

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Content Marketing and Performance of Domestic Tourism in Nairobi City County Wildlife Parks

Esther Wanjiru Gicharu

MBA Student, Department of Marketing and Management,
Multimedia University of Kenya, Kenya

Dr. Mary Mugo

Senior Lecturer, Department of Marketing and Management,
Multimedia University of Kenya, Kenya

Dr. Florence Kamau

Senior Lecturer, Department of Marketing and Management,
Multimedia University of Kenya, Kenya

Abstract:

Domestic tourism is vital in the Kenyan economy, contributing to job creation, income generation, and sustainable growth. However, Kenya's domestic tourism industry has declined recently, with a notable drop in visitation to the wildlife parks in Nairobi City County since 2019. This decline may be attributed to low awareness levels, ineffective marketing strategies, and a lack of targeted communication. This study explored the influence of content marketing on the performance of domestic tourism. The study was conducted in four wildlife parks in Nairobi City County, Nairobi National Park, Giraffe Centre, Snake Park, and Mamba Village, with a descriptive research design. Convenience sampling was used to select a sample of 388 respondents, consisting of 384 tourists and four marketing managers from the respective animal parks. Data was collected through structured questionnaires administered to domestic tourists visiting the wildlife parks and interviews with marketing managers. Descriptive statistics provided insights into various aspects of the data, whereas correlation and regression analyses were conducted to examine deeper relationships within the data. The analysis reveals a correlation coefficient (R) of .610 between content marketing and domestic tourism performance, indicating a moderate positive relationship. The coefficient of determination (R square) of .372 suggests that content marketing accounts for 37.2% of the variation in tourism performance. The study recommends leveraging content marketing strategies to increase domestic tourism in Nairobi City County's wildlife parks.

Keywords: *User-generated content, content credibility, domestic tourism performance, visual content, content consistency*

1. Introduction

1.1. Background of the Study

Domestic tourism, defined as travel within one's own country for business or pleasure, is crucial for national economies, generating significant revenue and employment. According to Bayih and Singh (2020) and Amin (2021), domestic tourism involves travel outside one's usual residence but within the home state. It accounts for most travel and tourism expenditures globally, with countries such as the UK, the US, and China benefiting greatly from domestic tourism activities (VisitBritain, 2020; US Travel Association, 2020; Xinhua, 2022). In Africa, domestic tourism has gained attention for its socioeconomic benefits, although it remains underdeveloped in some regions, such as Tanzania, where it is almost nonexistent (Gathogo, 2019; Mugomba, 2019; Mato & Mosoma, 2022).

Kenya has seen growth in domestic tourism, contributing significantly to tourism earnings, yet international tourism still dominates the sector (Kenya Tourism Board, n.d.; Ministry of Tourism and Wildlife, 2020). Promoting domestic tourism is crucial for reducing seasonality, enhancing social cohesion, and ensuring economic stability (Kihima, 2015). However, challenges remain, including the need for better marketing communication strategies to fully tap into the potential of domestic tourism (Kamau, 2019).

Content marketing, especially through social media, has become an essential tool in promoting domestic tourism by increasing brand awareness, driving traffic, and improving customer engagement (Mugo, 2023). Wildlife parks, as key attractions in domestic tourism, benefit from effective content marketing that highlights their unique features and conservation efforts, leading to greater visitor satisfaction and economic impact (Matthews et al., 2023; Wilkins et al., 2022).

Nairobi City County's wildlife parks, such as Nairobi National Park, are vital to Kenya's tourism industry. They offer unique experiences and contribute to conservation and local economic development (Njoroge et al., 2019; Ministry of Tourism and Wildlife, 2020). Addressing the challenges these parks face through sustainable management and effective marketing is essential for the continued growth of domestic tourism in the region (Kenya Wildlife Service, n.d.).

1.2. Statement of the Problem

Domestic tourism in Kenya faced significant challenges, with profits declining from Ksh 164 billion in 2019 to Ksh 100 billion in 2020 and bed occupancy rates dropping from 79.2% to 69.4% (TRI, 2021; KNBS, 2021). Nairobi County's wildlife parks experienced a 36.6% decrease in visits (Kenya Wildlife Service, 2021). While successful content marketing campaigns in countries like the Maldives, Iceland, and Australia have leveraged user-generated content and social media to boost tourism (Litvin et al., 2018; Cañero et al., 2021; Mkono, 2021), Nairobi National Park struggles with effective social media promotion due to budget constraints and content creation difficulties (Hausmann et al., 2017; Tweepsters et al., 2022). Despite efforts by organizations like FoNNaP to promote responsible tourism (FoNNaP, 2023), the impact of content marketing on domestic tourism in Nairobi's wildlife parks remains unclear.

1.3. Objective of the Study

The objective of this study was to establish the influence of content marketing on the performance of domestic tourism in Nairobi City County Wildlife Parks.

1.4. Research Hypothesis

- H₀₁: Content marketing has no significant influence on the performance of domestic tourism in Nairobi City county wildlife parks.

2. Literature Review

Content marketing in domestic tourism involves creating compelling narratives, images, videos, and social media posts that resonate with target audiences' interests (Schegg et al., 2014). By providing relevant information on destinations and local culture, institutions can position themselves as credible authorities and create emotional connections with potential tourists, influencing their decision-making processes (Neuhofer et al., 2015). This strategy aims to increase awareness and persuade audiences to choose specific vacation destinations on the basis of the perceived value of the content they consume.

Studies have highlighted the effectiveness of content marketing in different contexts. Gustavo, Oliveira, and Borges (2021) examined how content marketing in travel blogs attracts and retains readers in Portugal. Using Hofstede's cultural dimensions, they found that storytelling, visual elements, and customization are crucial content marketing methods for appealing to diverse cultural backgrounds. Similarly, Zhang and Law (2019) analyzed the role of content marketing in shaping destination images in Macau. Their research revealed that content marketing significantly influences tourists' cognitive and emotional perceptions of destinations, with the effectiveness of this influence being moderated by the reliability and quality of the content.

Storytelling and interactive content have also been identified as powerful tools in content marketing for tourism. Pahlevan-Sharifi et al. (2019) reported that storytelling in social media posts enhances visitor engagement and emotional connections with destinations in Iran. In Australia, Hays et al. (2013) reported that interactive content, such as quizzes and contests on social media platforms, increased brand awareness and visitor engagement. These studies underscore the importance of creating engaging and interactive content to drive tourism interest and satisfaction.

Other studies have explored the role of traditional and digital media in tourism promotion. Okon (2017) investigated how newspapers in Nigeria promote tourism, reported that media coverage of West African tourist destinations was limited, and suggested that media should more productively package these spots. Mkwizu (2019) highlighted the potential of digital marketing in Africa, particularly through social media and mobile advertising, as key trends for promoting tourism. Similarly, Kitheka and Backman (2016) emphasized the need for policies that integrate environmental sustainability into tourism marketing in Kenya, highlighting the importance of aligning marketing strategies with broader sustainability goals.

Content marketing is analyzed through three key aspects: content information, content marketing methods, and user-generated content. These elements include various forms of content (e.g., text, visual, hashtag campaigns), marketing techniques (e.g., storytelling, social media contests), and authentic user-created materials (e.g., photos, reviews). As suggested by Bu, Parkinson, and Thaichon (2020), effective content marketing can positively influence tourism performance by increasing brand visibility, website visits, lead generation, and customer loyalty.

The performance of domestic tourism is measured using three primary indicators: the number of park visitors, frequency of tourist visits, and customer satisfaction. These metrics provide a comprehensive view of tourism success, reflecting both quantitative (visitor numbers and frequency) and qualitative (satisfaction levels) aspects. The framework, as described by Andrade (2021), represents a logically developed network of associations among concepts relevant to the research problem.

3. Research Design and Methodology

The study employed a descriptive research design to investigate the relationship between content marketing and domestic tourism performance in Nairobi City County wildlife parks. The target population comprised domestic tourists visiting four wildlife parks in Nairobi and their marketing managers. Using Cochran's formula, a sample size of 384

domestic tourists was determined, with a 95% confidence level and 5% margin of error as per the recommendation of Chaokromthong and Sintao (2021). Convenience sampling was used to gather data from tourists (Rahi, 2017; Mweshi & Sakyi, 2020). A pilot study with 40 participants at Oldonyo Sabuk helped refine the research instruments (Dźwigoł, 2020; Kim et al., 2016).

The reliability of the research instruments was confirmed using Cronbach's alpha, with values ranging between 0.7 and 0.95, indicating strong internal consistency (Tavakol & Dennick, 2011; Heale & Twycross, 2015). Content validity was established through expert evaluation as per Kakar et al. (2023) and Alqahtani et al. (2023) recommendations in enhancing the credibility of the findings. Data analysis employed both descriptive and inferential statistics, including Pearson correlation coefficient, t-tests, and regression analysis. Hypothesis testing used a significance level of 0.05 to ensure robust and reliable conclusions.

To improve the methodology, the researcher conducted diagnostic tests to validate the study's instruments. The Kolmogorov-Smirnov test confirmed normality (Emanuel et al., 2020), while multicollinearity was assessed using tolerance and variance inflation factor measures (Senaviratna & Cooray, 2019). The Breusch-Pagan test checked for heteroscedasticity, with results supporting the assumption of constant variance of residuals. These additional tests strengthened the validity of the statistical analyses. Furthermore, the study adhered to ethical considerations, obtaining necessary permissions and upholding principles of informed consent, privacy, and respect for participant rights.

4. Results and Discussions

A total of 384 questionnaires were given to the respondents, 234 of which were filled out and returned, resulting in an overall response rate of 61%. The response rate was sufficient for analysis and indicated that valid conclusions can be drawn from the results obtained (Holtome et al., 2022).

4.1. Descriptive Statistic

4.1.1. Content Marketing Factors

The respondents rated various statements related to content marketing on a scale of 5–1, where 5 indicated “Very great extent,” 4 indicated “Great extent,” 3 indicated “Moderate extent,” 2 indicated “Small extent,” and 1 indicated “Not at all.”

Statement	Mean	Std. Deviation
The visual components (e.g., infographics, animations) used in content marketing are attention-grabbing and informative	3.81	0.711
The park spread the word about it in a way that got me interested	3.77	0.948
I usually follow or engage with social media content posted by wildlife parks	3.72	1.158
I found the content informative and helpful	3.5	0.986
I do share my own travel experiences or photos from domestic tourism trips (wildlife parks) on social media	3.47	1.183
Reviews and testimonials from other visitors influenced my decision to visit the wildlife parks	3.29	1.331

Table 1: Content Marketing Factors

The analysis of content marketing effectiveness in wildlife parks reveals a nuanced landscape of tourist perceptions and engagement patterns. Visual components, particularly infographics and animations, emerged as the most impactful elements of content marketing strategies, with a mean score of 3.81. This finding underscores the cognitive and affective power of visual storytelling in capturing attention and conveying complex information about wildlife and conservation efforts. The high rating of promotional efforts (mean score of 3.77) suggests that parks have successfully crafted messaging that resonates with their target audience, potentially leveraging emotional appeals and conservation narratives.

The substantial level of engagement with social media content (mean score 3.72) indicates an active and interested audience base, presenting opportunities for parks to foster community building and long-term relationships with visitors. The informative nature of the content (mean score of 3.50) demonstrates that parks are effectively balancing entertainment with education, a crucial aspect in wildlife tourism where conservation awareness is paramount. However, the moderate influence of user-generated content (mean score 2.75) and reviews (mean score 3.29) on visit decisions suggests an underutilized resource. This presents an opportunity for parks to implement strategies that encourage and amplify authentic visitor voices, potentially through targeted campaigns or incentivized sharing programs.

The propensity of respondents to share their experiences on social media (mean score of 3.47) highlights the organic marketing potential inherent in visitor satisfaction. However, the relatively low perception of information accuracy and reliability (mean score of 2.56) is a significant concern that warrants immediate attention. This discrepancy between engagement and trust levels suggests that while content is engaging, it may not be perceived as authoritative or scientifically grounded. To address this, parks could consider collaborating with respected conservation scientists or organizations to lend credibility to their content, implementing fact-checking processes, or providing clear sources for

their information. Additionally, the varying effectiveness of different content types and engagement strategies underscores the need for a diversified, data-driven approach to content marketing in wildlife tourism.

4.1.2. Performance of Domestic Tourism

The respondents rated various statements related to content marketing on a scale of 5-1, where 5 indicated "Very great extent," 4 indicated "Great extent," 3 indicated "Moderate extent," 2 indicated "Small extent," and 1 indicated "Not at all."

Statement	Mean	Std. Deviation
I have consistently rated my interactions with park staff as satisfactory	3.8	1.388
Reviews on social media encouraged me to visit the park	3.77	1.172
The park's information on social media is consistent with my experience when I visit	3.15	1.39
Promotions on the wildlife park's social media have influenced me to spend more at the park	2.45	1.135
The offers on social media got me taking more activities/more days	2.37	1.162

Table 2: Performance of Domestic Tourism Factors

The mean score for interactions with park staff was 3.80, indicating high tourist satisfaction with staff interactions. This positive feedback can be leveraged to enhance the overall visitor experience. Social media reviews had a significant effect on tourist visitation decisions, with a mean score of 3.77. This finding demonstrates that reviews on social media strongly influence visitation decisions. An increase in positive reviews could attract more visitors. The consistency between park information on social media and actual visitor experiences had a mean score of 3.15, indicating moderate consistency. Improving this consistency can build trust and satisfaction among visitors.

Promotions on social media had a limited influence on spending behavior, with a mean score of 2.45. Similarly, offers on social media had a limited effect on encouraging extended stays or additional activities, with a mean score of 2.37. These findings suggest that current promotional efforts and offers do not significantly encourage increased spending or extended stays.

To further enhance domestic tourism performance, parks should focus on leveraging high satisfaction levels with staff interactions by promoting this strength in marketing efforts. Additionally, increasing the number of positive reviews on social media and ensuring consistency between online information and actual experiences can build trust and attract more visitors. Improvements in promotions and offers on social media are also recommended to influence spending behavior better and encourage longer stays or additional activities.

4.2. Diagnostic Tests

4.2.1. Test for Normality

The normality of the frequency distribution was assessed via the Kolmogorov-Smirnov test, as shown in table 3. This test was chosen because the 234 analyzed responses exceeded 100, aligning with the recommendation of Emanuel et al. (2020) for larger samples. The results of the Kolmogorov-Smirnov test revealed significance levels greater than 0.05, indicating that the data distribution followed a standard curve. This normal distribution supports the use of parametric statistical methods in subsequent analyses.

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
PERFORMANCE	.024	234	.080*
CM	.016	234	.200*
*. This is a lower bound of the true significance.			
a. Lilliefors Significance Correction			

Table 3: Test for Normality

4.2.2. Test for Multicollinearity

Multicollinearity was assessed via tolerance and variance inflation factor (VIF) measures. According to Senaviratna and Cooray (2019), multicollinearity can cause model instability, where minor changes in the input data lead to large fluctuations in the estimated parameters.

Model		Coefficients					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.484	.189		2.565	.011		
	CM	.281	.070	.191	3.993	.000	.597	1.676

a. Dependent Variable: PERFORMANCE

Table 4: Test for Multicollinearity

The VIF value for content marketing (CM: 1.676) is below the threshold of 10, suggesting that multicollinearity is not a concern in this model. Consequently, the variable was retained in the model, as there was no statistical justification for its removal on the basis of multicollinearity concerns. According to Schreiber-Gregory (2018), a tolerance value below 0.1 or a VIF above 10 indicates problematic multicollinearity.

4.2.3. Karl Pearson Correlation

We applied Karl Pearson correlation analysis to assess relationships between variables, testing the null hypothesis of no significant linear association between predictors (CM) and the outcome (PERFORMANCE). This method yields coefficients ranging from -1 to 1, indicating the strength and direction of relationships. Values near 1 or -1 suggest strong positive or negative correlations, respectively, whereas those close to 0 imply weak or no linear relationships. This technique helps uncover meaningful connections among the study's key variables, offering insights into their interdependencies.

4.2.3.1. Content Marketing and Performance of Domestic Tourism

Karl Pearson's correlation analysis assessed the linear relationship between content marketing and domestic tourism performance.

		Correlations			
		Performance	IM	SA	CM
PERFORMANCE	Pearson Correlation	1	.757**	.772**	.610**
	Sig. (2-tailed)		.000	.000	.000
	N	234	234	234	234
CM	Pearson Correlation	.610**	.500**	.635**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	234	234	234	234

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5: Pearson Correlation

4.2.3.1.1. Pearson's Correlation Analysis

The correlation between performance and content marketing (CM) is moderately strong and positive (Pearson correlation = 0.610, $p = 0.000$). This relationship suggests that effective content marketing contributes positively to the performance of domestic tourism, making it a valuable component of the overall marketing strategy.

4.3. Inferential Statistics

4.3.1. Univariate Regression Model for Content Marketing and Domestic Tourism Performance

Simple linear regression analysis was conducted to evaluate the extent to which content marketing (CM) could predict the performance of domestic tourism (PERFORMANCE).

4.3.1.1. Hypothesis

- H_{01} : Content marketing has no significant influence on the performance of domestic tourism in Nairobi City County Wildlife Parks.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610 ^a	.372	.369	.61903
a. Predictors: (Constant), CM				
b. Dependent Variable: PERFORMANCE				

Table 6: Univariate Regression Model for Content Marketing

The analysis reveals a correlation coefficient (R) of .610 between content marketing and domestic tourism performance, indicating a moderate positive relationship. The coefficient of determination (R square) of .372 suggests that content marketing accounts for 37.2% of the variation in tourism performance. After adjusting for potential overfitting, the adjusted R square of .369 confirms that content marketing explains approximately 36.9% of the performance variance. The standard error of the estimate (.61903) reflects the average deviation of the observed values from the regression line, suggesting a reasonable predictive accuracy. These findings imply that enhanced content marketing efforts are associated with improved domestic tourism performance, with content marketing playing a substantial role in explaining performance fluctuations.

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.617	1	52.617	137.311	.000 ^b
	Residual	88.902	232	.383		
	Total	141.519	233			
a. Dependent Variable: PERFORMANCE						
b. Predictors: (Constant), CM						

Table 7: ANOVA

The sum of squares indicates the total variability in the dependent variable (PERFORMANCE). The regression sum of squares (52.617) reflects the variation explained by content marketing, whereas the residual sum (88.902) represents the variation not explained by the model. The degrees of freedom (df) for regression (1) correspond to the number of predictors (content marketing), and the degrees of freedom for residuals (232) reflect the sample size minus the number of predictors minus one. The mean square for regression (52.617) is significantly larger than that for the residuals (.383), indicating a strong effect of the predictor. The F statistic (137.311) is the ratio of the regression mean square to the residual mean square. A higher F value indicates that the model explains a significant portion of the variance in the dependent variable.

Sig. (p-value): The p-value (.000) is less than .001, indicating that the regression model is statistically significant. The ANOVA results are significant ($F(1, 232) = 137.311, p < .001$), indicating that content marketing has a statistically significant effect on domestic tourism performance. This means that the likelihood of the relationship between content marketing and domestic tourism performance being due to random chance is very low, thus reinforcing the importance of content marketing in enhancing tourism outcomes.

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	.075	.262		.288	.774	-.441	.592			
	CM	.896	.076	.610	11.718	.000	.745	1.046	.610	.610	.610
a. Dependent Variable: PERFORMANCE											

Table 8: Coefficients

A significant regression was found ($F(1, 232) = 137.311, p = .000$). The R^2 was .372, indicating that content marketing explained approximately 37.2% of the variance in the performance of domestic tourism. The regression equation was as follows:

$$y = 0.075 + 0.896(\text{CM})$$

For each one-unit increase in content marketing, the predicted performance of domestic tourism increased by approximately 0.896 units. The 95% confidence intervals indicate that the slope for predicting the performance of domestic tourism from content marketing is between 0.746 and 1.046.

The F statistic (137.311) is significant ($p < .000$), indicating that the regression model significantly predicts the dependent variable, PERFORMANCE.

4.4. Summary of Hypothesis

The table summarizes the study's hypotheses, research objectives, and conclusions of the hypothesis testing.

Research Objectives	Hypothesis	Conclusion
To determine the influence of Influencer Marketing on the Performance of Domestic Tourism	H ₀₁ : Content Marketing has no significant influence on the performance of domestic tourism in Nairobi City County wildlife parks	Rejected

Table 9: Summary of Hypothesis
Source: (Researchers, 2024)

Table 9 summarizes the study's findings on the influence of content marketing on domestic tourism in Nairobi City county wildlife parks. The null hypothesis was rejected, indicating that the effect of content marketing significantly influences domestic tourism performance. The results underscore the importance of a comprehensive content marketing approach in enhancing domestic tourism in Nairobi City county wildlife parks.

5. Conclusion and Recommendations

5.1. Conclusion

The correlation analysis revealed a significant relationship between content marketing and domestic tourism performance. The findings demonstrated that content marketing is moderately correlated with tourism performance, suggesting that it plays a crucial role in shaping tourists' decisions and experiences. Regression analysis further underscored the importance of content marketing as a strategic tool for enhancing domestic tourism. The analysis indicated that content marketing alone accounted for 37.2% of the variance in domestic tourism performance, highlighting its substantial influence.

When combined with other marketing strategies in a multiple regression model, content marketing explained approximately 68.4% of the variance in tourism performance. This result emphasizes the synergistic effect of integrating content marketing with other promotional efforts, such as influencer marketing and social media advertising, to maximize the impact on domestic tourism. These findings suggest that content marketing is a standalone driver of tourism performance and a critical component of a comprehensive marketing strategy.

5.2. Recommendations

Tourism operators, policymakers, and park managers should prioritize content marketing as a key strategy to enhance domestic tourism performance. The evidence from this study shows that content marketing significantly influences tourist behavior and engagement. Developing and distributing high-quality, engaging content that resonates with target audiences is essential. This content should be informative, visually appealing, and tailored to potential visitors' interests and needs. By effectively utilizing content marketing, tourism operators can create compelling narratives that enhance the visitor experience, foster emotional connections, and ultimately increase tourism performance.

6. Areas for Further Research

Future research should explore the specific elements of content marketing that most effectively drive engagement and visitation to wildlife parks. Employing content analysis methodologies to examine various types of social media content, such as videos, infographics, and user-generated content, can provide valuable insights into what resonates best with audiences. Additionally, investigating the effectiveness of integrated content marketing campaigns across multiple platforms can offer a deeper understanding of how different channels contribute to tourism performance. This research could inform strategies for optimizing content distribution, enhancing engagement, and improving resource allocation in marketing efforts to boost domestic tourism.

7. References

- i. Alqahtani, T. M., Yusop, F. D., & Halili, S. H. (2023). Content validity of the Constructivist Learning in Higher Education Settings (CLHES) scale in the context of the flipped classroom in higher education. *Humanities and Social Sciences Communications*, *10*(1), 1–12.
- ii. Amin, S. B. (2021). *Economy of tourism in Bangladesh*. Springer International Publishing.
- iii. Andrade, C. (2021). A student's guide to the classification and operationalization of variables in the conceptualization and design of a clinical study: Part 1. *Indian Journal of Psychological Medicine*, *43*(2), 177–179.
- iv. Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: Motivations, satisfaction, and tourist behavioral intentions. *Heliyon*, *6*(9). <https://doi.org/10.1016/j.heliyon.2020.e05134>
- v. Bu, Y., Parkinson, J., & Thaichon, P. (2020). Digital content marketing as a catalyst for e-WOM in food tourism. *Australasian Marketing Journal*, *29*, 142–154. <https://doi.org/10.1016/j.ausmj.2020.01.001>
- vi. Cañero, P. M., Moral-Cuadra, S., & Orgaz-Agüera, F. (2021). The influence of user-generated content on tourist behavior: A study of second-homes owners in the south of Spain. *Journal of Hospitality and Tourism Management*, *47*, 251–260.
- vii. Chaokromthong, K., & Sintao, N. (2021). Sample size estimation using Yamane and Cochran and Krejcie and Morgan and Green formulas and Cohen statistical power analysis by G* Power and comparisons. *Aphait International Journal*, *10*(2), 76–86.
- viii. Dźwigoł, H. (2020). Pilot study in the research procedure. *Organizacja i Zarządzanie: Kwartalnik Naukowy*.
- ix. Gustavo, N., Oliveira, P., & Borges, A. P. (2021). Content marketing in tourism: A cross-cultural analysis of online travel blogs. *Proceedings of the International Workshop Tourism and Hospitality Management*. Porto, May 7. Available at: <https://iwthm21.isag.pt/wp-content/uploads/2021/06/IWTHM2021-1.pdf> (Accessed: July 28, 2023).
- x. Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing*, *18*(3), 66–67.
- xi. Holtom, B., Baruch, Y., Aguinis, H., & Ballinger, G. (2022). Survey response rates: Trends and a validity assessment framework. *Human Relations*, *75*, 1560–1584. <https://doi.org/10.1177/00187267211070769>

- xii. Kakar, Z. U. H., Rasheed, R., Rashid, A., & Akhter, S. (2023). Criteria for assessing and ensuring the trustworthiness of qualitative research.
- xiii. Kamau, F. N. (2019). *Demand drivers for urban domestic tourism in Kenya* (Doctoral dissertation). School of Business Management and Economics, Dedan Kimathi University of Technology.
- xiv. Kenya Wildlife Service. (n.d.). What to do. Retrieved January 25, 2022, from: <https://kws.go.ke/Tourism/what-to-do>
- xv. Kihima, B. O. (2015). Domestic tourism in Kenya: Trends, initiatives and practices. *Les Cahiers d'Afrique de l'Est/The East African Review*, 50(1), 22-39. <https://doi.org/10.4000/eastafrica.289>
- xvi. Kim, H., Ionides, E., & Almirall, D. (2016). A sample size calculator for SMART pilot studies. *SIAM Undergraduate Research Online*, 9, 229.
- xvii. Kitheka, B. M., & Backman, K. S. (2016). Gaps identified in tourism-environment policy in Kenya: A content analysis to assess sustainable tourism policy in the country. *International Journal of Tourism Policy*, 6(3-4), 235-255.
- xviii. KNBS. (2020). *Economic survey 2020*. <https://www.knbs.or.ke/?wpdmpo=economic-survey-2020>
- xix. Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*, 30(1), 313-325.
- xx. Mato, M., & Mosoma, D. (2022). Factors influencing domestic tourism in Tanzania: A case of Arusha City. *International Journal of Engineering, Business and Management*, 6(4).
- xxi. Matthews, A. L., Cockrell, S., & Walker, K. L. (2023). Brand management of natural spaces: The impact of natural space authenticity on consumer outcomes. *Journal of Public Policy & Marketing*. <https://doi.org/10.1177/07439156231172517>
- xxii. Ministry of Tourism and Wildlife. (2020). *Research report on domestic tourism recovery strategies for Kenya*. Retrieved July 25, 2022, from: <https://tourism.go.ke/wp-content/uploads/2020/07/Domestic-Tourism-Recovery-Strategy-Final.pdf>
- xxiii. Mkono, M. (2021). Social media and tourism marketing: Opportunities and challenges. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing* (pp. 1-4). Edward Elgar Publishing.
- xxiv. Mkwizu, K. H. (2019). Digital marketing and tourism: Opportunities for Africa. *International Hospitality Review*, 34(1), 5-12.
- xxv. Mugo, M. (2023). *Communicate to convert your ultimate marketing communication guide*. ISBN 978-9914-49-208-8. <https://www.amazon.com/Communicate-Convert-Ultimate-Marketing-Communication/dp/9914492088>
- xxvi. Mweshi, G. K., & Sakyi, K. (2020). Application of sampling methods for the research design. *Archives of Business Review*, 8(11).
- xxvii. Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Technology as a catalyst of change: Enablers and barriers of the tourist experience and their consequences. *International Journal of Tourism Research*, 31(1), 202-222.
- xxviii. Njoroge, J., Mureithi, G., & Njuguna, M. (2019). Wildlife tourism in Nairobi City County, Kenya: Challenges and opportunities. *Tourism Management Perspectives*, 29, 100651.
- xxix. Okon, G. B. (2017). Role of newspaper in promoting tourism in Nigeria: Content analysis. *Mass Communicator: International Journal of Communication Studies*, 11(2), 4-12.
- xxx. Schreiber-Gregory, D. (2018). Ridge regression and multicollinearity: An in-depth review. *Model Assisted Statistics and Applications*, 13, 359-365. <https://doi.org/10.3233/MAS-180446>
- xxxi. Senaviratna, N., & Cooray, T. (2019). Diagnosing multicollinearity of logistic regression model. *Asian Journal of Probability and Statistics*. <https://doi.org/10.9734/ajpas/2019/v5i230132>
- xxxii. Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53-55.
- xxxiii. TRI. (2021). *Annual tourism sector performance report 2021*. <https://tri.go.ke/wp-content/uploads/2022/03/annual-tourism-sector-performance-report-2021.pdf>
- xxxiv. US Travel Association. (2020). *US travel answer sheet*.
- xxxv. VisitBritain. (2020). *GB Tourism Survey 2019 annual report*.
- xxxvi. Wilkins, E. J., Van Berkel, D., Zhang, H., Dorning, M. A., Beck, S. M., & Smith, J. W. (2022). Promises and pitfalls of using computer vision to make inferences about landscape preferences: Evidence from an urban-proximate park system. *Landscape and Urban Planning*, 219, 104315. <https://doi.org/10.1016/j.landurbplan.2022.104315>
- xxxvii. Xinhua. (2022, January 3). China's domestic tourism revenue to near \$600B in 2022: Expert. Retrieved from: <https://www.chinadaily.com.cn/a/202201/04/WS61d3b7b3a310cdd39bc7ef55.html>