

**GREEN MARKETING PRACTICES AND PERFORMANCE OF
ECO-TOURISM IN KENYA**

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DECLARATION

This Research Project is my original work and has not been presented for a degree in any University.

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DEDICATION

This Research Project is dedicated to my family. Many are the times they have missed my attention when I was busy in the study room preparing this Project. It was worth the sacrifice!

ABSTRACT

This study sought to establish whether there is indeed a relationship between Green Marketing practices and performance of ecotourism in Kenya. The population of the study was the 85 firms that are eco- certified by Ecotourism Kenya. A sample of 46 ecotourism destination providers was targeted. Primary data was collected by use of a semi structured questionnaire that was administered to the marketing managers in these firms. All the respondents agreed that their firms practiced green marketing. The major factors influencing this decision were to comply with the existing environmental policies and for environmental conservation. The study revealed that in supporting the local communities, the tourist accommodation service providers are involved in various activities from buying products to providing various services such as education facilities and environmental conservation as well offering them employment. The study also revealed that tourist accommodation service providers engage in different practices on their products/services to enhance level of green marketing practices. The major practice in this regard was making sure that the product is engaging and simple. Nearly all of the respondents mentioned that there is a relationship between green marketing and ecotourism sector in Kenya. From the findings, green marketing has many benefits to the ecotourism sector. The most notable is customer satisfaction as mentioned by majority of the respondents. The study recommends that ecotourism destination service providers in the country should continue to practice green marketing since it has benefits that can enhance the performance of their firms. The government of Kenya should develop a new strategy focusing on sustainable community based ecotourism. This will ensure that the community reaps the socio and economic benefits of development and conservation. It will further boost the respect and understanding between the community, local authorities and the ecotourism destinations.

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ABBREVIATIONS AND ACRONYMS

CREST	Center for Responsible Travel
EDT	Expectancy-Disconfirmation Theory
EK	Ecotourism Kenya
ESOK	Ecotourism Society of Kenya
FECTO	Federation of Community Tourism Organizations
GTPP	Global Travel and Tourism Partnership
ILO	International Labor Organization
ISO	International Organization for Standardization
KTF	Kenya Tourism Federation
PBT	Place Branding Theory
TIES	The International Ecotourism Society
UNEP	United Nation Environmental Program
UNWTO	United Nations World Trade Organization

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Tourism development is seen as a way of improving a country's economic and social well-being, but if this development is not handled carefully, tourists will migrate to competing destinations or attractions. There is a greater need to develop tourism products with a sustainable focus, helping to fit in with the local environment and ensure its preservation (UNEP, 2012). To remain competitive, major world-class destinations are diversifying to attract environmentally oriented tourist segments. The environmentally oriented segments are growing at a very high rate. It is estimated that the demand for ecotourism is growing by approximately 20% annually on the international market. Tourism is increasingly being used as an economic development tool by many third world countries, thereby helping to generate employment as well as improve the local infrastructure (Weaver, 2008).

Ecotourism is a form of tourism created in cooperation with nature and is a sub- component of the field of sustainable tourism. Its marketing approach therefore must focus on satisfying three types of needs: the needs of the guest in a temporarily changed environment, the need to preserve the natural environment, and the needs of tourism offer providers. As all of these needs are interrelated, the tourism product that can satisfy them also has to be integrated. This is, indeed, where the role of green marketing lies, particularly in the ecotourism sector seeking to reap benefits of green marketing (Harris et al., 2002).

The tourism sector is an important part of the economy especially in developing countries like Kenya where it is seen as a source of foreign income. Green marketing concept has attracted attention globally as a result of the increasing awareness to conserve the

environment and the benefits that accrue when the consumers consume environmentally friendly products. Sustainable tourism development based on natural resources and on historical and cultural heritage is the basis of the future national tourism strategy that will define how tourism in Kenya is to develop and grow. It is obvious that companies in Kenya's tourism industry must also become involved in the process of creating sustainable competitive advantages to secure their business future (Zimbabwe Tourism Authority, 2004).

1.1.1 Concept of Green Marketing Practices

Polonsky (1994b:2) defines green marketing as “an activity designed to generate and facilitate any exchanges intended to satisfy the human needs, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment”. Green marketing may be defined as a group of activities designed to generate and facilitate any exchange aimed at satisfying human needs or wants in a way that meeting these needs and wants has the least possible negative effect on the natural environment. Green marketing can be seen to serve the following purposes; to develop products that strike a balance between the requirements of consumers for quality, practicality, performance and affordable prices, and ecological acceptability in terms of minimum environmental impact and to create an image of high quality, including environment friendliness that relates to the properties of the product, as well as to the manufacturer and its achievements in the field of environmental protection (Wolmer, 2003).

Green marketing practices implies cooperation between suppliers and sellers, partners as well as rivals, in order to achieve environmentally sustainable development throughout the entire value chain, while at the same time, it internally calls for the cooperation of all business functions in finding the best possible solutions for two major guiding principles: profit and long-term, positive contributions to the environment society and the natural surroundings.

Hence, green marketing has emerged as a “natural” result of the social marketing concept (Weaver, 2008).

The application of green marketing calls for a pro-active approach towards both customers and other stakeholders, as well as towards the legislator. To gain all the strategic advantages that green marketing has to offer requires the willingness to rethink the very foundations on which the mission, vision, strategy and goals of a business are based. This entails commitment and focus not only from top management but also from each individual within a business. This applies equally to all businesses within the aggregate that comprises tourism supply, considering that the tourism product offering is based on the principle of aggregate supply referring to individual partial products with regard to both material and immaterial integral tourism products, thus implying the level (Van, 2006).

Sustainability is not only the right thing to do, but it simply makes good business sense and will remain central to how ecotourism sector is managed. TripAdvisor surveys find that 79% of travelers globally “think that it’s important accommodation providers have eco-friendly practices” and 85% of U.S. hoteliers say they have green practices in place. According to a report by MIT Sloan management review in 2012, 67% of US consumers are now looking for greener products. A survey of 1300 US travelers by TripAdvisor. Com in 2013 shows that nearly two thirds often or always considers the environment when choosing hotels, transportation and meals (CREST, 2013). This study focused on the relationship between green marketing practices and performance of ecotourism in Kenya.

1.1.2 Concept of Eco-Tourism Performance

The term ecotourism is used interchangeably with sustainable tourism. The International Ecotourism Society (TIES) defines ecotourism as travel to natural destinations, minimizes impact, environmental awareness building, direct financial benefits to conservation, creation

of financial benefits and empowerment for local people, respect local culture and supports human rights and democratize movements .The Australian National Ecotourism Strategy defines ecotourism as a nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. Ecotourism hopes to change the unequal relationships of conventional tourism. Thus, it encourages the use of indigenous guides and local products (UNEP, 2005).

According to UNEP and UNWTO (2005) sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities. Sustainable tourism comprises policies, practices and programs that take into account both the expectations of tourists regarding responsible natural resource management and the needs of communities that support or are affected by tourism projects and environmental scarcities (ILO, 2012).

Ecotourism is a practice adopted by countries that uphold environmental conservation practices, and it aims to co-ordinate, assist and stimulate cultural and environmental tourist development, recognizing the importance of conservation and maintenance of local cultural heritage and the natural resources of the region for present day generations and generations to come (Turner, 2006).

1.1.3 Eco-Tourism Subsector in Kenya

Ecotourism Kenya (EK), formerly known as Ecotourism Society of Kenya (ESOK), is a civil society organization that was established in 1996. Founded with enormous support from the tourism industry in Kenya, it plays a key role in ensuring that Kenya's tourism is sustainable, both in terms of concern for the environment and for the welfare of local communities. Ecotourism Kenya is a membership organization and is one of seven private-sector associations that make up the Kenya Tourism Federation (KTF). EK is an executive board

member of the newly formed Federation of Community Tourism Organizations (FECTO) and the Global Travel and Tourism Partnership (GTTP) Kenya (Ecotourism Kenya, 2014).

Ecotourism certified firms in Kenya are increasingly engaging in green business practices nowadays as a result of the exponential growth of green government regulations, growing social and ethical organizations concerns and the need to exploit green related opportunities (Miles and Covin, 2000). EK uses an eco-rating scheme which is a sustainable tourism certification program that aims to promote responsible tourism in EA. This program focuses on tourist's accommodation facilities and awards qualifying applicants a bronze, silver and gold accreditation based on their performance.

The objective of the scheme is to achieve highest levels of environmental, economic and social practices within the tourism industry for sustainable growth of the sector. Other aims of the scheme is to Promote and increase awareness of environmentally and socially sound business practices (educational/ change of attitude towards environmental governance and social responsibility), Increase contribution of tourism to social development (developmental), Increase contribution of tourism to conservation of the natural resources upon which each country's tourism is dependent (conservation), Improve destination image, thus potentially attracting more tourists i.e. marketing advantage (Ecotourism Kenya, 2015).

1.2 Research Problem

Ecotourism is seen as a green alternative to other forms of tourism. Many companies today openly commit themselves to carrying out their business in accordance with environmental principles due to the increased environmental awareness among law makers, environmental groups, consumers, financial institution, insurers, the company's own employees and, most of all, the customers. One of the most important issues affecting the tourist industry in recent

years is sustainable tourism. Global tourist industry leaders are realising that sustainable tourism development is critical to the conservation of nature and the preservation of indigenous culture. The need to grow and expand tourism has triggered the need for implementation of green marketing practices through a pro-active approach towards both customers and stakeholders of the organization (Scheyvens, 2000).

In Kenya, ecotourism plays a key role in development; however the growth of ecotourism in Kenya is constrained by a weak policy, legal and regulatory framework; limited level of community involvement, market penetration and product development; limited financial incentives; and increasing environmental degradation (Ecotourism Kenya, 2014). Kenya is involved in the development of the Kenya Safari Codes and Coastal codes which aim at involving tourists in campaigns to conserve destinations in Kenya to ensure the country's tourism sector remains sustainable. The association tries to reach a large number of community based organizations in areas with rich wildlife resources to promote ecotourism principles and conservation (Spenceley, 2006).

A study was carried out by McNamara (2008) on the significance of green marketing on environmental sustainability; the findings revealed that green marketing was an important tool in enhancing tourism activities in most tourist destinations in Australia. Parker and Khare (2005) conducted a survey in South Africa laying more focus on green marketing for environmental sustainability; it was found that green marketing contributed to environmental sustainability and conservation through the use of environmental friendly products which was deemed to boost the health status of consumers. Reichel and Uriely (2008) did a study in Asia and concluded that ecotourism was a key factor in enhancing tourism attraction and corporate image. Most investors from countries that embrace environmental conservation were attracted to invest in countries that practiced ecotourism.

Kinoti (2012), contends that green marketing practices in general influence performance and that in relation to individual measures of performance green marketing practices have statistically significant effect on innovativeness, effectiveness, competitive advantage, and efficiency but do not influence sales turnover, market share and gross profit. Wanjiru (2012) concluded that urban green spaces and urban ecotourism play an integral role in cost reduction; the findings further revealed that ecotourism highly contributed to foreign investments especially from countries that embrace environmental conservation practices. Gitobu (2014) found out that environmental conservation was the major driver for adoption of green marketing by hotels in Mombasa County. Government regulations did not influence adoption of green marketing by Hotels in Mombasa County however; adoption of green marketing by hotels in Mombasa County led to cost reduction and good public image.

From the foregoing studies, little has been done in relation to green marketing practices and performance of eco-tourism. This study therefore attempted to answer the following research question: what is the relationship between green marketing practices and performance of ecotourism sector in Kenya?

1.3 Research Objective

The objective of this study was to establish the influence of green marketing practices on the performance of ecotourism sector in Kenya.

1.4 Value of the Study

The study provides insights on the significance of green marketing practices and the performance of ecotourism in Kenya. It seeks to contribute to the existing body of knowledge in the emerging field of green marketing while increasing the understanding on the benefits

of green marketing practices and sustainability of ecotourism and its importance to economic growth.

The findings of the study will help other firms in Kenya and marketing managers who wish to practice green marketing enjoy the green advantage of differentiation from competition, enhanced brand image, innovation promotion and environmental cost savings through eco - efficiency practices. The study will help the government and entrepreneurs adopt new behaviors to lessen their environmental impacts while providing future researchers and scholars a framework for further research.

1.5 Chapter Summary

This chapter has discussed among other variables the concept of green marketing practices and ecotourism performance. From the above discussion, it has emerged that while developing countries such as Kenya are embracing ecotourism, there is a need for mechanisms to help avoid the problem of green washing. Majority of enterprises that refer to themselves as ecotourism actors do so to take advantage of the natural environment as a key part of ecotourism product with no suggestion of how they would help to conserve the natural environment.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section provides the theoretical framework of the study based on the arguments from different scholars and researchers. This part also covers the green marketing practices and summary of the literature review.

2.2 Theoretical Foundation

The paradigm of sustainable tourism emerged and is still evolving as a result of developments both internal and external to the tourism industry over several years ago. Ecotourism is a practical as well as theoretical construct. Its aim is to change real-world operations in the tourism industry, as well as improve the understanding of tourism as a social phenomenon. Ecotourism development commenced with the environmental movement of the 1970's and 1980's during which time environmental awareness and a desire to travel to natural location as opposed to build up tourists location made it desirable (Honey,1999).

In the mid-1980s, attitudes within the general tourism industry began to change. The main reasons for the shift in attitude were considered to be: the growing influence of the organized conservation and environmental movements; tourists who demand quality; tourists' awareness of their effect on the environment; and economic motives, as it were becoming profitable to 'turn green' (Boers & Bosch, 1994).

Jafari (1990, 2000) proposed four platforms of tourism starting from the advocacy right through to the knowledge – based platform. Through the advocacy platform, tourism was considered to be a smokeless industry, the more the better with potential benefits of direct revenues and employment, supporting a policy of mass tourism (Wolmer, 2003). Cautionary

platform viewed conventional mass tourism as unsustainable and is premised on Butler's tourists area life cycle model (Butler, 1980). This model demonstrates the negative impacts inherent within inappropriately managed mass tourism (Weaver, 2008). It proposes that destinations follow an S-shaped growth path from exploration, involvement, development, consolidation, stagnation, and then rejuvenation or decline. This evolution is brought about by a variety of factors including changes in the preferences and needs of visitors, the gradual deterioration and possible replacement of physical plant and facilities, and the change (or even disappearance) of the original natural and cultural attractions which were responsible for the initial popularity of the area.

The advocacy platform supports deliberate alternative to mass tourism while knowledge – based platform acknowledges the possibility that mass tourism can be sustainable if planned and managed appropriately (Weaver, 2008). Although these platforms developed at different times they were additive and parallel, rather than sequential. The platforms represent different viewpoints and their supporters continue to advocate the advantages of their approach to tourism.

Brundtland Commission Report (1987) advances the idea of sustainable development by noting that economic growth and environmental conservation are not only compatible but they are necessary partners, one cannot exist without the other (Harris et al., 2002). Such an aim requires consideration of the relationship between the positive and negative impacts of tourism, as well as the trade-off between various impacts.

In order to achieve better tourism development, Gunn and Var (2002) proposes four goals: enhanced visitor satisfactions; improved economy and business success; sustainable resource use; and community and area integration. Alternative tourism as represented by many small companies emerges in the era of post-modernism to take advantage of the changing consumer

trend, which demands more on special interest tours. From a wider perspective, there is a shift to a more flexible and small but specialized scale of modes of production and consumption (Harvey, 1990).

This study is guided by the Expectancy-Disconfirmation theory (Oliver, 1980), which holds that consumers first form expectations of products or services performance prior to purchase or use. According to EDT, Consumers' expectations are confirmed when the product or service matches prior expectation, negatively disconfirmed when a product or service fails to match expectation. It will be jointly guided by the Place Branding Theory (PBT) which is a theory that seeks to improve the reputation of ecotourism destination with potential of economic growth. The theory advanced by Anholt (2007) is applied to places for variety of purposes that include increase of exports, attraction of new investments and diversifications of revenue with generation streams of ecotourism destinations. The idea of discovering or creating some uniqueness, which would differentiate a place from others, is clearly attractive. The Place Branding Theory is relevant to the study because it focuses on the promotion of the destination's which is aimed at continuous visitations which is prerequisite to sustainability of ecotourism destinations.

2.3 Green Product and Eco-Tourism Performance

The product is the cornerstone of the marketing mix. The eco-tourism product is composite in nature and includes tangible and intangible aspects. According to Gunn and Var (2002), matching supply and demand is critical for achieving sustainable tourism development as mismatches can result in dissatisfied tourists, economic loss by tourism operators and impacts on social and physical environments. Smith (1956) introduced two concepts associated with this process namely product differentiation and market segmentation. This approach has been used to differentiate individual products that provide benefits and therefore appeal to certain

markets (Halloway, 2004). Segmenting the tourist market allows the industry to define a particular market and understand that groups motivations, needs and demands (Hall, 2007).

Ecotourism has differentiated its product from other tourism products by focusing on nature, learning and sustainability. There are three distinct tourism products namely the ecotourism experience; the place product; and ecotourism products (O'Fallon, 1994). The tourism experience comprises all that the tourist sees, uses and experiences as part of their tourist encounter. The place product is the tourist destination as the point of consumption of certain components of the ecotourism experience. Finally, the ecotourism product refers to the individual products such as accommodation, attractions, restaurants and souvenirs. The ecotourism product can be further differentiated by its characteristics which make ecotourism a unique type of product.

Green product involves designing of environmentally friendly materials that has less impact on the environment. This includes smaller buildings with efficient use of space as well as designs that accommodate adaptation. Product selection helps firms to carry out their activities using less material than the standard solution and products that are especially durable. Such kinds of products do not need replacement frequently since they can be used for multiple purposes (Jafari, 2000).

Most organizations ensure efficient use of materials through moving products from linear to cyclic use of materials. The products that are designed to be reusable, recyclable, or compostable facilitate this trend. These products are environmentally attractive because they need to be replaced less frequently or their maintenance has very low impact, both of which can reduce costs as well as environmental impact (Balint & Mashinya, 2006).

Buckely et al. (2003) explains that as a result of the public realization that its consumption activities lead to environmental problems, most organizations across the globe are translating their environmental concern into actively purchasing and consuming green products as a way of attracting foreign investors. The emergence of new green products has been one of the main areas of activity in response to the green challenge to ensure that firms cultivate a culture of green product consumption to boost ecotourism (Butcher, 2007). Ecotourism attractions must find a way to provide the means for a fun, relaxing or invigorating vacation experience without harming the environment. Beyond these basic requirements, eco tourists expect an experience that is "informative, educational and accurate".

2.4 Green Price and Eco-Tourism Performance

Most consumers will be prepared to pay an additional value if there is a perception of extra product value. The perceived value is defined as the price a customer is prepared to pay for the benefits that the product delivers (Polonsky, 2001). Langerak and Peelen (2008), explains that if social and environmental protection measures cost extra money, this can be passed on to the consumer, making it clear that the price differential is a result of such improvements. Moreover, if costs are reduced through environmental measures, it is ethical to be completely honest in cutting prices or considering discounts to those who can match the organization's own environmental performance (Cater, 2006).

Consumers need to be educated to realize that paying a little more for a green product is worthy and make them willing to pay. This value may be due to improved performance, function, design, visual appeal, or taste. Green price involves producing affordable products that are cost effective to the consumers locally and internationally. Such products and services exhibit features of environmental friendly products that are more likely to attract investors and tourist.

When making pricing decisions, most organizations that embrace green price should decide on a price that will impact profit margins, supply, demand and marketing strategy to the investors (Fennel, 2008). To achieve good results the organization should properly manage and set competitive prices to attract both local and international investors. A few consumers that are aware of the benefits of environmental conservation are more likely to be motivated to purchase a product at a higher premium since they attach a higher value for such products and services (Fennel & Nowaczek, 2010).

2.5 Green Place and Eco-Tourism Performance

Organizations that implement green place eco-tourism engage in a critical scrutiny to evaluate the right product, at the right place, at the right time. This is significant in ensuring that organizations are able to position themselves competitively in order to attract potential clients and investors from different countries and especially those that embrace ecotourism (Polonsky, 2001).

Green place has been perceived by most tourists' corporations as a way of differentiating themselves with their competitors by ensuring that the firms are centrally located close to their customers and manufacturers with the objective of reducing transportation costs as well as ensure an effective and efficient delivery of goods and services. To be successful any new green product has to gain access to potential customers through a suitable distribution channel (Government of South Africa, 1996).

The channels of distribution that a company uses can be viewed from a physical and economic perspective. In physical terms, distribution deals with the logistical challenge of getting the product to the consumer given the proximity of the organization to its customers. In the economic terms, distribution is concerned with developing and managing a channel

structure which in addition to supporting the physical distribution of goods is capable of handling the exchanges of information, money and ownership that marketing relies upon.

It is important to note that the choice of where and when to make a product available will have a significant impact on the customers since very few customers will go out of their way to buy green products (Harris, Griffin & Williams, 2002). Moreover, ecotourism place must rely on infrastructure that has been developed in harmony with the environment, minimizing use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment.

2.6 Green Promotion and Eco-Tourism Performance

Green promotion involves promoting products and services that are environmentally friendly, causing no harm to the environment and minimal detrimental effects to the health of the consumers (Polonsky, 2001). Hunter and Green (1995) contend that most investors are more likely to invest in countries that embrace environmental friendly products and services through the use of green promotion. The approaches to promoting eco-tourism are often based on social marketing techniques which are customer-oriented and use the concepts and tools of commercial marketing and advertising companies. Research, planning, targeting, using different tools, and sustaining the scheme over a period until results are achieved are the key ingredients in successful public communications campaigns (UNEP, 2005). In green promotion most countries cultivate a positive cultural, economic and social economic status to positively impact on environment conservation and direct economic benefits to local people and further provide opportunities for consumers to enjoy goods and services that have minimal effects on their health (Balint & Mashinya, 2006).

Promotion of ecotourism can be attained through eco-labeling and eco-sponsorship. Eco - labeling is only one type of environmental performance and refers specifically to the

provision of information to consumers about the relative environmental quality of a product. As has been identified by the International Organization for Standardization (ISO), the overall goal of these eco- labels is: "...through communication of verifiable and accurate information, that is not misleading, on environmental aspects of products and services, to encourage the demand for and supply of those products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement". Labels often show the collection and recovery systems available to consumers, the meaning of markings on the packaging itself, and the consumer role in recovery and recycling.

The eco-labeling scheme in Kenya has three levels of certification. These are bronze, silver and gold indicating the lowest to the highest level of certification respectively. The certification scheme in Kenya has emphasized the fact that stakeholders ought to adopt sustainable and good tourism practices in their operations. Eco- sponsorship in Kenya is practiced through the eco- warrior award that recognizes and celebrates outstanding contribution to eco-tourism and aims at motivating winning ventures to embrace practices that are ecologically and ethically sustainable in order to compete with the best in the world (Ecotourism Kenya, 2014).

Mahony and Van (2001) argues that the negative implications of poor environmental conservation practices have triggered the urgent calls by the international bodies concerned with matters of environmental conservation. This has boosted the need to practice ecotourism as a way of attracting tourists from most countries that embrace green promotion and ecotourism. Green promotion is achieved through green advertising via email marketing platforms, building a green corporate image supported by a well-positioned brand to truly maximize return on investment (Buckely, Pickering & Weaver, 2003).

2.7 Green Marketing Practices and Ecotourism Performance

The growth of green energy is projected to increase from US\$ 55.4 Billion in 2006 to US\$ 226.5 Billion in 2016 (Pernick & Wilder, 2007). This means that organizations that practice green marketing will enjoy the green advantage that culminates to generation of cost savings, innovation promotion, command premium pricing, enhanced brand image and differentiation from competitors (Porter & Linde, 1995; Phillips, 2007). Putting in place competitive environmental strategies such as eco-efficiency, beyond compliance leadership, eco-branding and environmental cost leadership results in savings, making public and customers acknowledge effort and differentiation that makes it difficult for competitors to imitate (Orsato, 2006).

Ecotourism can be a very important source of green growth for many developing countries given their natural endowments, leading to creation of many trade opportunities in remote locations. It is also an excellent vehicle to transfer income from wealthy nations to the various sectors particularly because travelers often venture into remote and economically-disadvantaged regions (UNEP, 2011). Tourism choices are increasingly influenced by sustainability considerations (UNWTO, 2012) Sustainability can also build business value itself. For businesses, ecotourism is a business, for NGOs, it is an environmentally friendly activity that will conserve our natural resources and a sustainable wealth creation concept ideal for rural development which includes local employment for donors (ESOK, 2004).

Green marketing practices in tourism sector do not require vast capital outlays and investments making it an ideal industry for fostering economic growth in countries with natural resource abundance and capital scarcity (UNEP, 2012). Conservation practices undertaken in green marketing can reduce costs, lower risk and often secure a license to operate. Environmentally savvy tourists are seeking out green tourist destinations — those

that make a proactive effort to address critical issues such as carbon emissions, biodiversity conservation, waste management, and water supply. Promotion of green marketing practices in Kenya is hampered by limited resources which makes it difficult to engage in aggressive marketing as is done by multinationals in the tourism industry (ESOK, 2014). However, new policies, new strategies, new products and new packages can be of great help.

2.8 Chapter Summary

The review of literature clearly found a gap in Kenya as most of the studies done are conducted in the USA, Europe and to some extent Asia. In Kenya, empirical studies also indicated that researchers mainly focused on other sectors of the economy for example, hotel industry in Mombasa county, pharmaceutical firms in Kenya, and Kenyan tea firms just to name but a few. The literature reviewed in this chapter however did not address issues of green marketing and performance of ecotourism. The current study therefore sought to contribute towards the research gap by focusing on the relationship between green marketing practices and performance of ecotourism sector in Kenya.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section provides a plan on how research was conducted. It describes the procedures and the methodology that was used in carrying out the study. It covers Research Design, the population of the study, data collection and data analysis.

3.2 Research Design

The study used a survey since the data was collected from a sample of the population. According to Orodho (2003), a descriptive survey design is a method used to collect information by interviewing or administering a questionnaire to a sample of individuals and give an account of the status at that point. Descriptive survey research design attempts to determine, describe or identify relationships of variables at a given time. It uses class measurement and comparison to illustrate a situation. Its main characteristic is that the researcher has no control over the variables.

3.3 Target Population

According to Cooper and Schindler (2001), a population is the total collection of elements which the researcher wishes to make inferences. The target population of the study included all the 85 eco -certified tourist accommodation providers licensed under the Ecotourism Kenya (Ecotourism Kenya, Naturals issue No.6, 2015).

3.4 Sample Design

Cooper and Schindler (2003) defines sampling as a selection of a few items (a sample) from a bigger group (population) to become the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group. To achieve the intended objective of the study the researcher used a random sampling technique to select respondents from the population. According to Sekaran (2006) adequacy means the sample should be big enough, at least 30% of the population to enable reasonable estimates of variables to be obtained, capture variability of responses and facilitate comparative analysis. Kothari (2004) recommends any large sample to be at least 10% of the target population. The sample of 46 firms was therefore expected to adequately address the objectives of the study.

3.5 Data Collection

For this study, primary data was collected by use of a semi structured questionnaire. The questionnaires had three sections: Section A sought data on the profile of the organization and the respondents, while section B focused on the influence of green marketing practices and performance of ecotourism sector in Kenya. Section C focused on the objective of the study which is the relationship between green marketing practices and performance of ecotourism sector in Kenya while section D was general information. Data was collected from the marketing managers or their equivalents. This was considered appropriate since they understand the green marketing practices. The questionnaires were administered by a drop and pick later method at an agreed time with the researcher.

3.6 Data Analysis

Analysis of data was guided by the research objective. Data collected was both qualitatively and quantitatively analyzed. Creswell (2009) explains that data analysis is the process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, suggesting conclusions and supporting decision making. For quantitative data, analysis was done using descriptive statistics of frequencies, percentage and the mean. Qualitative data was analyzed through content analysis where it was categorized into themes based on the study objective.

For inferential statistics, multiple regression analysis was conducted to determine the relationship between dependent and independent variables. The multiple linear regressions were of the form:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where: Y is ratings on the Eco-tourism performance; β_0 is the model's constant while β_1 to β_4 are the models coefficients; X_1 is the index for green product; X_2 is the index for green price; X_3 is the index for green place; and X_4 is the index for green promotion.

3.7 Chapter Summary

This chapter has discussed the research design where the study used a survey since the data was collected from a sample of the population. The target population of the study was the 85 eco-certified tourist destination providers licensed under the Ecotourism Kenya. The researcher used a random sampling technique to select respondents from the population. Data was collected from the marketing managers or their equivalents. This was considered appropriate since they understand the green marketing practices.

CHAPTER FOUR
DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter describes the analysis of data followed by a discussion of the research findings as set out in the research objective and research methodology. The study sought to establish the influence of green marketing practices on performance of ecotourism in Kenya. Data was analysed using descriptive techniques including percentages, mean, and frequency.

4.2 Demographic Information

The demographic information that was sought by the researcher included the gender, age, level of education, geographical location of the institution where the respondent worked as well as the length of time they served in the ecotourism industry.

4.2.1 Gender

The issue of gender was important to the study as it would indicate there was any gender bias in the ecotourism sector. Table 4.1 below indicates the gender of the respondents.

Table 4.1: Gender of the Respondents

Gender	Frequency	Percent
No response	1	2.3
Male	16	37.2
Female	26	60.5
Total	43	100.0

Source: Primary Data

The findings show that 60.5% of the respondents were female while 37.2 % of the respondents were male. However, 2.3% of them declined to mention their gender. This therefore indicates that there were more female respondents compared to males.

4.2.2 Age Bracket

Participants were asked to tick the age category appropriate to them. Table 4.2 indicates the age of the respondent.

Table 4.2: Age Bracket for the Respondents

Age	Frequency	Percent
No response	1	2.3
Up to 30 years	14	32.6
31-40 years	12	27.9
41-50 years	16	37.2
Total	43	100.0

Source: Primary Data

The analysis indicate that majority of respondents are between the age of 41 to 50 years. This indicates that most respondents in the sector are more mature people since the majority (65.1%) is between 31 and 50 years.

4.2.3 Highest Level of Education

The table below illustrates the highest level of education of the respondents from various destination providers.

Table 4.3: Education Level

Education Level	Frequency	Percent
No response	2	4.7
Diploma level	11	25.6
First degree level	24	55.8
Masters level	6	14.0
Total	43	100.0

Source: Primary Data

It was established that most (55.8%) of the marketing managers had a first degree. Even so, there were a few (14.0%) with a master's degree. This indicates that most of the respondents in the ecotourism sector in Kenya are highly educated.

4.2.4 Geographical Location of the Institution

The study sought to establish the geographical location of the tourist destinations as illustrated in Table 4.4.

Table 4.4: Geographical location of the firm where the respondents work

Location	Frequency	Percentage
Maasai Mara	20	46.5
Amboseli	7	16.3
Laikipia/Samburu	7	16.3
Nakuru	3	7.0
Taita Hills	2	4.7
Tsavo	1	2.3
Olpejeta	2	4.7
Meru	1	2.3
Total	43	100

Source: Primary Data

The findings indicate that majority (46.5%) of the tourist destinations are in Maasai Mara followed by Amboseli and Laikipia/ Samburu with 7% each. This indicates that Maasai Mara has more eco-tourist destinations than any other part in the country.

4.2.5 Duration Served in the Ecotourism Industry

The table below indicates the duration the respondents have served in the ecotourism sector.

Table 4.5: Duration Served in the Ecotourism sector

Duration	Frequency	Percent
Less than 5 years	19	44.2
5-10 years	11	25.6
10-15 years	3	7.0
Above 15 years	10	23.3
Total	43	100.0

Source: Primary Data

The analysis above shows that most respondents (44.2%) have served for less than 5 years. Some (25.6%) have been in the industry for 5-10 years while others (23.3%) have served for more than 15 years. This indicates that most (69.8%) of the respondents in the ecotourism sector have served in the industry for 10 years and below.

4.3 Green Marketing Practices Used by Eco-Tourism sector.

4.3.1 Firms Practicing Green Marketing

Table 4.6 indicates the number of ecotourism destination providers that practice green marketing in the ecotourism sector.

Table 4.6: Firms Practicing Green Marketing

Category	Frequency	Percentage
Yes	43	100
No	0	0
Total	43	100

Source: Primary Data

All (100%) the respondents agreed that their firms practiced green marketing. This implies that all ecotourism destination providers in the country have embraced green marketing practices.

4.3.2 Factors influencing the Decision to Practice Green Marketing

The study sought to identify the various factors that influence the decision to practice green marketing by the destination providers in the ecotourism industry and the extent a certain factor influences that decision. The various reasons proposed were rated on a 4 point likert scale as illustrated in table 4.7

Table 4.7: Factors Influencing Green Marketing Practices

Aspect	Very					Mean
	large	Moderate	Small	Not	No	
	Extent	extent	extent	at all	Response	
To comply with the existing environmental policies	81.4	14.0	4.7	0.0	0.0	3.8
Environmental conservation	72.1	27.9	0.0	0.0	0.0	3.7
Demand for green products is high as compared to that of others	9.3	81.4	9.3	0.0	0.0	3.0
Green products are more profitable based on their pricing	41.9	34.9	4.7	14.0	4.7	3.0
Average	51.2	39.6	4.7	3.5	1.2	3.4

Source: Primary Data

An overwhelming majority (81.4%) of the respondents confirmed to practice green marketing in order to comply with the existing environmental policies to a very large extent. The other

major reason is environmental conservation as indicated by the mean of 3.7. This implies that environmental policies have contributed greatly to the adoption of green marketing practices in the ecotourism sector.

4.3.3 Firm’s Support to Local Communities

Table 4.8 below shows various ways in which the destination providers in the ecotourism sector support the local communities.

Table 4.8: Support to Local communities

Support to Local communities	Frequency	Percent
Buy handicraft items	43	100.0
Give them employment	43	100.0
Educate them in resource use and management	41	95.3
Buy fruits and vegetables	33	76.7
Buy fish and meat products	14	32.6
Supporting schools	4	9.3
Conservation project	2	4.7
Waste Management	1	2.3

Source: Primary Data

The study revealed that the respondents buy handicraft items from local communities as well as giving them employment as indicated by (100%) of them. Further, the analysis has established that (95.3%) of the respondents educate the local communities on resource use and management. This indicates that respondents mainly support the local communities through buying handicraft items, giving them employment and educating them in resource use and management.

4.3.4 Benefit of Supporting the Local Community to the Firm

According to the findings, supporting the local community benefits the firm in various ways. It ensures there is a healthy/enhanced co-existence between the local communities and the wildlife because they tend to focus on the preservation of ecosystem thus promoting growth in tourism industry. It also enhances local community empowerment by giving them financial and social support.

Additionally, the firms add to their corporate social responsibility value since tourists are looking for a combination of natural and cultural experiences. This makes it easy to market their products while promoting locals quality of life.

4.3.5 Practices on Product to Enhance Green Marketing

Table 4.9 indicates how the products are modified so as to enhance green marketing in the ecotourism sector and the level at which various destination providers practice them.

Table 4.9: Practices on Product to Enhance Green Marketing

Practices	Frequency	Percent
Make Sure It's Engaging	36	83.7
Make it Simple	35	81.4
Make Sure It's Distinctive	27	62.8
Make Sure It's Believable	16	37.2
Make it Relevant	15	34.9

Source: Primary Data

According to the findings, the ecotourism destination providers engage in different practices on their products/services to enhance green marketing. The major practice in this regard is making sure that the product is engaging and simple as indicated by 83.7% and 81.4% of the

respondents respectively. Making the products distinctive, believable and relevant was also highly rated with a response of 62.8%, 37.2% and 34.9% respectively. This indicates that most respondents make their products engaging, simple and distinctive.

4.4 Green Marketing Practices and Performance of Ecotourism

4.4.1 Relationship between green marketing practices and ecotourism performance

The study sought to establish whether there exist any relationship between green marketing practices and ecotourism performance. Table 4.10 illustrates.

Table 4.10: Relationship between green marketing practices and ecotourism performance

Relationship between green marketing and ecotourism performance	Frequency	Percentage
No response	1	2.3
Yes	42	97.7
Total	43	100

Source: Primary Data

The study confirmed that majority of the respondents (97.7%) believe there is a relationship between green marketing and ecotourism performance in Kenya. However, 1(2.3%) of respondents did not respond to this question. This indicates the existence of a strong relationship between green marketing and ecotourism performance in the country.

4.4.2 Practices that Show Adherence to Green Marketing

The table below illustrates practices that show adherence to green marketing and the number of respondent that agreed that they adhere to the practices.

Table 4.11: Practices that show adherence to green marketing practices

Practices that show adherence to green marketing practices	Frequency	percentage
Resource reduction (Water, electricity, use of solar energy, wind power etc)	42	97.7
Waste management (solid waste, recycling, disposal of toxic waste etc)	37	86.0
Biodiversity (restoration of wasteland, pollution breakdown and absorption, climate change, cultural values etc)	24	55.8
Water recycling	2.0	4.7

Source: Primary Data

From the findings, the major practice is resource reduction as indicated by a vast majority (97.7%) of the respondents. Another major practice is waste management which was 86%. Biodiversity was found to be practiced by 55.8% of the respondents while 4.7% of them practice water recycling. This is an indication that green marketing is mainly practiced through resource reduction, waste management as well as biodiversity.

4.4.3 Performance of Green Marketing Practices

Table 4.12 illustrates the performance of green marketing practices in the ecotourism sector in Kenya.

Table 4.12: Performance of Green Marketing Practices

Practice	No Response	Not at all	Moderate extent	Large extent	Very large extent	Mean
Water conservation	2.3	0.0	0.0	7.0	90.7	3.8
Waste management	2.3	0.0	0.0	16.3	81.4	3.7
Energy management	2.3	0.0	4.7	11.6	81.4	3.7
Green procurement/recycling	2.3	0.0	0.0	20.9	76.7	3.7
Implementation of linen and towel reuse	2.3	7.0	2.3	34.9	53.5	3.3
Average	2.3	1.4	1.4	18.1	76.7	3.6

Source: Primary Data

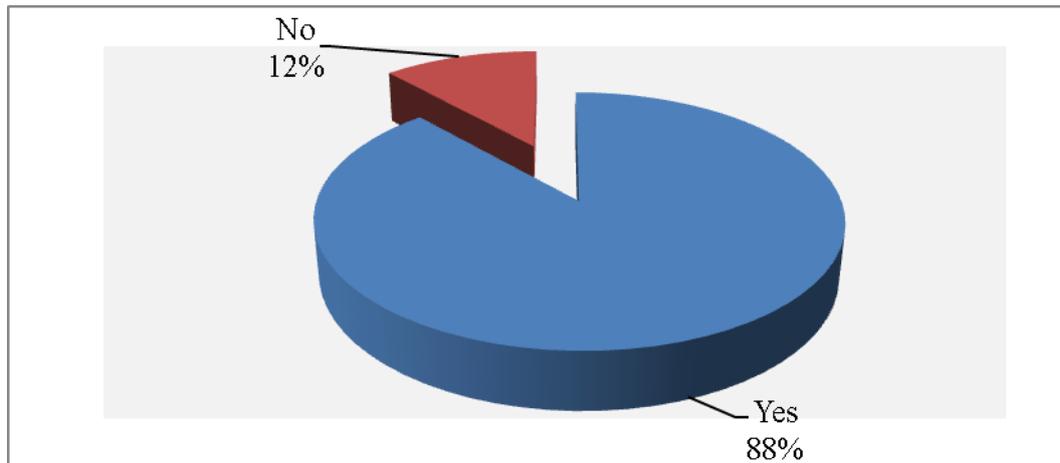
The respondents were presented with a list of five green marketing practices to rate on a 4 point likert scale. Findings indicated that the practices are performed to a large extent with an average of 3.7. According to the findings, water conservation is the most practiced as it recorded the highest mean at 3.8 while implementation of linen and towel reuse is the least practiced as indicated by the lowest mean of 3.3. Waste management, energy management and green procurement/recycling recorded a mean of 3.7 each indicating that they are also practiced to a large extent. This implies that respondents largely engage in green marketing practices.

4.4.4 Social and environmental impact of Ecotourism products

The study also sought to identify the social and environmental impact of ecotourism products.

Figure 4.1 illustrates impact of the products.

Figure 4.1: Existence of Social and environmental impact of Ecotourism products



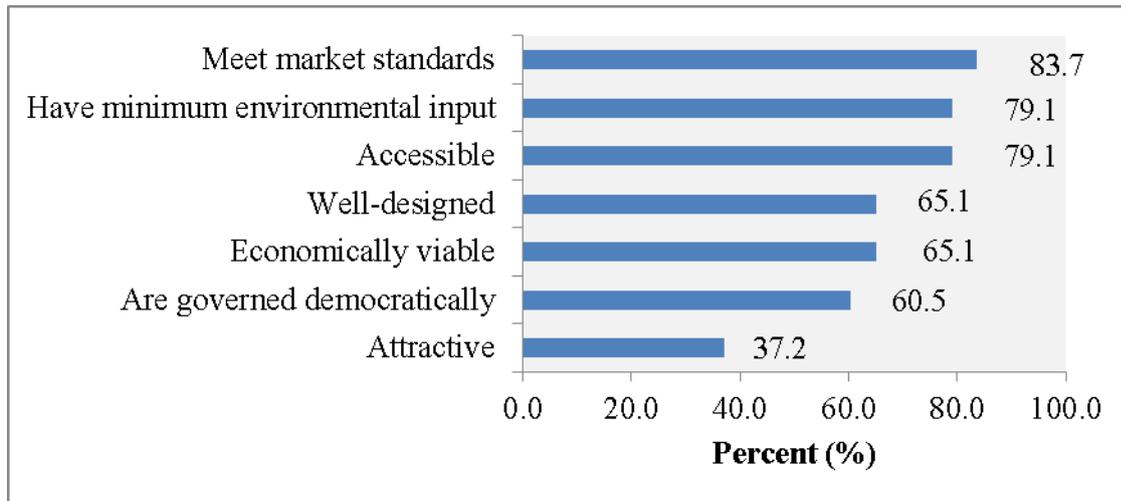
Source: Primary Data

From the survey findings, majority (88%) of the respondents indicated that ecotourism products have a social and environmental impact and yet rich in interpretation. However, 12% of them thought otherwise. This indicates that ecotourism products have a notable social and environmental impact.

4.4.5 Characteristics of Ecotourism Products

Figure 4.2 below indicates the characteristics of ecotourism products in the tourism sector.

Figure 4.2: Characteristics of Ecotourism Products



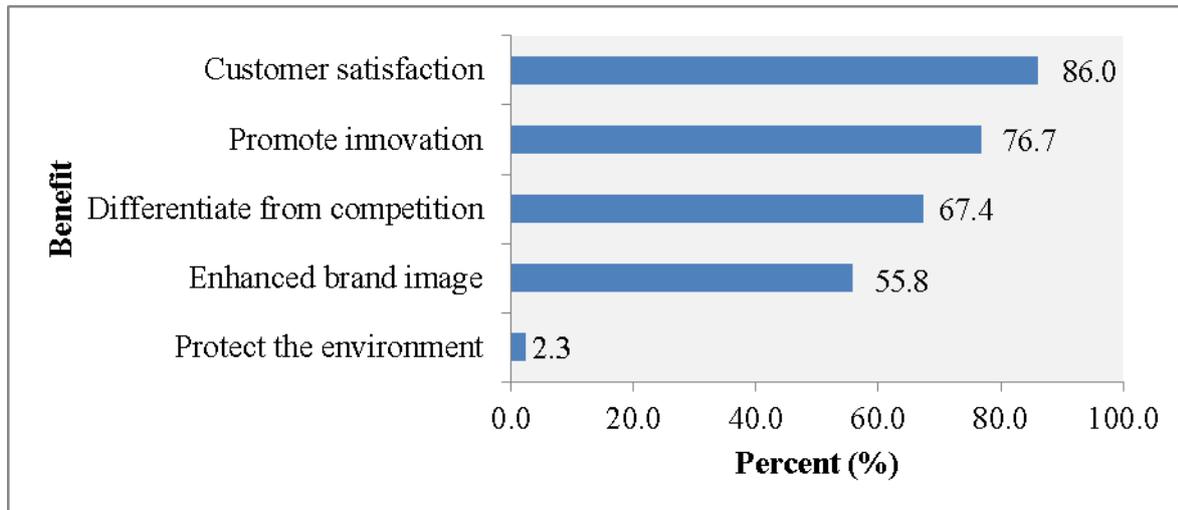
Source: Primary Data

The study investigated the characteristics of ecotourism products in the ecotourism sector. Findings indicated that the products in majority (83.7%) meet the market standards. 79.1% of the respondents confirmed that the products are accessible and have minimum environmental input. Ironically, 37.2% of the respondents thought the products are not attractive. This implies that although ecotourism products meet the market standards, are readily accessible and have minimum environmental input, they are less attractive.

4.4.6 Benefits of Green Marketing in Ecotourism sector

The respondents were asked to tick the benefits of green marketing to those firms that practice it. Figure 4.3 illustrates the benefits of green marketing.

Figure 4.3: Benefits of Green Marketing in Ecotourism Industry



Source: Primary Data

From the findings, green marketing has various benefits to the ecotourism industry. The most notable is customer satisfaction as indicated by a vast majority (86.0%) of the respondents. 76.7% of the respondents indicated that it promotes innovation. Only 2.3% of them mentioned that it protects the environment. This implies that green marketing not only promotes innovation, but also enhances customer satisfaction in the ecotourism sector.

4.4.7 Green Marketing versus Regular Marketing Techniques

The researcher sought to find out the performance of green marketing vis avis regular marketing. Respondents mentioned that green marketing offers sustainability and conservation of the environment and also promotes corporate social responsibility. They also indicated that it identifies the firm as being socially responsible which clients want to support. It was also mentioned that green marketing contributes to a large extent in cost cutting measures hence enhances the achievement of the profitability goal of the company. They also mentioned that some of the effectiveness associated with green marketing includes product differentiation, environmental management, as well as enhanced brand image.

4.4.8 Benefits of Green Marketing to Tourist Accommodation Service Providers

The study sought to establish the extent to which green marketing benefits ecotourism sector in Kenya. This is illustrated in Table 4:13 below.

Table 4.13: Benefits of Green Marketing to the Firm

Benefits of Green Marketing to the Firm	No response	Not at All	Small extent	Moderate extent	Large extent	Very large extent	Mean
Green products easily sail in the market because of their environmental-friendly nature	2.3	0.0	2.3	2.3	18.6	74.4	4.6
Green products have favorable prices hence attracting more customers	2.3	2.3	16.3	16.3	46.5	16.3	3.5
Green products are easily distributable	2.3	9.3	2.3	7.0	79.1	0.0	3.5
Green products get easily promoted in the market because of their market appealing nature	2.3	2.3	27.9	14.0	53.5	0.0	3.1
Average	2.3	3.5	12.2	9.9	49.4	22.67	3.7

Source: Primary Data

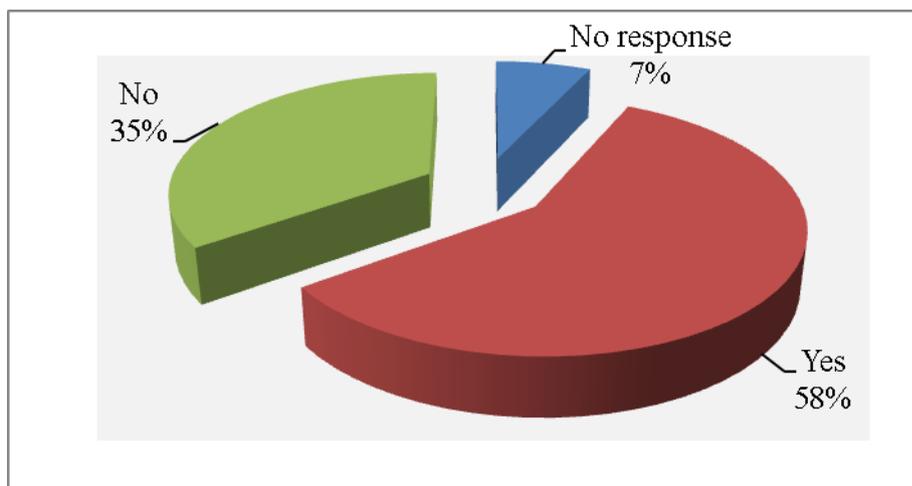
To investigate the benefits of green marketing to the firms that participated in the study, the respondents were presented with four statements proposing such benefits. They were required to rate the extent of the benefits on a 5 point likert. Findings indicated that the firms benefit to a large extent as the overall mean stood at an average of 3.7.

The most notable benefit is that green products easily sail in the market because of their environmental-friendly nature as it had the highest mean at 4.6. This implies that ecotourism destination providers who adopt green marketing practices have their products performing better than those that do not.

4.4.9 Satisfaction with the Government’s Involvement in Ecotourism

The figure below indicates the number of respondent who were satisfied with the government intervention in ecotourism. Some respondent however choose not to give any response.

Figure 4.4: Satisfaction with the Government’s Involvement in Ecotourism



Source: Primary Data

From the findings, most (58%) of the respondents confirmed that they were satisfied with government involvement in the running of the sector, while 35% of them were dissatisfied. However, 7% of them did not respond to this question. This implies that the government involvement in the running of ecotourism sector is satisfactory although improvement is needed to achieve higher satisfaction among the tourist accommodation providers.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter gives a summary of findings, conclusions and recommendations in relation to the research objective and the existing literature. The study had one main objective to establish the influence green marketing practices on the performance of ecotourism sector in Kenya.

5.2 Summary

Based on the results of the study, the respondents indicated that their firms practiced green marketing. In addition, the study finds a significant relationship between green marketing practices and ecotourism performance.

On what contributes to the decision to practice green marketing, the major reason according to the findings is to comply with the existing environmental policies. Another major reason is environmental conservation. The study revealed that in supporting the local communities, the ecotourism destination providers buy handicraft items from local communities as well as giving them employment. Majority of the firms also educate the local communities on resource use and management. By supporting the local community, the firm benefits in various ways including healthy/enhanced co-existence between the local communities and the wildlife among others.

The study revealed that ecotourism destination providers engage in different practices on their products/services to enhance green marketing. The major practice in this regard is

making sure that the product is engaging and simple. Nearly all of the marketing managers affirmed that there is a relationship between green marketing and ecotourism sector in Kenya. According to the findings, the tourist accommodation service providers engage in a variety of practices that show their adherence to green marketing. The major practice is resource reduction as affirmed by a vast majority of the marketing managers. This entails water, electricity, use of solar energy, wind power etc. Another major practice is waste management. Findings further indicated that the practices are performed to a large extent in which case water conservation is the most largely practiced among the firms. Waste management, energy management and green procurement/recycling are also practiced to a large extent. Majority of the marketing managers affirmed that ecotourism products have a social and environmental impact. A further analysis indicated that the products in majority of the companies meet the market standards. In others they are accessible and have minimum environmental input. Nevertheless, only a few of the managers mentioned that the products are attractive.

From the findings, green marketing has several benefits to the ecotourism industry. The most notable is customer satisfaction as affirmed by a vast majority of the marketing managers. It also promotes innovation. On the benefits of green marketing to the firms, findings indicated that the firms benefit to a large extent. The most notable benefit is that green products easily sail in the market because of their environmental-friendly nature. Most of the marketing managers in these firms affirmed that they were satisfied with government involvement in ecotourism although some of them were dissatisfied.

5.3 Conclusions

From the findings, it is clear that ecotourism destinations providers in the country have embraced green marketing practices. This has been greatly influenced by environmental policies in the country. Tourist accommodation service providers mainly support the local

communities through buying handicraft items, offering them employment and educating them in resource use and management. Most of these firms make their products engaging, simple and distinctive. There exists a strong relationship between green marketing and ecotourism performance in the country. The adherence to green marketing in ecotourism destination providers practice resource reduction, waste management as well as biodiversity.

Ecotourism destination providers in the country largely engage in green marketing practices especially water conservation, waste management, energy management and recycling/green procurement. Despite ecotourism products meeting the market standards, being readily accessible and having minimum environmental input, only a few of them are attractive. Green marketing is observed to not only promotes innovation, but also enhance customer satisfaction in the ecotourism industry. Firms that adopt green marketing practices have their products performing better than those that do not. It is inferred that government involvement in ecotourism is satisfactory. However, more needs to be done to achieve higher satisfaction among the ecotourism destination providers.

5.4 Recommendations

The study recommends that ecotourism destination providers in the country should continue to practice green marketing since it has benefits that can enhance the performance of these firms. Secondly, the government of Kenya should develop measures that ensure more support is given to the ecotourism destination providers in the country. This will boost their morale in practicing green marketing which is beneficial to both the firm and the country. Ecotourism destination providers should put more effort in enhancing the attractiveness of their products/services to improve their competitiveness in the market.

5.5 Suggestions for Further Studies

Rigorous studies should be done on green marketing in other industries for comparison purposes. It is also important that a similar study be done after a span of time to monitor the trend in green marketing in the ecotourism industry.

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b) If yes, to what extent do the following factors contribute to your decision to practice green marketing (Kindly tick the appropriate box)

Description	Very large extent	Moderate extent	Small extent	Not at all
a) Environmental conservation				
b) Green products are more profitable based on their pricing				
c) To comply with the existing environmental policies				
d) Demand for green products is high as compared to that of others				

e) Any other, kindly specify.....

8. How does your firm support local communities?(multiple selection allowed)

- a) Buy fruits and vegetables []
- b) Buy fish and meat products []
- c) Buy handicraft items []
- d) Give them employment []
- e) educate them in resource use and management []
- f) Any other, please specify

9. What benefits accrue from such a practice.....

.....

10. What are the practices carried out by your firm on the product to enhance green marketing? (Multiple selections allowed)

- a) Make it Simple d) Make Sure It's Distinctive
b) Make it Relevant e) Make Sure It's Engaging
c) Make Sure It's Believable

PART C: THE RELATIONSHIP BETWEEN GREEN MARKETING PRACTICES AND PERFORMANCE OF ECOTOURISM SECTOR IN KENYA

11. Is there any relationship between green marketing and ecotourism?

Yes [] No []

12. If yes, what are the practices performed by your firm that shows your adherence to green marketing practices? (Multiple selection allowed)

- a) Resource reduction
(Water, electricity, use of solar energy, wind power etc.) []
- b) Waste management
(Solid waste, recycling, disposal of toxic waste etc. []
- c) Biodiversity
(Restoration of wasteland, pollution breakdown and absorption, climate change, cultural values etc. []
- d) Any other, please specify

.....
.....

13. To what extent are these practices performed? (Kindly tick the appropriate box)

Description	Very large extent	Large extent	Moderate extent	Small extent	Not at all
a) Energy management					
b) Waste management					
c) Water conservation					
d) Green procurement/recycling					
e) Implementation of linen and towel reuse					

14. Do ecotourism products have a social and environmental low impact but on the other hand are rich in interpretation?

Yes [] No []

15. What are the characteristics of ecotourism products in your organization? (Multiple selection allowed)

- a) Economic viable []
- b) Attractive []
- c) Accessible []
- d) Well-designed []
- e) Meet market standards []
- f) Are governed democratically []
- g) Have minimum environmental input []

16. Which of the following best describes the benefits of green marketing in ecotourism industry? (Multiple selection allowed)

- a) Enhanced brand image []
- b) Promote innovation []
- c) Differentiate from competition []
- d) Customer satisfaction []
- e) Any other, please specify.....

PART D: GENERAL INFORMATION

17. In your opinion how is green marketing more effective than regular marketing techniques

.....

18. To what extent do firms which follow green marketing benefit from such a practice?

Description	Very large extent	Large extent	Moderate extent	Small extent	Not at all
a) Green products easily sail in the market because of their environmental-friendly nature					
b) Green products have favorable prices hence attracting more customers					
c) Green products are easily distributable					
d) Green products get easily promoted in the market because of their market appealing nature					

e) Any other (specify)

19. Are you satisfied with the government's involvement (if any) in the running of ecotourism in Kenya?

Yes []

No []

THANK YOU VERY MUCH FOR YOUR COOPERATION

Appendix II: Ecotourism Kenya: Eco-Rated Accommodation Facilities

	Facility name	Category	Region
1	Voyager Ziwani Camp	Camp	The Coast
2	Malewa Lodge and Kigio Camp	Camp	Mid Rift Area
3	Saruni Safari Camp	Camp	Maasai Mara
4	Larsen's Camp	Camp	Laikipia-Samburu
5	Basecamp masai mara	Camp	Masai mara
6	JK camp	Camp	Maasai Mara
7	Kichwa Tembo Tented Camp	Camp	Maasai Mara
8	Amboseli Sopa Lodge	Lodge	Greater Amboseli
9	Lake elementaita serena camp	Camp	Mid rift
10	Oi Tukai Lodge	Lodge	Greater Amboseli
11	Loisaba Cottages	Lodge	Laikipia-Samburu
12	Samburu Sopa Lodge	Lodge	Mid Rift Area
13	Distant Relatives Ecolodge & Backpackers	Lodge	The Coast
14	Ekorian's Mugie Camp	Lodge	Laikipia-Samburu
15	Samburu Game Lodge	Lodge	Laikipia-Samburu
16	Lake Naivasha country club	Hotel	Mid rift
17	El Karama Eco lodge	Lodge	Laikipia-Samburu
18	Pelican Lodge	Lodge	Mid Rift Area
19	Mara Toto Camp	Permanent Tented Camp	Maasai Mara
20	kiboko luxury camp	Camp	Mid rift

	Facility name	Category	Region
21	Naibor Camps	Permanent Tented Camp	Maasai Mara
22	Lake Naivasha Sopa Resort	Resort	Mid Rift Area
23	Voyager Beach Resort	Resort	Nairobi
24	Ashnil Aruba	Semi-Permanent Tented Camp	Mid Rift Area
25	Satao Luxury Safari Camp	Semi-Permanent Tented Camp	Taita-Taveta
26	Kitich Camp	Camp	Laikipia-Samburu
27	Sanctuary Olonana	Camp	Maasai Mara
28	Sweetwaters Serena Tented Camp	Camp	Laikipia-Samburu
29	Joys Camp	Camp	Laikipia-Samburu
30	Cottar's 1920's camp	Camp	Maasai Mara
31	Lewa Safari Camp	Camp	Mid Rift Area
32	Porini Mara Camp	Camp	Maasai Mara
33	Kicheche Laikipia Camp	Camp	Laikipia-Samburu
34	Turtle Bay Beach Club	Hotel	The Coast
35	Sasaab Samburu	Lodge	Laikipia-Samburu
36	Elsa's Kopje	Lodge	Laikipia-Samburu
37	Campi ya Kanzi	Permanent Tented Camp	Greater Amboseli
38	Kicheche Mara Camp	Permanent Tented Camp	Maasai Mara
39	Elephant Pepper Camp	Semi-Permanent Tented Camp	Maasai Mara

	Facility name	Category	Region
40	Porini Amboseli Camp	Semi-Permanent Tented Camp	Mid Rift Area
41	Karen Blixen Camp	Camp	Maasai Mara
42	Kicheche Bush Camp	Camp	Maasai Mara
43	Little Governors Camp	Camp	Maasai Mara
44	Severin Safari Camp	Camp	Taita-Taveta
45	Samburu Intrepids Camp	Camp	Laikipia-Samburu
46	Kicheche Valley Camp	Camp	Maasai Mara
47	Bateleur Camp	Camp	Maasai Mara
48	Sentrim amboseli	Camp	Greater amboseli
49	Il Moran governors camp	Permanent tented camp	Masai mara
50	Subira House	Hotel	The Coast
51	Baobab Beach Resort and Spa	Hotel	The Coast
52	Medina Palms	Hotel	The Coast
53	Banana House	Lodge	The Coast
54	Kipungani Explorer Camp	Lodge	The Coast
55	Il Ngwesi Lodge	Lodge	Laikipia-Samburu
56	Great Rift Valley Lodge	Lodge	Mid Rift Area
57	Severin Sea Lodge	Lodge	The Coast
58	Tawi Lodge	Lodge	Greater Amboseli
59	Saruni Samburu Lodge	Lodge	Laikipia-Samburu
60	Amboseli Serena Safari Lodge	Lodge	Greater Amboseli
61	Porini lion camp	Camp	Masai

	Facility name	Category	Region
62	Kilaguni Serena Safari Lodge	Lodge	Taita-Taveta
63	Mara Serena Safari Lodge	Lodge	Maasai Mara
64	Tassia Lodge	Lodge	Mid Rift Area
65	Solio Lodge	Lodge	Laikipia-Samburu
66	Ollaro Lodge	Lodge	Maasai Mara
67	Sirikoi Lodge	Lodge	Laikipia-Samburu
68	Serena Mountain Lodge	Lodge	Mt. Kenya
69	Mara Bushtops Camp	Permanent Tented Camp	Mid Rift Area
71	Mara Intrepids Camp	Permanent Tented Camp	Maasai Mara
72	Mara Explorer Camp	Permanent Tented Camp	Maasai Mara
73	Rekero Camp	Seasonal Camp	Maasai Mara
74	Exploreams Mara Rianta	Semi-Permanent Tented Camp	Maasai Mara
75	Governors Camp	Semi-Permanent Tented Camp	Maasai Mara
76	Porini Rhino Camp	Semi-Permanent Tented Camp	Mid Rift Area
77	Kilima Camp	Semi-Permanent Tented Camp	Maasai Mara
78	Ol Seki Mara Camp	Semi-Permanent Tented Camp	Maasai Mara
79	Mara Bush Camp & Little Mara Bush Camp	Semi-Permanent Tented Camp	Maasai Mara

	Facility name	Category	Region
80	Mara Plains Camp	Semi-Permanent Tented Camp	Maasai Mara
81	Mara Siria Luxury Tented Camp	Semi-Permanent Tented Camp	Mid Rift Area
82	Eagle View, Mara Naboisho	Semi-Permanent Tented Camp	Maasai Mara
83	Encounter Mara Camp	Semi-Permanent Tented Camp	Maasai Mara
84	Naboisho camp	Camp	Maasai Mara
85	Sarova Mara Game Camp	Camp	Maasai Mara

SOURCE: Ecotourism Kenya Naturals Issue No.6/April-September 2015