

# **EFFECTIVENESS OF PROMOTION STRATEGIES ON TOURISM ATTRACTIONS IN NYAMIRA, COUNTY KENYA: A CASE FOR MANGA RIDGE**

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## **ABSTRACT**

The unique scenery of Nyamira County is one of the Gusii highlands for tourism attraction. It provides a rich of refreshing breathing taking view with fertile land. Manga rich in Nyamira County is one the area with attractive cliff for tourism which has not been utilized for marketing of tourism attractions. Hence, the purpose of the study was to assess on the effectiveness of tourism promotion strategies on tourist attraction in Nyamira County. The specific objectives was to establish the effect of tourism product promotion on tourist attraction, to assess the effect of tourism brand loyalty on tourist attraction in Nyamira county, influence of tourism product diversification on tourist attraction in Nyamira County, and establish the effect of competitive factors on tourist attraction at Nyamira County. The study employed descriptive research design. The target population of 182705 households will be used. Stratified sampling was used to arrive at a sample size of 398 respondents through sampling formulae of Yamane of 1967 as applied by Israel (2012). The study used questionnaire which was distributed by the researcher. Validity was measured by use supervisor's comments and opinion. Pilot study was conducted at Nakuru Menengai crater. The study used descriptive statistics such frequency, mean and standard deviation using SPSS. The results were presented by tables, figures and charts. The study was of significance

from its major findings that was used for policy makers, researchers, and marketing of tourism products. The study sought to determine the effect of product promotional strategy on tourism attractions. The study concluded that tourism attraction promoted hotel characteristics using unique sceneries. There is no difficulty in managing tourist promotion sites for tourist attraction. The study sought to point out the extent to which building brand loyalty has enhanced tourist attraction. The results concluded that brand performance moderated by the extent of franchising within each brand in tourism, and brand perceptions enhances hotel attraction would show whether variations in market value are materialized. Customer satisfaction is a key to brand growth. The study sought to examine product diversification on tourism attractions. The opinion on product diversification whether is closely linked to tourist attraction. The results concluded that product diversifications closely linked to tourist attraction or customer equity. There is no difficult to retain existing product unless they are diversified with experience. The researcher sought to indicate opinion whether a competitive factors is closely linked to tourist attraction. The study showed that tourism product had significant influence on tourism development; however, competitiveness factors can be critical interventions by different determinants.

## **INTRODUCTION**

### **Background to the study**

Promotion of tourism has been challenging most unique areas of attractions in the world. Promotion of tourism improves economic growth of a nation. Promotion involves providing information about a certain product to enhance distribution to unknown customers. Distribution of idea about growth is limited to advertisement and publicity with an aim to attract tourist. However, tourism promotion remains a challenge in Indonesia. Features of tourism attraction sites are well developed but not financially supported due to lack of tourism promotion strategies. The tourism products are well considered appropriate with effective promotion through marketing trends. Promotion of tourism increases revenue generation and customer brand awareness or loyalty. Product promotion is given little attention through specific area of attraction by individuals' ideas, (Garcia 2016).

Promotion of tourism attraction, building tourism brand, tourism product diversifications are tourism promotional strategies used to improve tourism sectors performance. This is the type of marketing communication that can be used to inform and persuade target audience in relations to a product or tourism services. It is a place of interest where tourist visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty offering leisure and pleasure. Factors that influence competitive position of an industry (Ramjit, 2018).

In Kenya, Manga ridge conforms to be a particular style of earthwork creation developed over 500 years ago and the history of knowing its ridges begins in the late 19<sup>th</sup> century. Manga is a Japanese name meaning place of comic that have a solid niche of followers from all around the world in reference to the times of German's black forest by Charles Wirgman in 1842. The available histories are in lines of the comic reserves begun in a wide range of genres of action adventure, romance, comedy, drama, science fiction and fantasy.

In 1907, Aidan dreamed of different life styles on Devil's ridge called Manga distinct for adoptive family moving to Grandfathers Patrick's house which is still believed to be a tiny rural town that is far than what is seem to be. As a tourism promotion sites, the myths of Abagusii community on the escarpment has rich historical information on two caves known as the first male, second female and the third a son. It has a steep rocky, ragged five kilometer along cliff line describing what can only be known as a wonder of Mother Nature.

In Gusii understanding, Manga is an escarpment that offers unique scenery with a picnic site in Nyamira County with a rich of refreshing and breathing- taking view of the fertile land below it. In this area picnic lovers find more than they bargain for other than fantastic view regaled with myths and legends about its mysterious caves. The locals there commonly refer to them as the form part of the sites that can be one of the western tourism circuits to generate revenue to the County. Manga hill is a gift of nature in Nyamira County that can generate incomes if utilized as a tourism site (Nyangweso Christopher, 2013).

The mysterious caves known as Ngoro ya Mwaga encapsulate rich memories that tell the Abagusii community's ancient times in spiritual adventures. The members of the community frequently visit the area for prayers during the moment of distress to Engai (God) for involvement. They used to go to the caves to pray for rain in the event of droughts for God to answer their prayers where the ageless caves have a special place among the community of Abagusii. The mysterious smoke was used to billow out of the two caves at early evening where they were to hear sounds of cows mooing and women ululating from the caves during nostalgia.

Engoro ye Manga is an endless hole believed to have been connected to the Lake Victoria which requires care by those touring the area to avoid accidents. Currently people come there to do sacrifices to appease the ancestors and the caves located on the ridge of the five kilometer stretch. There is a patchwork nature of human activity settlement at below ridge where Rioma and Maran settle. The caves remain impertinent in the features of wearing down for lovers and business people providing irresistible opportunity for retreatment. For activities like terms of romantic, idyllic efforts in meditation and prayers deeply spiritual can be the ideal area required to utilize tourism potential (Hannam, 2014).

Emanga ridge in Abagusii community is situated at the top of Manga hills in the county about 100 acres which currently divides Nyamira taking the top of the cliff while lower parts taking Kisii county. According to Mwani Stephen (2015), Manga ridge can help to shape the future of tourist promotions across Africa tourism potentials. At Rigena rie Manga someone can see the attractive landscapes of southern parts of Kisii to the lake re Manga hills serving as the boundary between Kisii and Nyamira counties which can be considered as the greatest tourist attraction sites in the county. During the British Colonial rule, Mr Warrior Otenyo was resisted the British rule, was killed and buried without his head on the hills in 1907 on attack of army administrator known as Gas Nortcort with a spear but he never died, later organized for revenge. In 2015 and up to date the specific grave where warrior's body was laid has never been identified and the Gusii elders demanded the repatriation of his skull which is said to be held at a British museum. The WTO 2016 points out the indisputable leadership position of certain regions and countries that have reached a high level of specialization or whose specific features and elements make them the most attractive destinations for tourists.

### **Manga ridge in Nyamira County, Kenya**

Manga ridge can be undertaken in the development of tourism promotions areas all over the world to increase the international arrivals to Kenya. The value of tourism promotions strategy as emphasized by Hannam (2014) who was in the recognition of the emerging challenges posed by the growing number of tourists' destinations has placed difficulties at the disposal of variety of attractions. Tourism promotion is abundantly effective when there are competing nation's sceneries. The study evaluated tourism destination attractions and the influence of promotions strategies tools on tourists' choice of destination. The increasing competitive tourism market has made the products marketing a very important factor in order to gain better destination patronage and to attract more consumption of

services and generate repeat businesses strategies on attractiveness of tourist brands loyalty (Yuju –Wang 2017).

### **Statement of the Problem**

Promotion of tourism product is a potential avenue for revenue collection if the products are promoted. The county government and national government are supposed to aware of tourism products, but promotion strategies are not playing crucial role at Manga ridge in Nyamira County as one of the tourist center in Kenya which is still challenging. Lack of awareness for manga ridge tourism attraction has led no revenue collection to the county due to minimal promotions strategies, because very few know the area.

These promotional strategies at Manga ridge has not been identified as tourist attractions and heritage for promotion of tourism. Although several studies have been conducted in tourism attraction areas, most of them have focused on other factors and other areas of tourism attraction not the factors relating to the promotion of tourism as an emerging destination in Nyamira County. Ebitu, (2010) noted that tourism development is enhanced through promotions. Egboyi, (2007) focused on tourism benefits and service structure (Amalu, 2012). Nyamira county government budget (2018/2019) indicated that tourism was allocated money for development of tourism attraction, but this was not implemented as it is observed in Manga ridge. These studies have not been critically considered to influence tourism promotion of tourist attraction. Therefore, this study sought to assess the moderating role of government policies on the relationship between promotional strategies and tourism attraction at Manga ridge in Nyamira County.

### **RESEARCH OBJECTIVES**

#### **Purpose of the study**

The purpose of the study was to assess the effectiveness of promotional strategies on tourism attraction at Manga ridge in Nyamira County

#### **Specific Objectives**

The specific objectives were to;

- i- Assess the effect of promotion of tourism products at Manga ridge on tourism attraction at Manga Ridge in Nyamira County, Kenya
- ii- Establish the effect of building tourism brands on tourism attraction at Manga ridge in Nyamira County, Kenya
- iii- Assess the influence of tourism product diversification on tourist attraction at Manga Ridge in Nyamira county, Kenya
- iv- Examine the effect of competitive factors on tourism attraction at Manga ridge in Nyamira County, Kenya

## **LITERATURE REVIEW**

### **Theoretical Review**

#### **Agency Theory**

This is the main theory of the study in tourism promotions. The theory was proposed by Donaldson(1995) who summarized a range of training, as unforeseen events of the theory was used to improve attractions in terms of structural adaptation to regain fit model. Tourism agents set different goals between themselves, owners or shareholders. They have open tourism systems of management which links promotion of products for every tourist through managers in improving attraction. The theory remains focal point and explains the agency relationship between attractions and promotions of tourism (Luebke, 2010).

Agency theory provides both parties in the contract of agreement with self-interest and cunning. The agreement between parties works best when they are efficient in sharing of business risks and information to recognize variability of organizational objectives. This agency theory proposes that board of management act as the monitor employed by means of shareholders and management. It pressures on essential relationship between shareholders of the organization and managers to improve organization performance (Ojiku, 2013).

Souze (2014) applied this study of agency theory to hold that the role played by monitoring managers should be diversely balanced and tourism managers within the main perception of agency theory. Agency theory is about conflict of interest between managers and owners of the organization. According to this theory, an organization's manager seeks to act as an agent and business operations in contract of agreement. It holds that in case of any change in management shareholders must be informed so thereby creating a conflict of interest between management of the organization. Agency theory gives both parties a contract of agreement to tourism promotion applied in every tourist interest (Gitonga, 2015).

The conceptualization of theory is based on the agreement between two parties who works efficiently in sharing business risks and returns to recognize variability of organizational objectives. The agency of the principal proposes that board of management are acting as monitoring tool employed by means of organization shareholders to put pressure for improving promotion, therefore the agency theory has impact on growth of tourism industry. The theory will be relevant as it require tourism promotion agents to create a strong conflict of interest between the principle and the agents to improve tourism attractions. The study applied this theory and noted that it plays an important role in formation of Tourism promotion by involving both parties in decision making process. They give competitive advantage interdependence of management decision and conflicts, therefore high equity ownership in an organization by management board significantly increasing willingness of managing resources to show the agency in tourism is beneficial for all tourism promotion(Souze 2011).



The theory proposes more change in tourism board for better management, since tourism increases interdependence but it will not give proper prediction based on the relationships between variety and attraction. However, there are factors influencing ownership in an organization on monitoring progress than interdependence, the theory does not give a strong prop up for competitive advantage. High equity ownership in an organization by management board is significantly increasing willingness of management in monitoring resources, but the agency theory is more beneficial for all tourism promotion in the organization management policies on attraction (Quinetta, 2016).

When tourism managers find themselves with a strategy that cannot match with their contingencies, because of conflicts which have changed beyond attraction they automatically suffer at the beginning and later they adopt the different promotional strategy, and they try to change their organization structure to fit to improve their tourist attraction. It is about adopting unrelated goals between managers, or shareholders and provides both parties in the contract of adopting the new strategy. The adoptions affect both parties and force them to work with best fit for efficient sharing of business risks and information to recognize variability of organizational objectives. This theory proposes that board of management act as a monitor by means of shareholders. It pressures on essential relationship between shareholders and managers to improve tourism attraction (Gamble, 2016)

Souze (2011) applied this theory on the role of monitoring managers as the main idea. This proposes that more change in tourism board for better management, since adoption increases interdependence for proper prediction based on attraction. However, they are factors influencing adoption of ownership in an organization as a monitoring tool than interdependence, the theory does not give a strong competitive but significant willingness of management in monitoring tourist attractions, and this theory is more beneficial for all tourism promotion adopted in the organization (Njuguna 2015). It explains how different agencies and government authorities are facilitating tourism attraction in many parts of the country and hence more applicable in this study.

### **Maslow's 'Hierarchy of Human needs in tourism promotions**

The study explored by Marquis, (2005) noted that people typically must have certain needs fulfilled to operate their full potential. This means that, to maximize productivity, management must ensure that the needs of customers are satisfied, specifically their needs for stability and high self-esteem. Negative work environments may lower productivity. Additionally, if employees are consistently threatened with job loss, they might feel lack of stability in their tourist attraction. Business balls (2015) on the other hand observe that each and every person is motivated by needs. They add by saying that Maslow's hierarchy of needs states that we must satisfy each need in turn, starting with the first, which deals with the most obvious needs for survival itself.

Conversely, if the things that satisfy lower order needs are swept away, no longer are concerned about the maintenance of our higher order needs. The lowest order needs are

biological and physiological needs (such as air, food, shelter, clothing, warmth, and sleep. The second order needs are the safety needs (such as security, law and order). The third hierarchy of needs is belongingness needs and love needs (which include work group, family, affection and relationships among others). The fourth order of needs is the self-esteem needs. Finally, the highest hierarchy of needs is self-actualization needs which involves realizing personal potential, self-fulfillment, seeking personal growth and peak experiences (Enon, 1998).

The theory is relevant to tourism attractions, since it explains why individual seeks for something to be satisfied. The needs of physical and emotional well-being are satisfied are we concerned with the higher order needs of influence and a personal development. Promotion areas strengthen domestic tourism attractions geared to improve natural resources distribution. Therefore, the theory is relevant to this study.

### **Development theory and tourism in tourism promotion**

The development theory of tourism was postulated by Harison in 1988. The theory states that tourism is equipped to develop economic growth. The product promotion is developed internationally to incorporate both social economic growths within limited resources. As developed in Canada, product promotion was developed through tourism development in different tourists. The demand of attraction sites requires phenomena relationship to host areas of attraction. The people needs are estimated to some product promotion areas through development process (Benur 2015).

The theory assumes that tourism is dynamic variation from traditional to modern tourism attractions. The relationship between product promotion and tourism attraction offered in market promotion influences customers. The development of tourism stimulates growth of tourist attraction with more features like structures. Tourism promotion is possible with process translation of areas of target through construction of roads, natural features from lake, land escarpment and features. Trading activities in quality management is beyond attractions site in the service. Innovation in tourism promotion is enhanced through information technology on attraction sites (Ramjit 2018).

The theory is limited to brand loyalty through tourism development process. In India, it tourism promotion plays a role for attraction of tourist from greatest competing nations like global market for tourism. The promotion ideas implements brand loyalty on basic differentiation areas from sites competition. The customer attraction can be imagined and felled to invoke tourists' areas. It also assumes that the choice of tourist is to travel to an area of attraction, thus, attractive areas can be developed through tourism promotion activities with integrated customer based areas in geographical resorts (Jazmin 2017).

The theory is relevant to tourism promotion as it influences tourism attractions through tourist perceptions. It explains the tourist perception through development of product with customer focus. Tourism promotion has some element of attraction through set of tourism



activities for travel and stay a place for pressure. Theory emphasize that tourism promotion is done by sustainability of environmental conservation and protection while minimize the cost of tourist travel in cultural diversity. It creates positive and national cohesion in tourism innovations in the ecotourism. Destination for tourism development is unique from rural to social infrastructure transformations. Tourism is service that enables a country to compete globally through increased customer attraction. Based on relevance of the theory, tourism industries are happy to modernize promotion mix in different tourist attractions through product development.

## **Empirical Literature Review**

Various literatures are identified and reviewed from related studies.

### **Promotion of tourism products on attraction**

The study of Benur, and Bramwell, (2015) analyzed product promotion of tourism in forestry management for tourist attraction Minolai highland. The study aimed at analyzing the development of tourism features. The target population of 234 respondents comprised of residents in the area was selected in which the researcher adopted chi-square test to report the results. The study found that promotion of the highland features was the main attraction centre where tourist considers fashions. Further, correlation results indicated that promotion with tourism innovation had significant effect on tourism attractions. Regression results model indicated that there are other factors that influence different tourism innovation.

Promotion of tourism products can be supported by a research conducted by Cugno (2012) measures how local tourism attraction can be enhanced through product promotion in Italy. The study targeted school students to provided data. Descriptive statistics was used which showed that the core aspect of tourism product promotion is management of corporate entrepreneurship and innovations. The factor analysis models showed that innovations management affect customer attention through product promotion. Management ideas are currently known to structural problem. Institutional sustainability is interesting in the major tourist attraction features through constructions of hotels and restaurants.

The study conducted by Coros (2017) found that tourism product promotion on tourism innovative competition in Romania. The study aimed at investigation of hospitality and tourism development. The correlation design was used to establish whether a relationship between promotion product and tourism development exists. The study showed that tourism product had significant influence on tourism development in Romania; however, competitiveness factors can be critical interventions by different determinants.

Vannove (2016) analyzed the effect of product promotion innovations and competitive tourism in Portugal conferences. Descriptive research was used on a sample size of 22 households. This was determined from a target population of 220 tourists by 10% of sample size determination. Mean and standard deviation was the main descriptive statistic employed

for data analysis. The results analyzed from questionnaires showed that tourism product promotion had impact of tourism competitiveness. Correlation results also indicated that there was a positive association between tourism product promotion and competitiveness. Promotion activities achieve production goals through enhance of quality at lower cost control in tourism market. New market entrance is flexible to improve tourism attraction sites. The product innovation improves tourist attraction climate changes under enhancement of customer oriented designs. The ongoing concern of tourism attraction aims at analyzing product promotions to reach more clients, customer renewals from subscribers.

From the study of Ambler (2014), it was noted that tourism product promotion is local and global market trends using Blackwell publishers' tourism hills. The study adopted longitudinal survey design was used to explain Rift valley ranges from 4561 respondents. Questionnaire and interview schedule was employed in data collection. The correlation analysis was the main inferential statistics used to analyze data through cross tabulation. The results indicated that tourism product promotion had positive relationship on tourist attractions. Tourism product promotion affects tourism growth. Despite, there was no conclusive results arrived to establish product promotions and tourism growth.

Saraniemi and Kylanden (2011) conducted a study on the effect of product promotion on tourism destination in Italy. The study used cross section design to analyze product promotion and tourism destination. Using descriptive statistics, it was shown that product promotion had proved to be important determinants of tourism attractions. The study further showed that product promotion had affected quality of attractions under wide market share reinforcement and performance.

Ramjit (2018) conducted a study on the influence of product promotion in a destination brands in tourism attractions in Mali. The descriptive research design was used to explain the influence of describe the phenomena under which the study underlie. Both chi-square and non parametric analysis was applied. The study found that product promotion is technical required managerial changes in the feature like structures under competitive environment. The chi-square results showed that product promotion is guaranteed competitive environment to improve tourism attractions. Innovative trends resulted to tourism attraction growth and allowed tourists to get synergies in product innovations.

The impact of product promotion was examined by Pike (2016) showed that product promotion affects destination marketing. The study adopted survey design which was used to cover tourism areas of destination marketing trends. Questionnaire was used to collect data from 351 respondents both tourists and customers from international arrivers. Descriptive statistics such as percentage and mean was used to analyze the collected data. The results showed that creation of tourism product promotion had high impact on destination marketing. Product innovation was positively correlated with tourism attractions.

Tourism attractions study by Mongare (2016) who found that there are factors affecting domestic tourist from visiting Kenya. The study examines factors affecting product domestic

in Mombasa and Nairobi. Questionnaire and interview schedule was used to collect data. The cross-sectional design of tourist visitors was applied from 600 stakeholders coming from hotels, operating firms and lodges, managers and tour guides. The Kenya wildlife service was used to provide data; descriptive statistics using mean and standard deviation and percentage was analyzed. The result showed that domestic tourism had influenced tourism promotion. Maintenance of national parks and creation of customer awareness had attracted tourist. The government has not addressed the challenges of tourism promotion.

A study done by Oparanma, Hamilton and Seth (2009) did a study on product promotion strategies in managing hospitality growth in tourism environment in Nigeria. The study used 45 respondents from customer visiting attraction sites. Stratified random sampling techniques were employed to categorize respondents. Descriptive statistics was used with correlation analysis to determine the strategies managing hospitality growth. Base on the findings, different promotion strategies are influenced by tour operators, hotel lodge attendants. Therefore, promotion strategies had impact on tourism attraction. Different tourism visitors rely on tourism attraction sites with product value from competitive advantage. Product promotion is based on tourism growth prospectors resulting to change in tourism production areas.

### **Building Tourism brands on attraction**

Building tourism brands is very important in growth of the economy. The study conducted by Luebke (2010) did a study on building brand loyalty on tourism attraction in Pacific coastal areas. The study used mixed survey design. This was used to explain the customer loyalty toward tourism attraction sites. The simple random sampling procedure was used to determine the sample size of 74 from 1789 respondents. Using descriptive statistics, the study found that building brand loyalty affect tourism attraction. Tourist perception determined the level of loyalty to the company. Managers were reluctant to expect more information about loyalty of the customer to the company. The flow of information is better from customer loyalty as it can verify attractions.

A study done by John and Neill (2006) on the effects of tourism brands on attraction hospitality and tourism development in Virginia found that tourism brands affects attraction. The study used questionnaire to collect data from 277 franchisers of tourists and hotel lodges. Correlation research design was employed to establish the variations. The study targeted green practices restaurants brands using descriptive analysis to determine the effect of brand loyalty on attraction. Diagnostic analysis was also employed to determine how brand loyalty is independent to each other. Predictive analysis was applied to assess whether brand loyalty affect tourist attractions. The results showed that tourism brands affected positively to tourist attractions and it enhanced customer satisfaction in tourism promotions.

An investigation conducted by Jazmin (2017) found that there are many factors influencing tourism brands on attractions in Kenya. The study investigated tourist brands in destination management trends using 196 respondents. Questionnaires were used to collect Primary data

from 178 response rates in Kisumu. The descriptive design was used to determine the drivers on tourist loyalty and how it influenced tourism attraction in the county. Tables and charts were used to present data analysis by percentage and mean in descriptive statistics. The chi-square was used to determine the level of education in tourism. The results indicated that perceived drivers influenced destination loyalty of tourist samples. The repeat and first tourist visit was satisfied with brands. The study further noted that brand loyalty exist through promotion warrantees. Geographical location and demographic factors influenced tourist's destinations which late determine promotion of tourism to an area.

Conceptualization of Garcia (2016) noted that tourism brands and tourism promotions. The study used descriptive statistics and inferential which found that brand management in the major factors for tourism promotion and attractions sustainable development. The results further indicated that promotion of brand loyalty in tourism industry is related to product promotion preferences in different activities. Brand loyalty support tourism industry to growth competitively and favor quality aspects of customer repeat. Using correlate results, it was found that tourist desires to repeat by inspiring others to the perceived brands necessary for visit attractions.

The use of technology analyzed by Dean (2012) on tourism brand loyalty showed in hotels and restaurants are the main causes of tourism attractions. The study employed cross-section design to determine the relationships. Descriptive analysis showed that tourism attraction is the major tourism destination in Africa. The use of aggressive promotion in tourism industry and efficient brand loyalty can help product promotion whether it is based on cultural, natural artificial, historic and rural to urban tourism attractions by attracting more visitors in tourism. The study further indicated that tourism was the main economic growth that generate exchange and increase tourism development.

From literature reviewed from Ambler (2014) observed that the tourism hotel brandshad influence on tourism attraction. The study showed that hotel brands improved tourism attraction. The customer value creation of importance was statistically significant to note that brand management enables tourist satisfaction while franchising hotel industry. Correlation results showed that franchising brand loyalty had negative effect on tourism attraction. There was a strong association between brand loyalty and likelihood to the customer to purchase the brands when in needs. Brand development reduces customer loyalty or shortens product attraction. The extent to which brand loyalty affected tourism attraction depends on product variations in terms of recognition that the tourists are aware about the brand existence.

The study done by Benur (2015) on tourism product development and brand loyalty found that tourism brand management affects tourist attraction in hospitality managements. The firms are evolved from tourism industry through brand management. Brand management faced great challenges in examining tourism attractions that are quietly documented to examine tourism trends in tourism promotions.

## **Product diversification on tourism Attraction**

Production diversification means that there are many aspects in business events as shown by Cugno (2012) examined the effect of product diversification in tourism destinations in Tasmania Australia. The study assessed the impact of product diversification in tourism industry. The study used 70 households comprised of 46 and 24 travel diary visitors. Correlation design was employed on examining the phenomena underlying the travel tourists particularly. The results from correlation analysis showed that accessibility of roads and employment aspects are densely attracted.

The study of Coros (2017) on tourism products and attractions, found that innovative and tourism attraction strategies affects attraction activities of Romania Forest research institutes. The study adopted survey design on 2345 respondents. Questionnaire was used to collect data. The results showed that innovative and product diversification enhances tourism attraction in hospitality industry development. Tourist has improved destination attraction in the world where tourists are spending more time to travel to India, China and Russia. The resource has been taken in promotion of tourism regions through tourist arrivals. Product diversification comprises of tropical forest areas, landscapes, specula hills, and cultivated regions with different features from other tourist attraction sites in Kenya. The more the populated trees indicated a territory to attract tourism diversification.

There is product diversification in attraction of tourists in India; Kim (2017) examined the influence of product diversification in sustainable tourist attraction. Simple random sampling technique was used to determine the sample size of households from hotels. Descriptive statistics from mean and standard deviation indicated that tourism product development in destination is the major attraction sites that link products and tourism attraction. The study indicated that the nature of product diversification had a strong relationship between regional dimensions and tourism attractions. The tourism policy implicates realization of product diversification which later affected potential strategies for attractions.

Adi (2018) investigated the effect of tourism diversification and how it affects smart specialization of tourist marketing. The fact that product diversification was effective has made tourism sectors decreases attraction. The more product diversification the fewer customers pay premiums. The price paid for attraction sites are not influenced by tourism capacity to pay. From regression analysis, it was clear that product diversification had a positive association between tourism promotion and performance. It was difficult to follow what existed product diversifications. The promotion of tourism is more loyalty that receptive selling of different product diversifications.

An empirical analysis of Ambler (2012) found that product diversification was related to tourism attraction. Customer satisfaction is influenced by product diversifications. Descriptive statistics indicated that product diversification if significance to tourism promotion services, since it enabled customers visualization. Compensation of declining tourism product diversification has affect domestic tourism attraction in the economy. The

outstanding difference affected tourism industries with diversified products. The attraction of unique natural resources influenced tourism growth through product diversification in rural areas. However, tourism product diversification had a strong correlation with development of cultural and unique natural resource for competitive growth of tourism sectors. The integration of tourism product depended on preservation areas using sustainable development policies. The tourism industry has been forced to use technology inventions for product diversifications of goods and services.

According to Attinay (2013) product diversification is the main issue of tourism attraction areas. It has expensive experts to measure determine cost estimations using hotel and lodges financial resources given by the product diversifications than tourism capital invested for tourism managers. This increases the growth of tourism attraction from brand productivity in hotel and lodges through growth strategy, product diversification, and payment franchise fee on monthly establishment.

Using research done by Reicheld and Sasser (2019) noted that product diversification has a great impact on business practices with a focus to customer satisfactions. Using descriptive analyses of mean and percentages, it was found that tourism product diversification was significantly related tourism attraction. Regression analysis showed that product diversification was positively related to tourism development and growth. Product diversification can be used to increase customer base. The implication of satisfied customers drives product diversification on future tourism promotions from different parts of the regions. Thus, the study lack explanation on how product diversification be used to promote tourism.

### **Competitive factors influencing tourist Attraction**

Competitive factors affect tourism attraction. This is supported by Ambler (2012) observed that tourism competitors are progressively becoming knowledge based resource activity. The questionnaire was distributed and analyzed using quantitative data and qualitative data analysis through inferential statistics and content analysis. The results from descriptive statistics showed that there was significance development of tourism competitiveness and tourist attraction areas. The competitiveness of a place is practiced through tourism innovations strategies which are human resource skills naturally from specific regions. Competitiveness through innovations also facilitates tourism attractions. Recognition of interrelations, Remarkable global environment and Destination facilities rivals affect attraction. However, research done on competitive factors to tourist attraction remain little and disengage broader literatures on tourism promotions. Tourism industry is influenced by different competitive factors to implement promotion of tourism in different regions including expansions. Competitive factors are used to convert new customers into the marketplace results and had vital role to improve economic growth, it constitute of production processes, managerial processes and market promotions and tourism specific distributions.



Magnini (2013) did a study on the effect on current competitive condition on tourism attractions. The study used survey design to describe the current competitive conditions affecting tourism attractions. The study used correlation analysis to establish the relationship between competitive factors and attraction of tourists. The result showed that current competitive condition had negative correlation on tourism attraction. This is because, tourist attraction patterns had declined when using regression due to unemployment and recession levels among countries. Tourism hoteliers are needed to focus on regions with potentials areas to attract tourist. Tourism industries need to be active in implementation of new competitive force in order to compete in quality and visitor loyalty.

Competitors of National parks are very many in tourism attractions as shown by the study of Picoli (2018) showed that hotel and restaurant are difficult to compete and retain visitor's loyalty. The study examined the effect of tourist needs on competitive factors and found that the use on competitive factors improved tourism promotion areas.

Competitive factors are very important in growth of the economy. The study conducted by Luebke (2010) did a study on competitive factors on tourism attraction in Pacific coastal areas. The study used mixed survey design. This was used to explain the competitive factors toward tourism attraction sites. The simple random sampling procedure was used to determine the sample size of 74 from 1789 respondents. Using descriptive statistics, the study found that competitive factors affect tourism attraction. Tourist perception determined the level of competitive factors to the company. Managers were reluctant to expect more information about competitive factors of the customer to the company. The flow of information is better from competitive factors as it can verify attractions.

John and Neill (2006) carried a study on the effects of competitive factors on attraction hospitality and tourism development in Virginia found that competitive factors affect attraction. The study used questionnaire to collect data from 277 franchisers of tourists and hotel lodges. Correlation research design was employed to establish the variations. The study targeted green practices restaurants competitive factors using descriptive analysis to determine the effect of competitive factors on attraction. Diagnostic analysis was also employed to determine how competitive factors is independent to each other. Predictive analysis was applied to assess whether competitive factors affect tourist attractions. The results showed that tourism brands affected positively to tourist attractions and it enhanced customer satisfaction in tourism promotions.

An investigation conducted by Jazmin (2017) found that competitive factors influencing tourism attractions in Kenya. The study investigated competitive factors in trends using 196 respondents. Questionnaires were used to collect Primary data from 178 response rates in Kisumu. The descriptive design was used to determine the drivers on competitive factors and how it influenced tourism attraction in the county. Tables and charts were used to present data analysis by percentage and mean in descriptive statistics. The chi-square was used to determine the level of education in tourism. The results indicated that perceived drivers influenced by competitive factors of tourist samples. The repeat and first tourist visit was

satisfied with brands. The study further noted that competitive factors exist through promotion warrantees. Geographical location and demographic factors influenced tourist's destinations which late determine promotion of tourism to an area of competitive factors.

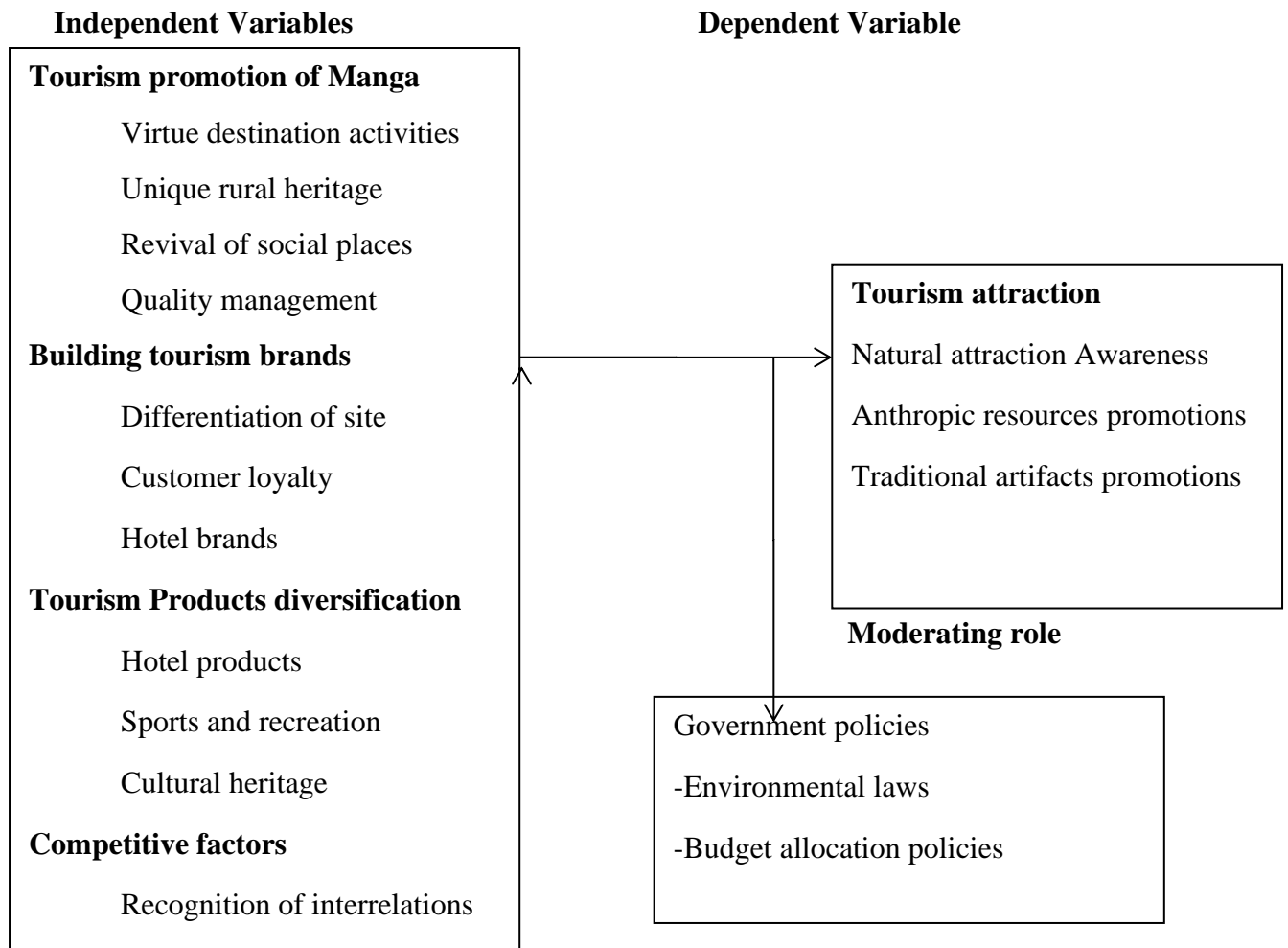
Garcia (2016) noted that competitive factors and tourism promotions. The study used descriptive statistics and inferential which found that competitive factors in the major factors for tourism promotion and attractions sustainable development. The results further indicated that promotion of competitive factors in tourism industry is related to product promotion preferences in different activities. Brand loyalty support tourism industry to growth competitively and favor quality aspects of customer repeat. Using correlate results, it was found that competitive factors desires to repeat by inspiring others to the perceived brands necessary for visit attractions.

The use of technology analyzed by Dean (2012) on tourism competitive factors showed in hotels and restaurants are the main causes of tourism attractions. The study employed cross-section design to determine the relationships. Descriptive analysis showed that tourism attraction is the major tourism destination in Africa. The use of aggressive competitive factors in tourism industry and efficient brand loyalty can help product promotion whether it is based on cultural, natural artificial, historic and rural to urban tourism attractions by attracting more visitors in tourism. The study further indicated that competitive factors was the main economic growth that generate exchange and increase tourism development.

From literature reviewed from Ambler (2014) observed that the competitive factors had influence on tourism attraction. The study showed that competitive factors had improved tourism attraction. The customer value creation of competitive factors was statistically significant to note that competitive factors enable tourist satisfaction while franchising tourism industry. Correlation results showed that franchising competitive factors had negative effect on tourism attraction. There was a strong association between competitive factors and likelihood to the customer to purchase the brands when in needs. Competitive factors reduce customer loyalty or shorten product attraction.

### **Conceptual Framework of the Study**

The conceptual framework was drawn to show variables under study and describe how the variable affects one another. The variables were independent variables and dependent variable which was shown in figure 2.1. The change in an independent variable can result to change of dependent variable promotion of tourism and attraction as shown.



**Source: Researcher (2020)**

## RESEARCH METHODOLOGY

### Research design

The study used descriptive research design. The study used the target population of 182705 respondents comprised of employees and households living at Manga ridge. Stratified sampling was used to arrive at a sample size of 398 respondents through sampling formulae of Yamene 1967 as applied by Israel (2012).

## DATA ANALYSIS AND PRESENTATION OF FINDINGS

### Descriptive statistics

### Tourism Product promotion strategy

The study determined the effect of product promotional strategy on tourism attractions. The table 4.1 presented the results.

**Table 4.1 Tourism Product promotion strategy**

	N	Minimum	Maximum	Mean	Std. Deviation
Alternative features are necessary for tourism industry	423	2.00	5.00	4.0615	1.02851
Tourist attraction is promoted by hotel characteristics and unique sceneries	423	2.00	5.00	4.6738	.67272
Tourist focuses on daily development activities in tourism ideas	423	2.00	5.00	4.1253	1.16460
There is well strategic plans for tourism product promotion in the ridge	423	2.00	5.00	3.8889	.99021
There are managers managing tourist promotion sites for tourist attraction at Mangas ridge	423	1.00	5.00	2.7376	1.40402
Valid N (listwise)	423				

Tourist attraction is promoted by hotel characteristics and unique sceneries had a mean of 4.6738 with standard deviation of .67272, Tourist focuses on daily development activities in tourism ideas had a mean of 4.1253 with standard deviation of 1.16460, Alternative features are necessary for tourism industry had a mean of 4.0615 with standard deviation of 1.02851, There is well strategic plans for tourism product promotion in the ridge had a mean of 3.8889 with standard deviation of .99021, There is no problem in managing tourist promotion sites for tourist attraction had a mean of 2.7376 with standard deviation of 1.40402. Maximum and minimum indicated that measurements of ordinal scale used in data analysis.

### **Building brand loyalty**

The study sought to indicate the extent to which building brand loyalty has enhanced tourist attraction by the following statements, 1 strongly disagree, 2 – disagree 3 not sure 4 agree 5 strongly agree using liker scale 1 -5.

**Table 4.2 Building brand loyalty**

	N	Minim um	Maximu m	Mean	Std. Deviation
Brand loyalty has a positive impact on firm market value	423	1.00	5.00	3.7991	.92352
Brand perceptions and a hotel's attraction would show whether variations in market value are materialized	423	1.00	5.00	3.1017	1.06721
Customer satisfaction is a key to brand growth	423	1.00	5.00	2.7756	1.33304
Brand performance is moderated by the extent of franchising within each brand in tourism	423	1.00	5.00	3.9220	.84093
Hospitality firms have increasingly evolved from hotel management organizations to hotel branding	423	1.00	5.00	3.6217	1.13901
Valid N (listwise)	423				

The results indicated that Brand performance is moderated by the extent of franchising within each brand in tourism had a mean of 3.9220 with standard deviation of .84093, Brand loyalty has a positive impact on firm market value had a mean of 3.7991 with standard deviation of .92352, Hospitality firms have increasingly evolved from hotel management organizations to hotel branding a mean of 3.6217 with standard deviation of 1.13901, Brand perceptions and a hotel's attraction would show whether variations in market value are materialized had a mean of 3.1017 with standard deviation of 1.06721, Customer satisfaction is a key to brand growth had a mean of 2.7756 with standard deviation of 1.33304.

### **Product Diversification Strategy**

The respondents were asked to indicate their opinion on product diversification whether is closely linked to tourist attraction.

The results showed that Product diversifications closely linked to tourist attraction or customer equity had a mean of 4.2340 with a standard deviation of .73477, Product diversification is an effective way for hotel chains to gain attraction had a mean 4.1986 with a standard deviation of .70764, Strong brands enable consumers to visualize to better grasp intangible service offerings had a mean 4.0307 with a standard deviation of .88243 It enable willingness to pay prices products/services had a mean 4.2272 with a standard deviation

of.80310, It is difficult to retain existing product unless they are diversified with experience had a mean 3.3948 with a standard deviation of 1.07654.

**Table 4.3 Product Diversification Strategy**

	N	Minimum	Maximum	Mean	Std. Deviation
Product diversifications closely linked to tourist attraction or customer equity.	423	1.00	5.00	4.2340	.73477
Product diversification is an effective way for hotel chains to gain attraction	423	1.00	5.00	4.1986	.70764
Strong brands enable consumers to visualize to better grasp intangible service offerings	423	1.00	5.00	4.0307	.88243
It enable willingness to pay prices products/services	423	1.00	5.00	4.2272	.80310
It is difficult to retain existing product unless they are diversified with experience	423	1.00	5.00	3.3948	1.07654
Valid N (listwise)	423				

### **Competitive Factors strategy**

Indicate your opinion indicate whether a competitive factors is closely linked to tourist attraction. Table 4.9 presented the results.

Implementation tourist attraction improve economic growth had a mean of 24.2009 standard deviation of.62325, Tourist attraction is similar to other consumer behavior patterns had a mean of 24.1962 standard deviation of.69989, Most tourist attraction are based on hoteliers and restaurateurs had a mean of 23.8203 standard deviation of.84363, Tourist attraction sites face technology competition from rivals had a mean of 23.2837 standard deviation of 1.20815 and Tourism industry requires competitive edge had a mean of 2.1868 standard deviation of 1.24703.



**Table 4.4 Competitive Factors**

	N	Minimum	Maximum	Mean	Std. Deviation
Tourist attraction sites face technology competition from other attraction rivals	423	1.00	5.00	3.2837	1.20815
Tourism attractions requires competitive edge to sale	423	1.00	5.00	2.1868	1.24703
Tourist attraction improve economic growth in the area	423	2.00	5.00	4.2009	.62325
Tourist attraction has similar to consumer behavior patterns	423	1.00	5.00	4.1962	.69989
Tourist attractions are dependent on hoteliers and restaurateurs competitive factors	423	1.00	5.00	3.8203	.84363
Valid N (listwise)	423				

### Regression analysis

Regression analysis deals with distribution value of a model summary with one random multivariate as any other variable held constant. The multivariate regression model is generally used to establish whether a relationship exist between variables. This regression is specified with value and y value of variables under study. The equation is expressed in form mathematical values linking variables. This mathematical equation is used to explain the relationship while other variables were adjusted with random variable to predict the variations in dependent variables. This is supported by Promotion of tourism products analyzed by a research conducted by Cugno (2012) measures how local tourism attraction can be enhanced through product promotion in Italy. The regression analysis models showed that innovations management affect customer attention through product promotion. Management ideas are currently known to structural problem. Institutional sustainability is interesting in the major tourist attraction features through constructions of hotels and restaurants.

Model summary was shown in table 4.5 which depicts to the correlation coefficient of R .429 and R square of .184 can predict the variation of 18.4 % of tourism attraction.

**Table 4.5 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429 <sup>a</sup>	.184	.176	.34465

a. Predictors: (Constant), competitive factors, promotion, product diversification strategy, building brand loyalty

The analysis of the model summary indicated the percentage change in dependent variable (tourism attraction) and how it can be explained by any change in independent variables (promotional strategies) with R square 18.4% while the remaining % can be explained by other variables not in this study.

The study conducted ANOVA to test the model fitness under regression line. Table 4.13 showed the p value of F value 23.571 was .000 <5% which implied that the model of tourism promotional strategies was statistically significant at 5%. The independent variables (tourism promotional strategies) were significant to improve the tourism attractiveness. The model summary was fit to predict the variations between variables. Cugno (2012) assessed the impact of product diversification in tourism industry. Correlation design was employed on examining the phenomena underlying the travel tourists particularly. The results from correlation analysis showed that roads and employment aspects are densely attracted using regression models which the current study will employ.

In relation to 5% of significance level, Df in the numerator is 4 while Df in denominator is 418, the critical value of F 11.679 depicts the calculated .000. Thus, the regression model was generally statistically significant implying it was suitable to predict tourism promotional strategies and tourism attractiveness. It indicates that the role of government policies contributes to tourism promotional strategies that achieved tourism attractiveness.

**Table 4.6 ANOVAa**

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	11.199	4	2.800	23.571	.000 <sup>b</sup>
1	Residual	49.652	418	.119		
	Total	60.851	422			

a. Dependent Variable: Tourists Attractiveness

b. Predictors: (Constant), Competitive Factors, Promotion, Product Diversification Strategy, Building brand loyalty

It is sufficient to note that government policies in tourism promotional strategies are significant in improving tourism attractiveness under this study.

Table 4.14 shows regression coefficients which established regression equation as shown;

$$Y = 3.367 - .057X_1 - .144X_2 + .184X_3 + .226X_4 \dots\dots\dots (i)$$

Where the  $\beta$  is regression coefficients which used to measure changes in unit of variables, Y is tourism attractiveness,  $X_1$ , product promotion strategies,  $X_2$  brand loyalty,  $X_3$  product diversification and  $X_4$  competitive factors.

**Table 4.7 Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.367	.234	14.368	.000
	Promotion	-.057	.032	-.079	.078
	Building brand loyalty	-.144	.032	-.206	.000
	Product diversification strategy	.184	.038	.221	.000
	Competitive factors	.226	.034	.313	.000

a. Dependent Variable: Tourists Attractiveness

Using significant level 5% of any value in the regression showed variation not less or more than its critical value,  $B = 3.367$ , this implied that any change in would result to an increase of tourism attractiveness .001 which was statistically significant.

## CONCLUSION AND RECOMMENDATIONS

### Conclusions

#### Tourism Product promotion

The study sought to determine the effect of product promotional strategy on tourism attractions. The tourist's number increased and cite was more attractive and known all over. The study concluded that tourism attraction promoted hotel characteristics using unique sceneries. There is no difficulty in managing tourist promotion sites for tourist attraction was

envitable. The strategy was very effective and created site awareness and hence more tourists visited the attractive in the year.

### **Building brand loyalty**

The study sought to point out the extent to which building brand loyalty has enhanced tourist attraction. The results concluded that brand performance moderated by the extent of franchising within each brand in tourism, and brand perceptions enhances hotel attraction would show whether variations in market value are materialized. Customer satisfaction is a key to brand growth.

### **Product Diversification Strategy**

The study sought to examine product diversification on tourism attractions. The opinion on product diversification whether is closely linked to tourist attraction. The results concluded that product diversifications closely linked to tourist attraction or customer equity. There is no difficult to retain existing product unless they are diversified with experience.

### **Competitive Factors strategy**

The researcher sought to indicate opinion whether a competitive factors is closely linked to tourist attraction. The study concluded that competitive tourist attraction improves economic growth, and Tourism industry requires competitive edge.

### **Recommendations**

#### **Tourism Product promotion**

The study sought to determine the effect of product promotional strategy on tourism attractions. The study recommended that tourism attraction should be promoted with hotel characteristics using unique sceneries. There is need to manager tourist promotion sites for tourist attraction in the ridge.

### **Building brand loyalty**

The study sought to point out the extent to which building brand loyalty has enhanced tourist attraction. The study recommended that brand performance should be moderated by franchising brands in tourism, and brand perceptions enhance hotel attraction variations in the ridge.

### **Product Diversification**

The study sought to examine product diversification on tourism attractions. The opinion on product diversification whether is closely linked to tourist attraction. The study recommends

that product diversifications should be closely linked to tourist attraction or customer equity. There should be need to retain existing product diversified from the past tourism experience.

### **Suggestion for further studies**

Another study should be done on how competitive tourist attraction improves economic growth in the tourism sectors in Kenya and in other countries' industries in the world.

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