



NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
TOURISM AND HOTEL MANAGEMENT PROGRAM

**AN ANALYSIS OF ECOTOURIST'S BUYING
BEHAVIOR IN THE EASTERN HIGHLANDS OF
ZIMBABWE**

AMANDA ANTONIO

MASTER'S THESIS

NICOSIA
2018

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BEHAVIOR IN THE EASTERN HIGHLANDS OF
ZIMBABWE**

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MASTER'S THESIS

THESIS SUPERVISOR
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NICOSIA
2018

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ACKNOWLEDGMENTS

Many people enter our lives for a little while, others pause and plant flowers in our hearts that continue to bloom forever. I would like to express my fondest gratitude to God the Almighty for through him everything is possible. For without him this journey would not have been possible.

I would also like to acknowledge the support of my supervisor Prof. Dr. Serife for the productive criticism and guidance throughout the research, thank you. Not forgetting my family, friends and class mates who have always been there for me from the beginning to the end of this study. Thank you Mom, Dad and Vimbai for being there for me in this journey. With a special thank you going to Mr. L Chitange, Mr. T Mataka, Mr. T Gumunyu and Mr. k Mutambirwa for imparting me with knowledge and continuous encouragement throughout the research.

Finally i would like to thank all the management of the ecotourist destination sites that I carried out my study on for without their hospitality this project would not have come to fruition.

DEDICATION

I would like to dedicate this thesis to my parents Mr. and Mrs. Antonio for all the support and love that they have shown me throughout this journey. Without them this journey would surely had not been possible. May God continue to bless you always and forever.

ABSTRACT

AN ANALYSIS OF ECOTOURISM'S BUYING BEHAVIOR IN THE EASTERN HIGHLANDS OF ZIMBABWE

Ecotourism in Zimbabwe was mainly adopted as a means to enhance the well-being of local communities and preserve the natural environment. However, it has been struggling to gain a market share in Zimbabwe's resurgent tourism sector. This study will offer a better understanding of Ecotourist buying behavior through an analysis of the tourist motivation factors (push and pull factors). It will be focused on selected Ecotourism sites in the eastern Highlands a province in Zimbabwe. This research was based on both descriptive and analytical research methods which made use of quantitative data. The data was collected from 377 self-completed questionnaires. The research findings will be used by Destination Management Organizations and other tourism stakeholders to formulate tailor made marketing strategies and Ecotourism products that would best suit the needs of the Eco tourists. There by increasing ecotourism market share through ecotourist repeat visitors, Occupancy levels, Spending and long stays in the country.

Keywords : Ecotourism, Ecotourist, Buyer/Consumer behavior, Motivation, Market share

ÖZ

AN ANALYSIS OF ECOTOURISM'S BUYING BEHAVIOR IN THE EASTERN HIGHLANDS OF ZIMBABWE

Zimbabve'deki ekoturizm, esas olarak yerel toplulukların refahını artırmak ve doğal çevreyi korumak için bir araç olarak benimsenmiştir. Ancak, Zimbabve'nin yeniden yapılanma turizm sektöründe bir pazar payı kazanmak için mücadele ediyor. Bu çalışma, turizm motivasyon faktörlerinin (itme ve çekme faktörleri) bir analizi yoluyla Ekoturist satın alma davranışının daha iyi anlaşılmasını sağlayacaktır. Zimbabve'de bir eyalet olan doğudaki Highlands'teki seçilmiş Ecotourism sitelerine odaklanacaktır. Bu araştırma, nicel verilerin kullanıldığı hem tanımlayıcı hem de analitik araştırma yöntemlerine dayanmaktadır. Veriler, kendi kendini tamamlayan 377 anketten toplanmıştır. Araştırma bulguları, Özel Turistlerin ihtiyaçlarını en iyi karşılayacak özel pazarlama stratejileri ve Ekoturizm ürünlerini formüle etmek için Destinasyon Yönetimi Kuruluşları ve diğer turizm paydaşları tarafından kullanılacaktır. Ekoturizm tekrar ziyaretçileri, Doluluk seviyeleri, Harcama ve ülkede uzun konaklamalar yoluyla ekoturizm pazar payını artırarak

Anahtar Kelimeler: Ekoturizm, Ekoturist, Alıcı / Tüketici davranışı, Motivasyon, Pazar payı

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ABBREVIATIONS

GDB: Gross Domestic Product

DMO: Destination Management Organizations

ESAP: Economical Structural Adjustment Program

CAMPFIRE: Communal Areas Management Program for Indigenous Resources

ZTB: Zimbabwe Tourism Board

BASC: British Southern African Company

SPSS: Statistical Package for Social Sciences

CHAPTER 1

INTRODUCTION OF THE STUDY

1.1 Background of the study.

Ecotourism throughout the years has been accepted and acknowledged as a way of contributing to the development of local communities and improved natural resources management all over the world. This concurs with Page and Dowling's (2002) view that, ".... During the 1990's the popularity of ecotourism quickly rose over a short period of time the world over". This resulted in the increase of attention of tourism stakeholders.

In Zimbabwe ecotourism has through the 20th century gained popularity and a lot of research and investment was put in to it. However, post 2000, investment and development on new ecotourism facilities declined sharply leading to the phasing out of development aid programs and general declining trend in tourism arrivals in the country (Madzara 2012). As published in the local newspaper, The Herald of 21 June 2011, "Ecotourism is greatly underdeveloped as a result of investor skepticism over its feasibility, and is struggling to get a place in Zimbabwe's growing Tourism sector". As evidence to the above statement, the Zimbabwe Sun Hotels (now "African Sun" Group of Hotels), developed a new standard in ecotourism packages in the 1990s. These packages included game lodges designed to serve different social classes and were located in the Zambezi valley, various communal lands as well as close to national parks and communal lands. By 1999 there were 12 such lodges serving various classes of ecotourists. However, there are not more than five such facilities in operation today. (Campfire Association statistics 2015).

In the case of Mahenye Ecotourism project in Zimbabwe, Chiutsi et al (2011) allude, “....that local communities alone are unable to facilitate economic viability with overall sustainability of ecotourism products. There is a great need of support from well-grounded local tourism businesses as well as expert technical support and business promotion”. Hence, the Ecotourism market has become more diverse and there is need for those participating in ecotourism business to be up to date with different ways of satisfying the needs of different tourists. This is so because tourist attitude and preferences are an important aspect to the understanding and prediction of tourist behavior (Anishchenko 2016).

This study will provide an analysis of why Ecotourists choose to participate in ecotourism and to identify their buying behavior in the Eastern Highlands of Zimbabwe to provide an understanding which will aid in the formulation of strategies to increase ecotourists repeat visits, occupancy level, spending and long stays in the country. The reasons why people would want to participate in ecotourism are of great significance. These reasons help in the adjustment of activities of the relevant stakeholders such as the Government, businesses or other interest groups. This study will provide data that can be used by Destination Management Organizations (DMO) and other stakeholders to effectively market Ecotourism products.

1.2 Statement of the problem

Ecotourism has proven to be an important area for economic and environmental gain to any tourist destinations that participate in it. Hence, as a result of this ecotourism has enjoyed huge popularity and interest among tourism consumers, developers and researchers during the 1990s and beyond (Page et al 2002). However in Zimbabwe ecotourism as a niche market has been straggling to gain a market share in the ever-growing tourism sector of the country. This has led to it being largely underdeveloped because of investor uncertainty over its feasibility as some investors believe that “home tourism is risky especially in the rural areas as it is likely to collapse, as a result of poor business” (The Herald of June 21, 2011). Due to

this notion it is important for the relevant stakeholders such as the Government, businesses or other interest groups to understand the ever changing needs of the ecotourists and be able to formulate strategies and products that will promote repeat visits, and long stays in the country.

1.3 Research Objectives

The research serves to provide an analysis as to why Ecotourists choose to participate in ecotourism. It also seeks to identify the ecotourists buying behavior in the Eastern Highlands of Zimbabwe. For this purpose the research objectives of this study are:

1. To identify the profile of ecotourists visiting Zimbabwe
2. Identify motivation for ecotourists to participate in ecotours
3. Identify the buying behavior of ecotourists during an ecotour
4. To identify alternative strategies to increase ecotourists repeat visits

1.4 Research Questions

The research questions are:

1. Are ecotourists repeat visitors?
2. Are ecotourists motivated by push or pull motivational factors?
3. Is consumer behavior motivated through push or pull motivation factors?
4. Do ecotourists buy local products during the eco-tour?

1.5 Significance of the study

This study will make a huge significance in contributing to ecotourism research as not much research has been done within this field to determine ecotourist buyer behavior (Frochot et al 2000). The research will also provide an understanding which will aid in the formulation of marketing strategies that will increase ecotourists repeat visits and long stays in the country.

1.6 Scope of the study

Out of the eight provinces in Zimbabwe this research is going to focus on Ecotourist sites around Manicaland province with specific reference to the Eastern Highlands region. Ecotourist destinations that are of interest to this study include Gairezi, Cecil Kop Nature reserve, Vumba Botanical Gardens, Nyanga National Park and Chimanimani National Park. The Eastern Highlands was chosen for its unique tourism characteristics of scenery and mountain based tourism activities which are not of significance to other ecotourism sites in the country like Hwange and Victoria Falls where wildlife and business activities are predominant. For which the country needs to invest more in the differentiation and marketing of ecotourism activities in the Eastern Highlands as it possess a lot of potential for generating foreign currency, employment creation and promote mountain ecosystems in a way that is profitable to the country (Nzengy'a 2004).

1.7 Structure of the thesis

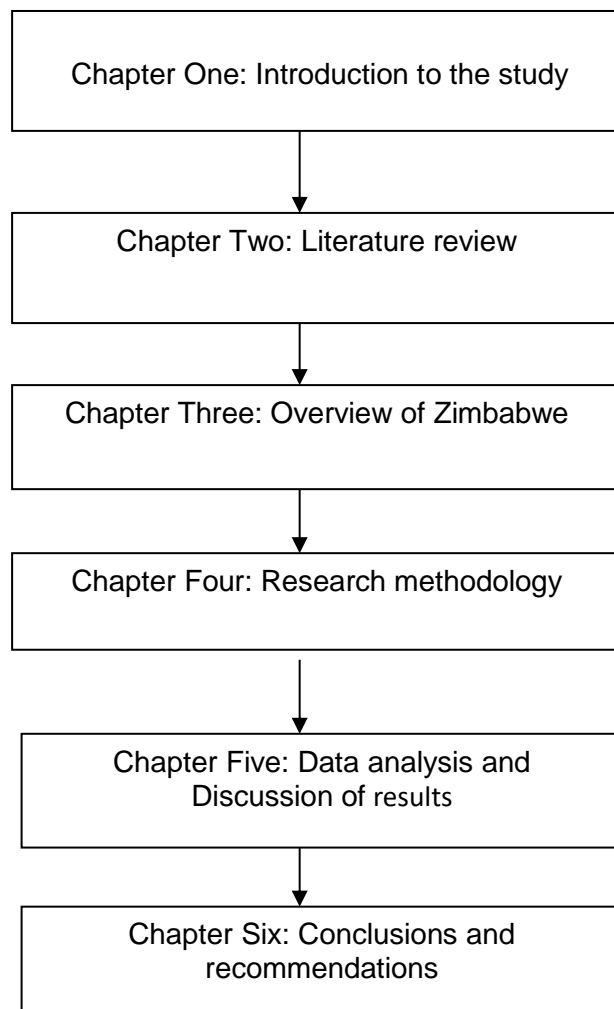


Figure 1: Structure of the thesis

Chapter one aims to introduce the research problem, the objectives of the research with a main focus on the background of the study. The chapter will also highlight on the importance and depth of the study which is then followed by the hypotheses supporting the study.

Chapter Two will present an overview of the literature review surrounding Eco tourists buying behavior. The literature has been compiled on the basis of the research objectives.

Chapter Three gives an overall perspective of Tourism in Zimbabwe with an emphasis of Ecotourism as a niche market. It will however, give detailed

information about ecotourist sites around Eastern Highlands which are of specific interest to this study.

Chapter Four will outline the research methodology to be followed by the study from the research philosophy up to data analysis. It will highlight more detail on the strategies used to gather the data so as to empirically test the hypotheses. The chapter will also focus on the research population, sampling, data collection method and research method used.

Chapter Five it focuses on the discussion of results in relation to the findings from the related studies in literature. The chapter will entail the presentation of results (information) obtained from data analysis as well as the overall findings of the research.

Chapter Six focuses on the conclusions and recommendations of the study as well as highlighting the areas for further research. The study will present the conclusions and recommendations to the study basing on the objectives. Limitations and recommendations of the study will also be presented.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will focus on the literature review that will lay the foundation of this study. The review of related literature offers several benefits to a research. According to Leedy (2004) "...the benefits derived from reviewing literature are that it can suggest a method or technique of dealing with problematic situations which may suggest avenues of approach to the solution of similar difficulties one may be facing". Hence, it's also beneficial in evaluating own research efforts by comparing them with related efforts from others.

2.2 Ecotourism

Ecotourism lacks a definite definition with Fennel (2002) indicating that they are more than 85 definitions of ecotourism. However, many researchers agree that tourism which is unquestionably related to natural physical environments is called ecotourism. Ecotourism includes the conservation, reference to culture and benefits to locals, education, sustainability and impact (Fennell, 2002). These key features help in defining ecotourism and help determine some aspects of it in areas of missing description.

Moreover, Ecotourism principles help to describe the ideas and the course of ecotourism development. Anishchenko (2016) highlights that ecotourism principles present important factors of the industry, with other factors being factored in as manuals for suppliers (thus being the rules and regulations to be followed in the creation of ecotourism products) or for buyers (these are

regulations to be followed by tourists who consider themselves as Ecotourists).

Different researchers in the literature have provided a wide variety of Ecotourism principles which mainly centers around two factors which are nature protection and local communities support (Anishchenko, 2016). Anishchenko (2016) put in to summary different ecotourism principles suggested by various authors in literature to:

- Ecotourism encourages the use of resources in a minimum way that does not impact the natural environment and the people that dwell in it by increasing the veneration of the host beliefs.
- Ecotourism promotes tourists education and ease of identification of ease identification of natural and cultural organism at the places visited.
- Promotes economic benefits to the local people and their communities in a way that develops them.
- Encourages good moral and ethical behavior towards the natural and cultural environment of the destination.
- Encourage those who want to travel alone and organized tours for small groups.
- Develop holiday facilities for all that is the local communities, domestic and international visitors.
- Make local people to be a part of the decision-making process about tourism activities that occur in their area.
- Follow rules of supply-oriented management through maintaining a respectful attitude towards the natural resources and its protection.
- Manage tourism impacts through creation of environmental accountability that can reduce any negative effects.
- Provide free benefits to the local people and those employed in the tourism industry.
- Provision of relevant education for all tourism stakeholders for example.

- Promotes natural areas conservation and supports management in protected areas.
- Maintain enduring benefits for the local people and organizations that affect them economically, socially, scientifically and culturally.

2.2.1 Benefits of Ecotourism in a country.

Ecotourism offers a variety of benefits to a country. Due to its comprehensive definition it results in high expectations of generating a wide range of benefits like:

- Provision of high quality tourism experience
- Stimulates national growth (Wells, 1997)
- Helps in the generation and conservation of resources for the management of natural areas (Weaver, 1998)
- Protect natural resources for future generations (Boo, 1990)
- Promotes infrastructure and super structure development (Brandon, 1996)
- Creates environmental awareness, supporting conservation among local residence and the visitors by on site educational opportunities (Ross et al., 1999)
- Results in cultural preservation (Slinger, 2000)

Weaver (1998) went further and explained ecotourism benefits in the three different categories of economic benefits, environmental benefits and socio-cultural benefits.

	Economic benefits	Environmental	Socio-cultural
Ecotourism benefits	<ul style="list-style-type: none"> • Revenue from Eco tourists • Creation of employment • Stimulates 	<ul style="list-style-type: none"> • Education in protected areas • Ecotourism promote 	<ul style="list-style-type: none"> • Creates aesthetic experience • Promotes awareness

	peripheral rural economy	habitat enhancement • Promotes care of the environment	among residence and ecotourists.
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Table 2. 1: Ecotourism Benefits

2.3 Ecotourist

According to Perkins and Grace (2009), Ecotourists as a result of their natural drive prefer all varieties of ecotourism types, based on their conviction or their environmental psychological orientation. Stanley Plog (2004) concurs with the above statement by saying "...Ecotourists seek to be engulfed in the destination experience".

However, there has not been a general acceptance of the true distinction of ecotourists in regards to ecotourism principles. Weaver (2001) supported this by saying that "... none of the definitions at the moment can pretend to be a comprehensive or final definition". Thus ecotourists are identified as tourists whose main guidance is ecotourism principles which they display when choosing or participating in a tour, (Anishchenko 2016).

The purpose of this study is to provide an analysis on Eco tourist buying behavior in Zimbabwe. It will however not look at sustainability of ecotourism. It will estimate how Eco tourists buying behavior is influenced by motivational values of the Eco tourist. Hence it is important to understand who the ecotourist is.

2.3.1 Ecotourists market profile.

There are several theories about ecotourist's market segmentation typology which distinguishes them from other tourists and puts them in to different sub- groups which will have its own unique set of management strategies. Blamey et al, 1997; Diamantis, 1999; Palacio et al, 1997; Weaver et al, 2002;

identified market segmentation typologies which divided ecotourists in to three groups which are:

- **Harder Ecotourists:** they have deep environmental values and like to travel in small groups. They organize the trip on their own so that they may enjoy real life experience from it, with the vacation time being long and with few services (Pandora Kay 2003).
- **Softer Ecotourists:** They travel in big groups on planned vacations by travel agents. Lovers of comfort and good quality services (Pandora Kay 2003).
- **Structured Ecotourists:** Mixture between hard and soft ecotourists. Lovers of nature and physical activities coupled with comfort, good quality services and short trips with large groups of people (Pandora Kay 2003).

Lindberg (1991) cited by Pandora Kay (2003) separated the ecotourism market in to four segments which involve behaviors and motivations which are:

- **Hardcore nature tourists:** “are tourists who travel for the purposes of science and research”.
- **Mainstream nature tourists:** “they travel to enjoy wilderness destinations”.
- **Casual nature tourists:** “are occasional tourists who experience nature by chance while on holiday”.
- **Dedicated nature tourists:** “are tourists who seek a deeper understanding of nature and history”.

More so, Fennel (2003) divided ecotourists in to two main groups which are “born Ecotourists” and “made Ecotourists”. Born Ecotourists are those tourists with a tendency towards nature. While Made Ecotourists are those visitors who had no idea of the existence of this type of tourism and are made to be involved in this type of tourism through effective marketing. Hence, visitors can unknowingly participate in eco-tours there by resulting in them being called ecotourists (who get to be defined as visitors who partook in an

eco- tour). However, to some extent it may not mean that the visitors may not be considered as ecotourists as a result of their motives, values or behavior behind their travel.

Hvenegaard (2002) identified five methods of defining Ecotourists such as motivation based, value based, multi-criteria-based, respondent-based and site-and activity based.

2.4 Tourist Motivation

Solomon (2014) defined motivation as an internal drive that pushes human beings to certain actions that will take them to the realization of their needs or wants. He further reiterated that human conduct is based on an internal drive and can be controlled by such. In general, according to Phan (2010) cited by Anishchenko (2016) the word “motivation” states why people choose different types of decisions and how their habits are triggered”. Hence, motivation plays an important role in understanding how people behave as it is critical on how certain decisions are made. (Snepenger et al 2006).

Pearce et al (1998) defined Tourist motivation as the combination of cultural and physical forces which influence the choice of travel, activity and experience of tourists. While Prebensen (2007), accentuates that travellers are compelled by an intrinsic drive when choosing a holiday destination. Hence, tourist motivation describes the reason which stimulates travel in people and explains the decisions made and behavior while planning and participating in a trip, (Anishchenko, 2016).

2.4.1 Ecotourist motivation

Many studies have been conducted to understand the reasons why ecotourists travel to natural environments. According to Eagle (1994) he points out that ecotourist travel because they are stimulated by the need to learn about the natural environment, exploring and meeting new cultures. While, Wight (1997) summarizes that ecotourists are driven by untouched natural environments, and the opportunity to learn about flora and fauna as well as

local cultures. However, Ballantine and Eagles (1994) tightened it down by stating that ecotourists main drive is to seek new knowledge about nature and wild undisturbed environments.

To add on, Wood (2002) also went on to describe that ecotourists are driven by the viewing and enjoyment of natural topography and related cultural features. The main motivations found were of experiencing remote and unspoilt nature, visiting uncrowded destinations and interaction with the local people of the destination (Alaeddinoglu et al 2013).

According to Alaeddinoglu et al (2013) an experienced ecotourism traveler is more interested in out-door activities with males presenting a higher desire for wilderness activities and physically challenging activities, while women prefer casual walking, learning about culture and interpretive education programs. Hence ecotourists are interested in more than one type of activity during their trip. According to Wright (1996) he states that casual walking, viewing wildlife and hiking/trekking are the most preferred activities by an ecotourist.

Other researchers have classified the ecotourist market using behavior and motivation. For example, Kusler (1991) identified groups of do it yourself ecotourists, ecotourists on tours and scientific groups. Lindberg (1991) on the other hand sorts ecotourists according to their devotion to nature as hard-core, dedicated, mainstream or casual. He defined hard-core ecotourists as those interested in tours created specifically for education or involvement in environmental projects such as wildlife monitoring. Dedicated ecotourists are those who travel to view protected areas and experience local and cultural history. Mainstream ecotourists are mainly interested in partaking in unusual trips such as viewing the big five animals (the elephant, lion, buffalo, leopard and the rhinoceros). Casual ecotourists are those interested in partaking in cultural and natural tours as an accompanying component of a broader trip (Alaeddinoglu et al 2013).

2.5 Push and pull motivation

According to Dann (1977) motivation model, it shows that people travel because they would have either been pushed or pulled to do so due to different factors. Previous studies made have shown that tourists are pushed by motivation factors during their buying behavior or are pulled by the destination attractions (Uysal et al 1995, Crompton 1979 and Cha et al 1995). Hence, push motivation is linked with the tourist personal desires while pull motivation is related to a destinations attractions.

Crompton (1979) categorized push motivators to relaxation, prestige, family togetherness, health and fitness, excitement and the desire for escape. While pull motivations are classified in a way that is motivated by the destinations attractiveness like beaches, entertainment, natural scenery, parks, recreation facilities and cultural attractions (McGehee et al 1996). In other words push motivators are those factors that make a person act in a particular way during the tour while, pull motivators are those that make a person choose a particular destination (Anishchenko, 2016).

Iso-Ahola (1982) cited by Yoon et al (2005), argues that tourist perceive leisure activities as potential satisfaction producers due to two main variables. The leisure experience may yield personal rewards, a feeling of accomplishment and a variant from their normal environment. Kipperndorf (1987) supports this argument by saying "...tourists are driven by a need to escape their normal reality and tourist motivation is self-driven".

To add on Pearce and Lee (2005) allude that "push motivations are embedded in natural environments due to tourist looking for novelty, escape/relaxation, kinship/relationship enhancement and self- development". In other words push motivations are more connected to internal or emotional aspects during the eco-tour, while pull motivations are linked to external situational or cognitive aspects during the eco -tour (Yoon et al 2003). However, according to Kassean and Gassita (2013) who cited Uysal and Hagan (1993) stated that "... travel decisions are made as a result of internal drive (push factors) rather than pull factors which are influenced by other external factors".

2.5.1 Push factors

Push factors are emotional intrinsic aspects which drive a person to make decisions of travel. These factors have a socio-psychological influence on tourist's decisions on destination choice. Dann (1977) identified two variables for push travel which are: anomie and ego-enhancement. Anomie is the need to go beyond the anxiety and loneliness arising from everyday life, which results in a tourist wanting to escape from their normal life. Ego-enhancement is when one is identified by the status of travel (Fodness 1994).

From the study carried out by Crompton (1979) identified push influencing factors to be: the desire for escape, rest and relaxation, prestige, regression, health and fitness, adventure and social interaction, enhancement of kinship relationships, exploration and evaluation of self and excitement. To add on McDonald (1990) carried out a study which discovered a couple of push factors from 29 motivational factors in their study carried out over several countries within a study they made. The push factors were novelty, escape, enhancement of kinship relationships, prestige and relaxation. Hence push factors are that driving force that make a person want to fulfil a certain need.

2.5.2 Pull factors

According to Kassean and Gassita (2013), the driving factors that influence a tourist to travel to a destination are known as pull factors. Facto. In simpler terms, tourist can be attracted to a destination area as a result of its attractive attributes which is affected by great publicity, promotions or other factors which provide a good perception of the tourism site. Dann (1981) supports this notion by stating that "...pull factors such as sunshine, relaxed tempo and friendly locals reinforce push factor motivation in tourist".

McGee et al (1996) added on by saying "...push variables are those drivers that are influenced by the destination's attractiveness. More so from a study carried out by Yuan and McDonald (1990) who discovered seven pull

variables of: budget, culture and history, wilderness, travelling with ease multi-ethnic environments, hunting and facilities. They concluded that individual tourists coming from all over the world may have similar reasons for travels but have different reasons for the choice of destination. This is mainly attributed to the differing levels of importance tourists attach to the push factors due to the varying nature of tourist attractions.

More so, according to Kassean and Gassita (2013) pull factors that drive a tourist to travel are positive as they boost individuals to travel to specific destination sites, and negative factors like fear and aversion can lead in tourist not travelling to certain destinations. Therefore pull factors are intertwined to the attributes of the tourist attraction which attract the tourist to travel.

Primarily push and pull factors have been used in several studies of tourist behavior. The findings made influence an understanding of the different motivating factors and tourist behavioral influences.

However, there is need for further studies in the field of tourist's motivation which influence human behavior. Examples of studies carried out in the tourism field on motivation that influences ecotourism product consumption is rare and unusual in the field of gathering primary data as shown 20-30 years ago by previous researchers (Zografos et al, 2007, Juric et al., 2002). Hence research in this area can help predict preferences of tourists and their anticipations. Thereby raising the number of pleased visitors and expanding the tourism market share of a country. Thus, tourism motivations are an important factor in marketing and management.

2.6 Consumer behavior

According to Solomon et al (2006) Consumer behavior is a process whereby individuals or groups handpick, acquire, utilize or shun products, services, ideas or experiences to satisfy their different needs and wants.

Schiffman and Kanuk (2007) concur with the above definition as they both took an analogous approach to describing consumer behavior as "the

behavior that consumers exhibit when looking for, acquiring, utilizing, assessing and getting rid of products and services which they presume will please their desires”.

To add on Moutinho (2000) stated that the tourist buying decisions have some unique features in that “it is a profitable endeavor with high intangible returns and the buying is usually organized and prearranged through available disposable income accumulated over a considerable time period”. This means vacationing tourists will capitalize in an intangible satisfaction without any expectations for material or economic return.

2.6.1 Factors that affect consumer behavior

There are different groups of factors that have a bearing on consumer behavior. These factors are mainly to do with psychology, cultural, social as well as natural factors. These factors can be grouped in to three prime groups which are (Fratu 2011):

- **Category one:** This comprise of factors like tourist character, self-perception, attitudes, driving forces, perceptions, social status, age, family wealth category and profession.
- **Second category:** This comprises of social factors such as culture, family, personal wealth category and affiliation groups
- **Third category:** This consists of situational factors such as time, physical attractiveness, social attractiveness and mental state. Individual needs can only be effectively catered for when has an understanding of the above-mentioned factors.

2.6.2 Category One: Personal factors

According to Fratu (2011) personal factors are those factors that are directly linked to the tourism consumer. They are also known as psychological factors or explicative variables.

The way a tourist behaves can be influenced by various factors such as belief's and mannerism. This represents a steady personality response of the person from which the external environment differentiates them from other personalities. These factors include self-perception-on, attitudes, motivations, perceptions, life style, age, family life style and profession (Fratu 2011).

2.6.2.1 Self-image

The way an individual perceives himself or herself to be is known as Self-image. Hence, buying decisions on other products tend are centered on self-perception. Therefore making the notion of self-perception is an important factor to marketing specialists, This is done mainly for market separation and brand positioning according to tourists preferences on tourism sites and services that are in line with his or her self-perception (the looking glass concept), (Moutinho 2000).

2.6.2.2 Attitude

According to Fratu (2011) a persons' positive or negative response on a tourism product and or service is known as attitude .Attitude. While Moutinho (2000) goes on to say that "Attitude is a personal inclination arising from past experience or current knowledge which causes one to accept or disapprove a tourism product".

Hoyer and MacInnis (1997) considered attitudes to possess three attributes which are: cognitive, affective and conative. The cognitive also known as the belief or knowledge aspect consists of beliefs and opinions based on some kind evidence that a person has about something. The affective component consists of the natural inclinations a person has about the destination or services and suggested outcome based on emotion. While, conative is the unpredictability traits which can have a promising or disapproving character. Hence attitude plays a major role over the marketing and positioning of goods and services in tourism.

2.6.2.3 Perception

Perception is procedure in which people, organize and understand emotional stimulation through a positive picture of the world (Fratu 2011). A tourist can choose a destination that he or she considers optimal to them. However a person's perception grows depending on the level of sensitivity a person identifies with. Hence tourism destinations can be viewed differently by different tourists as a result of perception.

2.6.2.4 Motivation

According to Alaeddinoglu et al (2013) motivation is a mixture of needs and desires that affect an individual's wishes to travel and this varies according to the individual tourist's age, gender and nationality. More so, Prebensen (2007) supports this notion by saying "...travelers are aroused by the positive drive in selecting a holiday destination and package". Hence motivation plays an important part on consumer behavior as it plays a role in influencing tourist behavior. As a result this study will focus more on identifying motivation factors that influence ecotourists buying behavior in Zimbabwe.

2.6.2.5 Life style, Age and Profession

According to Fratu (2011) life style is how an individual regard their interest, ideas, opinions, actions and consuming habits. Consumer behavior is mainly influenced by a person's age. For example, the old age tend to have different tastes on products in comparison to the young people. Profession just like education level has a great impact on consumer behavior.

2.6.3 Category Two: Social factors

According to Fratu (2011) social standing, family wealth and custom define the individual which in turn has a great influence on their behavior.

2.6.3.1 Culture

Moutinho (2000) defined culture as the complex abstract material and intangible elements created by society which refers to notions and perceptions, attitudes and symbolism, as well as artefacts developed in a society. These factors are passed on from one generation to another and define the way in which human behave, outlining explicit or inherent cycles of and for behavior. Hence, a consumer's culture determines their overall priorities which they attach to different activities and products. Thus a product which offers benefits that are consistent to the desires of a particular culture at a point in time has got a better chance of gaining acceptance in the market place (Solomon 1996).

2.6.3.2 Family

Family is a societal factor that has the highest effect on an individual due to its moral, religious and political norms. It helps to mold young peoples' view and understanding of the world and this further prolongs a lasting influence in to their adulthood (Fratu 2011). Hence through a family attitudes and opinions are easily transmitted especially those for tourism destinations and different products. However, as an individual goes through the life cycle their needs change. For example as an individual matures in to adulthood they tend to reassess their priorities which represent a different set of needs. The table below shows how the family life cycle is mirrored in consumer behavior (as adopted from Fratu 2011).

Family life cycle	Income	Inclination towards tourism
1. Single	Modest	Strong
2. Young couple with children	Rising	Medium
3. Young couple with children under six years	Decreasing	Very weak
4. Young couple with children at school	Rising	Weak
5. Mature couple with children to support	Stable	Medium
6. Mature couple without children to support	Maximum	Very strong
7. Old couple in activity	Stable	Strong
8. Retired old couple	Modest	Very strong
9. Retired single	Modest	Weak

Table 2. 2: The influence of Family life cycle on tourism (adopted from Fratu, 2011)

2.6.3.3 Social class.

According to Solomon (1996) social class is determined by an intricate of variables which include income, family background and occupation. Hence the position that one subjugates in the social structure is an important factor of how much money is to be spent and how it is spent. Fratu (2011) supports this notion by stating that “tourists who belong to a superior social level bestow a large amount of their time to travelling and tourism. With the main reasons for traveling being for business or leisure. This is regardless of the fact that the tourist is travelling alone or with their family. While, tourist belonging to a middle or lesser class will devote only a small part of their time to travel. As they normally travel because of family or medical problems in groups or benefit from price promotions.

2.6.4 Category Three: Situational factors

Situational factors also known as external factors are those factors that occur out-side the individual which are temporary and can affect their buyer behavior. These factors include things like physical factors, time factors, social factors, the reason for the buyers purchase and the buyer's mood.

According to Fratu (2011) situational environments are those that are influenced by other people such as relatives, friends, work colleagues or other persons that will put in an opinion during the journey or at the time when the purchase is made. A person is likely to react differently in their purchase decisions in the presents of their boss and differently when they are travelling alone.

Also physical environments (the place where the customer buys the products) can have an influence on how the consumer behaves because of such factors like temperature, light, sound, and what defines the product like in tourism the weather, accessibility due to topography and terrain, scenic beauty and climate. Hence the atmosphere and surroundings will influence the tourists' reactions after a visit (Fratu 2011).

2.6.4.1 State of mind

This is an individual's state of mood or mental state at a particular time and this has a direct effect on consumer behavior. Fratu (2011) supports this notion by saying that "...it is much easier for a tourism agency to satisfy a happy client than an unsettled one".

2.6.4.2 Economic factors

Factors such as individual income, family income, prices of products and services, GDP per person, rate of price changes and other economic factors have got an influence on consumer behavior. These factors are sensitive to environmental change as evidenced by the years between 2008-2010 world over.

2.7 Values- based Motivation Theory

According to Francis (2012) values are deeply held beliefs of what is right or fair to an individual and this forms a system that guides behavior and consumption choices that relate to specific end states or outcomes. In addition Rokeach (1973) concurred by saying “Values are long lasting beliefs with a specific code of behavior or acceptable state of existence that is personally or socially desirable to an opposite or converse code of beliefs”.

Values tend to differ from personal values as they represent nonfigurative ideals, positive or negative which are not related to any specific circumstance or object. On the other hand, an individual's attitudes can be strongly related to their personal values and behavior (Madrigal and Kahle 1994). Over a period of time values remain the same as they are at the core of an individuals' cognitive system (Rokeach 1973). More so, according to Madrigal and Kahle (1994) who cited Homer and Kahle (1988) supports the above by stating that “... as a result an individuals' behavior can be predicted over long periods of time as values usually do not change to determine attitude and behavior”.

In the field of marketing values determine the buying patterns of consumers in respect to their choice in products, attributes of product and brands (Vinson et al 1977). More so, in the tourism field tourist values are linked to their motivations (Crick-Furman et al 2000). To add on, Pottick (1983) relates tourist personal values to leisure behavior by reporting that “tourists who place high value in security are most likely to get frustrated by leisure, unlike those who strongly value warm relationships with others tend to enjoy leisure travel more. Hence, personal values of an Ecotourist tend to motivate their buying behavior of during an ecotour.

2.7.1 Measuring of values

Previous researchers commonly use the Rokeach's Value Survey (RVS) to measure personal values by Rokeach 1973. This RVS comprises of 18

instrumental values (which are ideal modes of behavior) and 18 terminal values (ideal end- state of existence). This instrument requires the respondents to rank each set of values in order of their importance as a guiding principle in their lives (Madrigal et al 1994). However for this research the List of Values (LOV) scale would be used by Kahle and Kennedy 1989 to measure values of Eco tourists.

The LOV scale is derived from the Rokeach's Value Survey of 1973. It constitutes of 9 values which are:

- | | |
|-----------------------------------|-------------------------|
| 1. Sense of belonging | 6. Excitement |
| 2. Fun and enjoyment in life | 7. Self-fulfilment |
| 3. Warm relationships with others | 8. Being well respected |
| 4. Security | 9. Accomplishment |
| 5. Self-respect | |

According to Madriga (1994) who cited Homer et al (1988) and Khale (1983) reaffirms that previous researchers support the theoretical opinion that the LOV items are better characterized by value chains that push and pull factors center of control. For example, an internal alignment which is represented by personal values such as self-respect and accomplishment values of self-actualization and sense of achievement will internally motivate a tourist who holds these values strongly (Madriga 1994). However, an external orientation consists of values of sense of being a part of something, approval by others and security. These values motivate a tourist to depend more on fate and good fortune and believe that factors beyond individuality influence solutions (Khale 1983).

More so, the LOV also puts in to consideration the cognizance of people in value fulfilment. Inter-personal relationships (warm relationships with others bring out value fulfilment, being part of a group), personal factors (self-respect, being well respected, and self-fulfillment) and personal factors (sense of achievement, excitement, security, fun and the joys of life).

This study aims to explore the buying behavior of Eco tourists in Zimbabwe, by determining the push (internal) and pull (external) factors that are held valuable by the Ecotorists which make them participate in the eco-tour. The results of this study will enable a better prediction of tourist's preferences and expectations during an eco-tour. There by resulting in an increase of satisfied tourists which will result in the expansion of the ecotourist market in the future. More so, this research will provide information that can be used by Destination Management Organizations and other Tourism Stakeholders to effectively market Ecotourism products in the country.

CHAPTER 3

OVER VIEW OF ECOTOURISM IN ZIMBABWE

3.1 Introduction

Chapter 2 presented an overview of the literature review surrounding Ecotourism and buying behavior with the literature chosen based on the study objectives. For chapter 3 it will present an overview of tourism in Zimbabwe with an emphasis of Ecotourism as a niche market. It provides detailed information about ecotourism sites which are of great importance to this study which are in the Eastern Highlands on Zimbabwe.

3.2 Background of tourism in Zimbabwe

Tourism in Zimbabwe is among the top five largest foreign currency earners in the country with mining taking up the first position. According to the statistics by Mushawevato (2012) tourism made 10.3% to the country's Gross Domestic Product (GDP) and contributed meaningfully socially and economically to the development of the country.

Zimbabwe's tourism history dates back to the 18th century. During the time of the colonial era by the British South African Company (BASC) in 1890 over the Zimbabwe plateau (Mawere and Mubaya 2012). This led to the exposure of Great Zimbabwe to the outside world. According to Randall-Maclver (1906) the great Zimbabwe experience huge publicity from fortune seekers and hunters who were miss informed of the place being the capital of Queen

Sheba. This led to many people visiting the country to confirm their varied expectations which resulted in Great Zimbabwe becoming a resort area.

However, in the 1970 tourism activities almost came to a stop due to the liberation struggle which led to the independence of the country (Mawere and Mubaya 2012). After independence the government created the Zimbabwe Tourism Board (Z.T.B). This Board was responsible for the creation, promotion and increase knowledge of tourism types mainly focusing on ecotourism in the country. According to Pederson (2002) and Miller (2007) cited by Mawere and Mubaya (2012) tourism in Zimbabwe grew rapidly with it receiving 1.4 million visitors alone in 1999 with ecotourism holding the flag for growing very fast with a 10-15% growth rate annually. However, this growth did not last as it was negatively interrupted by the Land reform program 1999-2000 and the Economic Structural Adjustment Program (ESAP) in the mid-1990s which led to a sharp decline of international tourist arrivals to the country due to bad media as the country was labelled an unsafe destination area. This is further supported by the Overview of Tourism Performance in Zimbabwe (2017), which stated that Domestic tourism is a major driver of tourism in the country with them holding an 82% clientele share in the accommodation sector in comparison to the international tourist.

In an effort to revive the tourism industry of the country the government embraced a massive image building exercise worldwide which has produced positive feedback as the country is yet again being considered as a tourism destination site among the finest treasures of Africa (Mawere and Mabuya 2012).

3.3 Ecotourism in Zimbabwe

Ecotourism in Zimbabwe was adopted as a means to improve the lives of the people at the same time preserving the flora and fauna around them. The mid-1980s ecotourism was introduced to communities in rural area especially those that surrounded national parks under the Communal Areas Management Program for Indigenous Resources (CAMPFIRE), (Mawere and Mabuya 2012).

According to Mawere and Mabuya (2012) who cited Odera et al (1998) and CAMPFIRE Association Annual report (1999-2000) “the main aim of Ecotourism development in Zimbabwe was to provide revenue to the people who lived within the natural environments and create the protection of flora and fauna through wildlife management”. Due to this, it improved the economy of Zimbabwe and the lively hoods of the local people especially those who stay in rural communities. However due to the macro-economic and political challenges the country has been facing since the year 2008 it has led to the decline of Ecotourism and tourism as a whole in the country.

To add on Chiutsi et al (2011) concurs with the above by saying “the downcast macro-economic environment of the country has on the down side affected tourism and Ecotourism ventures with a good example being the Mahenye ecotourism project which failed to survive the harsh economic conditions”. More so, the pulling out of major investors in the Ecotourism projects like the African sun due to the political crisis in the country has not been of any help to Ecotourism as it remains under developed and struggling for a place in Zimbabwe’s growing tourism market (Wolmer, 2003).

The main aim of this study is to analyze why tourists choose to participate in ecotourism and to identify their buying behavior in the Eastern Highlands of Zimbabwe. Of which, the results of this research will be used to provide data to Destination Management Organizations and other tourism stakeholders, to develop Ecotourism products and formulate tailor made marketing strategies that will boost the countries Ecotourist turnover, Occupancy levels, Spending and long stays in the country.

3.3.1 Success stories of ecotourism in Zimbabwe

Ecotourism has been registered as one of the fastest growing industries in the whole world with a 10-15% growth rate (Scheyvens 1999). As a result of its comprehensive definition it offers different benefits to any country which offers ecotourism activities. In Zimbabwe ecotourism was first adopted in communities around rural areas which surrounded national parks under the Communal Areas Management Program for Indigenous Resources

(CAMPFIRE). The CAMPFIRE program has grown to have 2.4 million beneficiaries which comprise of 200,000 households which are actively involved in the program and 600,000 households that benefit indirectly from social services and infrastructure supported by CAMPFIRE income within the districts (campfirezimbabwe.org).

Through CAMPFIRE ecotourism in Zimbabwe has brought about several benefits to the economy and the local communities in the country. For example, ecotourism has resulted in the protection of natural resources and animals for future generations (Boo, 1990). Since 2010 the country has gone to educate the locals about anti-poaching in local communities which has resulted in the decline of illegal killings of elephants in the CAMPFIRE districts. A good example of this initiative has been shown with the success of the Mbire districts as it has managed to decline the number of poached elephants from 40 killed in 2010 to only 5 killed in 2017 (campfirezimbabwe.org). The table below shows the results of the anti-poaching effort in the Mbire district.

Year	Number of elephants
2010	40
2011	36
2012	16
2013	4
2014	9
2015	5
2016	7
2017 (Sept)	5

Table 3. 1: Mbire district anti-poaching. Adopted from campfirezimbabwe.org

More so, ecotourism has promoted infrastructure and super structure development in the country (Brandon, 1996). For example in Hurungwe district there was the renovations of Karuru school and toilet construction. This has benefited the children of the community as they have reduced walking distances to school, access to learning materials and payment of fees through ecotourism projects.

Ecotourism in Zimbabwe has helped in the generation of resources for conservation and natural environment management (Weaver, 1998). Through the different tourism activities offered by the ecotourism site like trophy hunting and selling of arts and crafts helps generate income for the different communities under CAMPFIRE. An average of US \$2 million is generated per year through CAMPFIRE. Hence, each community in main CAMPFIRE regions receives around US \$1 million in a year per total (camprifezimbabwe.org). For example, from the year 1989 to 2006 US \$20.8 million was disbursed as dividends to local communities which represented a total amount of 52% in income received. Currently the whole amount of revenue produced from 2006 to 2016 was US\$11.9 million with US\$6.4 million dividends disbursed to communities representing 54% of the total income made.

These revenues received by local communities are mainly invested back in the communities so that it balances the damages made as a result of staying with wildlife. For example, many societies have capitalized in substructure like clinics, schools and grinding mills which have a long term benefit to their livelihoods. In Beitbridge the Chabili clinic was constructed for the benefit of ease access of health care to the local community their by stimulating local and national economic development in the country (Wells 1997).

To add on, Ecotourism in Zimbabwe has created environmental awareness, promotion of conservation amongst the residence and the visitors through educating them on site (Ross et al., 1999). As a result of this the CAMPFIRE Association cooperated fully by working closely with the Zimbabwe Parks and

Wildlife Management Authority in providing information required by the USFWS and participates in the development of a national Elephant Management Plan. This Elephant Management Plan has proven to be successful for the education provided to local communities about anti-poaching has yielded great results especially in the Mbire district (campfirezimbabwe.org).

Ecotourism in Zimbabwe through CAMPFIRE has managed to provide high quality tourism experience of commercial high end tourism ventures, wildlife, rafting/river use, fisheries, beekeeping, crocodile egg collection, sand extraction and sale of natural products (mazhanje, masau, amacimbi) and crafts projects in communal areas. These activities also contribute to the amount of income earned through ecotourism in the country. Hence it is important for the country to continue to invest in ecotourism activities as it offers high returns to the local and national economy of the country.

3.4 Ecotourism attractions in Eastern Highlands, Zimbabwe

The Eastern Highlands 300km stretch of mountains bordering Zimbabwe and Mozambique. It is found in the Manicaland Province of Zimbabwe. It's the name given to the three mountain ranges. These ranges include the tea plantations of the Nyanga range, granite peaks of the Chimanimani Mountains and coffee plantations of the Vumba range (zimbabwetourism.net). It offers a cool wet climate. The place has a few residents hence making it an ideal area to visit. Hence this study will focus on five ecotourism sites in the Eastern Highlands which offers ecotourism activities which are: Nyanga National Park, Vumba Botanical Gardens, Chimanimani National Park, Gairezi ecotourism project and Cecil Kop Nature Reserve. The Eastern Highlands was chosen for its unique tourism characteristics of scenery and mountain based tourism activities which are not of significance to other tourism sites in the country like Hwange and Victoria Falls where wildlife and business activities are predominant. For which the country needs to invest more in the differentiation and marketing of ecotourism activities in the Eastern Highlands as it possess a lot of potential

for generating foreign currency, employment creation and promote mountain ecosystems in a way that is profitable to the country (Nzengy'a 2004).

3.4.1 Nyanga National Park

Located in the most beautiful place within the Eastern Highlands of Zimbabwe is the Nyanga National Park. The park occupies 47000 hectares of land and altitudes between 1800 and 2593 meters which provides cool weather and fresh mountain air (experiencezimbabwe.com)

The animals found in the Nyanga National Park are varied and it contains several varieties of species for example, the Gurneys sugarbird, the blue duiker and the Samango monkey are amongst the species protected found in the park (Nwarai and Pangeti 1997). The prime vertebrates of the park consist of huge antelopes such as the waterbuck, kudu and wildebeest. Some predators found include the leopards, hyenas and the occasional lion.

The park also contains perennial streams stocked with rainbow trout from the hatcheries. The unsurpassed fly fishing in the country can be found in park with bream fishing available, the lawless otter and the endangered Inyangani river frog can be found in the parks rivers and streams. (zimfieldguide.com).

The National Park offers a variety of activities which include:

- Game viewing
- Hiking trails
- Fly fishing
- Canoeing
- Swimming

3.4.2 Vumba Botanical Garden and Reserve

32 kilometers from Mutare the main capital city of Manicaland is the Vumba Botanical Garden and Reserve. It was created on a piece of Farm previously named Manchester. The Garden is well-wooded with 159 hectares of landscape constructed surrounding perpetual streams that created a small

lake and 42 hectares of Botanical reserve. It shelters pathways amongst indigenous fern trees leading to parades of banked hydrangeas, proteas and azaleas, begonias, lilies, aloes, fuchsias, cycads and many other species. The Garden has strategically positioned flower beds which are viewed as one takes stock of the garden. The garden also hosts a collection of both winter/spring and summer flowers and in complement of the annuals is the herb garden, roses, fuchsias, proteas, cycads, tea bushes, aloes, camellia and palm sections. (zimparks.org).

The garden is 2000 to 2500 meters above sea level which allows it to remain cool throughout the year. It experiences high temperatures of 26 degrees Celsius with minimum temperatures of -3 degrees Celsius. This has promoted a different variety of bird life in the park which has attracted a lot of visitors to the garden. Also found in the garden is the Samango monkey, blue duiker, bush bucks and dwarf chameleons which are prevalent to the Eastern Highlands.

The garden offers a different variety of activities to touring tourists which include:

- Bush walks
- Bird watching
- Mountain hiking
- Game viewing
- Fishing
- Scenic views

3.4.3 Chimanimani National Park

The national park is named after the Chimanimani Mountain which at its highest stretches up to 2440 meters, is found on the eastern borders of Chimanimani. The Park is engraved with mountain grandeur and different gorges with several streams that cascade in between the mountain. (zimparks.org).

No major developments have been made in the park as an effort to keep the natural beauty of the place. Hence no roads can be found but just foot paths and thin trails which proceed to different areas of attractions within the Park there by adding to the enjoyment of the place.

There are different animal found in the park which is the eland, sable, bushbuck, blue duiker, klipspringer and occasionally leopards. Numerous types of butterfly's, birds, snakes and shy cats are frequently seen due to the forest that is in the Park.

The Park offers a variety of activities to different tourists which include:

- Camping
- Mountain hiking
- Cave viewing
- Viewing of spectacular scenery
- Safari walks

3.4.4 Gairezi Ecotourism Project

It's a beautiful self-catering lodging and campsite place near the Gairezi River in the Eastern Highlands of Zimbabwe. The project is run by 6 boards of individuals and management committee of 4 drawn from the local community. 304 Households of Dazi and Nyamutsapa communities benefit from this project through the different activities it offers which include:

- Fly fishing for trout
- Hiking
- Bird watching
- Shopping for local crafts
- Chief Tangwena story
- Village visits

3.4.5 Cecil kop Nature Reserve

The Cecil Kop Nature Reserve stretches over 1500 hectares of land and has distinct areas that tourists may view which are: Tiger's Kloof and the Thomson's Vlei (zinfieldguide.com).

Its wildlife consists of elephants, giraffes, zebras, crocodiles in Tiger Kloof dam, kudu, vervet and samango monkeys, baboons and an occasional sighting of leopard. There is a wide variety of vegetation types which includes the *Brachystegia* woodlands, evergreen forests, montane grass and vleis. This vegetation attracts a host of bird species that make the Eastern highlands the best for bird watching. Birds like the sugarbirds, grey waxbills, spotted creepers, miombo tits, miombo double-collared sunbirds and augur buzzards may be spotted around the reserve.

The reserve offers a variety of activities to tourists which include;

- Bird watching
- Hiking
- Picnic and braai
- Game viewing

This study will be confined to five ecotourism sites in the Eastern Highlands of Zimbabwe. This area has been chosen for its unique type of Mountain ecotourism activities that the place offers. For example factors like accessibility to the area, diversity of tourism attractions, the distinctiveness of the area (being Mountainous), differentiation of recreation and leisure products, beauty of the environment and the standards of accommodation and food services offered (Nzengy'a 2004) was put in to great consideration. According to Tonderayi (2000) Zimbabwe can maximize its financial gain and other benefits of the tourism industry if the country invested in marketing mountain recreation

CHAPTER 4

METHODOLOGY

4.1 Introduction

This chapter discusses research methodology used to collect, present and analyze data. Areas such as research designs, population of the study, sampling technique, sampling size, research instruments, data analysis and presentation are covered.

4.2 Research design

Wester (1995) alludes that a research design is a plan/protocol for carrying out or accomplishing something either scientific or theoretical experience. Thus, a research design is a series of stages for planning and conducting a study.

Kain (1994) concurs with the above statement by saying "... research design links the data collected, conclusions found to the questions in the study, providing a theoretical outline with a devised game plan for getting from questions to a set of conclusions". Hence research design relies on stating the defiance's of the past literature (Cresnal 2000).

This study used secondary data in the form of literature review in order to test theories. Primary data was also used from the data gathered by the researcher from the distributed questionnaires to those who identified themselves as ecotourists. For all the respondents to be represented fairly a

simple random sampling technique was used to choose the respondents from the study. Self-administered questionnaires were distributed to specific areas of interest to this study between 20 April and 10 May 2018. The information gathered was analyzed through the SPSS which helped to describe gathered data.

4.3 Descriptive and Analytical method

This research is based on both descriptive and analytical research methods and will also make use of quantitative data. Descriptive research is focused on producing accurate descriptions of variables relevant to the decision being faced, without demonstrating that other relationships exist between variables. It will provide both descriptive information and analytical information on why tourists choose to participate in ecotourism and their buying behavior in the Eastern Highlands of Zimbabwe. The study will also infuse positivism to enhance completeness of the research.

According to Saunders et al (1997), positivism approach involves the use of quantitative data. This quantitative data will enable a comprehensive research by way of collecting data through social surveys and case studies. It will also assist the researcher to answer questions of who, what, where, when and how of the research problem. Harwell (2011) concurs in that "...the quantitative approach emphasizes on quantification of data and its analysis through the use of computer software which will enable the operation of large amount of information in a short time".

4.4 Survey research design

The researcher used survey research design to understand why tourists choose to participate in ecotourism and identify their buying behavior. According to Brog (1995) a survey is a distinctive research methodology that owes much of its recent development to the field of sociology. Hence it is a data collection method that elicits the opinions of sample census about a particular variable at a single point in time or at different points in time.

Survey research has two categories which are cross sectional survey and longitudinal survey.

In cross sectional survey standard information is gathered from a sample drawn from a determined population (if the data is collected from the entire population it is called a census), the data is collected at one point at a time (although the actual time required to complete the survey may be done in one day to a month or more). While for longitudinal survey data is collected on different occasions in time so that the changes or time ordered associations are easily examined. For the requirements of this study the cross sectional survey will be used.

The researcher found it relevant to employ the design for the following reasons.

- By observing the characteristics of the study population it became apparent that the research lands itself as a survey research as it becomes the most vigorous way to obtain data from the respondents defined in the study.
- Questionnaires and interviews being the major tools of a survey research demonstrated the suitability and feasibility of the research method to this study.
- The data collected through questionnaires and interviews can be easily quantified and inferences can be made from the sample to the population

4.5 Selection of Case

This study is based on analyzing why tourists choose to participate in ecotourism and identify their buying behavior in the Eastern Highlands of Zimbabwe. For the purposes of this study the Eastern Highlands of Zimbabwe has been chosen as the single case which offers ecotourism activities among other ecotourism sites in the country, to provide an analyses on the reasons why tourist choose to participate in ecotourism and identify their buying behavior. The Eastern Highlands was chosen for its unique

tourism characteristics of scenery and mountain based tourism activities which are not of significance to other tourism sites in the country like Hwange and Victoria Falls where wildlife and business activities are predominant.

4.6 The study area

The study shall focus on both international and domestic tourists who visit selected ecotourism site in the Eastern Highlands of Zimbabwe. The main places of interest to this study are: Nyanga National Park, Chimanimani National Park, Vumba Botanical Gardens, Cecil Kop Nature Reserve and Gairezi Ecotourism Project.

4.7 The target population

The population is a group of people or items about which information is being collected. In this study the target populations are the international and domestic tourists who visit ecotourism sites in the Eastern Highlands of Zimbabwe (mainly focusing on areas of Nyanga National Park, Chimanimani National Park, Vumba Botanical Garden, Cecil Kop Nature Reserve and Gairezi Ecotourism site). The different perceptions of these groups would be taken to address different issues in this study (Hannagan 1986). Harper (1995) concurs by saying "...we call the group of people or items about which we want to obtain data from the population".

The researcher chose to use the highest total population of both international and domestic tourists who visited the Eastern Highlands of Zimbabwe which was 33029 for the period of 2010-2015 (tourism trends and Statistics Annual Report of 2010, 2012, 2013, 2014 and 2015). The table below shows the yearly visitor numbers as adopted from the Tourism trends and Statistics Annual Reports of 2010, 2012, 2013, 2014 and 2015. (NB: the tourism statistics for 2011 were not conclusive hence they were not considered in the population size).

Year	Total visitors
2010	14633
2012	28364
2013	23371
2014	33029
2015	31360

Table 4. 1: Yearly Visitor Numbers

4.8 Sampling and Sample size

According to Brog and Gall (1989) sampling refers to selecting a given number of subjects from a predetermined population as a representative of the population. Hence there are various techniques of determining a sample. These techniques rely on a number of factors such as cost, accessibility of elements, convenience and other different factors such as the need to generalize the findings of the population. For the benefits of this study Krejice and Morgan (1970) sampling techniques where used.

Hence according to Krejcie and Morgan (1970) the sample size for my study would be 377 respondents. Thus, this research will focus on 377 respondents from an average population of 33029 international and domestic tourists.

Ecotourism attraction site	Average population	Sample (number of respondents)
Nyanga National Park	24480	279
Chimanimani National Park	4049	46
Vumba Botanical Gardens	3473	40
Cecil Kop Nature Reserve	513.5	6
Gairezi Ecotourism Project	513.5	6
Total	33029	377

Table 4. 2: Sample distribution

4.8.1 Sampling techniques

There are different types of sampling methods which are probability and non-probability sampling (Trochim 2006). In probability sampling it provides random selection which offers an equal chance of representation of each case within a population. Whereas non-probability sampling involves a selection method which does not rely upon the rationale of probability theory, thus meaning the probability of a population entity being included in the sample is not certain (Doherty 1994). For the purposes of this research data will be collected using probability sampling technique through simple random sampling.

4.8.2 Simple random sampling

The sampling frame in this study was selected randomly and it consisted of international and domestic tourist aged 18 and older to the Eastern Highlands of Zimbabwe. According to Bruce (1992) the method employs the law of equal chance and it is statistically valid. The idea in simple random sampling is to ensure that each unit in the population is represented equally in the

sample (Simpson 2002). This method is advantageous to the researcher as it is highly representative if all subjects participate and easy to carry out.

4.9 Data collection method

Data was collected in the form of Self-completed questionnaires (delivery and collection questionnaires) from self-identified ecotourist to determine the reasons why they choose to participate in ecotourism and identify their buying behavior in the Eastern Highlands of Zimbabwe. 377 questionnaires was distributed to selected Ecotourism sites around Eastern Highlands of Zimbabwe (mainly focusing on areas around Vumba Botanical Gardens, Nyanga National Park, Chimanimani National Park, Cecil Kop Nature Reserve and Gairezi Ecotourism site). The questions were adopted from a previous research on ecotourism motivation in the Tourism field of that from Anishchenko (2016). This method was chosen because of the advantages it causes to the researcher and the respondent as follows:

- Easy for the respondent as they only have to answer the given questions with no additional work to do.
- It provides instant feedback from the respondents.
- The researcher can adopt the questionnaire for each respondent type and offer any further clarifications when required.

4.9.1 The research instrument

The questionnaire adopted comprised of multiple choice questions which were close ended with answers proposed by the researcher. It had four sections with the first section analyzing the demographic factors of the respondents. For example: the respondents were asked of their age, level of education, sex and their country of residence. These factors helped the researcher to identify the profile of the ecotourists that frequent the Eastern Highlands of Zimbabwe.

The second part of the questionnaire analyzed the respondent's previous trips characteristics. It focused on the mode of transportation used to travel, the duration of the trips, group size and how frequent the respondents

traveled for ecotourism purposes. This information was important for the researcher in that it gave the research an insight on how many times ecotourists travel for ecotourism purposes and if from this possibility if many were repeat visits to the visited destination

The third part of the questionnaire analyzed the ecotourists motivations for choosing to participate in ecotours. The questions were formatted in a five point Likert-type scale with assigned values from 1-5. With 1 (being) = strongly disagree, 2 = I do not think about it, 3 = this is important for me but not a reason to participate in Eco tours, 4 = this is one of the reasons why I participate in Ecotours, 5 = this is a main reason to participate in ecotours. This enabled the researcher to identify to what extent tourists are motivated to participate in ecotourism and identify their buying behavior.

This section comprises of questions which measured push motivation factors (personal factors) which were: I want to learn about the natural environment?; I want to travel to new places because I want to learn about their local customs and culture?; I have a passion to learn about something new when I travel?; I want to meet people with similar interest?

Pull factors were also measured on this part in order to determine if they contributed to factors that influence ecotourists buying behavior. The questions included:: during the ecotour I eat food provided by local s at least once?; I stay overnight in the visiting destination?; usually I buy some local souvenirs or other memorable things sold by locals during the ecotrip?

More so, factors that measured both pull and push factors were considered in the study and the questions included: this type of tourism is less harmful for the environment than all the other kinds of tourism?; I can easily organize ecotrips myself and travel alone or with my friends/relatives?; I want to experience new culture with the minimum influence on the environment and the local community?

The last part of the questionnaires asked the respondents on reasons why they behaved in a certain way during the ecotour. For example, the respondents were asked if they purchased local food and to provide reasons

as to why they did or did not. This information helped the researcher to identify the buyer behavior of the respondents which this information was very critical for the research.

More so, the respondents were asked to add any other reasons as to why they participated in ecotours of which all the information given was related to the answers given in part three of the questionnaire.

4.10 Sources of data

There are mainly two types of data and these are secondary and primary data sources. Secondary data refers to information that already exists which will have been collected for another purpose but can be used again. This information is important as it will assist the researcher in gaining an insight of the typical characteristics of the tourists hence making the job of the researcher easier. Primary data refers to data collected for the purpose at hand. In this case the researcher will use probability techniques to gather information from international and domestic tourists through the use of questionnaires (primary source) and also use other written documents of thesis, articles, journal, reports and text books by other people which relate to the subject matter (secondary source).

4.11 Data analysis and presentation

The data was examined using the Statistical Package for Social Science (SPSS). This Package allowed the researcher to effectively describe the data collected from the respondents. The SPSS also allowed the researcher to present data through the use of graphs and tables.

The research also used a five point Likert-type scale as the response format for the Ecotourism principles variables, with assigned values from 1-5. These values were adopted from a previous research by Anishchenko (2016), with 1 = strongly disagree, 2= I do not think about it, 3= this is important for me but not a reason to participate in Eco tours, 4= this is one of the reasons why I participate in Ecotours, 5= this is a main reason to participate in ecotours.

This enabled the researcher to identify to what extent tourists are motivated to participate in ecotourism and identify their buying behavior.

4.12 Ethical considerations

The researcher adhered to ethical practices by structuring the questionnaire in such a way that the respondents participated voluntarily and anonymously. The respondents were informed of their privacy and the purposes of the research in which all those who gave their consent indicating a willingness to participate in the research was used. More so to maximize participation from the respondent's assurance of confidentiality was provided on the cover letter attached to the questionnaire. The questionnaire adopted was put under consideration in that it did not contain any offensive, discriminating or other unacceptable language. More so the research was conducted under the approval of the ethics committee of Near East University, with the copy of the letter attached on page 88.

CHAPTER 5

FINDINGS

5.1 Introduction

The previous chapter presented the methodology of the study. This chapter focuses on the presentation of the data collected.

5.2 Respondents profile

For the purposes of the research 377 questionnaires were distributed on five different ecotourism sites in the Eastern Highlands of Zimbabwe (these areas include: Nyanga National Park, Chimanimani national Park, Vhumba Botanical Gardens, Cecil Kop Nature reserve and the Gairezi Ecotourism project site). From the distributed questionnaires 255 questionnaires were filled out and returned by those tourists who identified themselves to be ecotourists.

5.3 Response rate analysis

The study sample included all tourist both domestic and international who consider themselves as ecotourists. 377 questionnaires were circulated in the five distinct ecotourism areas that were of special interest to this study between 20 April and 10 May 2018. As shown in the table below a total of 255 questionnaires were returned.

	Number	Percentage (%)
Total survey sample	377	100
Total returned	255	67.6
Total coded samples	255	67.6

Table 5. 1: Response rate

A total of 67.6% response rate was obtained. This is an appropriate response rate for validation as according to Mugenda (2003) who is further supported by Cooper and Hedges (1994) that a study which is above or with a minimum of 50% response rate is conclusive for any study.

5.4 Characteristics of respondents

Demographic information of the sample that is the domestic and international tourists in this study were measured by their sex, age, level of education and their country of residents. The summary of demographic characteristics of the respondents is reported below

5.4.1 Gender

On analyzing the information gathered it can be easily concluded that males (57.6%) responded more actively than woman (42.4%). This may be attributed to the fact that males are more adventurous and participate more often on leisure activities than woman.

	Frequency	Percent
Male	147	57.6
Female	108	42.4
Total	255	100.0

Table 5. 2: Gender

5.4.2 Age

From the data gathered it shows that visitors under the age of 18 participate less often in ecotours as it holds (0.4%), with visitors between the ages of 18-30 with the second largest group visitors participating in eco tours holding (32.5%), those that are between the ages of 31-50 have the highest number of people participating in ecotours as shown from the graphs above holding a (49.8%), thirdly those who fall within the 51-65 and above age range rank thirdly on the number of visitors participating in ecotours holding (17.3%).

	Frequency	Percent
under18	1	.4
18-30	83	32.5
31-50	127	49.8
51-65	44	17.3
Total	255	100.0

Table 5. 3: Age

5.4.3 Highest education received

From the data gathered it shows that visitors under the age of 18 participate less often in ecotours as it holds (0.4%), with visitors between the ages of 18-30 with the second largest group visitors participating in eco tours holding (32.5%), those that are between the ages of 31-50 have the highest number of people participating in ecotours as shown from the graphs above holding a (49.8%), thirdly those who fall within the 51-65 and above age range rank thirdly on the number of visitors participating in ecotours holding (17.3%).

	Frequency	Percent
Valid Undergraduate	75	29.4
Graduate	131	51.4
Other	49	19.2
Total	255	100.0

Table 5. 4: Highest Education received

5.4.5 Country of residence

For the purposes of the study the country of residents was distributed in to two variables which are international visitors which represented every visitor who is not of Zimbabwean origin and the number of respondents got where (30.2%). Domestic visitors are those who live and have Zimbabwean origins and those who held this characteristic had (69.8%).

	Frequency	Percent
Valid International	77	30.2
Domestic	178	69.8
Total	255	100.0

Table 5. 5: Country of residence

Previous trips characteristics

5.5.1 How many times did you participate in eco-tours?

From the data gathered it shows that many tourists have participated more often on ecotours for at 1-3 times as its represented by 56,5% of respondents. This is then followed by those visitors who have participated for 7-10 times in ecotours with 27.1% respondents and lastly 16.5% have participated in ecotours for 4-6 times.

	Frequency	Percent
Valid 1-3	144	56.5
4-6	42	16.5
7-10	69	27.1
Total	255	100.0

Table 5. 6: Participation in ecotours

5.5.2 Length of your tour (if you have participated in a few tours, state the average length)

The table below shows the average length of tour taken by each respondent in an ecotour. From the data gathered it showed that on average many respondents highest length of tour was of 1-3days which was represented by 130 (51.0 %). This in turn is then followed by respondents whose length of tour is 4-6 days which carries 82 (32.2%) and lastly less visitors tend to have longer tours of 7-14 days as its been represented by 43 (16.9%) respondents.

	Frequency	Percent
Valid 1-3days	130	51.0
4-6days	82	32.2
7-14days	43	16.9
Total	255	100.0

Table 5. 7: Length of tour

5.5.3 Group size

The table 5.5.3 below shows the Group size that ecotourists travel in. from the data gathered it can be easily concluded that many respondents tend to travel in small groups of up to 5 people which had 99 (38.8%) participants.

This is then followed by those travelling in a group of 6-10 people with 85 (33.3%). Those that travel in groups of 10-20 people consisted of 37 (14.5%) of the respondents with those following closely are those that prefer to travel alone with 31 (12.2%) respondents. However only 3 (1.2%) on the respondents showed that they travelled in groups of more than 20 people.

	Frequency	Percent
Valid Traveled alone	31	12.2
Up to 5 people	99	38.8
6-10 people	85	33.3
10-20 people	37	14.5
More than 20 people	3	1.2
Total	255	100.0

Table 5. 8: Group size

5.5.4 Distance to your travel destination (average)

The table below shows the gathered information on the average travelled distance to the ecotourism site. 78 (30.6%) of the respondents showed that they travelled 35-60km to the ecotourism site followed by those that travelled 61-120km representing 60 (23.5%) of the respondents. Those that travelled 121-500km were 52 (20.4%) of the respondents followed by those that travelled 501-1000km to the ecotourism site with 34 (13.3%) respondents. Lastly those who travelled 1001km and more were 31 (12.2%) respondents which this figure could be easily represent the international visitors. While those that travelled less than 500km are the domestic visitors.

	Frequency	Percent
Valid 35-60km	78	30.6
61-120km	60	23.5
121-500km	52	20.4
501-1000km	34	13.3
1001 and above	31	12.2
Total	255	100.0

Table 5. 9: Distance travelled on average

5.5.5 How did you reach the travel destination?

The table below shows the way the visitors reached their travel destinations by mode of transportation which has been distributed in to two groups which are by private transportation and by public transportation. The data gathered shows that many respondents used public transportation (By bus, by Plane ,by train) with 129 (50.6%) respondents and those who used private transportation (private car, private jet) were 126 (49.4%) respondents.

	Frequency	Percent
Valid By private transport	126	49.4
By public transport	129	50.6
Total	255	100.0

Table 5. 10: Travel destination (mode)

5.6: Mean scores for motivation for ecotourism

The table below shows the mean scores for motivations in ecotourism (Push, Pull and Both motivation variables). From the gathered information it can be concluded that many respondents one of their reasons to travel is to learn more about the natural environment with ($M=3.6$, $SD=.77$), many visitors from the data gathered showed that one of the reasons they participate in ecotours is to learn about their local customs and culture with ($M=3.95$, $SD=1.9$), however many visitors main reason to participate in ecotours was that they thought it to be less harmful for the environment than any other types of tourism with a ($M=4.86$, $SD .44$), a number of the respondents showed that the ease to organise ecotrips themselves and travel alone with friends or family is among the reasons why they are involved in ecotours with a ($M= 3.5$, $SD=1.3$), more so one of the reasons why visitors choose to participate in ecotourism is because of their passion for learning something new when they travel with a ($M=4.1$, $SD=.65$), another reason many respondents chose that made them participate in ecotourism is because they want to learn new culture with minimum influence on the environment and the local community with a ($M=4.1$, $SD=.64$) and another reason why tourists participate on ecotours is because they want to meet people of similar interests to their own with a ($M=3.9$, $SD=.70$).

Descriptive Statistics

	N	Mean	Std. Deviation
Learn nature	255	3.6392	.76541
Local customs and culture	255	3.9490	1.89523
Less harmful	255	4.8588	.43885
Easily organize	255	3.4706	1.29129
Passion for learning	255	4.1333	.65046
Experience new culture	255	4.1176	.64744
Meet people	255	3.8706	.70076

Table 5. 11: Motives for Ecotourism

5.6.1: Mean scores for Push, Pull and Both motivation factors

The study analysed the (Push, Pull and Both motivation factors) that drive ecotourists to participate and behave in a certain way during an ecotour. The motivation factors were divided between these three variables taken from sections three and four of the questionnaire. The mean scores showed that ecotourists are motivated to participate in ecotourism and behave in a certain way through both motivation factors (pull and push factors), which holds a mean score of (M=4.1). This is then followed by push factors in the way they motivate ecotourists with a score of (M=3.9), then lastly pull factors motivate ecotourists to travel with a score of (M=1.96).

	N	Mean
Push factors	255	3.8980
Pull factors	255	1.9686
Both factors	255	4.1490
Valid	255	

Table 5. 12: Push, Pull and Both factors

5.6.2 Push motivation factors

From the carried out it focused of four variables that measured push or personal factors that motivate an ecotourists to participate and behave in a certain way during an ecotour. These four variables showed that:

5.6.2.1: learn more about the natural environment

From the table below it showed that 51.4% of the respondents stated that their need to learn about the natural environment was important for them but not a major reason for them to participate in ecotours. This result may have been contributed to the fact that many of the respondents of the study were males. According to Alaeddinoglu et al (2013), male participants tend to be more interested in wilderness and physically challenging activities than woman who seek to learn about nature and the environment during an ecotour. 31.8% of the respondents showed that this was one of the reasons why they participated in ecotours. While 16.9% of the respondents state that this is their main reason for their participation in ecotours.

	Frequency	Percent
Valid This is important for me but not a reason to participate in ecotours	131	51.4
This Is one of the reasons why I participate in ecotours	81	31.8
This is a main reason to participate in ecotours	43	16.9
Total	255	100.0

Table 5. 13: learn nature

5.6.2.2: Learn about local customs and culture

From the gathered statistics it showed that 49% of the respondents one of the reasons they participate in ecotours is to learn about local customs and culture during an ecotour. While 17.3% hold this reason as their main reason for participating in ecotours. These findings support ecotourism principles in that they promote tourists education and ease of identification of natural and cultural organisms at the local places that they visit. While on the other hand, 33.7% of the respondents stated that learning about local customs and

culture was important for them but not a reason for them to participate in ecotours.

	Frequency	Percent
Valid This is important for me but not a reason to participate in ecotours	86	33.7
This is one of the reasons why I participate in ecotours	125	49.0
This is a main reason to participate in ecotours	44	17.3
Total	255	100.0

Table 5. 14: learn about local customs

5.6.2.3: Passion for learning something new when they travel

Form the gathered data below it shows that 56.1% of the respondents one of their reasons for participating in ecotours is because they need to learn something new in their travels. 28.6% of the respondents highlighted this as their main reason for participating in ecotours. This information supports ecotourism principles in that ecotourism promotes tourist education and participation in all the ecotourism activities that they are involved in. 15.3% of the respondents stated that this was an important fact for them however it played no role in their reasons to participate in ecotours.

	Frequency	Percent
This is important for me but not a Valid reason to participate in ecotours	39	15.3
This is one of the reasons why I participate in ecotours	143	56.1
This is a main reason to participate in ecotours	73	28.6
Total	255	100.0

Table 5. 15: Passion for learning something new when they travel

5.6.2.4: Meet new people

The data presented in the table below showed that 52.5% of the respondent's one of their reasons to participate in ecotours is that of meeting new people. 18% of the respondents also stated that their main reason for travel was that of meeting people. While 29.4% of the respondents highlighted that meeting people was important for them but not a reason for them to participate in ecotours.

	Frequency	Percent
Valid This is important for me but not a reason to participate in ecotours	75	29.4
This is one of the reasons why I participate in ecotours	134	52.5
This is a main reason to participate in ecotours	46	18.0
Total	255	100.0

Table 5. 16: Meet new people

5.6.3: Pull factors

The pull factors on this section were measured from three variables from section four of the questionnaire. These factors looked at the surrounding factors that motivated the ecotourist to behave in a certain way during the ecotour. These factors showed:

5.6.3.1: Stay overnight

From the data gathered it showed that 72.2% of the respondents stay overnight at the visiting destinations because they tend to have free accommodation either from friends or relatives. This factor has been contributed to the fact that many of the respondents of this study are domestic tourist as compared to international tourist. 19.2% and 3.1% of the respondents stated that they do not stay overnight in the visiting destination mainly because they would be in route to their final destinations. 5.5% of the respondents stated that they stayed overnight at the visiting destination as a way of promoting the local entrepreneurs of the country.

	Frequency	Percent
Valid Yes	14	5.5
No	8	3.1
Don't stay	49	19.2
Stay for free	184	72.2
Total	255	100.0

Table 5. 17: Stay overnight

5.6.3.2: Buy local souvenirs

The data collected analysed if the ecotourists bought any local souvenirs from the locals during the ecotrip. From the data gathered it showed that 89% of the respondents did purchase local souvenirs during the ecortrip. This is supported by Kassean and Gassita (2013) who states that a tourist's buyer behaviour can be greatly affected by the attractiveness of a destination area which is attributed by great publicity, promotions and other factors that provide a good perception of the destination site. However, 11% of the respondents did not buy the local souvenirs.

	Frequency	Percent
Valid Yes	227	89.0
No	28	11.0
Total	255	100.0

Table 5. 18: Buy local souvenirs

5.6.3.3: Buy local Food

From the collected data it showed that many 78.4% of the respondents bought local food at the destination site visited. This data confirms with that of the ecotourism principles in that it encourages economic benefit to the local people and their communities. However, 21.6% of the respondents stated they did not eat the local food.

	Frequency	Percent
Valid Yes	200	78.4
No	55	21.6
Total	255	100.0

Table 5. 19: Buy local food

5.6.4: Both push and pull factors that motivate an ecotourist.

Variables that measured both push and pull factors were considered in the study. These factors tend to be personal and situational at the same time to the ecotourists. The data gathered showed:

5.6.4.1: Easily organise ecotrips

From the data collected it showed that 29.4% of the respondent's main reason to participate in ecotours is that they can easily organise ecotrips for themselves. 15.7% of the respondents also stated that one of their reasons to participate in ecotours was that of ease in trip organisation. 13.7% of the respondents strongly agree that they participate in ecotours because they are easy to organise. This data gathered concurs with the ecotourism principles in that ecotourism encourages those that want to travel alone and organise tours for small groups. However, 41.2% of the respondents stated that the

ease to organise trips on their own was an important fact for them but not a reason for them to participate in ecotours. 13.7% of the respondents strongly agree that they participate in ecotours because they are easy to organise.

	Frequency	Percent
Valid Strongly agree	35	13.7
This is important for me but not a reason to participate in ecotours	105	41.2
This is one of the reasons why I participate in ecotours	40	15.7
This is a main reason to participate in ecotours	75	29.4
Total	255	100.0

Table 5. 20: Easily organise ecotrips

5.6.4.2: Ecotourism is less harmful to the environment

Form the table below it shows that 89.4% of the respondents main reason to participate in ecotours is that ecotourism is less harmful to the environment than any other types of tourism. To add on, 7.1% stated that this is one of the reasons why they participate in ecotours. This supports ecotourism principles in thatecotourism encourages the use of resources in a minimum way that does not impact the natural environment. However, only 3.5% state that it's important for them that ecotourism is less harmful to the environment but not a reason that makes them participate in ecotours.

	Frequency	Percent
Valid This is important for me but not a reason to participate in ecotours	9	3.5
This is one of the reasons why I participate in ecotours	18	7.1
This is a main reason to participate in ecotours	228	89.4
Total	255	100.0

Table 5. 21: Ecotourism is less harmful to the environment

5.6.4.3: I want to experience new culture

Form the gathered data it showed that 56.9% respondents one of their reasons to participate in ecotours is that they want to experience new culture with minimum influence on the environment. 27.5% of the respondents highlighted that this was one of the main reason they participated in ecotours. This concurs with the ecotourism principles in that ecotourism supports good moral and ethical behaviour towards the natural and cultural environment of the destination area. However, 15.7% of the respondents stated that this fact was important for them but not a reason for them to participate in ecotours.

	Frequency	Percent
Valid This is important for me but not a reason to participate in ecotours	40	15.7
This is one of the reasons why I participate in ecotours	145	56.9
This is a main reason to participate in ecotours	70	27.5
Total	255	100.0

Table 5. 22: I want to experience new culture

5.7 Buyer Behavior

5.7.1 During ecotours I eat local food

During ecotour tourists were asked if they ate any local foods and from the statistics gathered it showed that 249 respondents ate local foods to 6 respondents that disagreed in trying out local food. Those that ate local food attributed the reason that it was convenient to them with 72 respondents supporting this point, followed by 63 respondents that ate to support the local communities, 50 respondents ate the local food because they wanted to try the local food for interest sake, while 38 respondents ate the food because it was cheap and 26 respondents tried the food for other reasons (like: research purposes and had no choice at hand) while on the other hand 6 respondents did not eat the local food for other reasons for fear of illness and religious purposes for example Halaal prepared foods.

Reasons for eating local food (Cross tabulation)

	Local food		Total
	Yes	No	
Reasons Try local food	50	0	50
Support	63	0	63
convenient	72	0	72
Cheap	38	0	38
Other	26	6	32
Total	249	6	255

Table 5. 23: Reasons for eating local food

5.7.2 Stay overnight

For the purposes of the research many respondents were asked if they stayed overnight at a visiting destination and from the statistics it showed that many tourist if they stayed they would normally stay for free at a friends or relatives place with 184 respondents, followed by those that would normally not even stay overnight with 49 respondents mainly because they would have done same day visits, 14 respondents said that they would stay overnight at destination with 8 respondents which said they would not stay at the destination.

The question that was asked the respondents required them to provide reasons why they stayed or not stayed at a local destination overnight. From the data gathered it showed that many respondents stayed at a destination overnight because it was the most suitable option for them with 168 respondents supporting this point as they would stay at a friends or relatives place and 12 respondents who said “Yes” to staying overnight by booking a hotel accommodation, though 45 respondents stated that they did not stay at a destination because it was suitable for them with 4 respondents who said “No” to staying overnight at the destination. A total of 16 respondents gave a

reason of wanting to contribute to the local economy by staying overnight at a destination area are those that answered yes to the question. A total of 13 respondents gave a reason that they had no other option to take up the reason they gave with 4 respondents being the highest as they had no other option but to stay with friends or relatives, followed by 3 respondents who said “No”, 2 respondents who did not stay at all and 1 respondent who said “Yes” to booking a hotel as the only option they had.

Reasons for Staying overnight (Cross tabulation)

	Staying overnight				Total
	Yes	No	Don't stay	Stay for free	
Reasons No other options	1	3	2	4	13
Most suitable for me	12	4	45	168	229
I want to contribute to the local economy	16	0	0	0	16
Other	0	0	0	0	0
Total	14	8	49	184	255

Table 5. 24: Reasons for staying overnight in paid accommodation or not

5.7.3 Buy local souvenirs

The respondents were asked if they bought local souvenirs at the local destinations that they visited and from the statistics gathered it showed that a total of 252 respondents bought local souvenirs while only 3 respondents did not. Different reasons were given by the respondents on why they purchased the souvenirs with 97 respondents stating that they required something memorable from the trip, followed by 77 respondents who bought local souvenirs because they wanted to bring gifts to their relatives and friends. A total of 56 respondents bought the souvenirs because they wanted to support local entrepreneurs and 22 respondents gave other reasons liked supporting

a cause for anti-pouching causes and as a symbol for luck. While on the other hand only 3 respondents stated that they didn't buy the local souvenirs because they thought them too spiritual and expensive for them.

Reasons for buying local souvenirs (Cross tabulation)

		Souvenirs		Total
		Yes	No	
Reasons	Something memorable from the trip	97	0	97
	Gift for relatives or friends	77	0	77
	Support local entrepreneurs	56		56
	Other	22	3	25
Total		252	3	255

Table 5. 25: Reasons for buying local souvenirs

5.7.4 Travel alone

The respondents were further asked if they preferred to travel alone or in small groups. From the data gathered it showed that 235 respondents did prefer to travel alone and in small groups in comparison to 20 respondents who said that they did not prefer to travel in small groups. A total of 111 respondents prefer to travel alone because they believe it reduces negative influence on the environment, followed by 74 respondents who feel more comfortable to travel in small groups. 35 respondents prefer to travel in small groups or alone because they feel it is difficult to organize and control big groups with 15 respondents travelling in small groups because they feel they don't want to rely on other people on the trip. However 20 respondents showed that they do not feel comfortable to travel in small groups and would rather be a part of a big group.

Reasons for travelling alone (Cross tabulation)

	Travel alone		Total
	Yes	No	
Reasons More Comfortable in small groups	74	0	74
Reduces negative Influence on the environment	111	0	111
Difficult to organize and control big groups	35	0	35
Don't want to depend on other people on the trip	15	0	15
Other	0	20	20
Total	235	20	255

Table 5. 26: Reasons for travelling alone

5.8 Why are you interested in ecotourism?

The respondents were asked a general question on why they are interested in ecotourism and from the data gathered it showed that many respondents were mainly interested in learning about the natural environment, culture, customs of the destination areas that they visited.

CHAPTER 6

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter focuses on the discussions, recommendations and conclusions of the study. It will also highlight on the limitations and implications of future researches to be done in line of ecotourism buyer behavior.

6.2 Discussions

6.2.1 Profile for Ecotourism products in Zimbabwe

The research covered the profile of ecotourists who participate in ecotourism in Zimbabwe. This section covered the respondents age, gender, nationality and level of education. From the findings it showed that most males participate in ecotourism in comparison to females this may be as a result that many males enjoy adventure tourism as compared to the females as they are more inclined to learning about things and their safety. Which in essence to the African wilderness of the country most males tend to participate more in ecotours than females. This notion is further supported Alaeddinoglu et al (2013) who states that, an experienced ecotourism traveler is more interested in out-door activities with males presenting a higher desire for wilderness activities and physically challenging activities, while women prefer casual walking, learning about culture and interpretive education programs.

The data also showed that domestic tourists visited the ecotourism sites more in comparison to international tourist. This is mainly contributed to the poor image that the country has been suffering from since the early 2000s economic and political crisis in the country that many international tourists have no idea of the existence of the beauty and marvel of the country. However with continued efforts from the Destination Management Organization the country has been working on rebranding its self to a safe and welcoming environment to all its coming visitors. According to Mawere Mabuya (2012) the Zimbabwean government has gone on a massive image building exercise worldwide which is yielding positive feedback as the country is yet again being considered a tourism destination site among the finest treasures of Africa.

To add on the data showed that many respondents between the ages of 31-50 and who are graduates travel a lot for ecotourism purposes. This information concurs with the previous research of Meric and Hunt (1998) who also discovered that ecotourists participants tend to be of middle age and highly educated.

6.2.2 Motivation for Ecotourists to participate in Ecotours

The research covered motivation for ecotourists to participate in ecotours. Ecotourists motivation to participate in ecotours has been put to analysis through forces that motivate a person to travel to a destination area. The data drawn from the study showed that a majority of the visitors are motivated to participate in ecotours as a result of both push and pull factors. These factors include that the type of tourism is less harmful to the environment than any other types, its ease to organize and wanting to experience new culture with minimum influence on the environment. While, push factors (personal factors) that include: the need to learn about the environment, customs and culture of a destination. These factors contributed a lot to the reasons why tourist get involved in ecotours. More so, pull factors, like that of buying local souvenirs, food and accommodation are factored in as the main reason for participating in ecotours. Yoon et al (2003) concurs with the above statement

in that push motivations are more connected to personal aspects during an ecotour, while pull motivations are associated with external situational or cognitive aspects during the ecotour. The data gathered also concurs with the findings found by Anishchenko (2016) who allude that ecotourists tend to be motivated to participate in ecotours and behave in a certain way mainly because of personal factors (push factors).

The study also focused on whether the ecotourists motive to participate in an ecotour or behave in a certain way when purchasing ecotourism products was analyzed. From the gathered data it showed that push factors that are personal to the ecotourists tend to play a major role in them making a decision to participate in an ecotour while pull factors are linked to how the ecotourist behave in a certain way when purchasing ecotourism products. This information goes in line with previously made studies in that for an ecotourists to behave in a certain way both push and pull factors play a significant role. Chan and Baum (2007) also concurs with the above notion as from the study they carried out it showed that push and pull motivation factors play a huge role in the way ecotourists choose to participate and behavior when purchasing ecotourism products.

The findings also showed that many ecotourists have participated in ecotours at least 1-3 times. The researcher chose this information to represent the number of repeat visitors to a destination. From the statistics gathered it showed that visitors at least repeat their visit on an average of 1-3 times at a destination that they are familiar with. According to researches by Gitelson and Crompton (1984); Juaneda (1996) repeat visitors are likely to go back to the same destination in their future travels with the second visit being the high indicator of the future visit.

6.2.3 Buying Behavior of an Ecotourist during an Ecotour

This section covered the buyer behavior of ecotourists during an ecotour. Factors on whether the tourist bought food, book a hotel, apartment or stay overnight, souvenirs and number of repeat visits were considered in the study. The findings of the study showed that many ecotourists at least have

participated in 1-3 times in ecotrips and with many buying souvenirs and local food at the visited destinations with all having different personal reasons why they act in a definite way during a tour. Hence, from the findings it can be clearly said that the buying behavior of ecotourists can be easily influenced by push and pull factors. This is clearly shown by the personal reasons stated by the visitors in their purchase of souvenirs and local food at the destination. For example, many visitors purchase souvenirs so that they may have something memorable of the trip which is a push factor which plays a major part in the decision making of the tourist.

More so, from the given findings it showed that a lot off visitors bought local food with 249 respondents and 252 respondents saying yes to buying local souvenirs. From the information above it supports the value based motivation theory in that value fulfilment occurs through interpersonal relationships (of caring relations with others and belonging) which is shown from the data collected in that ecotourists buy souvenirs or local products as gifts for their family and friends.

6.2.4 Alternative strategies increase Ecotourism in Zimbabwe

For the past years Ecotourism in Zimbabwe has been fighting for a market share within its growing tourism industry. This is because ecotourism as a type of activity in the country did not have aggressive marketing strategies and many of the domestic tourists in the country lacked the knowledge of this type of tourism, with many confusing it with sustainable tourism. However from the findings of the study it showed that ecotourists are driven by push factors in to participating in ecotours like the need to learn about natural environments, new customs and culture. While pull factors contribute to how they buy ecotourism products which is shown by the number of ecotourist's respondents who agreed in to purchasing ecotourism products of local souvenirs, local food and booking accommodation in apartments, hotels and lodges. Hence there is a great need for the Destination Management Organizations and Tourism Stakeholders to formulate aggressive marketing campaigns that will introduce and keep on remind the different tourists of the

existence of ecotourism as a tourism type and emphasize on the benefits that it brings to the local people, community and the tourist. For the Eastern highlands, Mountainous ecotourism if marketed well it will bring a lot of foreign currency to the country. Thus the Destination Management Organizations first have to rebrand ecotourism in Zimbabwe for both the investors and the beneficiaries of the ecotourism products (ecotourists, people and the local communities). They should also make use of aggressive marketing strategies of heavy promotions, market penetration and market expansion strategies to increase the knowledge of ecotourism in the country.

More so, the demographic data gathered from this study can also help to influence the creation of tailor made marketing strategies. For example, from the data gathered it showed that males tend to participate more in ecotourism than females with a high regard of these visitors being domestic, highly educated and within the middle age of 31-50 years. The knowledge of this information can be used by Destination Management Organizations (DMO) and other Tourism Stakeholders to design direct marketing mechanisms that will reach the intended markets according to the profile of the demographic data gathered through websites, newsletters, brochures and word of mouth. Subhani (2014), concurs with the above information in that website marketing creates huge market expansion as it allows businesses to reach different markets globally.

6.3 Recommendations

From the findings of this study it showed that ecotourists are motivated to travel by push factors (personal factors). These factors are those that are held valuable by the ecotourists which make them to participate in ecotours which are novelty, escape, enhancement of kinship relationships, prestige and relaxation. Hence, this information is very important for the Destination Management Organizations and other Tourism Stakeholders to take advantage of and make better predictions in determining future ecotourism trends from the motivations that make the ecotourist behave in a certain way during an ecotour. Hall and Page (2014) support this notion by saying "... an

appreciation of tourist motivation can result in a variety of intuitions as to why tourists act in a particular way”.

To add on, the Destination Management Organizations and other Tourism Stakeholders can create marketing strategies and produce ecotourism products that are better suitable to satisfy these needs. For example, from the data gathered it showed that many ecotourists had the desire to learn about nature, local customs and culture of the destinations that they visited. From this information the DMO and the Tourism Stakeholders can create ecotourism products based on the history of the destination area, flora and fauna education and the local customs of the place.

More so, the understanding of ecotourist motivations can help the Destination Management Organizations and the Tourism stakeholders to be up to date with the ever changing needs of the ecotourist and their for be in a better position to predict and offer better ecotourism products to the tourist. Anishchenko (2016) concurs by saying that “...tourist behavior can be understood from the predictions of their attitudes and preferences”.

The Destination Management Organizations and other Tourism Stakeholders can also make use of the statistics drawn on the ratio of international tourist to domestic tourists that visit the Eastern Highlands. From this information they can create marketing strategies that can increase the number of international tourist to the country to enjoy the ecotourism products through aggressive marketing and good image branding of the destination area.

While to a certain extent pull factors also play an important role in motivating ecotourists to behave in a certain way during an ecotour. These pull factors like budget, culture and history, wilderness, travelling with ease, hunting, multi-ethnic environments and facilities make a huge contribution to how the ecotourist behave. Kassean and Gassita (2013) support the above notion in saying that pull factors that drive a tourist to travel are positive as they boost individuals to travel.

6.4 Conclusion

As a result of this research an analysis of ecotourists buying behavior was carried out in the Eastern Highlands of Zimbabwe and the following conclusions were made.

When ecotourists travel they are mostly influenced by both push and pull factors to behave in a certain way during an ecotour. Factors like the type of tourism is less harmful to the environment than other types contributed a lot to one of the main reasons why ecotourists chose to participate in ecotourism. While push factors (personal factors) like the need to learn about the natural environment, local customs and local culture contributed also to one of the reasons why ecotourists participated on ecotours. However, pull factors also play a very important role in influencing the way ecotourists behave during an ecotour. These factors have been shown by the findings on how they purchase local products of food, souvenirs, book an apartment, hotels and hostels where factors of the destination areas marketing play an important part in marketing the products to the ecotourists.

6.5 Implications of the study

The findings of this study provide an understanding of the buying behavior of Ecotourists during an Ecotour. It brought to light different factors which motivate an Ecotourist to behave in a certain way. This information will aid the Destination Managers and other Tourism stakeholders to focus more on these motivating factors, so that they use them to their competitive advantage and create destination loyalty, revisiting and recommendations to other potential Ecotourists.

The research will also enable Destination Management Organizations (DMO) and other Tourism stakeholders to develop tailor made marketing strategies, which will increase Eco tourist's turnover, Occupancy level, Spending and long stays in the country.

More so, this study will provide a basis for market segmentation as a result of the identified values through the use of the value- based theory. This theory

enables the respondents to rate the given questions as a result of how they value the Ecotourism product. Hence, from this concept Destination Management Organizations and other Tourism stakeholders can use this value- based system to create market segments in the Ecotourism field. There by providing the different segments with specific ecotourism products which suite their values.

6.6 Limitations

The researcher encountered some limitations to the study as a result of different factors that were encountered during the research. The researcher collected data through Self- completed questioners; this limits the researcher as it required a lot of time and money to distribute to all the selected Ecotourism sites around Zimbabwe which were of unique significance to this study (which were Nyanga National Park, Vumba Botanical Gardens, Chimanimani National Park, Cecil Kop Nature Reserve and Gairezi Ecotourism Project Site).

Another limitation that the researcher faced was that of literacy rate of the chosen population. English language was chosen for the questionnaire since it is the country's main language. However, most of the Tourist who visit the country are from Asia, Europe (China, Japan, Germany to mention a few) this posed a huge limitation to the study.

The research may also be limited to the question type and its design. The survey mostly has multiple choice questions, which are close ended with answers proposed by the researcher. This may result in the survey being unreliable as most of the respondents may tend to give answers that are limited to what is on the questionnaire.

This study may also be limited to identified variables which have been consequently mentioned and supported by the literature review. In which case, they might be other variables which can be used to better understand Ecotourist buying behavior.

Lastly the researcher might be limited due to the unwillingness of the respondents to respond to the questionnaires. Since the questionnaires will

be Self-completed the respondents may not be keen to give up their time to answer the given questions.

6.7 Potential future researches

Future studies may use the results of this study as a starting point to apply the Benefits Sought or Realized theory in the field of Ecotourism. According to Frochot and Morrison (2000) there is a commonly held belief that there is some kind of association between tourist's motivations and benefits sought which has been acknowledged but the exact connection has not yet been recognized.

More so, Locker and Perdue (1992) went on to say that the Benefit Sought or Realized theory is better at explaining tourist's behavior as compared to other factors that describe it.

Frochot and Morrison (2000) further allude that not much specifically benefit related research has been made in ecotourism, adventure and cultural tourism as a market segment.

To add on, this research can also be used to make comparisons of ecotourists market profiles between different countries so as to identify the different factors that attract the ecotourists to those destination areas and differentiate the types of ecotourists that frequent the destination areas.

More so, future researchers can use this study as a base to apply hypothesis testing in tourist behavioral studies.

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APPENDIXES

Appendix 1: Research Questionnaire



School of Tourism and Hotel Management

Dear Respondent

The purpose of this questionnaire is to research on Ecotourists buying behaviour in the Eastern Highlands of Zimbabwe. It will mainly focus on what motivates them to take up such buying behaviour decisions. All the responses will be kept anonymous and will be used to aid in the formulation of marketing strategies for the different ecotourism sites in Zimbabwe.

Thank you for your cooperation.

Part 1: Background information (Please use the space provided for you response)

1. Gender

☐ Female

☐ Male

2. Age

☐ Under 18 ☐ 18-24 ☐ 25-30 ☐ 31-35 ☐ 36-40

☐ 41-45 ☐ 46-50 ☐ 51 and above

3. Highest education received

☐ High School ☐ Diploma ☐ Degree ☐ other

4. Country of residence

.....

Part 2: Previous trips characteristics

1. How many times did you participate in eco-tours?

.....

2. Length of your tour (if you have participated in a few tours, state the average length)

.....

.....

3. Group size

☐ Travelled alone ☐ Up to 5 people ☐ 6-10 people

☐ 10-20 people ☐ More

4. Distance to your travel destination (average)

.....

5. How did you reach the travel destination

☐ By foot ☐ By bike ☐ By private transportation

☐ By public transportation ☐ Other..

Part 3: Motives for Ecotourism

I participate in ecotours because (choose the most suitable for your attitude in relation to each reason provided below)

Reason to participate in ecotourism	1 Strongly disagree	2 I do not think about it	3 This is important for me but is not a reason to participate in ecotours	4 This is one of the reasons why I participate in ecotours	5 This is a main reason to participate in ecotours
I want to learn more about the natural environment					
I travel to new places because I want to learn about their local customs and culture					
This type of tourism is less harmful for the environment than all the other kinds of tourism					

I can easily organise ecotrips myself and travel alone or with my friends /relatives					
I have a passion for learning something new when I travel					
I want to experience new culture with the minimum influence on the environment and the local community					
I want to meet people with similar interest					

Part 4: Do you agree or not with the following statements (if yes, choose a reason)

1. During the ecotours I eat the food provided by locals at least 1 time per day (in local cafes, restaurants, buy in local shops, markets etc)

☐ Yes ☐ NO

Reason

- ☐ I want to try local food
☐ I want to support local entrepreneurs
☐ It is easiest and most convenient way to eat
☐ It is cheapest way to eat

Other

.....

2. If I stay overnight in the visiting destination, in most cases I book an apartment, hotel or hostel

- ☐ Yes ☐ No ☐ usually I don't stay overnight
☐ Usually I have an option to stay for free (at a relatives or a friends place)

Reason

- ☐ There are no other options where i can stay over night
☐ There are other options but this one is the most suitable for me
☐ I want to contribute to the local economy

Other.....

3. Usually I buy some local souvenirs or other memorable things sold by locals during ecotrips

☐ Yes ☐ No

Reason

☐ I want to have something memorable from the trip

☐ I want to bring a gift for my relative or friend

☐ I want to support local entrepreneurs

Other.....

4. I prefer to travel alone or in small groups (up to 5 people)

☐ Yes

☐ No

Reason

☐ I feel myself more comfortable in small groups

☐ I think it reduces negative influence for environment and local community

☐ It is difficult to organise and control big groups

☐ I don't want to depend on other people during the trip

Other.....

Why are you interested in ecotourism?

.....

If you have any additional comments you are welcome to write it below

.....

Thank you for your participation!

PLAGARISM REPORT

ETHICS COMMITTEE APPROVAL



BİLİMSEL ARAŞTIRMALAR ETİK KURULU

08.05.2018

Dear Amanda M. Antonio

Your application titled “**An Analysis Of Ecotourits Buying Behavior In The Eastern Highlands Of Zimbabwe**” with the application number YDÜ/SB/2018/166 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee



Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.