

**THE INFLUENCE OF POLITICAL MARKETING STRATEGIES ON THE
PERFORMANCE OF KENYA AS A TOURIST DESTINATION**

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DECLARATION

This research project is my original work and has not been submitted for examination or award of degree in any other University or Institution of Learning.

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DEDICATION

This project is dedicated to my lovely children Ivy, Ivet, Ivan and Ives.

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LIST OF ACRONYMS AND ABBREVIATIONS

AMA	American Marketing Association
EPS	Earnings Per Share
IEBC	Independent Electoral and Boundaries Commission
KANU	Kenya African National Union
KNBS	Kenya National Bureau of Statistics
ODM	Orange Democratic Movement
PEV	Post Election Violence
PNU	Party of National Unity
ROI	Return on Investment
UK	United Kingdom

ABSTRACT

This study examines the influence of political marketing strategies on the performance of Kenya as a tourist destination. The objectives of the study were to establish the political marketing strategies adopted by Kenyan politicians, determine the performance of Kenya as a tourist destination for the last 26 years and to assess the relationship between political marketing strategies and the performance of Kenya as a tourist destination. The study established that politicians in Kenya employ marketing strategies including market and voter segmentation, party and candidate positioning, political branding, political advertising and campaigns, public political rallies, public opinion polling and political realignments. These are mainly employed one year before the election year and mostly during the election year itself. The reasons for use of these political marketing strategies are to popularize their political ideologies and chosen candidates, increase vote share, boost party membership, increase vote share, increase voter turnout and to a small extent promote ideals of democracy. The study established that tourist numbers to Kenya have had a steady increase. However, in the year before, during and after the elections the growth was either minimal or declined as compared to the other years. The study concluded that this was due to the fact that use of political marketing strategies was not aimed at promoting ideals of democracy hence resulting to instability and divisiveness. The study recommends that politicians should aim at promoting the ideals of democracy in their use of political marketing strategies. The study also recommends that the Kenya Tourism Board should develop marketing strategies that ensure the tourism sector does not respond negatively to the political environment. The study recommends that further research should be done to establish the direct impact of political marketing strategies on the tourist and how this affects their decision to travel.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Marketing is a dynamic concept that has become an increasingly important business function as well as an invaluable activity for not-for-profit and social organisations. Marketing is often defined in terms of goods and services. Services are intangible and are defined as benefits, activities or satisfactions that are offered for sale or provided together with the sale of goods (American Marketing Association). Kotler as quoted in Pillai and Bagavathi (2013, p. 432) further defines a service to be an act or performance that is offered by one party to another, is essentially intangible and nothing is owned as a result and its production may or may not be associated to a physical product. Marketing of services has become a central part of today's global marketing environment with a large number of the global economies being service economies. Marketing of political ideologies is one such service economy as politicians compete for elective positions and promise service delivery to the electorate. Political marketing is an integral part of political life. Marketing is used by Presidents and Prime Ministers, political parties and politicians, government departments and councils to pursue their political goals, (www.political-marketing.org).

How politicians undertake the marketing of their parties, manifestoes and themselves, has a great impact on the performance of tourism as this may or may not lead to stability. Political stability and safety are main determinants for tourism; threats of such events as civil unrest and terrorism often influence tourists' decisions to visit a destination. As such, the impact on a destination's tourism sector as a result of political

instability is immediate and may be long-lasting (Travel and Tourism competitiveness report 2015).

To be able to achieve its objectives, the study will be anchored on the democratic and the relationship marketing theories. The democratic theory evolved when the word participation became part of the political vocabulary in the late 1960s as a result of mainly students' demands for new areas of participation to be opened up especially as concerned higher learning. Participation is now a prominent feature of recent theories of democracy (Pateman 1970). The classical theorists also had the idea of maximum participation of all people on which modern democratic theory rests. Democracy as defined by Morlino (1998) as cited in Morlino (2002) includes having at least universal, adult suffrage; free, recurring, fair and competitive elections; more than one source of information; more than one political party; and freedom and equality. This explains why elections are held and hence the need for political marketing strategies.

Relationship marketing creates more value to the customer up and above what is provided by the product or service, through the firm creating close ties with the customers (Kaskeala, 2010). According to Grönroos (1994) as cited by Kaskeala (2010), a profitable and successful relationship with a customer is built in two steps, first by attracting the new customers and then building the relationship in a way that ensures the relationship's economic goals are met. Relationships predict behaviour, are fluid and dynamic (Gordon, 1998). Relationships may either develop to become stronger or may be eroded and weakened. A critical incident, either positive or negative, could occur that may cause specific behavioural and hence relationship changes which may affect the electoral transactions as they may build or erode the developed relations (Bannon, 2008).

Depending on what relationships candidates and political parties have with their electorate the election may be won or lost.

Tourism is recognized as one of the fastest growing sectors of the world economy and a great contributor towards regional and national economic development (Kyalo&Katuse, 2013). In Kenya, tourism is the third foreign exchange earner and contributor to the gross domestic product having earned Ksh 183.4 billion in 2013 (4.8% of GDP) as reported in the World Travel and Tourism Council Travel and Tourism Economic Impact report (2014) . It is a cornerstone to Kenya's development blueprint, the Kenya Vision 2030, aiming at making Kenya a newly industrializing and middle income country (Vision 2030). This is so because tourism is a catalyst for investment in other sectors, and it stimulates economic diversification across sectors. Kenya's tourism is dependent on its wildlife, coastal beaches, the diverse culture of the people, its scenic and diverse landscape and the development of business and conference tourism. Despite the maturity of the tourism sector in Kenya, it faces challenges as a result of stiff competition from competing destinations that offer similar products. Tourism being a service industry with the service being consumed at source, it also faces other challenges that result to its decline and poor performance such as sensitivity to changes in the global economic environment, security concerns and happenings within the destination such as the political climate.

1.1.1 The concept of political marketing

According to Kotler & Keller (2013), marketing is about identifying and meeting people's needs profitably and as such the focus is on the customer. Marketing begins with the fundamental idea that “ most human behavior is a purposeful quest for need

satisfaction and this activity is rooted in the “exchange” notion which is the process of satisfying human needs via trade” (Pillai, et al, 2013).Marketing is defined by the U.K. Chartered Institute of Marketing as the management process responsible for the identification, anticipation and satisfaction of customer requirements while being profitable.The American Marketing Association on the other hand defines marketing as the planning and execution process of the conception, setting prices, promoting and distributing ideas, goods and services so as to create exchanges that satisfy individual and organizational goals.

Marketing activities were classified by McCarthy into marketing-mix tools of four broad kinds which he called the 4Ps of marketing; product, price, place and promotion. However today, marketing is not only looked at in terms of the 4Ps given the breadth, complexity and richness of marketing, these tools can be expanded to include people; who are critical to the marketing process, processes that reflect the creativity, discipline and structure in marketing management as well as programs which are all the consumer-directed activities encompassing all the 4Ps and other activities (Kotler & Keller, 2013).According to Saleemi (2013), under the modern concept marketing is more than a mere physical process of distributing goods and services rather it involves determining the needs of the potential customers and designing products that satisfy these needs.

Political marketing is a marriage of two social science disciplines –political science and marketing- that describe and prescribe political behavior (Lees –Marshment 2001 and Henneberg 2004) as quoted in Jenje (2014).The political subject is defined by Liutiko (2015) as the consumption of goods in the form of political power, political ideas, political leaders, and parties.Political marketing is therefore understood to be the

identification of political relations and processes that have different forms of market exchange, the specific market being the electoral choice process (the act of purchase and sale). Maarek (1995) is further cited as arguing that political marketing is a genuine policy of political communications and strategic global approach to design and convey political messages.

According to Menon (2009), political marketing means the use of marketing tools, methods and techniques in the political process; it is the activity of penetrating the political space through marketing. Political marketing academics pursue the political marketing idea as an explanatory framework for politics, and advocate its greater expansion into the political practice domain as they view it as a force for good, aimed at holding political actors to account in terms of more adequately meeting the needs of voters which is a catalyst for greater democratisation within civil societies (Reeve, 2009). However, as Smith and Saunders (1990) notes, this can only be achieved through the use of marketing techniques more strategically (Baines et al, 2002). They further advocate for use of marketing planning in order to meet the gap between the voter expectations from a potential government and proposals from parties and candidates. This will ensure stability in the political environment as various political marketing strategies are employed and ideologies based on credible policy and image generated.

1.1.2 The concept of performance

Performance is defined as the result of activities undertaken over a specific period of time (Illmer, 2011). It is measured against previously set and known standards of accuracy, completeness, cost, and timeliness. Performance in a contract is the fulfillment of an obligation, in such a way as to release the performer from all liabilities in the said

contract. Performance measurement as further stated by Illmer(2011), can be said to be the process of determining the effectiveness and efficiency of a previous action with more precise measurement being that of how well organisations are managed as per their targets and the value generated to their stakeholders. This involves an analysis of the input, the processes and the output in relation to the set targets. A firm's performance measurement according to Al-matari et al (2014) can be either accounting based or market based. The accounting based measures focus on the short term and is considered as an effective indicator of a firm's profitability. These include such measures as the Return on Investment (ROI) and Earnings per Share (EPS). The market based measure is long term and forward looking with its reflection of the shareholders' expectations as concerns the firm's performance in the future.

Performance of the tourism sector can be measured by the market based measurement as it is the level of a destination's competitiveness. According to Dupeyras and MacCallum(2013), tourism competitiveness of a destination is its ability to optimize its attractiveness for both non-residents and residents, to deliver innovative, attractive and quality, tourism services to tourists and to gain market shares on both the domestic and global market while ensuring efficiency and sustainability in the use of the available tourism resources. They further state that this can be determined through such measures as indicators that measure tourism performance (tourist arrival numbers) and impacts; those that monitor the ability of a destination to offer competitive and quality tourism services; those that monitor destination attractiveness and describe policy responses and economic opportunities.

1.1.3 Kenya as a tourist destination

Tourism in Kenya is fairly developed with various agencies mandated to manage and ensure that the sector contributes to the economy maximally. The sector is under the government Ministry of Tourism under which the Department of Tourism has the responsibility of formulating tourism policy. Policy implementation is undertaken by various other agencies (government parastatals). The Tourism Regulatory Authority is mandated with regulation of the sector and the Kenya Tourism Board with marketing of the destination. The Kenya Wildlife Service though under the Ministry of Environment and Natural Resources, is responsible for the protection of the National Parks while some county governments such as Baringo, Samburu and Narok are responsible for the Game Reserves within their counties.

Development of Tourism in Kenya started during the pre-colonial times with the visit of hunting enthusiasts to Kenya's wilderness. The demand for hunting as a tourism activity increased over time and this led to the need for conservation and protection of wildlife and the consequent gazettelement of the Nairobi National Park as the first protected area in 1948 (www.kenyaembassytlv.org.il/209618/tourism-development-in-Kenya-1). White settlers from the highlands also started to travel to the coast to relax and this led to a demand in accommodation facilities and services. With these developments and establishment of more protected areas, tourism in Kenya began to develop and by independence, Kenya's international annual tourist arrivals had reached 50,000. Currently, travelers to Kenya do not only visit the parks and the coast, but they also visit to take part in many other activities such as sports (water sports and golf), events and

festivals, experience culture and heritage and also sample the entertainment and nightlife as listed on www.magicalkenya.com “what to do in Kenya”.

1.2 Statement of the research problem

Political marketing is critical in any democracy where different political parties have to sell themselves to the electorate. This is so in Kenya with a five year election cycle during which the president and other elected members’ terms end and are re-elected or others are elected. During the election period, politicians must convince the electorate that they are the most suited candidates to represent them in the various elective positions. They also market their political parties, their manifestoes and what they stand for. This marketing process ultimately affects the political environment which in turn impacts tourism and as Singh (2012) notes that efficiency and working of the tourism industry in any country is impacted by the political environment no matter its size or area of operation.

After independence, tourism was the fastest growing sector of the Kenyan economy. It brought in foreign currency at a level surpassed only by coffee and tea. In 1989, income from tourism first exceeded that from coffee when a record 730,000 tourists earned the country Ksh 6,986 million. The growth has been steady up to 2007 when Kenya recorded the highest arrivals of 1,816,957 tourists (Kenya National Bureau of Statistics statistical abstract 2012). The numbers however went down to 1,203,224 the following year due to the post-election violence (PEV) which made Kenya an unsafe destination. The earnings equally dropped to Ksh 53.7 billion. However after the PEV, with serious recovery campaigns the tourism sector gradually recovered recording the highest arrivals in 2011 at 1,822,885 and earnings of Ksh 97.9 billion (Kenya National Bureau of Statistics, Kenya facts and figures 2012).

Various studies have been done in areas of destination marketing, impact of destination image, role of marketing in politics, effect of political instability on tourism and use of various marketing medium both locally and internationally. Buhalis (1999) sought to review various models of management and strategic marketing of destinations and provided various techniques that are widely used. He explained the need for destinations to have a balance between the strategic objectives of all stakeholders and the sustainability of available local resources. Ingram and Tabari (2013) undertook a study to explore the relationship between political instability upon destination image and perception and tourism consumer behavior. Their findings suggested that the effects of adverse publicity on political instability to tourism arrivals may be temporary, as long as a destination's perceived image is strong and the disruption is short lived. Hall (2010) sought to draw the interconnections between political change and change in tourism and concluded that change is the norm in politics, policy as well as tourism. Singh undertook a study to establish the impact of the political environment on tourism marketing in Fiji and concluded that the proliferation of malicious groups and political unrest affected the country's image hence affecting travel to the country.

Kyalo and Katuse (2013) on the other hand sought to highlight the impact of Kenya's destination image on its perception as a tourist destination. They assessed the perceptions held before the visit by intending visitors. They concluded that Kenya's image as a premiere tourist destination was positive. This is regardless to the fact that the country's tourism has experienced downtimes from time to time. Jenje (2014) sought to assess the role of marketing in Kenyan politics and concluded that the main aim of marketing activities is to win elections, create awareness and garner the swing vote. He further

concluded that Kenyan politicians should not ignore marketing activities if they are to increase their chances of being elected into political office. Obare (2013) sought to establish the role of social media as a campaign tool with the case of the 2013 Kenyan elections. She concluded that social media enhanced political participation in the 2013 elections but also contributed to polarization of citizens on lines of political affiliation. On the other hand, Cascante (2012) sought to evaluate the political factors that influence tourism especially in Kenya in the first decade of the 21st century. The study concluded that the Government of Kenya had given tourism more attention and participation through economic distribution and that there is strong political influence by the government over tourism. It further goes ahead to show that the political environment affects tourism directly or indirectly depending on the decisions made which could have either a positive or negative effect on tourism. However, no similar study on the influence of political marketing strategies on Kenya as a tourist destination has been undertaken to the best of the knowledge of the researcher. This research therefore seeks to answer the following question; what is the influence of political marketing strategies on the performance of Kenya as a tourist destination?

1.3 Objectives of the study

This study was guided by the following research objectives;

To establish the political marketing strategies adopted by Kenyan politicians.

To determine the performance of Kenya as a tourist destination for the last 26 years

To assess the relationship between political marketing strategies and the performance of Kenya as a tourist destination.

1.4 Value of the study

The results of the study may be of value to:

Researchers and Academicians: who may use them as a source of reference in their academic pursuits. Future studies of the effect of political marketing on the performance of tourist destinations will add to the tourism industry fields of inquiry. The findings will lead researchers in the fields of political marketing and tourism to use the information as a foundation for further research.

The practitioners who include the tourism private sector players and the political parties: the tourism private sector players may use the results to develop marketing programs for their activities that can counter the perceived negative impact of political marketing on performance of tourism destinations. The political parties may also use the results to adopt strategies that do not affect the performance of Kenya as a tourist destination negatively. The political parties and candidates may find out what the voters want them to stand for and develop marketing strategies to influence the electorate and against their competitors.

The Government, its agencies and policy makers who may use the results to find ways to counter the effect of political marketing on the performance of the tourism sector through formulation of sound policies to govern what political marketing strategies politicians use to ensure fair conduct of elections and practice of political marketing. The study will also provide policy makers with information that will guide in formulation of guidelines that recognize political marketing as a discipline that can be included in the marketing education programs of the university at both undergraduate and post graduate studies.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of the literature on the theoretical foundation of the study, political marketing strategies, the relationship between political marketing strategies and performance of tourism and finally a summary.

2.2 Theoretical Foundation of the study

Theories of political marketing were initially based on the marketing theories of sale of products and services. However in the mid-1970s American scholars such as Avraham Shama (1974; 1975) and Philip Kotler were on the fore front to develop the theoretical foundations of political marketing. In 1988, David Reid concluded that: "In western terms, although seldom recognised by politicians, the problem of getting elected is essentially a marketing one. Political parties must determine the scope and the most effective way of communicating its benefits to a target audience" (Wring, 1997, Vol.13). As such, the concept of marketing is used in both the sale of goods and services and idea distribution (Gbadeyan, 2011). The scholars even though giving different definitions of political marketing, agreed that political marketing is the use of the principle of marketing in politics (Stromback et al., 2010 as quoted in Gbadeyan, 2011).

The political marketing theories covered are the democratic theory and the relationship marketing theory.

2.2.1 The democratic theory

The theory of democracy recognizes the existence of several forms of democracies. Electoral democracies are hybrid regimes that do not insure a minimum level of civil rights (Diamond, 1999). The defective democracies include 'exclusive' democracies, that only offer limited political rights guarantees; 'dominated' democracies, where the autonomy of elected leaders is conditioned and limited by powerful groups using their influence; and 'illiberal' democracies, offering only partial guarantees on civil rights (Merkel, 1999). The delegative democracies or populist democracies are based on a majority system, hold 'clean elections', there is freedom of expression by parties, parliament and

the press and 'the courts block unconstitutional policies'. However, citizens in these democracies delegate to others who make decisions on their behalf at the moment that they vote, but have no evaluation opportunity on the performance of their officials once they elect them. The theory of democracy is suitable for the study as it explains why elections are held and why candidates and political parties must market themselves using sound strategies to ensure they are elected.

2.2.2 The relationship marketing theory

Relationship marketing, according to the American Marketing Association (AMA), is "marketing with the conscious aim to develop and manage long-term and/or trusting relationships with customers, distributors, suppliers, or other parties in the marketing environment" (AMA, 2013). The relationship marketing theory as argued by Bannan (2005) is a crucial asset of an organization and political parties need therefore to acknowledge this and develop strategies for developing and nurturing a variety of long term relationships with voters and especially so due to the increasing voter volatility and electoral inactivity. Campaigns are often affected by the relationship marketing model moving attention of the buyer-seller connection from a one-time purchase to longer-term interactions. As such, relationship marketing in the political context goes beyond seeking a vote in the particular election to focusing on putting forward the candidate as a person and aiming to develop a continuous relationship between the candidate and the voter that may last beyond the election (Neilson & McQuarrie, 2013).

2.3 Political marketing strategies

An electorate residing in a marketing dominated world is willing to accept, or expect politics to be conducted from a marketing perspective as stated by Reeves, de

Chernatony and Carrigan(2006) because they are in a brand driven society, where marketing messages are continuously targeted at them. As such, it can be said that the ways in which they make choices about their commercial consumption may replicate itself sub-consciously into their political choices.This therefore encourages political parties to adopt some form of political marketing approaches (Reeves, 2009). On the other hand, political marketing involves communication with party members, the media, prospective fundsources and the electorate” (Gbadeyan, 2011). As Stromback et al. (2010) note, marketing is the identification, response to and satisfaction of the needs and wants of selected groups and people in a given society. As such, political marketing is not only about political campaigns but about the relationship between political organisations and their electoral base(Gbadeyan, 2011).

2.3.1 Market or voter segmentation

Market or voter segmentation refers to the breaking down of voters into segments or groups so that the candidate is aware of where to target the message(Tsianti et al, 2008). The predictive model of voter segmentation as presented by Newman (1999) uses four segments: the social voter, the emotional voter, the rational voter, and the situational voter. However, Tsianti et al (2008) cites Lilleker (2003) stating that the political parties in the United Kingdom segment theirs by a simple measure of for example Loyal Conservatives, swing voters and Loyal Labour while others may use the Lewicki et al (1998) matrix to segment by the electoral attitudes and behavior of the young electorate and to develop marketing strategies to attract them to the electoral process.

For political parties and candidates to influence change allegiance or retain a seat, they must identify and approach voters that most likely can change their voting preference (the

swing voters who decide who to vote for at the last minute). The swing voters are said to know very little about politics and hence are easy to influence and this is the category of voters to whom political strategists focus their political marketing on to a large extent (Pistolas, 2009). This is only achievable through voter segmentation whose bases can be determined through constituency research (Baines & Harris, 2002). Another category that is likely to change their minds are said to be soft loyalists who more often than not vote for the same candidate but may change their minds. These segments that are important in helping to secure a seat or change its allegiance need to be targeted by specialized marketing tools.

2.3.2 Party and candidate positioning

Party positioning is the use, by political strategists, of reasoned argument and style of presentation of policies, issues and ideologies, in an attempt to win the minds of voters (Baines & Harris, 2002). On the other hand, candidate positioning is a process where the candidate weighs his own and his opponent's strengths and weaknesses, to enable him establish his image towards the voters and positioning himself within the environment (Tsianti et al, 2008). Political positioning according to Liutiko (2015) can be said to be the process of political communication by a political actor aimed at acquiring, his position in political marketing. Positioning is therefore the process by which politicians connect with voters and develop a marketing theme of agreeable policy stands and issues (Baines & Harris, 2002).

2.3.3 Political branding

Successful political campaign marketers must learn how to use a strong brand (of a party or a candidate) so as to win a competitive advantage and as a result win the most possible

votes. A brand as defined by Kotler (1991) is intended to identify and differentiate the goods and services of a particular seller from those of their competitors. It can be in the form of a name, term, sign, symbol, design or a combination of any of them (Cwalina&Falkowski, 2014).The main goal of branding is to bring out the uniqueness of a brand indimensions that are welcomed by and relevant to consumers. According to de Chernatony (2001), success in a market depends on the ability to differentiate a brand based on the communication internalization and identification, of unique values of the brand that are both important to and desired by consumers.

As noted by Adolphsen (2008), branding has been part of political communication for the past two or so decades, in which politicians and parties within various countries have relied on advice from brand management personnel to advance their presentation externally. He reinforces this with the classic case of Barack Obama in the 2007 presidential campaigns in the United States of America where his campaign was said to resemble an elaborate branding operation with its success attributed to the near perfect corporate identity of the candidate. This was the first candidate who was promoted in a manner similar to a trans-media, consumer brand of the upmarket.

2.3.4 Political Advertising and Campaigns

The fast nature and easy way to access information from new forms of media has affected how election campaigns are conducted. It has also made it difficult to distinguish between the private and public information of candidates in an election campaign (Neilson & McQuarrie, 2013). Advertising has assumed a large part of campaigns for offices at all levels because it allows candidates to reach a large part of the audience, both those interested and the disinterested. Those who pay little attention to news reports, debates or

other campaign activities are part of its audience as these are people who would be watching their preferred stations (Berger, 2013). The emergence of different types of media tools has also made it easier for almost anyone to create and capture information and distribute it quickly and widely through multiple media channels (Neilson & McQuarrie, 2013).

According to Spenkuch and Tonniatti (2016), the coming of the television has had a big impact on how politicians communicate to their constituents. Politicians use TV adverts to reach a larger audience at much lower cost. According to Daignault (2013), television adverts form an important part of any election campaign strategy necessitating that enough work goes in to determine the nature and impact of the political advertisements. Social media and its interactive nature also facilitate relationship marketing as it enables consumers to maintain a continued interaction for their mutual benefit (Williams & Colleagues (2002) as cited in Neilson and McQuarrie (2013)). However as Towner and Dulio (2012) argue, regardless of the media that is used, the communication goal of any campaign is the same; that of getting in contact with voters, communicating with them, trying to influence their way of voting and making sure they vote.

2.3.5 Public Opinion Polls

The Gallup Organisation (2007) defines public opinion polling as a kind of survey or inquiry designed to measure the public's views in regard to a particular topic or a set of topics/issues. Pre-election polls have often been used by political scientists to determine and analyse the intended ways of voting by different electoral groups, how they make their decisions as well as the impact election campaigns have on them (Kou & Sabal,

2004). Polls also generate short term election forecasts as they can be related to the end election results. Opinion polling is important in political marketing as voters do not only base their voting decisions on their preferences but on expectations of what other voters will do such as voting for a candidate they may think will receive more support as opposed to their preferred candidate (Macreadle, 2011).

2.4 Relationship between political marketing strategies and performance of tourism.

Political marketing in market orientation as stated by Gbadeyan(2010)is about the relationships between the political parties, target groups and voters (stakeholders). Gbadeyan (2010)cites Kotler & Kotler (1999)in distinguishing between politics and business and states that in politics as opposed to the business world,there is a high concentration of emotions, ideas, partisanship and conflict. As such political marketing strategies employed by political parties in countries may result in a stable or unstable political environment depending on how they are presented and interpreted by the electorate and other interested groups. Singh (2012) citesRawls (1999) who states that stability in the political environment results to security and safety in democratic countries and as such the countries have the potential for continued tourism prosperity. The contrary is so for countries that are perceived as unstable as potential tourists may canceltheir travel plans there or opt forcompeting destinations. As such, to give tourism activities legitimacy, the tourism industryneeds a stable political, financial and legal system to operate in.

A study conducted by Ingram et al (2013) to determine the effect of political instability in Thailand revealed that tourism performance dropped in the years 2009earning the country USD 14.2 as compared to USD 14.41 in 2007, a decline of 12%.This was due to the riots

that resulted from political instability starting December 2008 (Travel and Tourism competitiveness report, 2015). The riots led to the closure of the Suvarnabhumi airport in 2008 which resulted to a negative impact on Thailand's image as a tourist destination resulting to travelcancellations, withdrawal of major tour operators from the country and further an advice to UK nationals not to travel to Bangkok. The same study also revealed a decline in tourism numbers in 2010 due to political unrest in Thailand.

Another study conducted by Singh (2012) to determine the impact of the political environment on tourism marketing arrived at similar conclusions. Singh (2012) notes that Fiji heavily depends on foreign tourists but the political environment in the country has always been of major concern for businesses in the tourism sector, due to its direct and indirect impact on performance and opportunities in theirtourism sector. The study revealed that tourist arrivals in 1995 were 318,495 and this number increased to 409,955 in 1999 but then the same number dropped to 293,793 in 2000 due to a coup in Fiji. However, political stability in 2010 saw the numbers rise to 631,768.

A study byCascante (2012) on the political factors influencing tourism (Kenya) determined that tourism was greatly affected by the election dispute of 2008 between the two major political parties, Party of National Unity (PNU) of the then president MwaiKibaki and Orange Democratic Movement (ODM) of the opposition leader RailaOdinga. The study established that due to the violence that erupted as a result of the dispute, several countries issued travel advises to their citizens not to travel to Kenya and many tourists hence cancelled their bookings to Kenya. The study quotes data from the Ministry of Tourism indicating that tourism visitor numbers of 2008 declined by 34% compared to 2007 from 1.8 million to 1.2 million.

CHAPTER THREE:RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology which includes the research design, population of the study, sampling design and sample size, data collection, data analysis and presentation.

3.2 Research design

The research design was a cross-sectional survey of the political parties in the country and their political marketing strategies as well as historical studies of already existing text data on tourism arrivals for the past 26 years. Cross sectional survey is the collection of information from respondents at single period in time. The cross-sectional survey ensured that the study gave an unbiased presentation to the political parties in the country while

the historical studies provided an understanding of the performance of tourism in Kenya for the period.

3.3 Population of the study

The population of the study was the 21 political parties with representation in the National Assembly out of the total number of 59 registered parties in Kenya as at December 2012 according to the Independent Electoral and Boundaries Commission (IEBC). The population was a representation of the parties that participated in the 2013 elections and succeeded in having representation in the Kenya National Assembly as declared by the IEBC (2013) and as such made use of successful political marketing strategies. The list is attached as appendix 1. Since the population of the study was small, a census was conducted.

3.4 Data collection

The study involved collection of both primary and secondary data. Primary data was collected using semi-structured questionnaires and interviews. The questionnaires were administered personally at the respondents' convenient places. The questionnaire had two parts, A and B. Part A provided data that helped profile the respondents while part B focused on the study. To eliminate biases, the questionnaire was tested on 5 conveniently selected respondents. The data was collected from political party strategists or the equivalent.

Secondary data was collected through review of official government statistical abstracts from the Kenya Bureau of Statistics (KNBS) to establish tourism performance for the last four election cycles that is 26 years including the post, election and pre-election years.

3.6 Data analysis and presentation

Data was analysed using descriptive statistics which classified their distribution frequencies and measures of central tendency (mean) and measures of dispersion (standard deviation). Inferential statistics was also used to analyse the primary data and help make conclusion about the population. The analysis was done with the help of Statistics Package for Social Sciences (SPSS) and the results presented in form of frequency distribution and summarized in relation to the objectives of the study. Secondary data was presented in form of a table and graphs. To determine the relationship between the political marketing strategies and the performance of Kenya as a tourist destination, correlation analysis was done.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the analysis, discussions and presentation of the results and findings. The objectives of the research were to establish the political marketing strategies adopted by Kenyan politicians, to determine performance of Kenya as a tourist destination for the past 26 years and to assess the relationship between political marketing strategies and the performance of Kenya as a tourist destination. Primary data was collected through a census of the 21 political parties that had representation in parliament while secondary data was collected from statistical abstracts from the Kenya National Bureau of Statistics. The findings were presented infrequencies and percentages for primary data and in number of tourist arrivals for secondary data.

4.2 Gender of respondents

This section covered general information from respondents on their political parties, gender and positions. Only data on gender could be viably analysed. The researcher targeted 21 respondents for the primary data out of which 13 responded giving a response rate of 61.9% a viable percentage for analysis.

Table 4.1 Gender of respondents

Gender	Frequency	Percentage (%)
Male	8	61.5
Female	5	38.5

Source: primary data (2016)

Table 4.1 shows that 61.5% of those involved in strategizing for political marketing are male while 38.5% are female. This proves that the political environment and decision making is male dominated. Women are encouraged to get more involved in political decision making positions and processes.

4.3 Use of political marketing strategies

This section sought to establish the political marketing strategies adopted by political parties in Kenya. Respondents were asked to state to what extent the political parties use the listed political marketing strategies. A likert scale was used to answer the questions (1-Not at all; 2-To a small extent; 3- To a moderate extent; 4- To a large extent; 5- To a very large extent). The questions were analyzed by using mean so that the rank of each attribute is identified. The results on use of political marketing strategies are presented in table 4.2 as follows:

Table 4.2 Respondents score on use of political marketing strategies

Political marketing strategies	Mean	Standard deviation
Market and voter segmentation	4.23	.832
Party and candidate positioning	4.31	.751
Political branding	4.00	.816
Political advertising and Campaigns	3.62	1.193
Public opinion polling	2.34	.877
Public Political rallies	4.00	1.000
Political realignments	3.62	1.044

Source: primary data (2016)

From the results presented in table 4.2, market and voter segmentation, party and candidate positioning, political branding, political advertising and campaigns, public political rallies and political re-alignments scored a mean of 4.23, 4.31, 4.00, 3.62, 4.00 and 3.62 respectively. This indicates that politicians in Kenya mostly employ these political marketing strategies. Public opinion polling scored a mean of 2.34 indicating that this is not a preferred political marketing strategy for politicians in Kenya.

4.3.1 Period of intense use of political marketing strategies

Respondents were asked to state to what extent they agree with the period within which the political marketing strategies were intensely used so as to link it with the performance of Kenya as a tourist destination. The findings are presented in table 4.3 as follows:

Table 4.3 Respondents score on period of intense use of political marketing strategies

Period	Mean	Standard deviation
---------------	-------------	---------------------------

Immediately after the election	1.77	.599
Two years before the election	3.08	1.038
One year before the election	4.00	.816
During the election	4.85	.376

Source: primary data (2016)

The results in table 4.3 show that two years before the elections, one year before the elections and the election year scored 3.08, 4.00 and 4.85 respectively. This indicates that these are the periods when the politicians intensely use the political marketing strategies with the most intense period being the election year which had the highest score of 4.85. The period immediately after the election scored 1.77 hence indicating that political marketing strategies are hardly used at this time.

4.3.2 Period when political marketing strategies effects are felt

Respondents were asked to state to what extent they agreed with the period within which the effects of political marketing strategies were felt. This was to enable the researcher compare this with the tourist arrivals at the said period to determine if there is any influence. The findings are presented in table 4.4 as follows:

Table 4.4 Respondents score on period within which effects of political marketing strategies are felt

Period	Mean	Standard deviation
One year before the election	4.00	.577
During the election	4.92	.277
One or more years after the election	2.00	.816

Source: primary data (2016)

The results in table 4.4 indicate that the effects of political marketing strategies are most felt during the election year with a score of 4.92 and one year before the election with a score of 4.00. Little effect is felt one or more years after the election as indicated by a score of 2.00.

4.3.3 Why political parties use political marketing strategies.

Respondents were asked to state to what extent they agree as to the reason why political parties and politicians use political marketing strategies. This was aimed at understanding what informs the decisions made in choosing the ideal political marketing strategy. The findings are presented in table 4.5 as follows:

Table 4.5 Respondents score on why political parties use political marketing strategies

Reason	Mean	Standard deviation
Popularise their political parties	3.92	1.038
Popularise their chosen candidates	4.31	.947
Promote ideals of democracy	3.23	1.013
Boost party membership	4.31	.751
Increase vote share	4.00	.913
Tilt the swing vote	3.85	1.068
Convince the undecided voter	3.85	.899
Increase voter turnout	3.85	1.281

Source: primary data (2016)

Table 4.5 results indicate that the politicians use political marketing strategies to popularize their political parties with a mean score of 3.92, popularise their chosen candidates with a mean score of 4.31, promote ideals of democracy scoring 3.23, boast party membership with a score of 4.31, increase voter share (4.00), tilt the swing vote (3.85), convince the undecided voter scoring and increase voter turnout both scoring 3.85. The highest score was 4.31 for popularising their chosen candidate and boosting party membership.

4.3.4 Effect of political marketing strategies on the Kenyan political environment

Respondents were asked to state to what extent they agreed to the effect of political marketing strategies on the Kenyan political environment so as to relate the state of the political environment to the performance of Kenya as a tourist destination. The findings are recorded in table 4.6 as follows:

Table 4.6 Respondents score on impact of political marketing strategies on the Kenyan political environment

Causes instability	Mean	Standard deviation
Market and voter segmentation	2.77	1.363
Party and candidate positioning	2.46	1.506
Political branding	1.92	1.115
Political advertising and campaigns	2.46	1.198
Public opinion polling	2.62	1.502
Political realignments	2.69	1.109

Source: primary data (2016)

The results on table 4.6 indicate that the use of political marketing strategies has a moderate impact on the Kenyan political environment with scores of 2.77, 2.46, 2.46, 2.62 and 2.69 for market and voter segmentation, party and candidate positioning, political advertising and campaigns, public opinion polling and political realignments respectively. Political branding had a score of 1.92 indicating that its effect is not significant with market and voter segmentation having the highest score.

4.3.5 Effect of political marketing strategies on the Kenyan electorate

Respondents were asked to state to what extent they agreed to the effect of political marketing strategies on the Kenyan electorate. This was aimed at establishing the impact and any negative results of using political marketing strategies by politicians. The findings are recorded in table 4.7 as follows:

Table 4.7 Respondents score on impact of political marketing strategies on the electorate

Causes divisiveness	Mean	Standard deviation
Market and voter segmentation	2.92	1.115
Party and candidate positioning	2.85	1.214
Political branding	2.08	1.320
Political advertising and campaigns	2.69	1.316
Public opinion polling	2.77	1.423

Source: primary data (2016)

Political marketing strategies have a moderate impact on the electorate as indicated by the results in table 4.7. Market and voter segmentation had the highest score of 2.92 while

political branding had the lowest score of 2.08. Party and candidate positioning, political advertising and campaigns and public opinion polling scored 2.85, 2.69 and 2.77 respectively.

4.4 Tourist Arrivals in the last 26 years (5 election cycles)

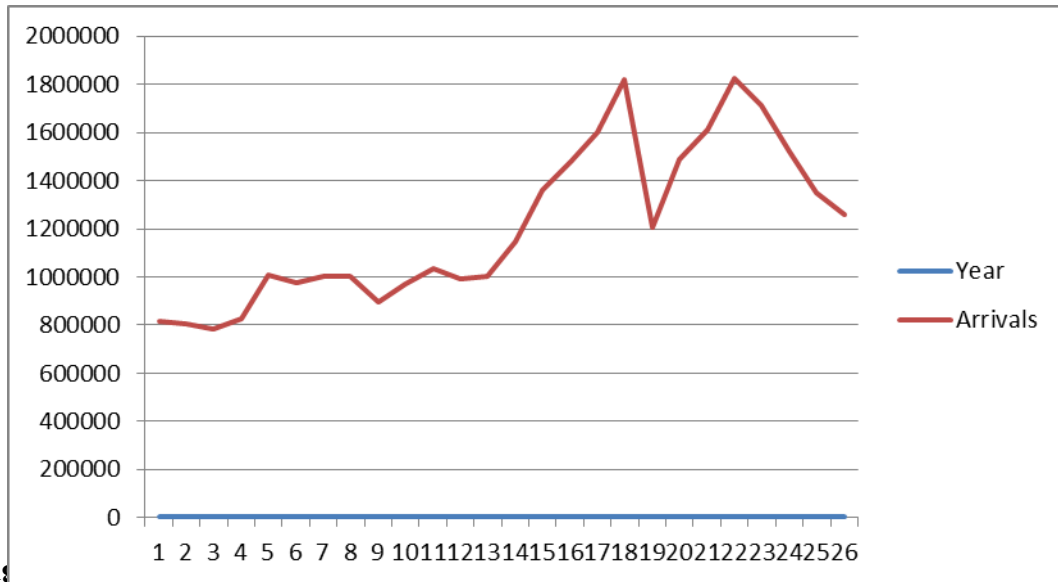
The number of tourists who have visited Kenya for the past 26 years was obtained through collection of secondary data from the Kenya National Bureau of Statistics economic survey reports. The findings are presented in table 4.8 and figures 4.1 and 4.2 respectively as shown below;

Table 4.8 Tourist arrivals for the last 26 years

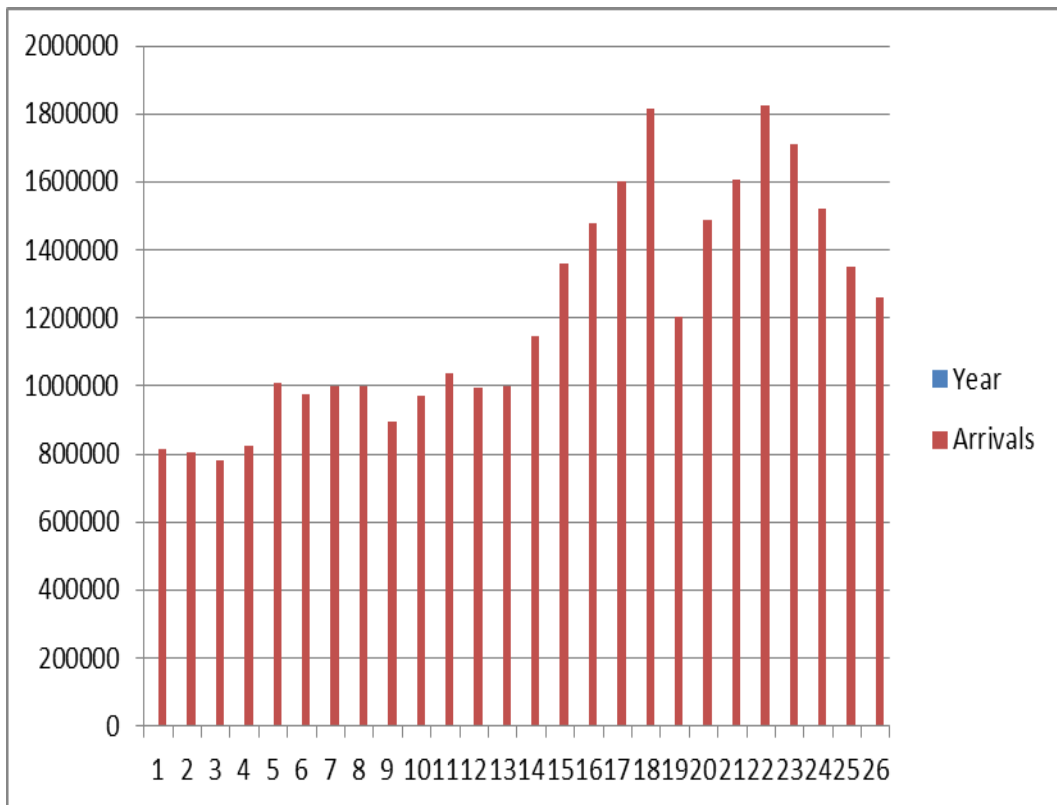
Serial	Year	Arrivals	Serial	Year	Arrivals
1	1990	814,400	14	2003	1,146,000
2	1991	804,600	14	2004	1,360,700
3	1992	781,500	16	2005	1,479,000
4	1993	826,200	17	2006	1,600,541
5	1994	1,008,300	18	2007	1,816,957
6	1995	973,600	19	2008	1,203,224
7	1996	1,000,300	20	2009	1,490,448
8	1997	1,00,600	21	2010	1,609,110
9	1998	894,300	22	2011	1,822,900
10	1999	969,000	13	2012	1,710,800
11	2000	1,036,500	24	2013	1,519,551
12	2001	993,000	25	2014	1,350,000
13	2002	1,001,300	26	2015	1,260,258

Source: Kenya National Bureau of Statistics Economic Abstract 2016

Figure 4.1 Linegraph of Tourist arrivals for the last 26 years



**Fig
the last 26 years**



4.5 Relationship between political marketing strategies and the performance of Kenya as a tourist destination.

To determine the relationship between political marketing strategies and the performance of Kenya as a tourist destination, a correlation analysis was done and results presented in tables 4.9 and 4.10 below:

		Promote ideals of democracy	Market and voter segmentation results to instability	Party and candidate positioning cause instability	Market and voter segmentation cause divisiveness	Party and candidate positioning cause divisiveness
Promote ideals of democracy	Pearson Correlation	1	-.501	-.567*	-.573*	-.511
	Sig. (2-tailed)		.081	.043	.041	.074
Market and voter segmentation results to instability	Pearson Correlation	-.501	1	.705**	.864**	.681*
	Sig. (2-tailed)	.081		.007	.000	.010
Party and candidate positioning cause instability	Pearson Correlation	-.567*	.705**	1	.668*	.634*
	Sig. (2-tailed)	.043	.007		.013	.020
Market and voter segmentation cause divisiveness	Pearson Correlation	-.573*	.864**	.668*	1	.791**
	Sig. (2-tailed)	.041	.000	.013		.001
Party and candidate positioning cause divisiveness	Pearson Correlation	-.511	.681*	.634*	.791**	1
	Sig. (2-tailed)	.074	.010	.020	.001	
*. Correlation is significant at the 0.05 level (2-tailed).						
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: primary data (2016)

The findings in table 4.9 show that there is a moderate negative linear relationship between market and voter segmentation results to instability and marketing strategies to promote ideals of democracy, candidate positioning cause instability and marketing strategies to promote ideals of democracy, market and voter segmentation cause divisiveness and marketing strategies to promote ideals of democracy as well as party and candidate positioning cause divisiveness and marketing strategies to promote ideals of democracy.

This means that if political parties do not develop marketing strategies that promote ideals of democracy it may result in the instability of Kenya's political environment and divisiveness among the electorate. As indicated in mean table 4.5, promoting the ideals of democracy as a reason for use of political marketing strategies by Kenyan politicians scored the lowest mean of 3.23 hence it is not the priority. This explains why the election periods (one year to, during and a year or so after the election) in Kenya are usually tense negatively influencing the performance of Kenya as a tourist destination leading to a decline or marginal growth in tourist numbers as is shown in the arrival table.

		V1	V2	V3	V4	V5	V6	V7	V8
V1	Pearson Correlation	1	.705**	.481	.645*	.864**	.681*	.520	.700**
	Sig. (2-tailed)		.007	.096	.017	.000	.010	.069	.008
V2	Pearson Correlation	.705**	1	.519	.674*	.668*	.634*	.483	.559*
	Sig. (2-tailed)	.007		.069	.011	.013	.020	.094	.047
V3	Pearson Correlation	.481	.519	1	.429	.330	.298	.853**	.250
	Sig. (2-tailed)	.096	.069		.144	.271	.322	.000	.409
V4	Pearson Correlation	.645*	.674*	.429	1	.628*	.330	.394	.813**
	Sig. (2-tailed)	.017	.011	.144		.022	.270	.182	.001
V5	Pearson Correlation	.864**	.668*	.330	.628*	1	.791**	.400	.723**
	Sig. (2-tailed)	.000	.013	.271	.022		.001	.175	.005
V6	Pearson Correlation	.681*	.634*	.298	.330	.791**	1	.320	.605*
	Sig. (2-tailed)	.010	.020	.322	.270	.001		.287	.029
V7	Pearson Correlation	.520	.483	.853**	.394	.400	.320	1	.321
	Sig. (2-tailed)	.069	.094	.000	.182	.175	.287		.285
V8	Pearson Correlation	.700**	.559*	.250	.813**	.723**	.605*	.321	1
	Sig. (2-tailed)	.008	.047	.409	.001	.005	.029	.285	
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Source: primary data (2016)

KEY TO TABLE 4.10

V1: Market and voter segmentation result to instability

V2: Party and candidate positioning cause instability

V3: Political branding causes instability

V4: Public opinion polling causes instability

V5: Market and voter segmentation cause divisiveness

V6: Party and candidate positioning cause divisiveness

V7: Political branding causes divisiveness

V8: Public opinion polling causes divisiveness

The findings in table 4.10 show that there is a strong positive correlation between a number of aspects of impact on the electorate and several indicators of the dependent variable. According to Cohen, Manion and Morrison (2007), a correlation coefficient of 0.7 and above is considered high. The current study revealed a strong positive correlation between public opinion polls cause divisiveness and market and voter segmentation results to instability, public opinion polls cause divisiveness and public opinion polls cause instability, political branding causes divisiveness and political branding causes instability, market and voter segmentation cause divisiveness and party and candidate positioning cause divisiveness, market and voter segmentation results to instability and party and candidate positioning cause divisiveness as well as market and voter segmentation results to instability and market and voter segmentation cause divisiveness.

This means that they both increase when one is increased and both decrease when one is decreased. For instance if market and voter segmentation were not to result to instability

then definitely impact of political marketing strategies on electorate through party and candidate positioning would also not result in divisiveness among the electorate.

The results from the study indicated that the main reason that Kenyan politicians use political marketing strategies is to have a relationship between them and the electorate. This is in line with the findings by Gbadeyan (2011). The results also indicated that Kenyan politicians employ political marketing strategies to ensure that they contact the voter, communicate with them about themselves, try to influence the way they would vote and make sure they actually vote confirming what Towner and Dulio (2012) stated about the use of political advertising and campaigns. The results also indicated that Kenyan politicians do not focus on identifying, responding to and satisfying the needs and wants of the electorate as should be the case in any marketing undertaking as Stromback et al. (2010) stated should be the case. This is because according to this study results, they do not focus on promoting the ideals of democracy. As such, the reasons for which political marketing strategies are employed by Kenyan politicians have a significant negative impact on the political environment and the electorate. This in turn has a negative influence on the performance of Kenya as a tourist destination especially at the period around the election time as corroborated by Singh (2012) who states that the political environment of any country has a great influence on the performance of its tourism sector.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the findings, conclusion and recommendations of the study.

5.2 Summary

The first objective of the study was to establish the political marketing strategies employed by Kenyan politicians. The study established the use of market and voter segmentation, party and candidate positioning, political branding, political advertising and campaigns, public opinion polling as well as political realignments. These are used one year to the election and more intensely during the election year to mainly popularize their chosen candidates, popularize their political ideologies boost party membership, increase vote share, increase voter turnout, tilt the swing vote and convince the undecided voter. The study also established that promotion of the ideals of democracy is not a priority while using political marketing strategies. The study further established that as long as the political marketing strategies are not used to promote the ideals of democracy, there is a negative effect on both the political environment and the electorate as they result to instability and divisiveness.

The second objective was to determine the performance of Kenya as a tourist destination for the past 26 years. There has been steady increase in numbers of tourists visiting the country over the period but the increase was minimal or declined in periods within the election cycles.

The third objective was to assess the influence of political marketing strategies on the performance of Kenya as a tourist destination. The study established that the use of political marketing strategies had a negative influence on the growth of tourist numbers with either marginal growth or declined as the politicians did not prioritize the promotion of the ideals of democracy resulting to instability in the political environment and divisiveness in the electorate as such affecting the tourist decision to travel to Kenya.

5.3 Conclusion

It has been established that for politicians to win in the elections, they must employ political marketing strategies. However, the study also established that these strategies have an impact on the political environment as well as the electorate due to their focus. This in turn influences the performance of Kenya as a tourist destination.

5.4 Recommendations from the study

The researcher recommends that Kenyan politicians ensure that the strategies chosen are aimed at promoting the ideals of democracy to ensure stability within the political environment and cohesiveness within the electorate to minimize their negative influence on the performance of Kenya as a tourist destination. The researcher also recommends that the Kenya Tourism Board that is responsible for marketing Kenya as a tourist destination devises strategies of ensuring that the tourism sector does not respond negatively to the political activities in the country to ensure steady arrivals.

5.5 Limitations of the study

The study targeted political parties with representation in the National Assembly as a result of the 2013 elections. Some of these parties turned out to be brief case parties with

no offices and officials. It was difficult to get some of the officials to respond due to their busy schedule as the study was undertaken during a period when campaigns had already started. Political realignments and mergers also rendered some of the parties non-existent.

5.6 Suggestions for further study

The researcher recommends further study to determine the direct correlation between political marketing strategies and the performance of Kenya as tourist destination by studying their influence on the decision making process of potential tourists.

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APPENDICES

Appendixi. List of political parties and their representation in the National Assembly

Abbrev	Party Name	Reg. Code	No. of Elected MPs	No. of Elected Senators	No. of elected governors	No. of elected women reps	Total
AP	Agano Party	017	0	0	0	0	0
APK	Alliance Party of Kenya	016	5	2	1	0	8
ARK	Alliance for Real Change	055	0	0	0	0	0
CCM	Chama Cha Mwananchi	031	0	0	0	0	0
CCUZ	Chama Cha Uzalendo	036	2	0	0	0	2
CP	Conservative Party	027	0	0	0	0	0
DP	Democratic Party of Kenya	013	0	0	0	0	0
FORD-A	Forum for the Restoration of Democracy-Asili	056	0	0	0	0	0

FORD-K	Forum for the Restoration of Democracy-Kenya	023	10	4	1	0	15
FORD-P	Forum for the Restoration of Democracy-People	024	3	0	0	0	3
FP	Farmers Party	047	0	0	0	0	0
FPK	Federal Party of Kenya	049	3	1	0	0	4
GNU	Grand National Union	04	0	0	1	0	1
KADU-A	Kenya African Democratic Union-Asili	030	1	0	0	0	1
KANU	Kenya African National Union	033	6	2	1	0	9
KENDA	Kenya National Democratic Alliance	053	0	0	0	0	0

KNC	Kenya National Congress	09	2	0	0	0	2
KSC	Kenya Social Congress	019	0	0	0	0	0
LPK	Labour Party of Kenya	03	0	0	0	0	0
MDP	Maendeleo Democratic Party	028	1	0	0	0	1
MGPK	Mazingira Greens Party of Kenya	010	0	0	0	0	0
MP	Muungano Party	050	1	0	1	0	2
MSM	Mkenya Solidarity Movement	038	0	0	0	0	0
MSS	Mzalendo Saba Saba Party	052	0	0	0	0	0
MWP	Mwangaza Party	05	0	0	0	0	0
NAPK	National Agenda Party of Kenya	037	0	0	0	0	0
NARC	National Rainbow Coalition	029	3	1	0	0	4

NARC-K	Narc-Kenya	01	1	0	0	0	1
ND	New Democrats	040	0	0	0	0	0
NDM	National Democratic Movement	011	0	0	0	0	0
NFK	New Ford Kenya	020	4	0	1	2	7
NLP	National Labour Party	048	0	0	0	0	0
NPK	National Party of Kenya	051	0	0	0	0	0
NVP	National Vision Party	02	0	0	0	0	0
ODM	Orange Democratic Movement	021	78	11	16	15	120
PDP	People's Democratic Party	039	1	0	1	0	2
PDU	Party of Democratic Unity	044	0	0	0	0	0
PGPK	Progressive Party of Kenya	025	0	0	0	0	0
PICK	Party of Independent Candidates of Kenya	07	0	0	0	0	0

PNU	Party of National Unity	014	0	0	0	0	0
POA	Party of Action	015	0	0	0	0	0
PPK	People's Party of Kenya	022	0	0	1	0	1
PPPK	People's Patriotic Party of Kenya	054	0	0	0	0	0
RBK	Restore and Build Kenya	08	0	0	0	0	0
RC	Republican Congress Party of Kenya	057	0	0	0	0	0
RLP	Republican Liberty Party	058	0	0	0	0	0
RPK	Roots Party of Kenya	059	0	0	0	0	0
SAFINA	Safina Party	034	0	0	0	0	0
SDP	Social Democratic Party of Kenya	032	0	0	0	0	0
SKSP	Sisi Kwa Sisi Party of Kenya	045	0	0	0	0	0
SPK	Shirikisho Party of	042	0	0	0	0	0

	Kenya						
SSAP	Saba SabaAsili Party	046	0	0	0	0	0
TIP	The Independent Party	018	0	0	0	0	0
TNA	The National Alliance	035	72	11	8	14	105
UDF	United Democratic Forum Party	06	11	2	1	0	14
UDM	United Democratic Movement	041	0	0	0	0	0
UPK	Unity Party of Kenya	043	0	0	0	0	0
URP	United Republican Party	026	62	9	10	10	91
WDM-K	Wiper Democratic Movement- Kenya	012	19	4	4	6	33
	TOTAL	59	286	47	47	47	426

Note: Four members of the National Assembly were elected as independent candidates with no party affiliation.

Source: IEBC (2013)

Total number of political parties with representation in the National Assembly is 21.

Appendix ii.Letter of introduction

WildaKemuntoOmbongi
School of Business
University of Nairobi
P.O. Box 30197
NAIROBI
August 2016

Dear correspondent,

REF: COLLECTION OF SURVEY DATA

I am a post graduate student in the University of Nairobi, School of Business, Nairobi Campus. In order to fulfill the degree requirement, I am undertaking the above project as part of the course work requirements towards completion of the degree program.

You have been selected to form part of this study. This is to kindly request you to assist me collect the data by filing out the accompanying questionnaire to be collected after **three days**.

The information you provide will be used strictly for academic purposes and will be treated with utmost confidentiality. At no time will your name appear in my report.

Your co-operation will be highly appreciated.

Yours faithfully

WILDA KEMUNTO OMBONGI

MBA Student
School Of Business
University of Nairobi.

Appendix iii. Questionnaire

This questionnaire is designed to assist in gathering data on the “Political Marketing Strategies employed by Political Parties in Kenya.” Kindly answer the questions as accurately as you can. The information gathered will be treated with utmost confidentiality and will be used for academic purposes only. A copy of the results of the study can be availed to you if you require it. Your kind participation will be highly appreciated.

SECTION A: GENERAL INFORMATION

1. Name of political party (optional).....
2. Location.....
3. Name of respondent (optional).....
4. Gender Male () Female ()
5. Position in political party.....

SECTION B:

This section focuses on the political marketing strategies used by political parties.

Question One.In your opinion please indicate to what extent political parties use the listed political marketing strategies.

	To a very large extent	To a large extent	To a moderate extent	To a small extent	Not at all
	5	4	3	2	1

Market and voter segmentation					
Party and candidate positioning					
Political branding					
Political advertising and Campaigns					
Public opinion polls					
Public political rallies					

Please indicate any other political marketing strategy employed by your political party

1. -----

2. -----

Question Two. Please indicate to what extent you agree as to what period the political marketing strategies are most intensely used.

	To a very large extent 5	To a large extent 4	To a moderate extent 3	To a small extent 2	Not at all 1
Immediately after the election					
Two years before the next election					
One year before the next election					
During the election year					

Question Three. In your opinion please indicate to what extent you agree with the period within which the effects of the political marketing strategies are most felt.

	To a very large extent 5	To a large extent 4	To a moderate extent 3	To a small extent 2	Not at all 1
One year before the election					
During the election year					
One or more years after the election					

Question Four. In your opinion please indicate to what extent you agree as to why political parties develop political marketing strategies.

	To a very large extent 5	To a large extent 4	To a moderate extent 3	To a small extent 2	Not at all 1
Popularize their					

political ideologies					
Popularize their chosen candidates					
Promote the ideals of democracy					
Boost party membership					
Increase vote share					
Tilt the swing vote					
Convince the undecided voter					
Increase voter turnout					

Question Five. Please indicate to the best of your knowledge to what extent you agree with the effect of political marketing strategies on the Kenyan political environment as stated in the following statements.

	To a very large extent 5	To a large extent 4	To a moderate extent 3	To a small extent 2	Not at all 1
Market and voter segmentation results to instability					
Party and candidate positioning cause instability					
Political branding causes instability					
Political advertising and Campaigns					

cause instability					
Public opinion polls cause instability					

Question six. Please indicate to what extent you agree with the impact of political marketing strategies on the electorate as stated in the following statements

	To a very large extent 5	To a large extent 4	To a moderate extent 3	To a small extent 2	Not at all 1
Market and voter segmentation cause divisiveness					
Party and candidate positioning cause divisiveness					
Political					

branding causes divisiveness					
Political advertising and Campaigns cause divisiveness					
Public opinion polls causedivisiveness					

Would you wish to have a copy of the results of this study? Yes () No ()

Thank you for taking your time to answer the questionnaire.

END

Appendix iv. Schedule for collecting secondary data

Year	Tourist Arrivals
1990	
1991	
1992	
1993	
1994	
1995	

1996	
1997	
1998	
1999	
2000	
2001	
2002	
2003	
2004	
2005	
2006	
2007	
2008	
2009	
2010	
2011	
2012	
2013	
2014	
2015	