



## **SUSTAINABILITY IN TOURISM**

*Making tourism count to communities, ecosystems and businesses*

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### **Sustainability of park branding as a vision 2030 policy initiative in tourism sector in Kenya**

This paper is concerned with discerning the efficacy of park branding as a tourism policy initiative and assessing its impacts in influencing tourist choice behaviour. The study was undertaken by way of a Survey of local and international travellers visiting a clustered sample of branded national parks in Kenya during the period August – December 2013. Data were analysed using Structural Equations Modelling (SEM) approach. A structural equations model (SEM) was estimated including latent constructs and their manifest indicators. On overall, the results were indicative of a need that the park brand's perception and 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 behaviour of targeted market segments. The study contributes with significant policy implications on the way forward on sustainable park brand management and marketing as well as in understanding tourist choice behaviour in Kenyan context.