EVALUATION OF DETERMINANTS OF TOURISM DESTINATION'S COMPETITIVENESS ON CUSTOMER LOYALTY: A CASE OF KISUMU AND CRESCENT ISLAND GAME SANCTUARIES

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ABSTRACT

The purpose of the study sought to evaluate the influence of determinants of tourism destination competitiveness on customer loyalty. The study evaluated by the fact many tourism destinations competitiveness in Kenya are silent to domestic tourism due to lack of customer loyalty. The specific objective was to evaluate the effects of destination attractiveness, to establish the effect of auxilary factors, to determine the influence of destination management and to establish the moderating role of situational condition in sanctuaries. The study would of significance to the management of tourism destinations. The study adopted Michael porter theory of competitive advantage. The study used descriptive research design. The study used a sample size of 233 respondents from tourist destinations. The target population was 466 respondents from the two sanctuaries. Stratified sampling techniques were used to select 233 respondents from Assistant warden ii, sergeant education warden, customer care officers, supervisors, animal keepers, tour guides, rangers, cage attendants, research scientist, and corporal discipline officers. The tool for data collection was research questionnaire. Validity of research instruments were measured by supervisor's opinion and relevant research experts. Reliability of research instruments were determined by use of Crobach alpha coefficients. The data collected was analyzed by use of descriptive statistics involving percentage, mean, and standard deviations. The results were presented by use of charts, figures, graphs and tables. The findings from the study were of significance to the management of tourism destinations, policy makers, academicians and researchers who would use relevant knowledge to do further research. The destination management affects attractiveness. Development in the destination should be responsive to visitor needs, Marketing of Tourist attractions should seek to increase resident awareness and reputation of domestic holidays, There's need to engage domestic tourists through social networks such as you tube, twitter, facebook, whatsapp, etc to ensure efficient communication, Planning and development should focus on the uniqueness of the destination.

Key: *Destination Attractiveness, Destination Management, Situational Conditions, Auxillary Factors, Customer Loyalty*

INTRODUCTION

Tourism destination managers have spent a considerable amount of energy in many countries on how to attract tourists, however, the efforts to evaluate and understand their market lacks competitive positions in United States. Tourist attractiveness is enhanced through tourism destination competitiveness knowledge about attraction sites (Silva et al 2014). Tourism destinations are strived towards wide market shares with stiff competition between destinations within tourism industry (Dwyer, Dragicevic, Amenski, Mihalic and Cvelbar 2014).

Determinants of tourism destinations competitiveness as in the study of Dwyer (2014) defined destination attractiveness as a general concept that encompasses price differentials coupled with exchange rate movements, productivity levels of various components of the tourism industry and qualitative factors affecting the attractiveness of a destination.

Bernd Fredrick Reitsamer (2016) in the University of Innsbruck, Austria defines destination attractiveness as accessibility, amenities, scenery and local community as mediated on tourist attitudes. Destination attractiveness considers tourism sites as an enterprise executing marketing campaigns to manage destination information focusing on developing management plan.

Auxiliary determinant in tourism destination competitiveness are natural and hospitality environment, tourist information, marketing, safety and security in China (Junsheng Liu and Yaofeng Ma 2017). Auxiliary factors in tourism destinations competitiveness as that tourism sites conceptualizing destination competitiveness based on the notion that it is a cluster of tourist attractions, infrastructure, equipment, services and organization that jointly determines what a destination has to offer to its visitors in Kenya. It also holds that, the ability to increase tourism expenditures by attracting tourists and preserving the nature capital of the destination for future generations is what makes a destination truly competitive (Moai, 2015).

Destination management determinants are the coordinated management of all the elements that create up about a tourism destination competitions attraction including its destination attractions, access, marketing and pricing. Destinations take a strategic approach to link separate tourism entities to a better management of destinations. There increases competitiveness challenges in sanctuaries marketplaces which have also affected prominence of tourism industry. This is observed by the challenges faced tourist coming to see and involve market supply of tourism deliveries (Solimar, 2013).

Situational conditions these are the relevant external determinants within a setting that influences individual behavior in going to the places of interest. It also includes all forces in wider external tourism environment that affects up to elements of destination competitiveness. It relates to the economic, social, cultural, demographic, environmental, political, legal governmental regulatory, technological advancement, competitive trends and events that impact on the way tourism firms and other organization in destination do business presenting both opportunities and threats to tourism operations (Chulwon Kim and Larry Dwyer (2003).

Customer loyalty is a measure of customer's likeliness to do repeat business with tourism destination brands. It results to positive customer satisfaction, positive customer experience and overall lifetime value of a destination. In Spain, when the customer is loyal to a destination they are not easily influenced by availability or pricing. They are willing to pay more as long as they get the same quality services leads to important to customer repeat spend more than first customer. Loyal customers produce higher conversion rates which improves destination competitiveness. Regardless of the size of destination customer loyalty is essential since first time customers are difficult to convince, because they do not have any past experience with the product or service in a destination (Hernandez and Helena and Campon (2013).

In Netherland, tourist destination is achieved through competitive advantage and ensured tourist attractiveness as promised by (Drwyer and Fortsyht 2011). The way in which tourism destinations managed, maintained, protected, strengthened is not competitively positioned in global market. The services offered around the

sanctuaries are difficulty with many players in tourism services consists of a wide range of attribute without clear goals of competitiveness (Croach 2011).

In Uganda, competitiveness in tourism continues to grow differently from one destination to another. This implies that competitive determinants regards similar destination (Phakdisoth and Kim 2017). It is shown that competitiveness cannot share similar approaches in evaluation of destination. The challenges lie on attempted to improve competition on determination of tourism destinations. Tourism is world presumption from international and domestic level in Kenya but not similar in African countries Barbosa and Rezende, (2014)

In Kenya, competitiveness of tourism has increased percentage of 29.4 to 34.2 percentages in 2015 from 2014 in Nairobi tourism destinations and 43.8% in 2014 and 50.9% for attractions in Coastal tourism circuits. It is mostly for domestic tourism destination competitiveness.

The causes of the high earnings drawn from the former (Ghialy, 2014), Findings by Mutinda, Ndivo and Rayviscic (2013), show that competitiveness among Kenya's tourism destinations remains exclusively centered on the coastal beaches and a handful of game reserves and national parks as these are attractions frequented by domestic tourists. The need to investigate determinants as they apply within particular destinations and adopt a bottom-up approach is paramount. Primary focus should also be given to domestic tourism as well as developing individual tourist attractions as a way of ensuring a country-wide as well as international competitiveness.

The sanctuaries under study are Kisumu impala and crescent game sanctuary. The sanctuary provides an import place for grazing for hippopotamus population and threatened refuge of antelope living nearby swamps. Kisumu impala is situated in Kisumu County and lies in the Lake Victoria covering an area of less than 1 kilometer squares. The sanctuary was Gazetted in 1992 later branded in 2014 as a lakeshore walk with impalas. It has diverse numbers of flora and fauna in free ranging area over 115 species of birds. Currently, it boasts all the big five except elephants as its available tourist circuit. It is an important place for tourism destination competitiveness which creates awareness of wildlife endangered Sitatunga antelope. The viewing point of its nature to the boat riding has made the sanctuary ecological area for wildlife research in tourist attraction (National Parks of Kenya reports 2015).

In Crescent game sanctuary is an island on the east side of Lake Naivasha which was created in 1988 to allow Crescent Island to become part of mainland when the lake dropped. It has a terrain land flat making it easy for visitors to enjoy. There are giraffes, elands, waterbucks, wildebeests, impalas and zebra. There are over 200 species and a lot of hippos on the spot from Island. The resident's birds are fish eagle, ospreys, lily trotters and different types of herons where hippos live. Mammals grazing in the sanctuary are zebra. These include Impala, Buffalo, Giraffe, Kongoni and Night Hippos. The different wildlife, bird life, flora are freely seen there for destinations competitiveness among other sanctuaries such as Olelengoni, Mwaluganje conservancy (African Spice Safaris, 2019).

Statement of the Problem

The determinants of tourism destination competitiveness have been a challenge in sanctuaries not only in Oserengoni Wildlife but also the world. Lack of awareness, low turnouts and no referral has resulted to low revenue generation from destination competitiveness. This study aims to evaluate how low volume of tourist arrivals, repeat visits to create lifetime value for tourism destination expansion markets and market referrals to area can be enhanced.

Customer loyalty in tourism destination has been determined by determinants of destination competitiveness without any clear establishment which determinant can improve competitiveness in Kisumu Impala and crescent island game.

Euromonitor, (2011) found that Tourism destination attractiveness was re-introduced in 2008 to improve customer loyalty but disconnect the way for the Kenya Tourism Board operates. Despite the Tourism Board Council being the controller with the mandate to develop, coordinate and implement tourism marketing strategy

for tourism competitiveness, there is a clear disparity lies in the growth and preference of the country's domestic tourists remains in the South Coast beaches and a handful of game reserves and national parks than in sanctuaries (Mutinda, Ndivo & Rayviscic, 2013).

A number of initiatives in sanctuaries such as reduction of entry fees to parks have been subsidized with rates; hotel concessions for domestic tourists and free entry to parks during Kenya's Independence Day have since been undertaken by the Ministry of Tourism to encourage domestic tourism but to no avail due low destinations attractiveness (Kamau, *et. al.* 2015). It is on this backdrop that the study will evaluate the determinants of tourism destination competitiveness on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries.

Purpose of the Study

The purpose of the study was to evaluate the determinants of tourism destination competitiveness on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries. The study was guided by the following specific objectives;

- To examine the effect of destination attractiveness on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries
- To investigate the effect of auxiliary factors on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries
- To assess the effect of destination management on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries
- To establish the moderating effect of situational conditions on the relationship between determinants of destination competitiveness and customer loyalty in Kisumu Impala and Crescent Island game sanctuaries

The study's hypotheses were;

- $H0_1$: Attractiveness of destination has no significant effect on tourism destination competitiveness on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries
- $H0_2$: Auxiliary factors in a destination have no significant effect on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries in Kisumu Impala and Crescent Island game sanctuaries.
- $H0_3$: Destination management has no significant effect on customer loyalty in Kisumu Impala and Crescent Island game sanctuaries
- $H0_4$: Situational conditions have no significant moderating effect between destination competitiveness and customer loyalty in Kisumu Impala and Crescent Island game sanctuaries

LITERATURE REVIEW

Theoretical Review

Porter's theory in tourism destination competitiveness

This is theory of tourism destination competitiveness. The theory was developed by Porter (1990) who states that tourism is an activity of attracting people to visit a place or a group of people travel to various places either for leisure, sightseeing or recreation in United States. It also adds that tourism firms become more competitive when the place is able to improve competitive positioning in tourism markets with other tourism areas in return to competitiveness. Since the history of tourism started years ago from water searching, trade and traveling for food or cultural exchange, there is need to adopt this theory. The development of tourism is speed up with competitive forces.

This theory assumes that creation of tourism markets operations can results to competitiveness planning with provision of tourism environment in different destination. Therefore, competitive achievement is based on tourism destination competitiveness in market situation in Indian firms competitive (Camingson 2015). The bargaining power of a customer, buyer concentration to the firm, new entry is higher competitive gain where many people can use tourism services to travel and leisure.

Tourism organizations competes on not only in one countries but also international tourism markets of the regions stem from which success depends on its international tourism markets. The theory will focus on the five key forces on new theory of entry, buyer powers, supplier powers, substitute threats and competitive rivalry (Arbulu 2016).

Limitation of this theory states that every tourism activity not only for competitiveness, there is factor for competitive forces. Thus, being the one chosen in this study, destination conditions for every tourism sites is proposed objectively. Albert (2012) argued that a particular competitiveness amounts to the crucial determinants to which performance of tourism is based in the tourism world.

Theory of comparative advantage in tourism destination competitiveness

This theory was also known as Heckscher –Ohlin (H-O) theory in 1970 which was subjugated that tourism destination is loosely comparable to international trade where different countries are compared for travel. The assumption underlying this theory was based on two basic tourism places which are under perfect competition returns. Tourism destination is based on monopolistic comparative advantage competed in such a way that competitiveness strives to improve strategic tourism positions (Dwyer 2013)

The limitation of the theory is that destination competitiveness differ from one country to another. According to this theory, countries differ with respect to their factor intensities, namely the labour and capital that are used in the production of goods and services. While there are many different resource explanations of comparative advantage, the-O theory isolates factor abundance or endowments as the basic determinant of comparative advantage. Although the H-O theory is based on a set of simplifying assumptions, relaxing these assumptions modifies but does not invalidate the theory (Salvatore, 2002).

A number of empirical studies have been conducted to verify the H-O theory. One of the first such studies was conducted by Dimoska, & Trimcevb, (2012) who found that, irrespective of the general believe that the US was expected to be an exporter of capital-intensive products and an importer of labour-intensive products, the results confirmed just the opposite. The paradox was later confirmed in the US. Similar results were reported in studies based on the country tourism

The Leontief paradox led economists to look for alternative explanations for the H-O theory. The most important of these was the introduction of differences inhuman capital (Bowen, 2015) as an explanation of the paradox. Others were the product cycle theory (Vernon, 2016) and the technology gap theories that incorporate time as a dynamic extension to the basic H-O theory

Tourism products in Kenya have been broken down into seven, namely: Beach; Wildlife; Cultural; Sports; Scenic; Adventure; and Specialized tourism which includes educational tourism, slum tourism etc. Tourism's social, economic and environmental impacts are immense and complex, not least because tourism concentrates on vulnerable natural and cultural sites (Estevão, & Ferreira, 2014). Firm strategy, structure and rivalry constitute the fourth determinant of competitiveness.

The way in which destinations are created, set goals and are managed is important for success. But the presence of intense rivalry in the home base is also important; it creates pressure to innovate in order to upgrade competitiveness. Government can influence each of the above four determinants of competitiveness. Government interventions can occur at local, regional, national or international level. Chance events are occurrences that are outside of control of a firm. They are important because they create discontinuities in which some gain competitive positions and some lose.

Limitation of this theory was based on its large and growing part of trade has come from massive two-way trade in similar industries, which could not be explained by comparative advantage and was principally driven by advantages resulting from economies of scale. This changing pattern of world trade has made the traditional assumption of constant returns to scale unworkable to explain intra-industry trade.

Overall, it found this to be an unattractive industry due to the following factors: Rivalry: The tourism industry is filled with over 5000 tourism worldwide creating a considerable amount of competition. Initially, tourism would compete based on price; however, tourism such as the United Arab Emirates have begun to add unique amenities such as showers to attract the wealthy, luxury seeking client. Moreover, despite Delta being one of the major tourism.

Ritchie and Crouch Model of Destination Competitiveness

This model of this study is informed by Porter's (1990) theory of competitive advantage as expounded by Ritchie and Crouch's (2000) and Dwyer *et.al.* (2004), approaches to destination competitiveness.

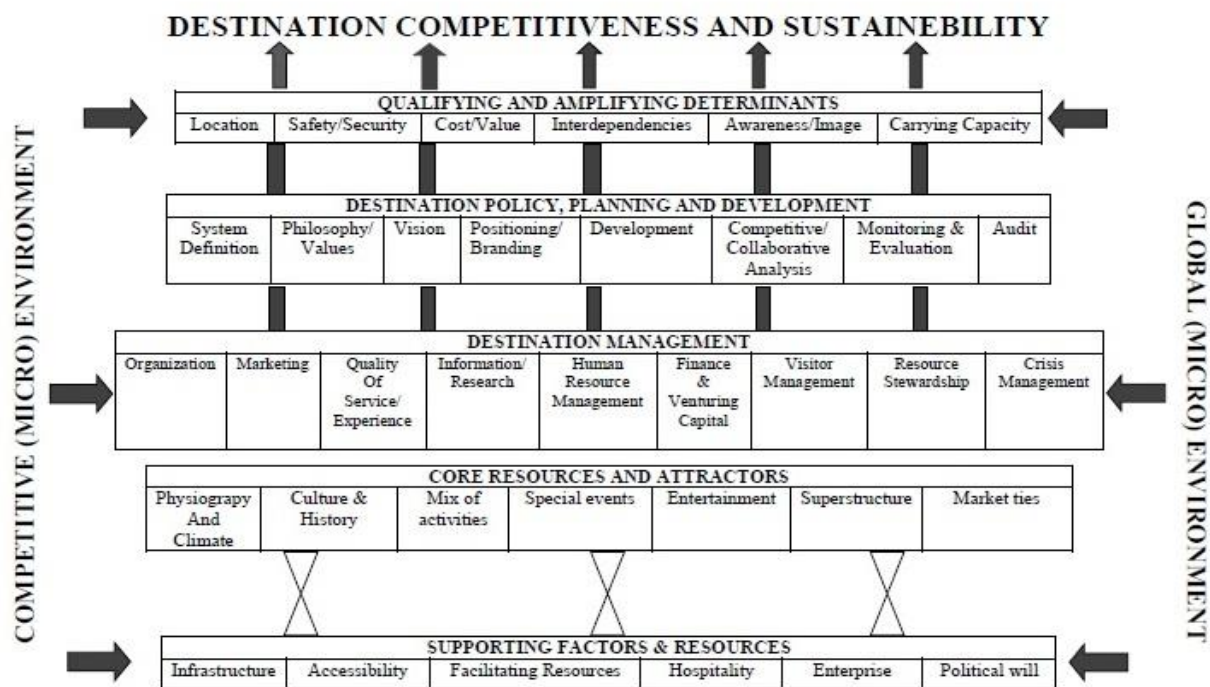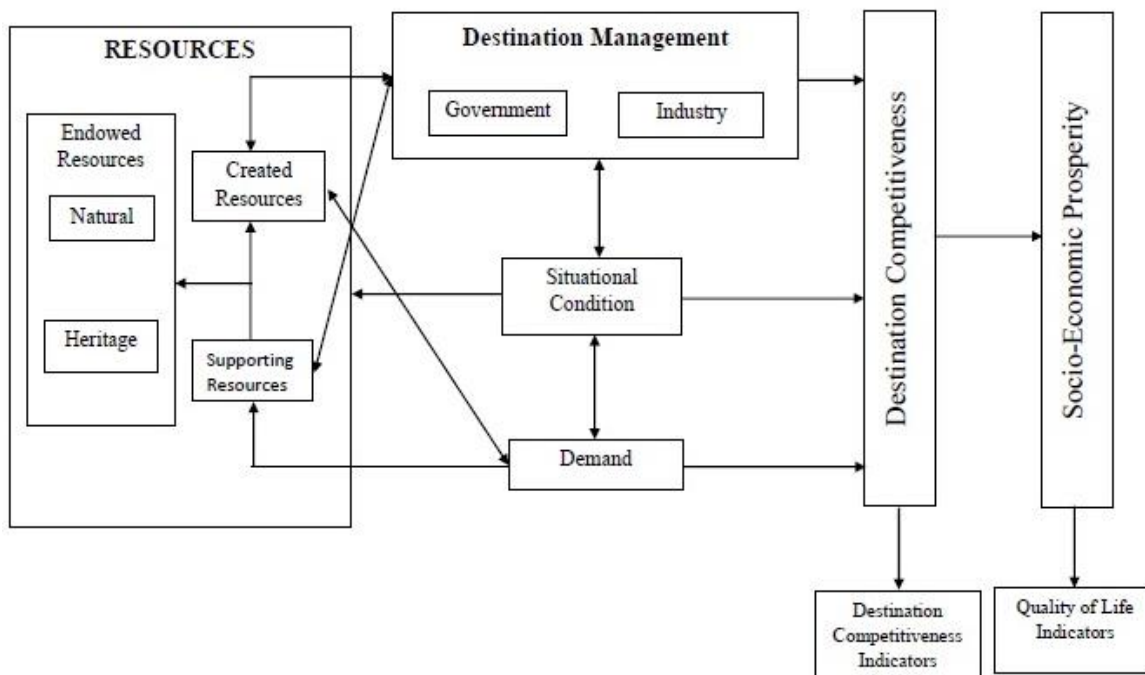### Ritchie and Crouch Model of Destination Competitiveness

Figure 1: Ritchie and Crouch Model of Destination Competitiveness (2003)

According to Papp and Raffay (2011), Ritchie and Crouch model of destination competitiveness (2003), is held to be the most detailed and comprehensive work in tourism competitiveness. It has been the starting point of researchers to develop and process their own models. Ritchie and Crouch tried to collect and organize all the factors and determinants that the competitiveness of a destination is dependent on. Building on Porter's well-known framework (1990) of the diamond of national competitiveness, they organized 36 determinants into five components: supporting factors and resources, core resources and attractors, destination management, destination policy, planning and development, qualifying and amplifying determinants. The basic component consists of the core resources and attractors that include the primary elements of destination appeal. The model has been criticized because it cannot show the connections or interference among the elements and therefore does not show a realistic picture (Armenki et. al., 2011).

**Integrated Model of Destination Competitiveness**

Figure 2: Integrated Model of Destination Competitiveness (Dwyer et. al., 2004)

The model has a lot of Crouch and Ritchie (2003) destination competitiveness elements as well as Porters framework of national competitiveness. It brings together the main elements of national and corporate competitiveness into one overall model (Dwyer et. al., 2011) with the two main elements being resources and destination management. Resources form part of the main tourist attraction with destination management shaping an attractive tourists offer.

The model is like a process that has two outcomes: destination competitiveness and socio-economic prosperity which is indicated by quality of life. With the main goal being competitiveness and quality of life the model matches Ritchie and Crouch (2003) definition of competitiveness. The model has a very important difference from Ritche and Crouch: it shows causal links (Vanhove, 2014). The arrows in the model have special meaning: single direction arrows show the process, while the two-way arrows stand for the mutual effects. Both models are successful at identifying the factors influencing destination competitiveness – but do not separate the factors.

3 Porter's Diamond of Competitive Advantage
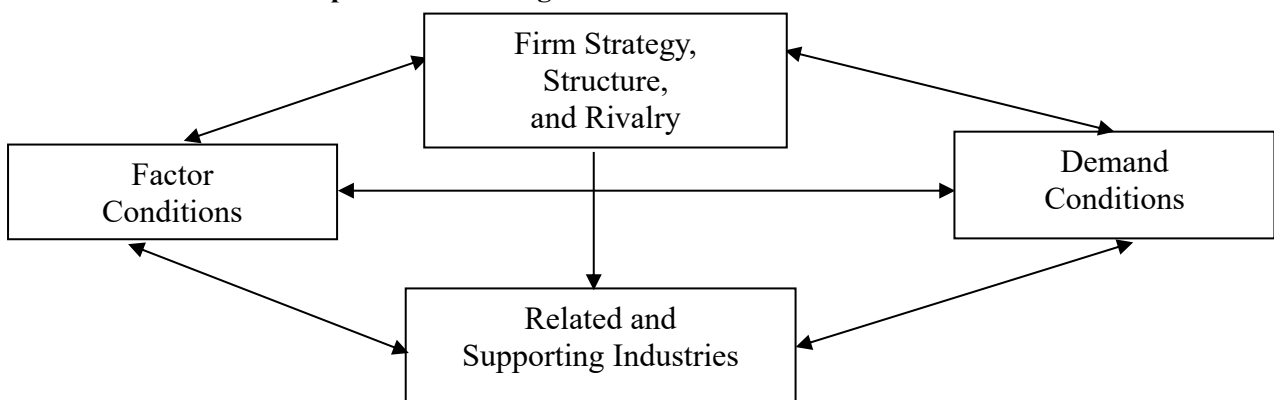
Figure 3: Porter's Diamond of National Advantage (1990)

In Porter's theory the basic unit of analysis for understanding competition is the "industry". The industry is the arena in which the competitive advantage is won or lost. A cluster is defines by Bordas as 'a group of tourist attractions, infrastructure, equipment, services and organization concentrated in a delimited geographical area'. In this study the industry will be a cluster of tourist attractions found in western tourism circuit.

According to Porter (1990), competitiveness of a country is a function of four major determinants: factor conditions, demand conditions, related and supporting industries, firm strategy, structure and rivalry. Factor conditions are human resources, physical resources, knowledge resources and infrastructural resources in a destination. Demand conditions represents how tourist destinations perceive, interpret and respond to domestic tourists needs, invest in new technologies, develop the existing resources and invest in domestic tourism in order to pull through low foreign sales.

Related industries and supporting industry show how firms can coordinate or share activities in the value chain when competing or which involve products that are complementary such as technology development, manufacturing, distribution and marketing. Tourism destination strategy is a rivalry which involves the ways is the destination are organized and managed.

Though these determinants influence the existence of competitive advantage of an entire nation, their nature suggests that they are more specific to a particular industry rather than typical of a country. This study hopes that a combination of Porter's (1990) theory and Ritchie and Crouch's (2000) approach to destination competitiveness will allow understanding of the motivations behind a given domestic tourist destination choice as well as identify strategic attributes that determine destinations competitiveness

Destination Competitiveness in tourism destination competitiveness

D'Hartserre, (2000) examined the concept of competitiveness which has been applied to different settings with various authors linking competitiveness in India. The study found that economics, marketing and strategic perspectives, price, quality and satisfaction affect competitiveness. Competitiveness to customer loyalty is 'the ability of a destination to maintain its market position and share and/or to improve upon them through time.

Hassan (2015) conducted a study on the effect of tourism destinations competitiveness in Somalia. The study aims to examine destination competitiveness in customer loyalty. This result showed that competitiveness as 'the destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors' (Hassan, 2000). Porter (1990) viewed competitiveness as an outcome of a nation's ability to innovatively achieve, or maintain, an advantageous position over other nations in key industrial sectors.

Pearce (2017) introduced the concept of "competitive destination analysis" to measure the competitiveness of tourism destinations in China. This provided an objective basis for evaluating the strengths and weaknesses of a destination and generating a good appreciation of its competitive advantages. Dwyer (2014) defined tourism destination competitiveness as a general concept that encompasses price differentials coupled with exchange rate movements, productivity levels of various components of the tourism industry and qualitative factors affecting the attractiveness of a destination.

The study of Moai (2015) found that conceptualizes destination competitiveness based on the notion that it is a cluster of tourist attractions, infrastructure, equipment, services and organization that jointly determines what a destination has to offer to its visitors in Kenya. It also holds that, the ability to increase tourism expenditures by attracting tourists and preserving the nature capital of the destination for future generations is what makes a destination truly competitive.

Empirical Literature

Destination attractiveness in tourism destination competitiveness

Crouch (2011) suggests that experts judge the destination's physiographic and climate, both of which are naturally endowed, as the most important competitiveness determinant in China. Mihalic (2011), developed a

theoretically supported model to study the role of environmental resources in destination supply and demand. Findings revealed a negative gap between the importance and performance of Slovenian environmental resources. The gap was larger for natural resources and somewhat smaller for cultural resources calling for need to improve natural attractions. Findings and comparison of SA's ranking in the World Economic Forum for Travel and Tourism Competitiveness Report 2013 indicated that, countries that offer travellers access to natural assets have a competitive advantage and that cultural resources of a country add to a country's competitiveness.

Balkaran (2014) found out that, countries that offer travelers access to natural assets have a competitive advantage Indianapolis. Dwyer and Forsyth, (2011) argued that in order to achieve competitive advantage, a tourist destination must ensure that its overall attractiveness in terms of natural or scenic beauty, culture, and tourist experience, is superior to that in the many alternative destinations available.   For Krešic and Prebežac (2011), a number of factors influence the flow of tourists to different tourist destinations. These factors can be defined as attributes or tourism attractions of a destination which, with their specific features, attract and motivate tourists to visit a certain place.

A study done by Broadbent and Broadbent (2013) pointed out Ethiopia's culture and nature as the greatest assets for its destination competitiveness and among the most important cultural destination in the African continent like Egypt and Morocco with very diverse options of cultural experiences. Dwyer and Forsyth, (2011) argued that in order to achieve competitive advantage, a tourist destination must ensure that its overall attractiveness in terms of natural or scenic beauty, culture, and tourist experience, is superior to that in the many alternative destinations available.

Pietsch & Ringbeck (2013), states that destination management on cultural resources of competitiveness. The study found that destination management are significant and enhance a country's competitiveness. It is therefore important to note that attractiveness of a destination constitutes the primary motivations for a foundation upon which a successful tourism industry can be established. Different resources in different destination have different appeal to different tourists.

Auxiliary factors in tourism destination competitiveness

A study done by Azzopardi and Nash (2015 showed a framework for island destination competitiveness – perspectives from the island of Malta, found out that public infrastructure supports tourism competitiveness in direct and indirect ways. Respondents stated that the efficiency, costs, speed, and quality of goods and services produced and delivered by industries that support tourism rely on the availability, reliability, safety and efficiency of general infrastructural services. respondents further stated that the efficiency, costs, speed, and quality of goods and services produced and delivered by industries that support tourism rely on the availability, reliability, safety and efficiency of general infrastructural services.

Wang, Hsu and Swanson (2012) stated that foundation for building a successful tourism destination, such as a destination's infrastructure, facilitating resources, enterprise, and accessibility, makes up the supporting factors and resources component in Italy. Tőzsér (2014), found out that infrastructure is among the key factors determining attractiveness of a tourist destination. Once at a destination, tourists need also to be able to gain easy access to tourist sites and resources.

According to Crouch (2011), a destination with an abundance of core resources and attractors but lack adequate supporting factors and resources may find it very difficult to develop its tourism industry in Egypt. Careful planning and management may be required to ensure a proper balance between tourism growth and development of infrastructure and other facilitating resources. He continues to state that a developed and well maintained infrastructure provides a solid base for an effective and efficient tourism destination.

Travel and tourism must play a key role in societal change by engaging in new transport platforms and networks in order to attract tourists and enhance destination competitiveness. Information and communications

technology (ICT) is also an important source of destination competitiveness. A destination remains competitive if it has a sound ICT infrastructure in place and keeps abreast of technological developments to "meet, or even surpass the expectations of present and future tourist demands, enhance business opportunities and provide a whole range of services that are consistent with the electronic age.

Destination management in tourism destination competitiveness

Buhalis, Pansiri & Courvisanos, (2014) point out key themes addressed in destination management and strategies as; sustainable development, marketing, planning, organization, operation, strategic alliances, destination networks and impact assessment in Canada. These themes can vary depending on spatial scale contexts including regional, national, local and central government. According to these authors, it is important for destination managers and strategists to consider the development and management of destination resources (created and supporting factors) through the formulation, implementation, and impact assessment of tourism strategies and policies that are applied to changing environments. Such strategies and policies are meant to enhance destination competitiveness, taking into account both situational and demand conditions.

Pansiri (2014) explores the use of gap analysis in examining the demand-side and supply-side perceptions of international tourists' motives for visiting Botswana, along with Botswana's competitiveness as a tourist destination. Study reveals that Botswana's competitiveness as a destination is average and in order for Botswana to be globally competitive; there is need for further improvement with a view to match international tourists' expectations. Particular attention should be directed at improving the way the destination is managed and further developments should be made on created resources, safety, demand conditions, historical and cultural heritage resources, organized excursions, and cleanliness.

Loureiro and Ferreira (2015), states that destination management focuses on those activities which implement the policy and planning framework established under destination policy, planning and development to enhance the appeal of the core resources and attractors, strengthen the quality and effectiveness of the supporting factors and resources and adapt best to the constraints or opportunities imposed or presented by the qualifying and amplifying determinants. These activities represent the most direct mechanism for managing the destination's competitiveness and sustainability. They further state that destination policy, planning and development are linked to philosophy, vision, positioning/branding, development, competitive/collaborative analysis, monitoring, evaluation, and audit. Therefore, it should be formulated as an integrative system designed to work as a whole, such that overall competitiveness and sustainability goals can be achieved.

Barbosa, (2014), asserted that the competitiveness of tourist destinations is enhanced by marketing, identifying competitors and determining destination advantages and disadvantages relative to competitors is an integral part of successful marketing technique for tourist destinations. Therefore, marketing offers the tourist destinations the tools to communicate with their target markets.

Tőzsér (2014) posited that management activities and the trends of tourism developments are affected by the factors of the macro-environment, their decisions and measures, which is beyond the scope of destination management systems. The same ideology is reported by World Economic Forum for Travel and Tourism Competitiveness Report (2013),that analyzing existing destination marketing and tourism development planning in the context of challenges of a more volatile macroeconomic environment is vital.

Wang, (2012) observed that destination management as the most important dimension of Chinese tourism destination competitiveness and was reflected by five indicators namely: destination marketing, human resource development, destination management organization, information management, and crisis management. Findings suggested several potentially important strategies that Chinese tourism enterprises should consider as; executing effective marketing campaigns such as keeping destination information up to date via an integrated marketing communications program, focusing on employee development by enhancing service providers'

professional knowledge and needs-satisfying skills through effective on-the-job training programs and finally, having a crisis management plan in place (crowd management) for populated tourist destinations.

Situational conditions in tourism destination competitiveness

Feroz, (2010), studied the different preferences of the tourist and examined the tour intention in selecting different tour destination in Arabian countries. They utilized both exploratory and empirical research approach and a multiple regression model to examine the effects of different factors on the tourists' tour intention. The regression result showed that Security had a statistical significance indicating explaining the intention to select a tour destination in Bangladesh. The study outlines some policy implications.

Dwyer and Forsyth (2011) stated that Price competitiveness is a key factor in the overall tourism competitiveness of a country or a destination in Poland. Studies have revealed that tourism demand is relatively responsive to price factors as tourists incur costs within the destination that they visit. In their destination choice decision, tourists consider the price (cost of living) at the destination relative to the costs of living at the origin and substitute destinations. Thus, a rise in prices in one destination will result in a diversion of visitor numbers to substitute destinations. Researchers model this consumer thinking in either of two ways.

Loureiro and Ferreira (2015), noted that there are many factors affecting Sao Tome´ and Prı´ncipe (STP) social, environmental, and economic constraints have restricted its development process in recent years. They tried to find alternative ways of development that may overcome these disadvantages. Findings revealed qualifying determinants as being peace and safety among other key destination. Tourists may consider a range of competing destinations before choosing any particular one.
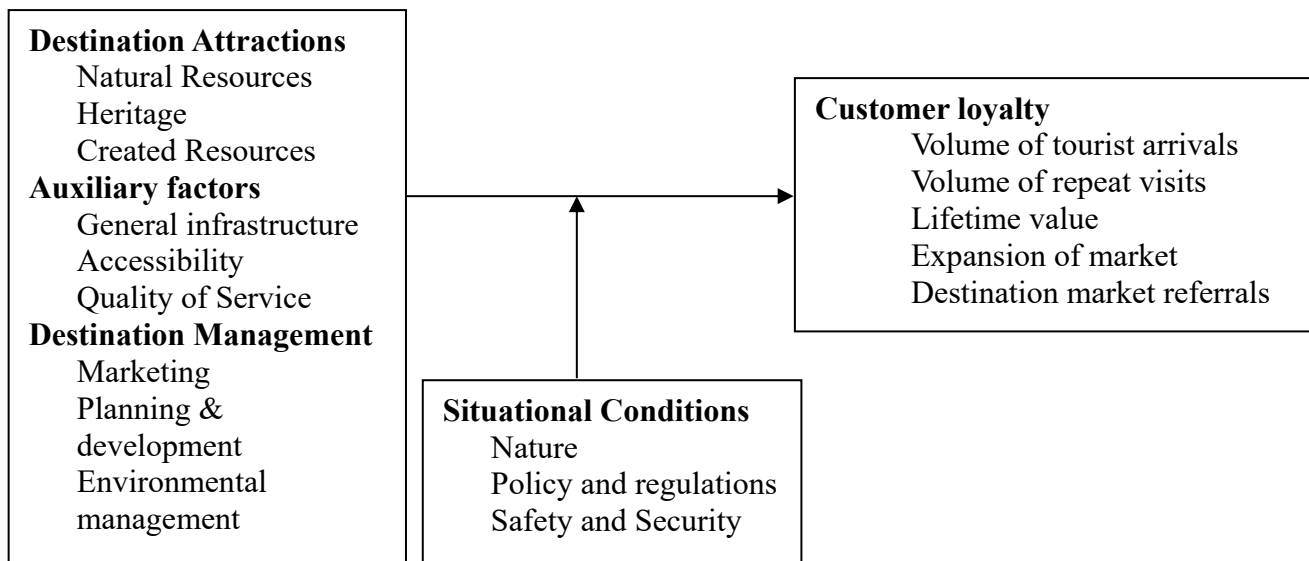
Research Gap

Tourism destination competitiveness has been researched on global, national and regional levels. The outcome has shown that destination competitiveness does not give the same conceptualization and that tourism flow to any destination is intricately linked to that destination's overall competitiveness. From the literature review, studies have explored determinants of destination competitiveness from a 'tourist' perspective ignoring the fact that foreign and domestic tourists do not share the same perceptions. The study has categorized frequently highlighted destination competitiveness variables into few relevant factors that are applicable to Kenya's tourism context with the aim of establishing what really determines domestic tourists' visitations to respective tourist destinations.

Pietsch & Ringbeck (2013) found that destination management is significant to enhance a destination of tourism competitiveness. It is therefore important to note the gap that destination attractiveness of a destination constitutes the primary foundation upon which competitiveness is achieved by the current study.

A study done by Azzopardi and Nash (2015 indicated that auxiliary factors by public infrastructure support tourism competitiveness. It evidenced that support tourism rely on the availability, reliability, safety and efficiency of general infrastructural services. Therefore, the study did examine auxiliary determinants and how they impact tourism destination competitiveness on the availability, reliability, safety and efficiency of general infrastructural services.

Conceptual Framework

Determinants of Tourism Destination Competitiveness

Destination Attractions 　Natural Resources 　Heritage 　Created Resources **Auxiliary factors** 　General infrastructure 　Accessibility 　Quality of Service **Destination Management** 　Marketing 　Planning & 　development 　Environmental 　management	**Situational Conditions** 　Nature 　Policy and regulations 　Safety and Security	**Customer loyalty** 　Volume of tourist arrivals 　Volume of repeat visits 　Lifetime value 　Expansion of market 　Destination market referrals

Independent Variable　　　　　**Moderating Role Variable**　　　　　**Dependent Variable**

Figure 1: Conceptual Framework

Source: Researcher, 2019

The independent variable is determinants of tourism destination competitiveness. This will be measured using destination attractions determinant, auxiliary factors and destination management. The scale items have been adapted from corresponding studies (Dwyer & Kim, 2003; Guo & Cao 2004; Li Yang & Zeng, 2017; Enright & Newton, 2004, 2015; Ritchie & Crouch, 2000; Wang, Hsu & Swanson, 2012). Face validity was used to capture the specific domain of interest, thus making the items measurable.

The dependent variable is competitiveness denoted as indicators of customer loyalty. The scale items: new investment opportunities, resident support for tourism development, volume of repeat visits, volume of tourist arrivals, expansion of touristic services and destination awareness were adapted from Omerzel, (2006).

A situational condition is a moderating role affecting destination competition with scale items being: safety and security and price competitiveness.

METHODOLOGY

The study used descriptive research design. As Orodho (2003) posits, the method will be ideal for gathering information about people's perceptions, attitudes, opinions and feelings on a range of social issues.

The target population of the study was 466 respondents comprising of domestic tourists visiting the sanctuaries and employees such as Assistant warden II, Sergent education warden, customer care, supervisors, animal keepers, tour guiders, rangers, cage attendants, research scientist, and corporal discipline officers. Stratified sampling techniques was employed to pick 233 respondents

RESULTS AND DISCUSSIONS

Destination attractiveness

The study sought to determine the effect of destination attractiveness and the results presented in table 4.1.

Table 1: Destination attractiveness

	N	Minimum	Maximum	Mean	Std. Deviation
Natural attractions such as bushwalking, bird watching and camping are being offered.	202	2.00	5.00	4.0248	.96423
There is favorable weather/climate	202	2.00	5.00	4.6337	.73603
The environment within and outside the tourist attraction is clean	202	2.00	5.00	4.2772	1.09380
Availability of flora (wild animals) and fauna (vegetation)	202	2.00	5.00	3.9802	.96692
Cultural attraction have different artistic /Architectural features	202	1.00	5.00	2.8317	1.46311
The attraction offers an opportunity to learn more about other cultures, their ways of life and heritage	202	4.00	5.00	4.1782	.38365
There are a variety of cuisine to be sampled tourist attraction	202	2.00	4.00	3.2673	.96600
There are cultural precincts and (folk) villages within the attraction	202	1.00	4.00	2.3564	1.06116
Created resources have quality accommodations within and outside the attraction	202	2.00	5.00	3.8317	.93648
Valid N (listwise)	202				

The results showed that there is favorable weather/climate had a mean 4.6337 with standard deviation of.73603, The environment within and outside the tourist attraction is clean had a mean 4.2772 with standard deviation of 1.09380, The attraction offers an opportunity to learn more about other cultures, their ways of life and heritage had a mean 4.1782 with standard deviation of.38365, Natural attractions such as bushwalking, bird watching and camping are being offered had a mean 4.0248 with standard deviation of.96423, Availability of flora (wild animals) and fauna (vegetation had a mean 3.9802 with standard deviation of.96692, Created resources have quality accommodations within and outside the attraction had a mean 3.8317 with standard deviation of.93648, There are a variety of cuisine to be sampled tourist attraction had a mean 3.2673 with standard deviation of.96600, Cultural attraction have different artistic /Architectural features had a mean 2.8317 with standard deviation of 1.46311 and There are cultural precincts and (folk) villages within the attraction had a mean 2.3564 with standard deviation of 1.06116.

Auxillary Factors

The study sought to establish the effect of auxillary factors on tourism attractiveness. Table 2 presents the results.

Table 2: Auxillary Factors

	N	Minimum	Maximum	Mean	Std. Deviation
General infrastructure is adequate health/medical with facilities to serve tourists	202	1.00	5.00	3.7772	.92767
Availability of local transport to the attractions	202	1.00	5.00	3.1782	1.08720
Accessibility to the Availability of user friendly guidance or information services pertaining the attraction.	202	1.00	5.00	2.9802	1.35294
Need for new technologies to improve the interpretation of tourist attractions	202	1.00	5.00	4.0099	.82251
The attraction offers quality of effective and efficient service delivery	202	1.00	5.00	3.6386	1.16033

The results showed that Need for new technologies to improve the interpretation of tourist attractions had a mean 4.0099 with standard deviation of .82251, General infrastructure is adequate health/medical with facilities to serve tourists had a mean 3.7772 with standard deviation of.92767, Availability of local transport to the attractions had a mean 3.1782 with standard deviation of 1.08720, The attraction offers quality of effective and efficient service delivery had a mean 3.6386 with standard deviation of 1.16033 and Accessibility to the Availability of user friendly guidance or information services pertaining the attraction had a mean 2.9802 with standard deviation of 1.35294.

Destination management

The study sought to examine the effect of destination management on attractiveness. The results were presented in table 3.

Table 3: Destination management

	N	Minimum	Maximum	Mean	Std. Dev.
Marketing of Tourist attractions should seek to increase resident awareness and reputation of domestic holidays	202	1.00	5.00	4.2723	.67663
There's need to engage domestic tourists through social networks such as you tube, twitter, facebook, whatsapp, etc to ensure efficient communication	202	2.00	5.00	4.2475	.63725
Planning and development should focus on the uniqueness of the destination	202	1.00	5.00	4.0594	.83840
Ongoing tourism development in the destination is responsive to visitor needs	202	1.00	5.00	4.2871	.75094
There is need to increase the recreational and leisure opportunities for domestic tourists	202	1.00	5.00	3.5396	1.10670
There is need to create experiences in the tourist attraction in order to differentiate it from other tourist attractions	202	1.00	5.00	1.5396	1.10670
Environmental management is important of 'sustainable' domestic tourism development	202	1.00	5.00	2.5396	1.10670
Valid N (listwise)	202	1.00	5.00		

The study indicated that development in the destination is responsive to visitor needs had a mean of 4.2871 with standard deviation of .75094, Marketing of Tourist attractions should seek to increase resident awareness and reputation of domestic holidays had a mean of 4.2723 with standard deviation of.67663, There's need to engage domestic tourists through social networks such as you tube, twitter, facebook, whatsapp, etc to ensure efficient communication had a mean of 4.2475 with standard deviation of.63725, Planning and development should focus on the uniqueness of the destination had a mean of 4.0594 with standard deviation of .8384 and There is need to increase the recreational and leisure opportunities for domestic tourists had a mean of 3.5396 with standard deviation of 1.10670, Environmental management is important of 'sustainable' domestic tourism development had a mean 2.5396 with standard deviation of 1.10670 There is need to create experiences in the tourist attraction in order to differentiate it from other tourist attractions had a mean 1.5396 with standard deviation of 1.10670.

Situational conditions

The study sought to examine the effect of situational conditions on attractiveness. The results were presented in table 4.

Table 4: Situational Conditions

	N	Minimum	Maximum	Mean	Std. Dev.
Tourist attraction sites face technology competition from rivals	202	1.00	5.00	3.5198	1.20616
Tourism industry requires competitive edge	202	1.00	5.00	2.3218	1.32350
Implementation tourist attraction improve economic growth	202	2.00	5.00	4.2376	.63322
Tourist attraction is similar to other consumer behavior patterns	202	1.00	5.00	3.6535	.52015
Most tourist attraction are based on hoteliers and restaurateurs	202	2.00	5.00	3.9505	.75147
Valid N (listwise)	202				

The study showed that situation condition and implementation for tourist attraction improve economic growth had a mean of 4.2376 with standard deviation .63322, Most tourist attraction are based on hoteliers and restaurateurs had a mean of 3.9505 with standard deviation.75147, Tourist attraction is similar to other consumer behavior patterns had a mean of 3.6535 with standard deviation.52015, Tourist attraction sites face technology competition from rivals had a mean of 3.5198 with standard deviation 1.20616 and Tourism industry requires competitive edge had a mean of 2.3218 with standard deviation 1.32350.

Government Policy

The study sought to examine the effect of government policy on attractiveness. The results were presented in table 5.

Table 5: Government Policy

	N	Minimum	Maximum	Mean	Std. Dev.
Compliance to environmental laws with government policy affects tourism attraction	202	2.00	5.00	4.2822	.59398
Product diversification with government policy affects attraction	202	3.00	5.00	4.1535	.44745
Competitive factors with government policy affects tourism attraction	202	3.00	5.00	4.1337	.43131
Policy makers of the county ensures appropriate audit scheme to improved tourism attraction	202	2.00	5.00	4.2624	.60304
Budgetary allocation policy affects tourism attraction	202	2.00	5.00	4.2228	.63471
Valid N (listwise)	202				

The study showed that Compliance to environmental laws with government policy affects tourism attraction had a mean of 4.2822 with standard deviation of.59398, Policy makers of the county ensures appropriate audit scheme to improved tourism attraction had a mean of 4.2624 with standard deviation of.60304, Budgetary allocation policy affects tourism attraction had a mean of 4.2228 with standard deviation of.63471, Product diversification with government policy affects attraction had a mean of 4.1535 with standard deviation of.44745, and Competitive factors with government policy affects tourism attraction had a mean of 4.1337 with standard deviation of .43131.

CONCLUSION AND RECOMMENDATION

The study sought to determine the effect of destination attractiveness. The results showed that there is favorable weather/climate are an environment within and outside the tourist attraction is clean. The attraction offers an opportunity to learn more about other cultures, their ways of life and heritage, Natural attractions such as bushwalking, bird watching and camping are being offered, Availability of flora (wild animals) and fauna (vegetation, Created resources have quality accommodations within and outside the attraction, There are a variety of cuisine to be sampled tourist attraction, Cultural attraction have different artistic /Architectural features, and There are cultural precincts and (folk) villages within the attraction.

The study sought to establish the effect of auxillary factors on tourism attractiveness. The results showed that Need for new technologies to improve the interpretation of tourist attractions, General infrastructure is adequate health/medical with facilities to serve tourists, Availability of local transport to the attractions, The attraction offers quality of effective and efficient service delivery, and Accessibility to the Availability of user friendly guidance or information services pertaining the attraction.

The study sought to examine the effect of destination management on attractiveness. The results were presented. The study indicated that development in the destination is responsive to visitor needs, Marketing of Tourist attractions should seek to increase resident awareness and reputation of domestic holidays, There's need to engage domestic tourists through social networks such as you tube, twitter, facebook, whatsapp, etc to ensure efficient communication, Planning and development should focus on the uniqueness of the destination and There is need to increase the recreational and leisure opportunities for domestic tourists, Environmental management is important of 'sustainable' domestic tourism development, There is need to create experiences in the tourist attraction in order to differentiate it from other tourist attractions.

The study sought to examine the effect of situational conditions on attractiveness. The results were presented. The study showed that situation condition and implementation for tourist attraction improve economic growth, Most tourist attraction are based on hoteliers and restaurateurs, Tourist attraction is similar to other consumer behavior patterns, Tourist attraction sites face technology competition from rivals and Tourism industry requires competitive edge.

The study sought to examine the effect of **Government policy** on attractiveness. The results were presented. The study showed that Compliance to environmental laws with government policy affects tourism attraction, Policy makers of the county ensures appropriate audit scheme to improved tourism attraction, Budgetary allocation policy affects tourism attraction, Product diversification with government policy affects attraction and Competitive factors with government policy affects tourism attraction.

The study sought to examine the effect of Tourists Attractiveness on attractiveness. The results were presented. The study showed that Product diversification is achieved by Anthropic resources promotions, Traditional artifacts promotions are good for tourism, Natural attraction Awareness increases number of tourists/ visits.

The study sought to determine the effect of destination attractiveness. There is need for new technologies to improve the interpretation of tourist attractions. General infrastructure is adequate health/medical with facilities

to serve tourists, Availability of local transport to the attractions, the attraction offers quality of effective and efficient service delivery and Accessibility to the Availability of user friendly guidance or information services at the attraction.

Another study should be done on Compliance to environmental laws on tourism attraction. Competitive factors with government policy on tourism attraction.

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