as the first government-managed rhino sanctuary in East Africa. In 1987, Lake Nakuru officially achieved full status as a rhino sanctuary. The lake was designated as a Ramsar site in 1990 (Alorm Kenya, 2012). In 2002, the Lake Nakuru National Park was declared a World Heritage Site by UNESCO. The park was officially branded as a “Bird Watchers’ Paradise” on August 10, 2005.

#### **LOCATION**

Lake Nakuru National Park is located 156 km Northwest of Nairobi, (KWS, 2010a). It is bordered by Menengai crater to the south, the Bahati hills to the North east; the lion hill ranges to the east; Eburu crater to the south and the Mau escarpment to the west. Three major rivers, the Njoro River, Makalia River and the Enderit drain into the lake. The park has three (3) main gates and access ways such Main Gate, Lanet Gate and Nderit Gate.

#### **CLIMATE**

The Lake Nakuru National Park is a typical African savannah which is dry and warm with rainfall peaks around aril, august and November, delivering an annual average rainfall of around 1000 mm (KWS 2003).

## KEY ATTRACTIONS

The foundation of the park's food chain is the *cyanophyte spirulina platensis* which supports huge numbers of the lesser flamingo. The lake was the first IBA (Important Bird Area) and Ramsar site to be branded on the 10th of August 2010. It is an ornithologist's paradise with over 500 species of birds recorded. Sir Peter Scott, world-famous ornithologist referred to the lake as having the greatest ornithological spectacle show on earth. Lake Nakuru National Park has the largest *Euphorbia candebrum* forest in East Africa. Key attractions include the lesser flamingo, Kenya's first black rhino sanctuary, malai waterfall, viewpoints such as the lion hill, baboon cliffs and Out of Africa viewpoint, game viewing.

## KEY ROUTES AND CIRCUITS

The park has been crisscrossed by key circuits and tourist routes that offer varied experiences to tourists.

<b><i>Key route and (or) circuit</i></b>	<b><i>Scenic attractions</i></b>
Cormorant Point	<ul style="list-style-type: none"> <li>• Baboon cliff lookout/ viewpoint</li> <li>• Makalia falls campsite</li> <li>• Honeymoon hill</li> <li>• Euphorbia candelabrum forest</li> </ul>
Out of Africa circuit	<ul style="list-style-type: none"> <li>• Scenic Out of Africa viewpoint</li> <li>• Picnic site</li> </ul>
Southern circuit (2WD)	<ul style="list-style-type: none"> <li>• Extensive Game</li> <li>• Makalia falls</li> </ul>
Lion Hill circuit (4WD)	<ul style="list-style-type: none"> <li>• Extensive Game</li> <li>• Makalia falls</li> <li>• Lion cave</li> <li>• Baharini springs</li> <li>• Euphorbia candelabrum forest</li> </ul>
Western circuit	<ul style="list-style-type: none"> <li>• Olea forest (ideal habitat for black rhino and buffalo)</li> <li>• Acacia forest</li> <li>• Hippo point</li> </ul>
Naishi and Makalia circuit	<ul style="list-style-type: none"> <li>• Naishi rhino base</li> <li>• Naishi guest house</li> <li>• Grass airstrip</li> <li>• Enasoit hills</li> <li>• Makalia falls</li> </ul>
Around Lake Nakuru National Park (Connectivity)	<ul style="list-style-type: none"> <li>• Lake Naivasha</li> <li>• Hell's Gate National Park</li> <li>• Hyrax hill</li> <li>• Flamingoes in L. Elementaita and L. Bogoria</li> <li>• Hippo infested L. Baringo</li> <li>• Scenic Western circuit eg Tugen hills and Kerio valley</li> <li>• Mt. Elgon National Park</li> </ul>

- Maasai Mara National Park

Source: Researcher

### ACCOMMODATION FACILITIES

There are a variety of accommodation options for tourists to Lake Nakuru National Park, which include two (2) serviced hotels, one (1) self-catering accommodation, five (5) campsites and other facilities. These are as indicated in table .

Figure 2: Range of accommodation facilities in Lake Nakuru National Park

<i>Accommodation facility</i>	<i>Scenic attractions</i>
Tourist lodges	<ul style="list-style-type: none"> <li>• Lake Nakuru Lodge</li> <li>• Sarova lion hill lodge</li> </ul>
Self-catering accommodation	<ul style="list-style-type: none"> <li>• Naishi house</li> </ul>
Campsites	<ul style="list-style-type: none"> <li>• The backpackers campsite</li> <li>• Makalia campsite (South and North)</li> <li>• Lake Nakuru special campsite</li> <li>• Kampi ya Nyati (Buffalo camp)</li> <li>• Kampi ya Nyuki (Bee Camp)</li> </ul>
Other accommodation	<ul style="list-style-type: none"> <li>• Naishi</li> <li>• Reedbuck</li> <li>• Chui and Rhino campsite</li> <li>• Nakuru field study Centre</li> <li>• Wildlife Clubs of Kenya Hostel and Guest House</li> </ul>

### MAIN FAUNA AND FLORA

The main fauna and flora include varied species of mammals, cats, fishes and birds some of which are highlighted in table .

Figure 3: Main fauna and flora in Lake Nakuru National Park

<i>Species</i>	<i>Variety</i>
Mammals	<ul style="list-style-type: none"> <li>• Cape buffalo, Giraffe, Waterbuck, zebra, bush buck, duiker, Kirk's dikdik, Thomson gazelle, Grant's gazelle, White rhino, black rhino</li> </ul>
Cats	<ul style="list-style-type: none"> <li>• Lion, leopard, Chettah, Spotted hyena, Caracal, Serval cats, Silver-backed jackal,</li> </ul>
Fishes	<ul style="list-style-type: none"> <li>• Tilapia (<i>Oreochromis graham</i>)</li> </ul>
Birds	<ul style="list-style-type: none"> <li>• Water-front birds eg Greater flamingo</li> <li>• Lesser flamingo</li> <li>• Ibis species</li> </ul>

	<ul style="list-style-type: none"> <li>• Storks species,</li> <li>• Egrets</li> <li>• Comorants species</li> <li>• Little grebe and other different species</li> </ul>
Primates	<ul style="list-style-type: none"> <li>• Olive baboons, Black-faced vervet monkeys, black and white Columbus monkey, Vervet monkey,</li> </ul>
Flora	<ul style="list-style-type: none"> <li>• Yellow-barked acacia (<i>Acacia xanthophloea</i>) (Naivasha thorn)</li> <li>• Hibiscus Malcaceae</li> <li>• Croton bushes (<i>Croton dichogamus</i>)</li> <li>• Olives (<i>Olea hochstetteri</i>)</li> <li>• Ol-leleshwa (<i>Tarchonanthus camphorates</i>)</li> <li>• African Candelabra trees (<i>Euphorbia candelabrum</i>)</li> </ul>



Figure 4: Map of Lake Nakuru National Park

## **NAIROBI NATIONAL PARK “THE WORLD’S ONLY WILDLIFE CAPITAL...”**

### **HISTORY OF THE PARK**

Originally, Nairobi National Park was part of the Great Southern Game Reserve which was created in 1900. The land which now makes up the park acted as grazing grounds for the Maasai and Somali herdsmen. British conservationists concerns about excessive destruction of wildlife species and habitats in the East Africa Protectorate (e.g., by skin and trophy hunters) led the colonial government to promulgate conservation policies to protect unique wildlife attractions and species, which were then promoted through organized safari tourism activities (GoK 1957; Lusigi 1978; Akama, Maingi and Camargo, 2011). In 1939, driven by pressure from pioneer conservationists, the British government appointed a game committee to study and inform the setting up of game parks in Kenya and other African colonies.

The committee was tasked to plan the location, extension, constitution, control and management of game parks, as well as the forms of recreational activities that should be permitted within them (Okello et al. 2009, Tucker and Akama 2009). Its recommendations were approved by the colonial legislature in 1945 and led to the creation of the pioneer national parks in Kenya that included Nairobi in 1946. After, this Nairobi National Park was the first park to be gazetted in Kenya. It was officially opened in Christmas 1946, and it was the first national park of East Africa. Nairobi National Park was branded as “The World’s Only Wildlife Capital” on December 16, 2006.

### **LOCATION**

It is a popular park in Nairobi as it is located in close proximity to Nairobi town. Its size is 117 km sq. It is a very popular attraction for side excursions by locals, transit tourists as well as business travellers. The park has 4 major public access ways. The gates are: - Main gate: KWS headquarters: Cheetah Gate; Langata Gate; and the Maasai Gate. It is an IBA (Important bird area) as well as a conservation area. It is the only Wildlife Park in the world that is so close to the city and has a major rhino sanctuary for breeding and restocking to other areas. It is also one of the few parks in Kenya without in-park accommodation due to its proximity to Nairobi town centre, (KWS, 2010b).

### **CLIMATE**

Nairobi National Park faces a hot and dry season from January to March. April to June is hot and wet, July to October is very warm and dry. November and December are warm and wet.

## KEY ATTRACTIONS

Nairobi National Park has over 80 recorded mammal species, four of which are members of the ‘Big Five’ (i.e. Lion, Buffalo, Leopard and Rhino), and over 40 reptile and amphibian species. The park has recorded more than 400 bird species. It is famous for being the only reserve in the world bordering a capital city. It consists of mainly savannah and grass plains (Athi/ Kapiti plains) and is serviced by permanent rivers (Sosian, Mbagathi, Athi etc). Nairobi National Park is also a seasonal park, which is dependent on the annual migration through the Kitengela Corridor/ Athi plains in March. The southern track running along the Mbagathi/Athi River is the most interesting as it has picnic sites.

Udoto (2011) in an article on the Habari Wildlife Magazine highlights that Kenya Wildlife Service has recently partnered with the Kenya Railways and Mawenzi Gardens to link the park with the vintage 1924 steam engine named “Nyaturu” after a Tanzanian tribe. This 30 kilometre journey revives a 27 year old tradition of steam engines that served the East African region, carrying the like of the Queen Elizabeth II, the Prince of Wales as well as the late US president Theodore Rossevelt.

## KEY ROUTES AND CIRCUITS

Figure 5: Key routes and circuits in Nairobi National Park

<i>Key route and (or) circuit</i>	<i>Wildlife/Scenic/Cultural/Heritage attractions</i>
Nairobi Safari walk	<ul style="list-style-type: none"> <li>• Panoramic boardwalks through the ecological diversity of Kenya eg wetlands, savannah, woodland and forest habitats.</li> <li>• Sebastian’s Safari Café</li> <li>• Education Centre</li> </ul>
Animal Orphanages	<ul style="list-style-type: none"> <li>• Nairobi Animal Orphanage</li> <li>• The David Sheldrick Wildlife Trust</li> <li>• Wildlife Conservation and Education Centre</li> </ul>
National Park: Rhino Circuit	<ul style="list-style-type: none"> <li>• Boma valley</li> <li>• Hippo pools</li> <li>• Nature trail</li> <li>• Vulture roost</li> <li>• Picnic site</li> </ul>
National Park: Athi basin circuit	<ul style="list-style-type: none"> <li>• Baboon escarpment</li> <li>• Mokoyeti salt lick</li> <li>• Kampi ya simba</li> <li>• Leopard cliff observation point</li> <li>• Mokoyeti picnic site</li> <li>• Kampi ya fisi</li> </ul>
National Park: Ormanyee circuit	<ul style="list-style-type: none"> <li>• Ivory burning site</li> <li>• Nagolomon dam</li> <li>• Sheldrick’s orphanage</li> </ul>

	<ul style="list-style-type: none"> <li>• Kingfisher's gorge and picnic site</li> <li>• Impala observation point</li> </ul>
National Park: Karen Circuit	<ul style="list-style-type: none"> <li>• Utamaduni cultural centre</li> <li>• Giraffe centre</li> <li>• Sheldrick centre</li> <li>• Mamba village</li> <li>• Karen Blixen museum</li> <li>• Ngong hills</li> </ul>

### ACCOMODATION FACILITIES

The ranges of accommodation options within the park are limited to public campsites within the East Gate. Most of the accommodation is provided by the boutique and chain hotels outside the park.

### MAIN FLORA AND FAUNA

Figure 6: Main flora and fauna in Nairobi National Park

<i>Species</i>	<i>Variety</i>
Mammals	<ul style="list-style-type: none"> <li>• Black rhino, Gazelles, Impala, Kirk's dik dik, Steinbok, Waterbuck, Coke's hartebeest, Wilderbeest, Burchella zebra, Maasai Giraffe, African Buffalo, Eland, Hippos</li> </ul>
Cats	<ul style="list-style-type: none"> <li>• Lions, Leopard, Cheetah, Spotted hyena, Stripped hyena</li> </ul>
Birds	<ul style="list-style-type: none"> <li>• 400 species of birds including raptors, game birds</li> </ul>
Reptiles	<ul style="list-style-type: none"> <li>• Nile crocodile, hissing sand snake, puff adder, python, green tree snake, black-necked cobra, brown house snake etc</li> </ul>
Primates	<ul style="list-style-type: none"> <li>• Olive baboon, black-faced vervet monkey</li> </ul>
Flora/ Habitats	<ul style="list-style-type: none"> <li>• Grassland plains,</li> <li>• Highland forest (with crotons, muhugu, Kenya olive tree, markhamia)</li> <li>• Croton-Brachylaena-Calendrum upland dry forest</li> <li>• Crassula spp.</li> </ul>



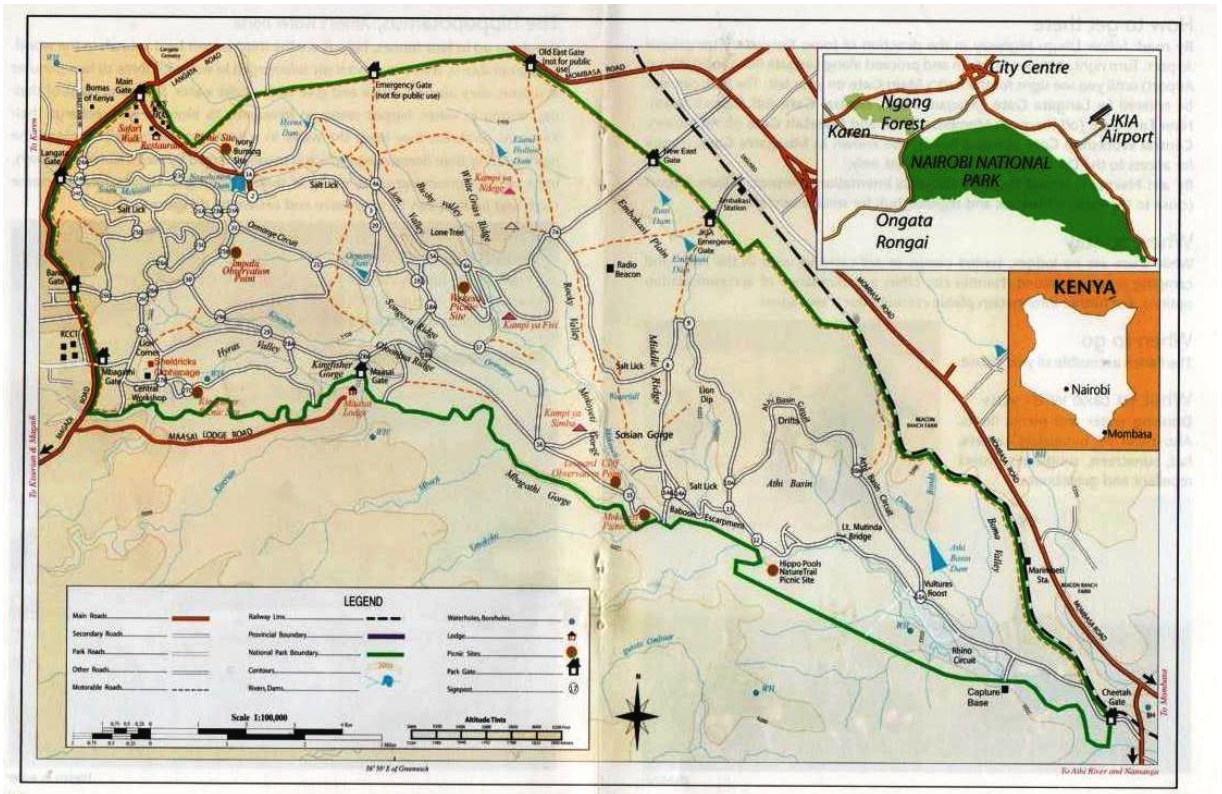


Figure 7: Map of Nairobi National Park

## **HELL'S GATE NATIONAL PARK "A WALK IN THE WILD SIDE..."**

### **HISTORY OF THE PARK**

Hell's Gate National Park is the second smallest park in Kenya covering 68 km sq and it is situated on the East African Rift Valley. The geology of Hell's is quite diverse. The region within and around the park is covered with ashes from Mt. Longonot eruption which occurred 100 years ago. Hell's is unique and famous for hot natural geysers, spectacular sceneries from the towering cliffs, huge rock towers, volcanic gorge and the belching plumes of geothermal steam. Its names are synonymous to the Gate of Hell within the ruins in south western turkey in the ancient Phrygian city of Hierapolis, now called Pamukkale (Lorenzi, 2013).

The park was gazetted in 1984 and branded on the 25th September 2009. Before gazettement of the park, it was an area inhabited by ranchers. The term Hell's Gate came with a local maasai interpretation of the word "Hell's ground". British explorers Fisher and Thompson in 1883 after their defeat against the hostile Maasai warriors named it Hell's Gate. This name was also associated with various local myths: During the formation of the rift valley many years ago, Mt. Suswa, Menengai and Mt. Longonot were active. Volcanic activity rendered the place inhabitable. The inhabitants of the area i.e. the Maasai community, then eventually called it Hell's ground.

A second myth associated to Hell's Gate history is associated with the Maasai's wonder on how a place would have unique features such as the Olkaria and Holby's volcanoes, Cliff faces, Hot springs and the Hell's kitchen. These areas had steam coming from underground. According to the Maasai community, these were associated with the works of the devil. The local Maasai community believed that the rocks are petrified figures of a chief's daughters who went against the dictates of society by turning back to have a last look of their home before leaving to get married. These myths were significant in the brand personality index of the park. The park was branded as "A Walk on the Wild Side" on September 25, 2009.

### **THE FORMATION OF THE HELL'S GATE GORGE**

Local history has it that Lake Naivasha used to be a massive giant lake lying on the floor of the rift valley in the ancient days. The lake used to collect its water from different catchment areas like the Mau escarpment and the Aberdare ranges. Lake Enaiposha as the Maasai used to call it meaning a lake of many waves, had an outlet flowing through Hell's gate gorge and in the process, cutting and eroding as well as depositing for hundreds of years. The Maasai used to call this outlet as River Ol-Njorowa. Lake Enaiposha (present lake Naivasha) used to extend as far as Lake Baringo.

After the eruption of Mt. Ol-ongonot - present Mt. Longonot, (Mountain of many valleys), Mt Suswa and Menengai, the volume of the lake was reduced gradually as a result of the very hot volcanic ashes into and around the lake, thus sub-dividing the

lake into two different types of lakes ie the fresh water lakes (Lake Naivasha and Lake Baringo) and the salty lakes ie (Lake Nakuru, Bogoria and Elementaita). The small Lake Naivasha had no more main outlet apart from the underground ones, one such outlet is said to drain in Ondiri swamp in Kikuyu. The Ol-Njorowa river dried when water from the Lake Naivasha stopped flowing through the gorge.

Ol-Njorowa river is now fed by the cold and the hot springs either on the floor of the gorge or the sides, it therefore reduced into a small stream running from the strating point of the gorge downwards to the paramount tower after then, it dries up as it goes underground and by the end, the gorge opens up into a plain known as the Suswa plains. As people now walk through the gorge, they mainly start seeing a beautiful landscape with the vegetations led by the leleshwa, whistling thorn and the yellow fever tree.

## **GEOGRAPHY**

Hell's Gate National Park covers an area of 68.25 km<sup>2</sup> (26 squared miles). It lies within Nakuru County within the coordinates 0°54'57"S and 36°18'48"E. It is a remnant of obsidian forms that were formed from the cool molten lava. The park has two major extinct volcanoes ie Olkaria and Hobley's which can be viewed from the park. The geology of Hell's is quite diverse. Hell's is unique and famous for hot natural geysers, spectacular sceneries from the towering cliffs, huge rock towers, volcanic gorge and the belching plumes of geothermal steam.

## **LOCATION**

This park is currently accessible via tarmac road from Nairobi (90kms) via Naivasha Town on the Lake Road South at a junction 5km south of Lake Naivasha. It has an area location of 68 kmsq. It is located within central rift circuit in Naivasha.

## **MAIN ATTRACTIONS**

Hell's Gate was branded on 25<sup>th</sup> September 2009 as a place where a tourist would walk on the wild side. It was specifically intended to promote the park as a wilderness attraction for hiking, trekking, biking and camping. It provides also an exclusive access for tourists to interact with nature and appreciate the geographical beauty. The park is highly accessible and has close proximity to the Maasai mara National Researve, Nakuru and Aberdares National Park. By virtue of close proximity to these parks, Hell's Gate National Park has been a key attraction. Major attractions in the park include game viewing, raptor nesting in the cliffs, gorge walks, the hot springs.

## **FACILITIES/ ACCOMMODATION**

The park does not have onsite accommodation, but has three camping facilities Oldubai campsite (on the cliff top south of Fischer's Tower), Nairburta campsite and Endchata campsite (across the gorge on the northern cliffs). The park engendours the Naivasha landscape that boosts of major tourist attractions such as Aberdare and Eburru reserves, Lake Naivasha ramsar site, Longonot National Park, a diverse culture and a pre-colonial history and scenic beauty.

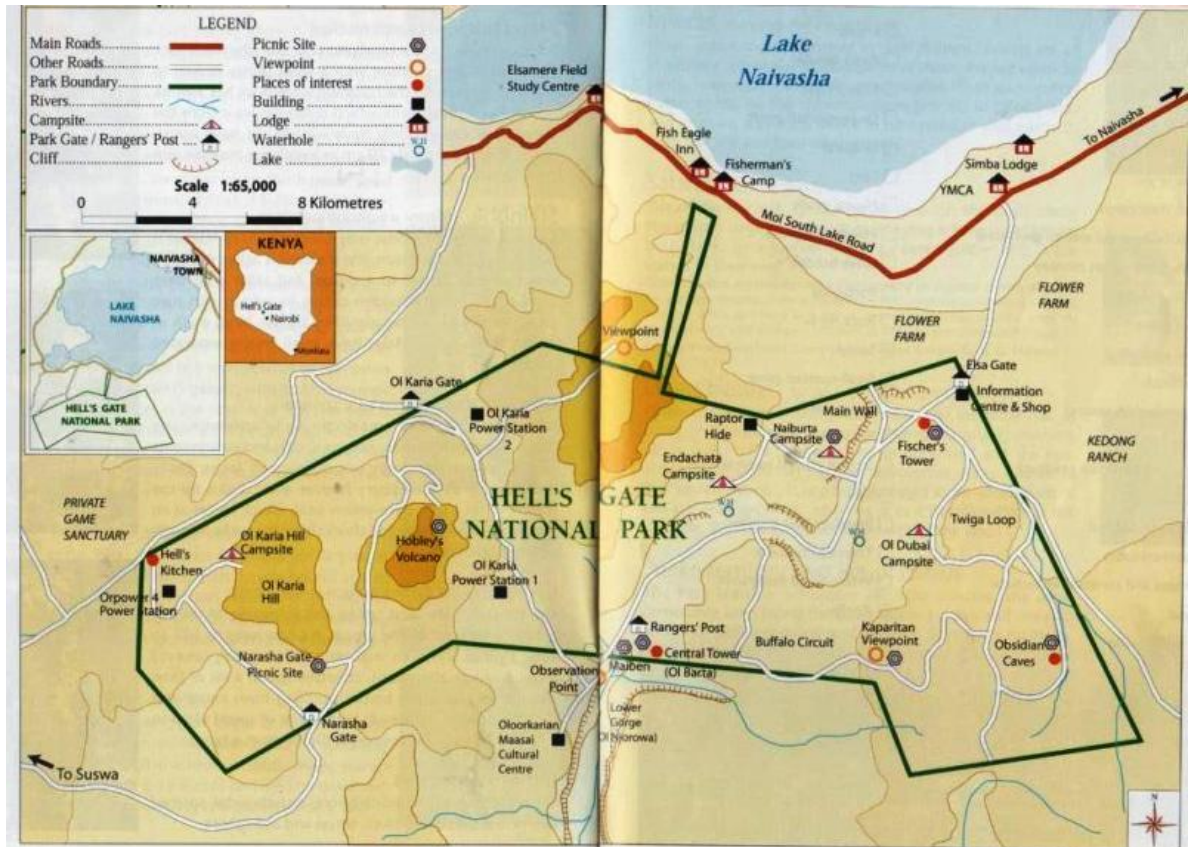


Figure 17: Map of Hell's gate National Park

## **THE ABERDARE NATIONAL PARK “MAJESTIC PEAKS, MOOR LANDS AND FALLS...”**

### **HISTORY OF THE PARK**

The Aberdare range was named after the then President of the Royal Geographical Society by the intrepid Scot, Joseph Thomson, who explored the region in 1883. The Kikuyu people farmed the slopes of the Aberdare range for centuries and named it ‘Nyandarua’, meaning ‘the drying hide’. The Kikuyu also know the range as ‘Thambara’, meaning ‘the place of mist and gloom’. The Maasai of the Rift Valley named the summit of the Aberdare Range Ol Donyo Lesatima or the Mountain of the Bull Calf. The Aberdares owes its existence due to the tectonic forces that led to the development of the Great Rift Valley. Following the orientation of the range from North to South, major peaks are Chebuswa (3,364m), Ol Donyo Lesatima (4,001m), Table Mountain (3,791m), Maratini Hill (3,698m), Kinangop (Nyandarua) peak (3,906m), and The Elephant Hill (3,591m). West of the Aberdare ranges is Kipipiri (3,349m).

The northern moorlands are broken into a series of jagged rocky outcrops known as the ‘Dragon’s teeth’. The streams that run across the Aberdares at several points form stunning waterfalls. The waterfalls include Karuru falls (273m) which occurs in three steps of 117, 126 and 130 metres, Gura falls and Chania falls. The Aberdare are the main water catchments for Sasumua and Ndaka-ini Dams, which provide most of the water for Nairobi UNEP (2002). It is one of the IBAs and one of the five water towers (An important catchment area for the Tana River, Ewaso Nyiro River and for Lake Naivasha. Queen Elizabeth learned of her accession to the throne at Tree-tops Lodge, (KWS, 2010). Aberdares National Park was branded as the “Land of the Majestic Peaks, Moorlands, Falls and so much more” on March 3, 2006.

### **LOCATION**

Aberdares National Park is located 154 km from Nairobi town (approaching through Nyeri County), 188 km from Nairobi town (approaching through Nyahururu town) and 87 km from Nairobi (approaching through Naivasha town). The towns are serviced by the following gates:-

Figure 8: Park entry gates to Aberdares National Park

<i>Town</i>	<i>Gates</i>
From Nyeri	<ul style="list-style-type: none"> <li>• Tree tops gate (17 km)</li> <li>• Ruhuruini gate (20 km)</li> <li>• Ark gate (28 km)</li> <li>• Kiandogoro gate (30 km)</li> <li>• Wanderi gate (47 km)</li> </ul>
From Nyahururu	<ul style="list-style-type: none"> <li>• Shamata gate (45 km)</li> <li>• Rhino gate (48 km)</li> </ul>
From Naivasha	<ul style="list-style-type: none"> <li>• Mutubio gate (50 km)</li> </ul>

Source: Researcher

## CLIMATE

Aberdares National Park experiences heavy rains all year round, averaging 1,000 mm per annum on the drier northern slopes and as much as 3,000mm per annum in the southeast areas.

## KEY ATTRACTIONS

Key attractions include the spectacular waterfalls (Karuru and Chania falls), Lesatima peak, and Kinangop peak, nature walks in the moorlands, Twin hills, Elephant hills, Table Mountains and the Kimathi Hideout/Mau Mau caves.

## ACCOMMODATION FACILITIES

Luxury lodges as well as self-catering facilities and several public and private campsites are available within the park.

Figure 9: Accommodation facilities within Aberdares National Park

<i>Accommodation facility</i>	<i>Scenic attractions</i>
Boutique Tourist lodges	<ul style="list-style-type: none"> <li>• Treetops Lodge</li> <li>• Outspan hotel</li> <li>• The Ark</li> <li>• Aberdare Country Club</li> </ul>
Self-catering accommodation	<ul style="list-style-type: none"> <li>• Tusk Camp (2km from Ruhuruini gate)</li> <li>• Sapper hut (10 km west of the fishing lodge)</li> <li>• Kiandogoro lodge (2km inside Kiandogoro gate)</li> <li>• Rhino retreat</li> </ul>
Public Campsites	<ul style="list-style-type: none"> <li>• Hagenia campsite</li> <li>• Honi Campsite</li> <li>• Rhino campsite</li> <li>• Reedbuck campsite</li> </ul>

	<ul style="list-style-type: none"> <li>• Ruhuruini campsite</li> <li>• Wanderi's campsite</li> <li>• Shamata campsite</li> </ul>
Special or Private campsites	<ul style="list-style-type: none"> <li>• Bongo campsite</li> <li>• Kifaru campsite</li> <li>• Muringato campsite</li> <li>• Nyati Campsite</li> <li>• The Queen Beatrix and Prince Charles campsites</li> <li>• Woodley campsite</li> </ul>

Source: Researcher

### MAIN FLORA AND FAUNA

Figure 10: Main flora and fauna in Aberdares National Park

<i>Species</i>	<i>Variety</i>
Mammals	<ul style="list-style-type: none"> <li>• Black rhino, Gazelles, Impala, Kirk's dik dik, Steinbok, Waterbuck, Coke's hartebeest, Wilderbeest, Burchella zebra, Maasai Giraffe, African Buffalo, Eland, Hippos</li> </ul>
Cats	<ul style="list-style-type: none"> <li>• Lions, Leopard, Cheetah, Spotted hyena, Stripped hyena</li> </ul>
Birds	<ul style="list-style-type: none"> <li>• 400 species of birds including raptors, game birds</li> </ul>
Reptiles	<ul style="list-style-type: none"> <li>• hissing sand snake, puff adder, python, green tree snake, black-necked cobra, brown house snake etc</li> </ul>
Primates	<ul style="list-style-type: none"> <li>• Olive baboon, black-faced vervet monkey</li> </ul>
Flora/ Habitats	<ul style="list-style-type: none"> <li>• Grassland plains,</li> <li>• Highland forest (with crotons, muhugu, Kenya olive tree, markhamia)</li> <li>• Croton-Brachylaena-Calendrum upland dry forest</li> <li>• Crassula spp.</li> </ul>

Source: Researcher



Figure 21: Map of Aberdares National Park



## APPENDIX 5: STATUS OF PREMIUM AND UTILIZED PARK INITIATIVES

### Box 1.0: Kenya's Vision 2030 Underutilized park initiative Status

**Project profile:** The project consists of upgrading underutilized Parks by improving facilities and infrastructure in order to increase utilization and revenue.

#### Project overview

**Status:** Commenced

**Implementing ministry:** Ministry of forestry and wildlife

**Sector:** Tourism

**MTP target:** To upgrade underutilized parks for increasing revenues and visitation

#### Annual target:

- 600 km rehabilitation.
- To have six new lodges and 10% increase of tourists.
- Kenya Wildlife Services to finalize construction of Eco-lodges in Kakamega and Ruma National Park.
- Completion in the construction of Kisumu Impala Eco-lodge

#### Project progress:

To this end, rehabilitation and branding for the Kisumu Impala Eco-lodge is complete. Via Ferrata climbing trail on Mt. Kenya and technical rock climbing area improved. The particular route can now be used by more people of differing abilities.

Refurbishment of guesthouses – the process of refurbishment of six houses is underway. These are in L.Nakuru, Amboseli, Shimba Hills, Kisite Marine Park, Tsavo West & Aberdares. In 2012/13 Meru National Park houses will be completed. Nine new lodges will be constructed in the Meru conservation area between years 2009 – 2014. The lodges will target the medium to high end tourist market. Total number of beds in the area at the end of the period will be 380. Through Private Public Partnership, KWS embarked on development of additional accommodation aimed at the domestic market.

A total of 13 sites were offered for construction and lease, so far only 2 sites in Aberdares N.Park and Hells Gate have been taken up. Nine sites have been identified for development in Tsavo East, Tsavo West and Chyullu National Parks.

A site prospectus was developed for distribution to private investors. The sites were identified through the Protected Area Planning Framework which is now being used in all KWS parks and reserves to guide management. Only 4 sites were taken up.

Western Conservation Area (Ndere Island, Kisumu Impala Sanctuary and Ruma National Park) development of tented camps in the area and should be complete by June 2013. This will provide an additional 72 beds targeted at the high end market. The new accommodation in areas such as Ndere and Impala sanctuary will attract tourists to these underutilized parks.

Ndere Island National Park and Kisumu Impala Sanctuary have been branded. Marketing initiatives for Kakamega Forest and Hells Gate national reserves have been initiated, resulting in a 50% increase in domestic tourists. Construction of new cottages is underway in Kakamega Forest, as is the improvement of camp sites within the forest. Branding of Shimba Hills National Park and Mt. Kenya National Park are ongoing.

Infrastructure improvement, including refurbishment of gates, signage, campsite and tourists facilities, offices and staff houses has been done and rangers' houses and staff ablution blocks have been constructed.

Kenya Vision 2030 Secretariat (2013)

### **Box 2: Kenya's Vision 2030 Premium park initiative:**

**Project Profile:** This project consists of branding the most popular parks to offer a high quality experience.

**Project overview:**

**Status:** On schedule/ ahead of schedule

**Sector:** Tourism

**MTP target:** To raise the quality of parks so as to enhance tourist experience

**Annual target:**

- To achieve 100% completion of tourist accommodation.
- 100% completion of roads rehabilitation.
- 100% completion of Iremito gate in Amboseli.
- Increased bed nights by 31% from 1.6 million to 2.3 million – 75% done.
- Branding of popular parks.

**Project progress:**

Rehabilitation of roads leading to the parks is complete, with 133kms rehabilitated and roads within the parks have been upgraded.

Rehabilitated roads include Buffalo Circuit in Hells' Gate National Park, Makema-Masinga Dam Road in Mwea National Park, Kanderi and Mkwaju Circuits in Tsavo East National Park, Lake Jipe-Kasigau Road in Tsavo West National Park, Kitirua Gate-Junction 25 Road in Amboseli National Park, and various internal circuits in Nairobi National Park and Chyulu National Park.

The Parks have been categorized into wilderness parks, urban safari, mountain-climbing, scenic and special interest & sanctuaries to target a wider range of tourist interests.

Accommodation within the parks has been increased to provide more premium beds. This added value justifies the increase of park entry fees for Lake Nakuru and Amboseli National Parks in order to facilitate control of numbers due to fragility of the environmental and the high demand for the sites.

The parks have also been branded and themes developed for each park.

**Objective:**

To increase re-vamp/equip select high-potential parks in order to increase their surrender value and contribution to the economy and specifically increase revenue from existing Premium Safari Parks by enhancing tourist access and experience, thus increasing bed nights by 31% from 1.6 million to 2.3 million by 2012.

Kenya Vision 2030 Secretariat (2013)

## APPENDIX 5: TOURISTS TO NATURAL ATTRACTIONS

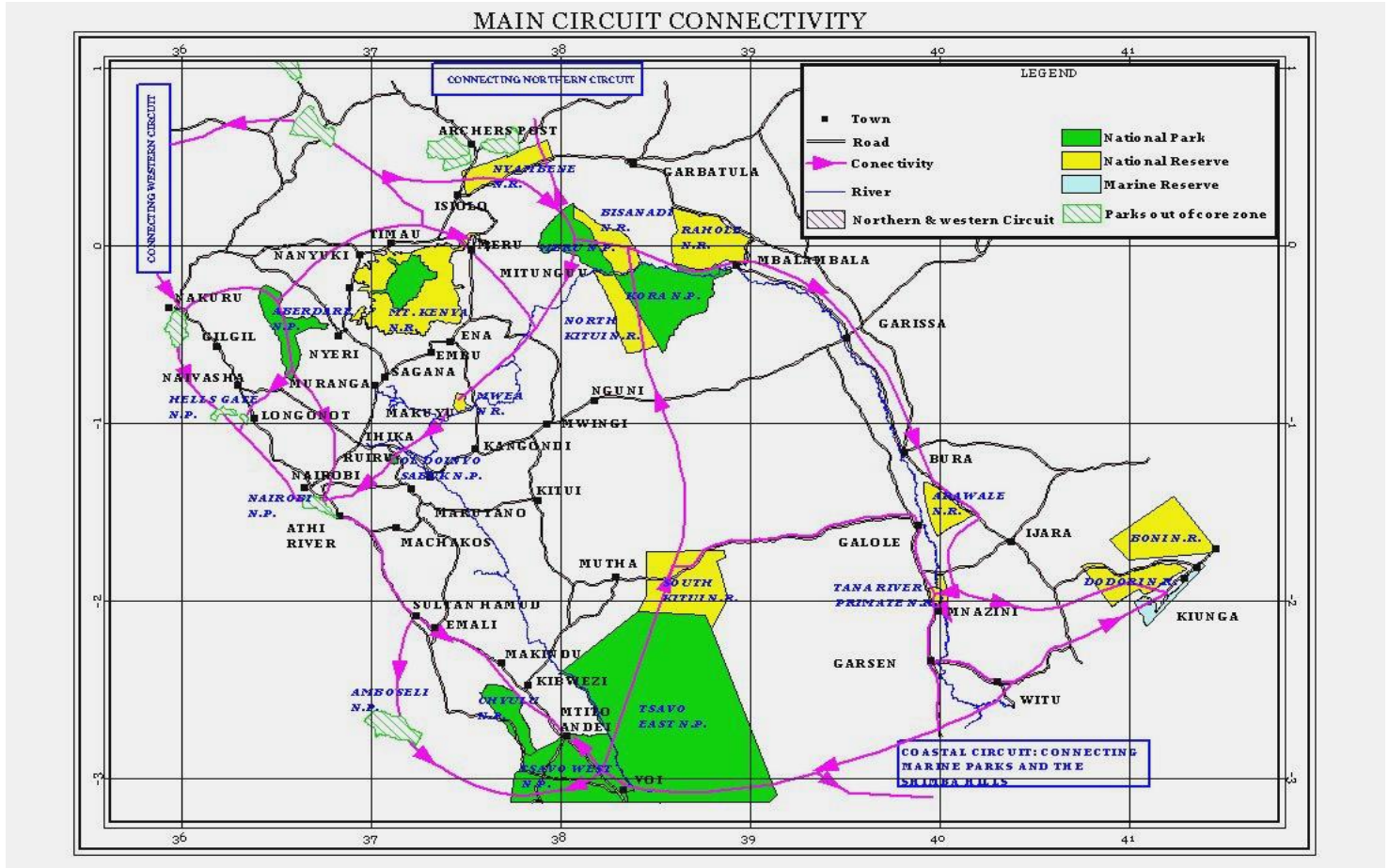
### Tourists to National attractions (2004-2009) '000 people

National attractions	2004	2005	2006	2007	2008	2009
Museums, Snake Parks and Historical Sites	699.0	751.6	800.0	855.0	655.0	788.0
Nairobi National Park	92.5	99.9	100.0	150.0	102.0	121.0
Nairobi Safari Walk and Animal Opharnage	327.4	385.3	390.0	426.0	312.0	332.0
Amboseli Game Reserve	101.6	126.2	130.0	164.0	122.0	123.0
Tsavo East National Park	158.5	180.1	190.0	231.0	189.0	194.0
Tsavo west National Park	92.7	105.7	110.0	131.0	77.0	81.0
Lake Nakuru National Park	257.0	344.6	355.0	386.0	272.0	287.0
Masai Mara National Game Reserve	240.0	285.2	300.0	344.0	265.0	266.0
Malindi Marine Park	27.5	32.8	40.0	58.0	28.0	27.0
Abardare Game Reserve	44.2	48.3	55.0	71.0	33.0	23.0
Lake Bogoria National Park	64.5	65.7	70.0	85.0	55.0	43.0
Meru National Park	6.4	8.9	10.0	18.0	10.2	12.0
Mount Kenya National Park	27.7	39.5	45.0	53.0	22.0	24.0
Samburu National Park	6.2	7.3	10.0	27.0	12.0	15.0
Kisite/Mpunguti Marine Park	51.7	59.2	65.0	76.0	51.0	77.0
Mombasa Marine Park	32.3	36.2	40.0	56.0	41.0	45.0
Watamu Marine Park	28.4	32.4	35.0	55.0	21.0	25.0
Hell's Gate National Park	38.9	35.6	40.0	75.0	23.0	24.0
Haller's Park	101.2	100.8	110.0	184.6	121.0	123.0
Kisumu Impala Sanctuary	63.3	87.9	100.0	153.0	110.0	118.0
Other Tourist Attractions	863.5	861.6	863.6	1,003.	2 620.6	1,249.0

Source:Euromonitor International (2011)

## APPENDIX 6: MAP OF STUDY LOCATION

Figure 4.33: The study locations within the main circuit connectivity



Source: GoK (2008c) Mt. Kenya Tourism Circuit Guide (2013-2014). Georeferencing consortium