

Title: The Wildlife Tourism Market to Kenya (2002–2003)

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An understanding of the wildlife tourism market is fundamental for the development of a competitive and sustainable tourism industry. It is imperative to product development and segmentation, especially with regard to understanding trends in the market place.

This study was undertaken to understand better the demographic preferences of wildlife tourists and to determine their preferences, expectations, and choices. Various personal and trip attributes of the visitors were considered. A linear structural

Abstract: relationship (LISREL) approach was applied in order to estimate the structural equation systems by using its maximum likelihood estimator. Using data from 1,566 tourists who had completed their holidays in Kenya, it was found that various forms of travel based on packaging do not significantly affect the preferences of tourists. However, tourists' characteristics and their trip attributes have significant effects on these variables. Advanced age, higher socio-economic status, larger group size, and shorter length of stay are associated with higher preference for wildlife viewing.