

Exploring Motivations and Factors Impacting upon Destination Choice of the UK Residents: Reflecting on Kenyan Tourism

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Abstract

For decades, Kenya has been renowned around the world as the most developed and premier destination in Sub-Saharan Africa. However, in recent years, the prime position has been threatened due to competition from emerging markets, in the Beach and Wildlife Safari market. Therefore, Kenya has to compete for international tourists and the UK market as remained to be a top generating source of market. This study therefore explores the motivations and factors impacting upon destination choice of the UK tourists, with specific focus on Kenya as a tourist destination. Data was collected using questionnaires and the results indicated that the image of Kenya as held by the UK residents is quite positive and it highly influences their likelihood of choosing Kenya as a future holiday destination. The study concluded that it is of paramount importance for the Kenya Tourist Board to recognize the competitive advantage that Kenya has against other countries in order to remain competitive in the global marketplace and use it appropriately in order to market the country in the UK.

Keywords: Kenya, Motivation, Destination

1. Introduction

1.1 Background of the study

Tourism plays an important role in the contributions of foreign exchange earnings, creation of employment and income. Destinations therefore have embraced tourism with ultimate importance especially in developing nations as means of overcoming their economic problems (Dieke, 1989). The tremendous growth in international tourism and tourist spending has seen to the interest in understanding tourist behaviour (Lundberg and Lundberg, 1993). The understanding of tourist behaviour, the underlying factors affecting such behaviour and their spending patterns provides destination with useful information for tourism planning and promotion. In today's competitive business environment, destination marketers are trying to expand their market share by seeking travellers who will spend money both in time and on their products (Mok and Iverson, 2000). However, targeting such travellers has proven to be a difficult task since they are sometimes indistinguishable from light users in terms of demographic and socioeconomic characteristics (ibid).

Kenya has a diverse economy based on trade and commerce, tourism and manufacturing with tourism been the most prosperous due to improved infrastructure, adequate promotion and marketing (Rakodi et al, 2000). Kenya recorded the highest number of tourists' arrivals at 1,095,945 tourists as at 31st December 2011, with earnings of kshs.73.68 billion which is the highest ever recorded (Ministry of Tourism, 2011). Kenya is ranked among the top ten destinations in Africa comprising almost 30% of all arrivals in Africa (UNWTO, 2007). Several policies have been put in place in order to improve tourism development. The policies are aimed at integrating (horizontal or vertical) businesses which are engaged in the provision of tourism products, encouraging high spending tourists to visit/revisit the destination, and the promotion of non-traditional tourism products such as culture (Odunga, 2005).

Most of the international tourists are attracted to Kenya mainly because the country offers unique opportunities for wildlife viewing in a pristine natural environment (Akama, 1996), beautiful beaches along the coast and a rich cultural heritage. Most of Kenya's international tourists come from United Kingdom, United States, Italy, Germany, Switzerland, and France (Sindiga, 1996). Emerging markets include China, Spain, Russia, the Middle East and Scandinavian countries.

The UK is the fourth generating market in the world for holidays after the US, Germany and Japan and its growth in travel market has consistently outpaced that of the rest of the world in terms of numbers of travellers and expenditure (Meyer, 2003). In Kenya, the UK market is the best performing market with 174,051 arrivals representing 16% of the total arrivals (Ministry of Tourism, 2011). It would therefore be necessary to adapt products and services that best meet UK tourists' needs in order to capture this existing and potential market.

1.2 significance of the study

The results of this study will benefit the ministry of tourism in recognizing the impact of British tourists coming to Kenya. The study will also provide information for the purposes of investigating the UK residents travel pattern which will give Kenya's destination marketers ideas on strategies that can be implemented to improve Kenya's image. The UK been the leading travel market in Kenya will be an important study in getting tourists to travel in the country. It is also aimed at young personnel who are freshly recruited in Kenya Tourism Board

(KTB) and the Ministry of Tourism to understand the strategies that they are implement towards destination marketing.

2. Literature Review

2.1 Tourism Motivation

The desire to understand and predict the behaviour of holiday makers has led to a number of authors to purport motivation to be amongst the fundamental areas to be studied (Bloy, 2000). Theorists and tourism researchers have asserted that motivations are (1) the fundamental reasons for behaviour, (2) critical to understanding the vacation decision-making process, and (3) foundational for assessing satisfaction from the experience (Snepenger et al, 2006). Snepenger et al argues that motivation is also critical in marketing tourism experiences, designing and planning tourism attractions, and evaluating service delivery for a vacation experience.

Every individual is motivated by different reasons as to why take a vacation as well as different factors on which destination to take a vacation. Dann (1977) represents two reasons as to why people travel to other places. The first one is *anomie*, which is the isolation from the daily life in order to become socially interactive. The second is *ego-enhancement*, which is the need to be recognized by others and gain higher status as a result of travel experiences.

Swarbrooke and Horner (1999) identify six factors that may probably determine an individual's motivations: personality, lifestyle, past experience, past life, perceptions and image. On the other hand, McIntosh, Goeldner and Ritchie (1995) identify four categories of motivation:

Physical motivators: those motivators that involve the refreshment of body and mind, health purpose, sport and leisure and they are directed towards reducing tension

Cultural motivators: these relate to the desire to know and learn more about other cultures. For example, know about the natives of a country, their lifestyle, customs and traditions, food, art, dance, etc.

Interpersonal motivators: these relate to the desire to meet new people, visit friends and relatives, and seek new experiences. Travel paves way to escape from the routine relationships with friends and relative.

Status and prestige motivators: these are directed towards boosting the personal ego and obtain recognition and attention of others. It also relates to personal development in relation to the pursuit of hobbies and education.

2.2 Purchase decision making process

The studies of the decision making process are becoming popular and common among marketers in tourism research (Holloway and Robinson, 1995). This is because the decisions taken, as well as when they are taken are important factors which aid in understanding the consumer purchase (Fodness, 1992). The purchase decision making process is a complex process because every consumer is different from the other and the factors influencing the holiday decision are different.

The first model to provide some understanding about tourist purchase decision making process was devised by Wahab, Crampton, and Rothfield (1976). These authors emphasize that the holiday buying behaviour is unique in that there is (a) no tangible return on investment, (b) considerable expenditure in relation to earned income and (c) purchase is not spontaneous (d) considerable expenditure involves saving and preplanning. In 1977, Schmoll (in Cooper et al, 2005) developed a model that is based upon motivations, desires, needs and expectations as personal and social determinants of travel behaviour. The model is composed of four fields which are both internal and external to the individual traveller. These four fields explain some of the important influences over the final decision to take a vacation

The most frequently used model is by Mathieson and Wall (1982) which is a five stages process.

Figure 2.1: The Mathieson and Wall travel buying behaviour model

Felt need → Information collection and evaluation of image → Travel decision → Travel preparation → Travel evaluation

Source: Zeithaml and Bitner (2003)

2.2.1 Need recognition

The buying process begins when the consumer recognizes a need which can be triggered either by internal stimuli (for example previous experience) or by external stimuli (Wu, 2005). The individual's needs and aspirations extends from the well known hierarchy of Maslow in 1943, from the basic physical needs, through safety and social needs to self esteem and status needs (Middleton, 2004). Self actualization is the highest level need which is a more sophisticated need because it is inner directed and it plays an important role in motivating an individual to travel. Maslow theory is popularly used in tourism studies to give an understanding of the human behaviour (Cooper et al, 1998).

2.2.2 Information Search

In this stage, consumers will try and obtain as much information about the products and services, they intend to purchase. Kotler et al (2003) argue that it is through gathering information that consumers are able to increase their awareness and knowledge about the product and service they intend to purchase as well as the available

choices. The consumers will obtain information from personal sources (like family, friends or acquaintances), from commercial sources (such as advertising, salespeople or packaging displays) or from public sources (such as restaurant reviews, consumer rating organizations) (Zeithaml and Bitner, 2003).

2.2.3 Evaluation of alternatives

The consumer has a range of alternatives from which a decision is made based on what the consumer considers to be acceptable in a given product or service category. According to Pender (1999), a consumer is likely to select the first acceptable alternative rather than searching for many more alternatives.

2.2.4 Purchase decision

Customers are now fully aware of which product best meet their criteria and they develop a definite decision to purchase the product (Morrison, 2001). Middleton et al (2001) points out that the decision to purchase is directly linked to motivations which may be influenced through marketing decisions especially the product design and the ways in which the products are presented to prospective purchasers.

2.2.5 Post- purchase evaluation

This involves appraising the holiday experience which measures the level of satisfaction/dissatisfaction. The consumers measures expectations before the purchase against experiences after the purchase. Kotler et al (1999) argue that the larger the gap between the expectations and experiences, the greater the consumers' dissatisfaction. This is a disadvantage to marketers, because dissatisfied customers are not likely to buy the product again and may discourage friends and family (personal sources) from buying the product in the future. On the other hand, if a customer is satisfied they are likely to purchase the product again and these customers may give advice to friends who may use the information they receive to actually purchase the product.

2.3 Destination Image

Crompton (1978) defines a destination image as the aggregate sum of beliefs, ideas, expressions, and expectations that a tourist has about a tourist destination area. Reynolds (1965) in Leisen (2001) defines image as a ... "mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions; it comes into being through a creative process in which these related impressions are elaborated, embellished and ordered." A destination image plays an important role in an individual's travel purchase related decision making and the individual's satisfaction/dissatisfaction with a travel purchase highly depends on a comparison of his expectation about a destination or a previously held destination image (Chon, 1990). Chon argues that this occurs because the individual has limited personal experience about the destination he is considering, and a decision is made based upon his image of the destination, rather than objective reality. It is therefore very important for the destination marketers to have a clear picture of how a destination is perceived by potential tourists.

Chi and Qu (2008) argues that destinations with more positive images are likely to be given first priority in the decision making process. This is because favourable image is likely to lead to individual satisfaction (ibid). Kotler, Bowens and Makens (2006) established a model that has the sequence image → quality → satisfaction. In this model, the image influences the perception on quality and the perceived quality will consequently determine the customers' satisfaction. Selby and Morgan (1996) argue that image perceptions exert a vital influence on a potential tourist's decision to visit a destination. While positive perceptions influence positive purchase decisions, negative image perceptions may deter potential tourists and result in a non-purchase decision.

2.4 Rational Factors that influence destination choice

2.4.1 Product Factor

Destination product can be viewed as the uniquely complex element of the tourism industry that comprises of the service elements that a tourist consumes from the time of arrival to the time of departure (Witt and Mountinho, 1989). Increased competition for international tourists has forced destinations to improve the quality of products and services that they offer in order to make destinations more attractive (Murphy et al, 2000). According to Buhalis (1999), a wide range of criteria is used by the different types of travellers when selecting tourism products. This criterion depends on the purpose and features of the trip, elements of the external environment, the characteristics of the traveller and the particularities and attributes of destinations. Therefore, the development of products which matches the needs of the different markets becomes very crucial.

2.4.2 Price Factor

Pricing of products is very important because higher prices are usually associated with higher quality service and much so with the upscale destinations which are commonly visited by the status-conscious tourists (Sirgy and Su, 2000). Consumers' perceptions regarding price is also important because this is how most tourists make decisions- the choice of a destination, commodities to be consumed while on vacation, and the desire to return (Stevens, 1992). The customers may not remember the exact price they pay for a product or service but instead, they encode prices in ways that are meaningful to them (Kashyap and Bojanic, 2000). When the customers encode prices, they include such things as time, search costs and convenience (Bojanic, 1996).

2.4.3 Service Quality Factor

The provision of high quality service is becoming an important and critical factor in the success of tourism destinations because it is an alternative measure for generating repeat tourist business (Keane, 1997). Witt and Moutinho (1989) suggest that tourism destinations are more likely to attract first time and repeat visitors by providing high quality services. Tourists who receive high quality services tend to be more satisfied and are likely to spread the word to friends and relatives. This creates potential opportunities for repeat business as well as potential new business.

2.4.4 Facility Factor

Destination facilities are the elements within a given destination they enable visiting tourists to enjoy their stay, enjoy and participate in the attractions (Kim, 1998). Therefore in order to encourage tourist traffic, destinations should aim to improve and develop tourism facilities (Goodrich, 1978). They include all types of accommodation, bus/train stations, sport facilities, entertainment, shopping centres, food and beverage facilities and other services such as hairdressing and visitor information (Kozak and Rimmington, 1989). According to Ritchie (1984), a wide range of facilities is crucial in the development and marketing of destinations because destinations are able to establish a unique and competitive appeal.

2.4.5 Safety Factor

Tourism destinations are deeply affected by perceptions of security and the management of safety, security and risk (Hall et al, 2003). Mawby (2000) conducted a survey on safety and he found out that many tourists take safety into account when choosing a holiday destination because personal safety plays an important role in the decision making process. If tourists feel unsafe about visiting a particular holiday destination then they are likely to develop a negative impression about the destination which is damaging to the destination's tourism industry (George, 2003).

2.5 Tourist motivations, their destination decision making process, destination images in tourism

In order to understand consumer behaviour, one must understand how people perceive such things as destination images; how they learn to consume and to travel; how they make travel decisions; and analyse what motivations influence the individuals travel decision (Moutinho, 1987).

Motivation is oriented towards discovering the needs of potential tourists in order to adapt the tourist supply accordingly and thus be able to satisfy them. It is an investigation into the motives behind people's travel behaviour and destination selection which is crucial in predicting their future travel patterns (Wahab et al, 1976). This knowledge will, in turn, be reflected in the development of facilities in a destination area because it allows planners to better define tourist behaviours and the value of tourism in that area (Cha et al, 1995). The destination decision making process is a sophisticated and complex process because every individual consumer is different from the other. Hence, consumers employ different decision factors each time they make a decision and as a result consumers may have different preference judgements for the same destination (Bettmen et al, 1998). It is therefore vital for destination marketers to understand this aspect of consumer preferences because it can affect how destinations are promoted and priced (Desarbo et al, 2008).

The full understanding of the travel patterns helps to identify patterns of generalised group behaviour among consumers sharing common characteristics (Halloway and Plant, 1992). With a target market, marketers are able to aim their products to a specific type of consumer, for which the products offer specific benefits, thereby making it distinctive from the competitors (ibid).

3. Research Method

3.1 Research Design

This study adopted a cross-sectional design to gather primary data. The design adopted was used because it is less costly and the speed at which data is collected is quicker. The design involved administering questionnaires to British citizens in the UK. The study was conducted in Bournemouth, Dorset between October 2012 and January 2013.

3.2 Population, sample and sampling procedure

In this study, the researcher applied probability sampling where every individual has the chance or probability to be selected from the population (Saunders et al, 2007). However, in order to attain a balance in sex and age, the researcher set boundaries when selecting the individuals to fill in the questionnaire. The researcher did not involve a lot of younger adults (below 25) but instead targeted the individuals who are above 30 years of age because they tend to have careers and therefore have finances to spend on holidays. Saunders et al (2007) refers to this type of sampling as stratified sampling which involves a combination of random selection and selection based on specific identity or purpose.

In October 2012, the researcher distributed 130 self administered questionnaire targeting the British people who have never been to Kenya before on holiday. The response was overwhelmingly good since the researcher got

105 questionnaires back. However, five of these questionnaires were incomplete and others had more than one answer where required to select just one answer and therefore were unfit for the analysis.

3.3 Pre-testing

For this study, the researcher involved five respondents who were informed about the purpose of the pilot study. The respondents were to read through the research problems and questions, and attempt to answer the questions and make comments if any problems were encountered in understanding the research problem or while answering the questions. A few comments were made which were rectified before the final questionnaire was used to collect data.

3.4 Method of data analysis and presentation

This study involved the analysis of quantitative data where presenting and interpreting of numerical data was involved. Since conducting the analysis manually is time consuming and may result into inaccuracy, a statistical package for the social sciences (SPSS) was used. The results obtained using SPSS are either descriptive statistics or inferential statistics. But for this study, descriptive statistics were used to give measures of central tendency (for example mean and standard deviation) that assisted the researcher to get a “bigger” picture of the data collected. The researcher then interpreted the results in order to write up the findings. The findings were then used to make judgments of whether the primary data agrees or contradicts the secondary data. These judgments were useful to the researcher in deciding the kind of recommendations that may be suitable.

4. Results and discussion

4.1 Demographic characteristics of the respondents

The overall response was 100 out of 130 giving a response rate 76.9 percent. The results show that the demographic characteristics of the respondents 52 percent were female and 48 percent were male. The researcher tried as much as possible to balance the issuing of questionnaires to ensure that information is not primarily gathered more from one gender in the expense of the other. The age bracket of “36-45” and “46-55” scored 35 percent and 31 percent respectively which was very impressive given that the study was intended to capture this group. However, it is again disappointing that the retired category which were the over 55 years scored very low. The “under 25” and “25-35” scored 12% and 9% respectively which is good given that in this category you find students and young professionals who are in the peak of finding their careers and therefore they have limited time and funds and they would prefer shorter breaks as opposed to long haul holidays. From the results, very high percentages (50%) of the respondents are employed and this category considers both skilled and unskilled labourers (nursing and medical staff, manual workers, housewives). “Self employed” followed with a 32% and the student category attained 10%. However, it is disappointing to record a 6% of the “retired” category given that this an important group of potential travellers to long haul holidays considering time and money factors. The representation of the family structures is very imbalanced where most of the respondents are married (79%), 17% were single and very few are divorced (2%). However, this is positive because when the married take holiday that would mean at least two people will take a holiday as opposed to singles or the divorced.

4.2 Travel Pattern

More than half of the respondents take a holiday abroad (61%) once a year while 28% take a holiday twice a year abroad. The results indicated that taking an international holiday for cultural reason is the top motivator with 36%. This is followed by adventure with (26%) and it is close to sun and beach which has 25%. The results demonstrate that wanderlust is an important motivator of the British travellers who wants to explore culturally significant places. On the other hand, given the prolonged periods of cold weather in the UK, sun and beach is a major ‘pull’ factor for those seeking to rest and relax under the sun. For those seeking to take a long haul holiday, Kenya would be suitable destination because it offers beautiful, white sandy beaches and good cultural experience. 70% of the respondents use internet as the main source of information when choosing a holiday destination which is as a result of the accessibility to internet services in the UK. Impressively, 67% of the respondents have obtained information about Kenya before. This can be linked with the fact that the UK market has become more adventurous and they are opting to visit Africa for long haul holidays rather than the US. There is still a relatively big population (34%) that has never obtained information about Kenya before. This shows that a lot of marketing needs to be undertaken in order to create awareness among this population.

4.3 Motivating factors when visiting Kenya Descriptive Statistics

	N	Mean	Std. Deviation
To go somewhere not many of my friends have visited	100	3.38	1.362
To meet local people and enjoy the different cultures	100	3.68	.839
To relax and have a break from work/daily life	100	3.97	.758
To see world famous sandy beaches	100	3.36	1.059
To attend special events	100	3.34	1.037
To watch wildlife	100	4.62	.663
Valid N (listwise)	100		

The results, watching wildlife is considered as the most motivating factor (4.62) when visiting Kenya. This agrees with the fact that Kenya is popularly known as a tourist destination because of wildlife, birdlife and insectlife species. Given that UK has a busy environment a considerable number of respondents want to get away so that they can relax and have a break from work and daily life. 'To meet local people and enjoy their cultures' scored 3.68 which is still high given that Kenya has at least 40 ethnic communities which share different cultures and lifestyles. Kenya is considered as an adventurous country and so many respondents are motivated to visit for status reasons because many of their friends have not visited the country (3.38). though 'to see sandy beached' and 'to attend special events' scored the lowest with means of 3.36 and 3.34 respectively, the mean are still quite high.

4.4 Choice of Kenya as a future destination

67% of the respondents are very likely to visit Kenya on holiday in the future as compared to 37% who are unlikely to choose Kenya as a future destination. Since the likelihood of Kenya to be chosen as a future destination is way off a 50%, a conclusion can be drawn that Kenya is a popular destination for the UK market. Out of the 64 respondents who are likely to choose Kenya as a future destination, 62.5% prefer package holiday while 37.5% prefer independent holiday. From the results, the package holiday is gaining popularity in the UK market and therefore in the future, more UK residents will favour package holidays instead of independent holidays.

4.5 Conclusion

Reflecting on the research findings, Kenya is relatively popular among the UK residents as a tourist destination especially with wildlife. This can be blended with the major motivating factor 'to see wildlife' and the destination marketers can capture wildlife as a key tourist activity for the British travellers. Another area of interest to the UK residents is to meet local people and enjoy the different cultures. This area of interest should be recognized so that the destination marketers can develop and deliver products that are most suitable to the needs of the customers. The results also show that 37% of the respondents are unlikely to choose Kenya as a future destination. This is a clear indication that there is room for aggressive marketing and promotion in order to tap this group.

4.6 Recommendations

The promotion and marketing of Kenya should be geared towards promoting Kenya as the destination of choice in Africa for the UK visitors. One of the promotion strategies would be to partnership with the UK tour operators. The KTB should give more up-to-date information to these tour operators and encourage them to promote Kenya in their brochures and websites. Thomas Cook, TUI, First Choice and My Travel are the four biggest tour operators in the UK and they have many outlets in the country, they have an already established rapport with the customers and they have a large market share. Therefore, these would be appropriate operators that KTB can consider when going for partnerships. Kenya should also participate in trade fairs which are essential for visibility in the market, both towards partners and customers. For example, the World Travel Market attracts over 190 countries and Kenya should take such opportunities to engage in such travel trade fairs to let the world know what products the country has to offer.

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