

**INFLUENCE OF ADVERTISEMENTS AND EVENTS ON POPULARITY OF
GOLF TOURISM IN NAIROBI AND KIAMBU COUNTIES, KENYA**

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**A Thesis Submitted to the Graduate School in Partial Fulfilment of the
Requirements for the Award of the Degree of Master in Tourism Management of
Chuka University**

CHUKA UNIVERSITY

OCTOBER, 2024

DECLARATION AND RECOMMENDATIONS


Declaration

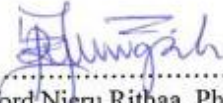
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Recommendation

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DEDICATION

I dedicate this work to my beloved parents Mr Joseph Omollo and Mrs. Eunice Omollo, my siblings, my uncle Mr. Tom Odeny, my late friends Euginia Musiga and Triza Owino and finally my cousin Mr. Aloice Onyango. You have really supported me, and I am forever grateful for that.

ACKNOWLEDGMENT

I give glory and honor to the almighty Father for enabling me to pursue this degree. I give gratitude for the providence of good health, strength, protection, and guidance to the completion of this journey. I would like to express my deepest appreciation to my supervisors, Dr. Lemmy Muriuki and Dr. Jafford Rithaa, for their insightful guidance, patience, and encouragement throughout the research and writing process. Their expertise and constructive feedback were invaluable.

I am also grateful to the faculty members of Environment and Resource Development at Chuka University for their positive suggestions, in a special way I want to thank Mr. Adol Gogo and Mr. Daniel Kinyanjui for their support and scholarly advice if it were not for your support, I would not have finished this research, I am grateful for the sacrifices you made so that I can complete this research may God bless you abundantly.

My sincere thanks go to my family for their financial support, unwavering love, encouragement, and understanding during this journey. Their belief in me kept me motivated to keep working on this degree and not give up. Finally, I extend my appreciation to all my friends, who provided moral support and cheered me on during the ups and downs of completing this thesis. This work would not have been possible without the contributions and support of these individuals, and for that, I am deeply grateful.

ABSTRACT

Golf tourism plays an important role in positioning a destination, helps upgrade host destination infrastructure, provides employment opportunities, and compensates for conventional tourism seasonality. Despite the above benefits and the availability of world-class golf courses and facilities, accessibility, and retail shops for golf equipment in Nairobi and Kiambu counties golf tourism has not reached the prime of its popularity levels. Additionally, there have been studies on promotion, economic contribution, and sustainability of golf tourism, these studies have focused on famous international golf destinations this study intended to bridge the knowledge gap, thus the purpose of this study was to explore the influence of advertisements and golf events on popularity of golf tourism in Nairobi and Kiambu Counties. Specifically, this study sought to establish the influence of online advertisements on popularity of golf tourism, influence of broadcast advertisements on the popularity of golf, influence of print media advertisements on popularity of golf, influence of golf tournaments and golf charity events on popularity of golf tourism. A case study research design was used to gain an in-depth understanding of the promotion of golf tourism and how it has affected awareness, interest, and consumer intentions. The target population comprised of 12 golf tourists (golfers and spectators) and 12 golf marketers (golf course marketing officers, Kenya Tourism Board business developers, golf union officials, local business employees, and tour operators) as the key respondents. A purposive sampling approach was used to select golfers and golf marketers while convenience sampling was used to select golf spectators. The sample size consisted of 24 respondents. Data was collected through semi-structured interviews. Multiple data source triangulation was used to ensure reliability and construct validity and content validity was ensured. Data processing and analysis of all the objectives were done using the MAXQDA software version 20.3.0 the study used inductive thematic analysis to obtain the research findings and the results were presented using charts, verbatims, graphs, and tables. The study established a positive influence of online advertisement on awareness, interest, and consumer intentions (action, choice, and preference), the study found that print media has an influence on awareness, and finally broadcast has an influence on awareness, desire, and interest. Also, according to the research findings, there is a positive influence of golf tournaments on awareness interest, and customers' intention (loyalty and revisit), and golf charity events on awareness, interest, and customer intentions (loyalty, retention, and referrals). The findings of this study have policy and practice implications as the study provides insights into advertisement strategies and the impacts that each form has, policymakers should consider integration between the traditional forms, events, and online advertisements should be done so that maximum realization of the influence of these promotion tools can be felt in Nairobi and Kiambu counties. Additionally, the study recommends that golf courses, golf unions, the Kenya Tourism Board, the Ministry of Tourism local businesses should collaborate to create integrated marketing to boost golf tourism popularity.

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ABBREVIATIONS AND ACRONYMS

AD:	Advertisement
AIDA:	Attention, Interest, Desire and Action
EMAB:	England Marketing Advisory Board
ETC:	European Travel Commission
GDP:	Gross Domestic Product
IGTM:	International Golf Travel Market
KGLU:	Kenya Ladies Golf Union
KGU:	Kenya Golf Union
KTB:	Kenya Tourism Board
LTB:	Lisbon Tourism Board
QR:	Quick Response
ROI:	Return on Investment
TV:	Television
UGC:	User Generated Content

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Promotion is essential because it acts as a bridge between a firm and its customers. It also informs customers about new goods and services, creates desirability, increases demand, and affects the decision to make a final purchase (Chiu & Ananzeh, 2012). Promotion tools like advertisements and events are essential when the demand for tourist products declines (Al-Azzam, 2016). Promotion of tourism products through advertisement and events has the potential to improve the performance of golf tourism (Kwoba, 2018). The above methods are the types of marketing communication that can be used to inform and persuade the target audience about a tourism service if not well

Advertising is a non-personal form of promotion that is delivered through selected media outlets which include online, broadcast, and print media that, under most circumstances, require the marketer to pay for message placement (López-Bonilla *et al.*, 2020). Since advertising allows a single message to reach a large audience, it has traditionally been seen as a mass promotion tool. Used to raise consumer demand for travel-related products, an efficient advertising campaign can raise brand awareness, boost sales, and raise the perceived value of tourism products (First Outdoor Media, 2019). Tourism advertising campaigns affect tourists' travel decision-making (Soliman, 2021) tourists' confidence in the tourism product is enhanced by advertising messages since, before making travel plans, tourists need to feel certain that the services offered at tourism sites will meet their wants and needs (Saleh, 2023).

In addition, the goal of tourism advertisement is to convey the features of golf services that are provided, offering trustworthy and persuasive data to entice potential travellers, convince them to visit the destination and instill the image of the tourism product in the minds of tourists, ultimately influencing their perceptions (Martin-Critikain *et al.*, 2021). Therefore, having significant and appealing tourism resources alone is insufficient; these also need to be widely communicated and known (Kwoba, 2018). Because a visitor's decision to visit a destination is influenced by their knowledge of push and pull factors, tourist attractions, and experiences, additional research should be done to help reach the goals outlined in the advertising objectives (Pan *et al.*, 2017).

Advertisement in the tourism sector is a key factor in encouraging tourists to visit various destinations and experience various times, it is recognized as a global issue (Park *et al.*, 2019). Research is should be done to determine the target market, create promotional strategies based on an understanding of travelers' motives, employ cost-effective methods of reaching potential travelers, and provide informational and communication materials that will optimize the potential of tourism marketing.

Benitez-Aurioles (2022) highlighted that public and private organizations' advertisement efforts need to be improved to boost the tourist popularity performance rate in terms of occupancy, bookings, and participation. Tourism advertising for decades has collected, social, political, and economic reality of tourist destinations and allows, persuasive communication (Martin *et al.*, 2022), to build a brand image (a “country brand” or a “product brand” or “city branding”) for destinations with the ulterior objective of introducing that tourist image in the mind of the tourist, as a potential and real consumer, achieving not only the visit and the desired behavior but also that it is repeated (He & Luo, 2020).

However, the main barrier that tourism advertising has to overcome is the difficulty of differentiation both worldwide and locally, with an aim to keep difficult balance between the similarity of the offer and its diversification and specialization (Arana *et al.*, 2020). A solution to this is extensive research on advertisement to identify unique attributes that can enhance differentiation in the saturated industry (Hernandez *et al.*, 2019). Additionally, the advertising industry is constantly changing, particularly in the "continuously-evolving realm" of online media advertising (Maseeh *et al.*, 2021) which means that the body of knowledge of online media advertising continues to change as the usage of online media continues to spread and disseminate.

Golf events refer to organized golf occasions designed to promote golf tourism products, services, brands, courses, or destinations with the specific goal of increasing popularity by creating awareness, generating interest, and influencing the target audience's behavior (Hudson, 2010). Event marketing has been defined as the practice of promoting the interests of a company and its brands by associating the company with a specific activity (Close *et al.*, 2006). According to Kotler *et al.* (2010), an organization

may sponsor an occasion that is either owned by it or owned by a third party and approved by the firm. In addition to increasing public knowledge of the tourism industry, hosting more golf tournaments encourages tourists to prefer these tourism products (Ma *et al.*, 2021). Positive word-of-mouth marketing, higher attendance, and the growth of golf tourism are all triggered by events that satisfy tourists (Ma *et al.*, 2021b).

Organizing golf tournaments and charitable golf events is one way to promote golf through events; a significant event can enhance awareness and perception (Parris *et al.*, 2015). Furthermore, a strong correlation exists between a destination's image and intent to visit and to recommend to others to do the same (Srinivas, 2022). Putri (2017), noted that attending sporting events encourages people to engage in fun and leisure activities, which in turn inspires them to engage in more sports. Therefore, it has been determined that hosting sporting events or the growth of the sports sector in general are crucial components of national policy and economic development.

However, there hasn't been enough focus on promotional events in travel literature. According to Sainaghi *et al.* (2019), events have the power to increase demand and draw travelers to a location, particularly in the off-peak season. Nufer (2016) observed that event marketing reduces the gap between the actual and target image of a brand or company by transferring the emotions expressed by the event to the brand. Moreover, (Turgay & Dikmen, 2013) observed that events occupy an important position in the promotion strategies of most destinations and increase their attractiveness, events also present an opportunity for promoting what communities are presenting in these events. In all the above studies, only a few have made efforts to explore the influence that promotional events have on the popularity of various forms of tourism this research tackles these knowledge gaps by providing discussions and justifications on event hosting and its contribution to the popularization of golf tourism.

Additionally, events are being used more and more as tools to promote golf tourism (Kitterlin & Yoo, 2014). As a result of their popularity, it seems crucial to comprehend which aspects of an event increase their appeal and retention rate to maximize the competitive advantages for event organizers (Grappi & Montanari, 2011). As a result,

it is beneficial to pursue research projects that expand our understanding of how events affect particular geographic contexts and dimensions (Getz, 2016).

Golf tourism popularity refers to the state of golf being widely liked, accepted, or recognized by a large number of people. It is a measure of the general approval within a given community or audience (Matiza & Slabbert, 2022). Popularity can be associated with social influence and the ability to impact or shape the opinions and behaviors of others. This influence may be reflected in awareness, trends, appeal, preferences, or choices, golf games in famous golf courses such as St. Andrew have witnessed a significant increase in popularity due to the increased interest in outdoor sports activities (Golf Tourism Market, n.d.). In addition, to help the popularity of golf, tour operators have packaged and promoted tours targeting youth golf enthusiasts and women to engage in the game (Brown & Feito, 2020).

In developed countries, one country that has promoted golf tourism and benefitted the most is Thailand which for the last two to three decades has developed its golf infrastructure through promoting affordable golfing making it one of the most famous golf holiday destinations in the world (Sun *et al.*, 2021). In Africa, South Africa is ranked in the top 20 countries with the most golf courses (South Africa Golf Association Annual Report, 2023) this is due to their quality golf courses and promotion efforts for example South Africa participated in the esteemed International Golf Travel Market (IGTM) that took place in Lisbon from October 16 to 19, 2023. IGTM was a bespoke trade show for golf destinations, resorts, and courses and it provided the opportunity to connect with leading global golf travel agents and tour operators who help grow the world's outbound tourism market. This event served as a prime platform for South Africa to showcase the country's burgeoning golf tourism industry. Participating in IGTM helped in promoting South Africa as a premier golf tourism destination thus contributing to its popularity (South Africa Tourism Report, 2023).

Kenya has made strides in the development of golf over the years, placing the country as the best golfing destination in Africa. In 2020 at the 7th Annual World Golf Awards Gala Ceremony held in Dubai, Kenya was named Africa's best golf destination ahead of South Africa, Egypt, and Morocco (Mwacharo, 2023). Kenya has popular golf clubs

and world-class golf courses all over the country that support golf tourism (Kenya Golf Union, n.d.). Kenya being named the best golf destination in Africa has prompted this industry to be given more attention by the relevant stakeholders; golf unions, marketing agencies, ministry of Tourism among others, and in September 2023 Kenya Tourism Board decided to intensify marketing of golf tourism in both the domestic and international market specifically targeting Asian countries that have exhibited tremendous tourists' growth over the years. (Mwacharo, 2023).

Additionally, in the new tourism strategy for Kenya 2021-2025 plan, the Kenyan Government proposed a series of actions to boost the tourism sector in this territory with 1 billion Kenya shillings allocated for tourism marketing in the 2023/2024 financial year. One of these actions was to intensify marketing and promotional campaigns worldwide to attract domestic and international tourists (with more emphasis on the growing tourism markets like China and Malaysia), diversify their tourism products by having products that do not rely on weather like beach tourism but have niche tourism activities like sports tourism i.e. rallies and golfing to solve the seasonality problem and boost the underexplored Kenya tourism industry.

Nairobi and Kiambu Counties are renowned for their diverse culture, wildlife, and scenic landscapes. However, it also possesses an untapped potential for sports tourism, specifically in the realm of golf. Golf is a globally popular sport with a dedicated following. It offers an opportunity to boost tourism in Nairobi and Kiambu and elevate their image as a vibrant destination for golf enthusiasts (*Golf Tourism Market*, n.d.). Major golf courses with 18 holes in these Counties that can host international events include; Muthaiga Golf Course, Sigona Golf Club, Royal Nairobi Golf Course, Windsor Country Club with subtropical forest, Limuru Country Club with higher plantation and temperate woodland and suburb of Karen country club (emerged the best golf course in 2020) among others (K.T.B., 2023) all these and the scenic beauty of the courses are the attractions that promote golf tourism in the counties.

In Kenya various studies on promotion have focused on the contribution of promotions to various forms of tourism for instance Wahome (2021) conducted a study to explore the potential of cultural heritage in the promotion of Kenya's tourism, additionally,

Kwoba (2018) conducted a study on the promotion of domestic tourism in Kenya assessing the economic significance and opportunities and Lusariah, (2021) investigated the effectiveness of promotion strategies on tourism attractions. Despite, various studies being conducted in the areas of tourism promotion there's no known study detailing how advertising and events enhance the popularity of tourism in Kenya. Additionally, a study by Karoki (2011) identified various gaps that could be filled through further research in the promotion of eco-tourism, pro-poor tourism, educational tourism, sports tourism, and dark tourism. This study, therefore, seeks to bridge these gaps by investigating and providing literature on the influence of advertisements and events on the popularity of golf tourism in Nairobi and Kiambu counties.

1.2 Statement of the Problem

Golf tourism is a growing sector in the tourism industry with a lot of potential, advertising and hosting golf events presents an opportunity for economic development, tourism growth, and enhancement of a destination's image both globally and locally. Despite the benefits that come as a result of golf tourism promotion, it has encountered some setbacks such as the cost of various advertisement strategies and event hosting being high and low budget allocation (New Tourism Strategic Plan 2021-2025). Kenya specifically has the potential for this form of tourism. This is because of the world-class golf courses and other amenities that support this form of tourism, Kenya being named the best Africa's golf tourism destination in 2020 affirms its potential for this form of tourism. Despite this Kenya has not achieved its full potential in terms of advertising and hosting golf events these activities used to promote golf are inadequate and limited which has resulted in low levels of participation, limited interest and preference, and low awareness and the general public belief that golf tourism is for the elite and a rich man sport, with these negative attributes golf tourism has not achieved its full potential. Therefore, advertisement and event hosting of the sport has become an area of focus in the tourism industry which experiences seasonality with other forms of conventional tourism like beach tourism that depends on sun and sea and are also in the stagnation and decline stage in their life cycle. Apart from contributing to the economy, advertising of golf tourism helps a destination to hold a strong competitive position and strong appeal to potential tourists. Despite the advantages that come with a destination actively and efficiently promoting golf tourism, there exists limited research on events and

advertisements of golf tourism and their influence on popularity of this form of tourism. Moreover, there is a lack of comprehensive research that specifically examines the finer relationship between promotional activities such as online, broadcast, print advertising campaigns, golf tournaments, and golf charity events—and key indicators of golf tourism popularity, including tourist participation levels, awareness levels, and tourists' interest, choice, and preference levels. Without a clear understanding of these dynamics, stakeholders including golf tourism policymakers, golf course operators, and local businesses lack evidence-based strategies to optimize promotional investments effectively thus this study intends to use a case study research design to gain an in-depth understanding of the influence that advertising and events as the selected promotional strategies have on the popularity levels of golf tourism in Nairobi and Kiambu Counties, Kenya to bridge the knowledge gap.

1.3 Objective of the Study

1.3.1 General objective

The general objective of this study is to determine the influence of advertisements and events on popularity of golf tourism in Nairobi and Kiambu Counties.

1.3.2 Specific Objectives

- i. To establish the influence of online advertisement on popularity of golf tourism in Nairobi and Kiambu Counties.
- ii. To determine the influence of broadcast advertisement on popularity of golf tourism in Nairobi and Kiambu Counties.
- iii. To analyze the influence of print media advertisement on popularity of golf tourism in Nairobi and Kiambu Counties.
- iv. To examine the influence of golf tournaments on popularity of golf tourism in Nairobi and Kiambu Counties.
- v. To establish the influence of golf charity events on popularity of golf tourism in Nairobi and Kiambu Counties.

1.4 Research Questions

- i. What is the influence of online advertisement on popularity of golf tourism in Nairobi and Kiambu Counties?

- ii. What is the influence of broadcast advertisement on popularity of golf tourism in Nairobi and Kiambu Counties?
- iii. To what extent does print media advertisement influence popularity of golf tourism in Nairobi and Kiambu Counties?
- iv. In which manner do golf tournaments influence popularity of golf tourism in Nairobi and Kiambu Counties?
- v. What is the influence of golf charity events on popularity of golf tourism in Nairobi and Kiambu Counties?

1.5 Significance of the Study

The findings of the study are essential to golf tourism product developers and marketers - golf course managers, tour operators, local golf businesses, and golf union officers understand the influence of various online, broadcast, print media advertisements, golf tournaments, and golf charity events strategies in popularizing golf it offers actionable insights into how these promotional efforts can enhance awareness and participation in golf tourism so that they can know how to tailor their marketing strategies both locally and internationally this will, in turn, provide quality information to the tourists this will help them when making choices to participate in golf tourism in Nairobi and Kiambu. Additionally, understanding how online, broadcast, and print media advertisements, golf tournaments, and golf charity events affect awareness, interest, intentions, choice, and participation in golf tourism provides valuable insights for stakeholders within the golf tourism industry. By identifying the most effective promotional methods, golf courses, and clubs, the Kenya Tourism Board, the Ministry of Tourism, and local golf businesses can develop more targeted and efficient marketing strategies that maximize return on investment. Furthermore, the study serves as a benchmark for Kenya Golf Union, golf course managers, and Kenya Tourism Board to evaluate current online, broadcast, and print media advertisements, golf tournaments, and golf charity events practices and identify best practices within the industry. By highlighting successful practices, their influential features, and their impact, it provides a valuable reference for other golf destinations and organizations looking to improve their marketing efforts. Also, understanding how the three advertisements medias, and golf tournaments and charity events affect golf tourists' behavior and intentions provides deeper insights into the decision-making processes of potential tourists. This knowledge can assist in

creating more appealing promotional messages and packages that resonate with target audiences, ultimately leading to increased participation. The results of this study are also significant to academicians, researchers, and tourism research institutes as they document information on the promotion of golf tourism. Besides its value as an essential library information material, other researchers can use the study as a point of reference for future research.

1.6 Scope of the Study

The study examined the influence of online, broadcast, and print media advertisements, golf tournaments, and golf charity events on golf tourism popularity in Nairobi and Kiambu Counties, Kenya. The research was carried out in the major golf courses with 18 holes in the two counties which included; Muthaiga Golf Club, Windsor Golf Hotel and Country Club, Karen Country Club, Limuru Country Club, Royal Nairobi Golf Club, and Sigona Golf Club using case study research design. Nairobi and Kiambu counties were selected because they have the potential for golf tourism and are home to the country's highest number of golf courses. Purposive sampling and convenience sampling techniques were used to get the respondents and Semi-structured interviews were used to collect data. The data was collected in April and June 2024. The target population comprised golfers, golf spectators, and golf marketers (Kenya Tourism Board officials, golf union officers, golf course marketers, and local golf business practitioners). The study was guided by the AIDA model and Resource-Based Theory. Inductive thematic analysis was used to analyze the collected data.

1.7 Limitations of the Study

The study encountered the challenge of interviewees not being willing to take part due to the amount of time required to conduct the interviews. This was solved by using convenience sampling where the respondents who were willing were interviewed. Limited access to the golf courses and clubs was also a challenge because most of them were members only. This was solved by seeking permission from Kenya Golf Union and from the individual golf courses before the visit to collect data this enabled me to gain access to the selected golf courses.

1.8 Operational Definition of Terms

- Advertisement** – This is a structured communication designed to promote golf tourism products, to a target audience. The various advertising delivery mediums are online print and broadcast.
- Event** – An organized golf occasion designed to promote golf tourism products, brands, golf courses, and destinations with the specific goal of creating awareness, generating interest, and influencing the golf tourism target audience's behavior.
- Golf** - This is a cross-country game in which a player strikes a small ball with various clubs from a series of starting points (teeing grounds) into a series of holes on a course.
- Golf charity event-** a special type of golf event organized to raise funds for charitable causes in different golf courses by different organizations and also draw attention and recognition to golf tourism and the hosting golf course.
- Golf course-** This is a large area of grass that is specially designed for people to play golf on and where other golf tourism-related activities are done.
- Golf tournament** is a competitive event in which professional or amateur golfers participate to showcase their skills in the sport of golf. These events are organized on golf courses to act as a promotional strategy to communicate to the attendees about the golf offerings of the course.
- Golf tourism-** is recreational travel away from home to play golf (pursuing an active physical activity), attend a golf competition as an escort or spectator (passive participation), or visit golf-related attractions (a world-famous golf course), and also book accommodation.
- Golf tourists-** a person traveling from their usual place of residence to a golf destination for more than 24 hours but less than 365 days to either actively or passively participate in golf tourism. Actively by playing golf and passively by watching the game being played or visiting

- Golf Tourism Popularity-** the state of golf tourism being widely liked, accepted, preferred, purchased, known, or recognized by a large number of people.
- Golf spectator-** a person traveling away from their original place of residence to a golf destination to passively participate in golf tourism by just watching golf tournaments
- Influence-** the process by which golf tourism organizations and businesses alter the attitudes or actions of their customers through various means, such as persuasion, or offering information, and convincing customers it is assessed by measuring changes in behavior, attitudes, or beliefs resulting from an interaction or exposure to a particular stimulus, such as an advertisement, or social activities like events.
- Online advertisement-** a form of marketing communication that utilizes the internet to deliver promotional messages to golf tourism's target audience. It involves the use of various digital channels and platforms, such as websites, social media, search engines, and email, to promote golf-related goods, services, or brands.
- Tourism products-** these are services or goods i.e. attractions, transportation, accommodation, and entertainment that are prepared/owned by individual companies like golf courses, airlines and are offered separately to tourists at a cost

CHAPTER TWO

LITERATURE REVIEW

2.1 Golf Tourism

Golf tourism is the recreational movement from tourists' usual place of residence to play golf (pursuing an active physical activity), attend a golf tournament as an escort or spectator (passive participation), or visit golf-related attractions (a world-famous golf course) for example passive activities include attending the Alfred Dunhill Links Championship as a spectator or visiting St. Andrews, the Mecca of golf (Hudson & Hudson, 2014). The origin of the modern game of golf is Scotland in the 17th century, Scotland's Royal and Ancient Golf Club' established in 1754 is considered one of the oldest golf clubs and most famous in the worldwide (Fong *et al.*, 2017) and countries that traditionally play golf include: Great Britain, Portugal, Spain, and America and there are over 32000 golf courses in the world spread in over 140 countries.

As one of the most popular sports in the world, the number of golf destinations offering golf tourism products has increased dramatically in recent years, and all indications shows increase growth in golf tourism in the future (Sen & Akel, 2021). Golf tourism is estimated to be worth US\$22.9 billion, with over 50 million golfers visiting different parts of the globe to play on some of the 40,000 courses worldwide. In 2018, 24.2 million people are anticipated to have played golf on a course, according to the (National Golf Foundation, 2019). With a compound annual growth rate (CAGR) of 5.8% from 2023 to 2033, it is projected to reach a market worth of US\$ 40.4 billion by the end of the forecast period.

The growth of the global market is primarily fueled by the rising number of international and domestic tournaments across the globe, substantial spending on the set-up of enhanced sporting infrastructure, and a massive rise in the number of professional and amateur golf players across the globe, (Golf Tourism Market, n.d.). This form of sports tourism today is also one of the major sub-sectors of the tourism industry as it involves high-expenditure visitors (Tassiopoulos *et al.*, 2008). Hudson and Hudson (2014) suggest that golf tourism plays an important role in a destination positioning, upgrading host destination infrastructure, provides job opportunities, and compensates for conventional tourism seasonality. Despite all the benefits of golf

tourism and growth projection, there is limited literature on how the popularity for golf tourism can be improved (Sun *et al.*, 2021) this informs the need for research to establish effective promotion methods that the golf industry can put in place to enhance golf tourism popularity among the target market.

2.2 Overview of Advertisement

Advertising is a non-personal form of promotion delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement (Bonney 2014). They are among the most noticeable and visual forms of the marketing strategy and have been the focus of abundant attention of both consumers and marketers mainly in the past years (Lin *et al.*, 2021). Advertising has long been viewed as a method of mass promotion in that a single message can reach many people. In 2019, Global advertising spending reached \$609.9 billion, an increase of 3.6% over 2018 (First outdoor media, 2019).

The right advertising channels and appropriate advertising campaigns are the company's success factors in the information age's competitive environment. The proper use of these techniques can help companies to draw traffic as well as achieve marketing objectives they have set up (Kim *et al.*, 2020) it is also used as one of the critical methods for companies to promote products or services and there are various platforms to present advertisements, such as broadcast, print, or the Internet (Shaouf,2022).

Advertising messages can be executed in different media types. Modern age advertising is divided into two main groups, traditional media and online media advertising. In the past, the tourism industry and other business organizations relied heavily on traditional media such as newspapers, television, billboards, magazines, and radio, to market their products and services (Ma *et al.*, 2021). However, the advancement of network technologies and the increasing Internet penetration have prompted increasing numbers of organizations worldwide to use online (Internet) advertising to attract more customers and enhance their product sales and company profile (Kabeu, 2019). This background has shown that the advertising media landscape is ever-changing due to

technological advancements. Due to its unique nature, more ongoing research is required on this topic, especially in the tourism sector.

In the golf tourism and leisure sectors, where the product is a service, advertising is even more vital than in other industries. It is well established that where the product is a service it becomes a complex bundle of value since it is intangible, inseparable, variable, and perishable (Pan *et al.*, 2017). In this way, leisure and tourism experiences are constructed in our imagination through advertising and the media. Tourism marketing is about the selling of dreams and tourism itself is about illusion or the creation of an 'atmosphere' (Zhang *et. al.*, 2014).

In addition to these characteristics, the tourism and leisure product is also a discretionary product, which will be competing for both the customer's time and money against essential items of expenditure and other discretionary purchases. These five attributes (intangibility, inseparability, variability, perishability, and discretionary purchase) mean that the skill in tourism and leisure marketing lies in creating the perceived value of the product, in the advertisement message (Zhang *et. al.*, 2014). Additionally, you cannot test-drive a golf event beforehand, and thus advertising becomes critical, having a greater role in establishing the nature of the product than in most other markets as promotion is the product as far as the potential tourist or leisure consumer is concerned (Putri, 2017). The customer buys a holiday, or a theatre ticket, or attends an event purely based on symbolic expectations established promotionally through words, pictures, sounds, and videos. (Lusariah, *et al.*, 2021)

Lee (2021) states that advertisement is the most noticeable and visual form of the marketing strategy and has been the focus of abundant attention of both consumers and marketers mainly in the last ten to fifteen years, it is the main element that tourism organizations can use to influence actual and potential tourists to visit various tourist destinations (Zhang *et al.*, 2022) and also improve tourists' demand for tourism products and enhance their goodwill. However, a study by Pop *et al.* (2014) disagrees as the results show that advertising does not stimulate immediate demand for the product advertised. That is, customers cannot quickly purchase a product they see advertised. But as more media outlets allow customers to interact with the messages being

delivered the ability of advertising to quickly stimulate demand will improve (Pop *et al.*, 2014).

Hessinger (2018) posits that the benefits of advertising include attracting new customers and helping in selling more products and services to existing customers, it helps change outdated or negative perceptions of a particular company. Additionally, it plays a major role in influencing, notifying, and recapping both future and existing customers in making a purchase decision (Bonney 2014). With the rise in online advertising there has been a question on the need to keep using online advertisement and various studies have been done to provide answers to this question for instance according to Soliman (2021) Television or online advertisement videos have the capability of having more emotional content and can more easily imitate reality and the fantasy world, and propose a bigger prospect of entertainment compared with advertisements in printed form, although print advertisements have the ability for delivering more information.

Additionally, Kasim *et al.* (2018) investigated the impact of advertisement content from mass media on tourists' choice of destination. Samples were gathered from 188 consumers and analyzed whether the tourism contents on mass media affected their choice of holiday destination. The research analyzed each media group's impact, showed that the Internet and Television provide the best impacts, with the score of 0.583 and 5.92 respectively (while the newspaper is relatively lower at 0.436).

Furthermore, Sainaghi *et al.*, (2019) claim that tourist destinations and products are better promoted via the Internet than via traditional means such as television, catalogues, and brochures. In this contemporary tourism marketing environment, the performance of traditional advertising media needs to be revealed to tourism marketers since it has shown a decline in its efficacy as compared to online advertising. However, Martin-Critikian (2021) argues that communication tools have merits and demerits that do not affect the effectiveness of a communication system. The various methods of advertisement including online, broadcast, and print media are reviewed below.

2.2.1 Influence of Online Advertisement on Popularity of Golf Tourism

Online advertising refers to using digital platforms to deliver targeted promotional messages to potential customers. It involves leveraging the internet's vast reach and targeting capabilities to connect with specific audiences. Whether it's displaying ads on websites, search engine result pages, social media platforms, or within mobile apps, according to Salameh (2022), the growth of media and communication networks has altered the business landscape of advertising, now online advertisement has become an essential approach to increasing the profit margin of companies. With a drastic increase in online communities, many companies have been paying attention to online advertising. Additionally, more attention is given to online advertising because of its traceability, cost-effectiveness, reach, and interactivity than other platforms, this shows that the popularity of online advertising can be expected to continue (Tang *et al.*, 2015).

Worldwide spending on Internet promotion reached \$745 billion in 2019, an increase of 15.4% over the \$646 billion spent in 2018, according to an update to the International Data Corporation (IDC). IDC expected internet promotion to surpass the \$1 trillion mark in 2022. The increasing number of internet users worldwide affirms the importance of the internet as a source of information, especially for tourists planning to travel. The likelihood of a person using online media (OM) is even greater now due to digitalization around the world (Mohsin *et al.*, 2017).

Previous studies have established that various features in online advertisements make their impact on brands and products high. A study by Ji *et al.* (2015) identified effective online advertising features of each particular online advertising format to be: top page location, animation and frequency of banner, audio/video streaming contents of rich media, content-related sponsorships, useful content, compelling titles, and frequency, compelling and useful content and public relation activities with video, audio, picture, and photo containing communication, involvement stimulation and company generated daily posts.

Moreover, according to Berhanu and Raj (2020), Younger demographics and people with higher educational levels view the information in online media as trustworthy. Everyone who uses online media for viewing tourism advertisement promotional

videos, and for gathering information regarding a place viewed, like, environment, price, accommodation, safety, people, etc., prefers the remarks of the videos on YouTube or the online videos uploaded by tourists themselves (Fong *et al.*, 2017). When experiences are shared with other people online through comment sections, ratings, and reviews, they could be viewed as more truthful which stirs further interest and they reduce the perceived risk related to the final decision and increase the value related to destination experiences (Nieto-Garcia *et al.*, 2017). Thus, OM could entice tourists, and dictates market regulation (Liu *et al.*, 2021), purchase intention, and brand loyalty.

According to Ritagrace and Batonda, (2022) visual contents in OM show incredible potential to boost the popularity and attractiveness of tourism facilities. According to a study by Afzal and Khan (2015), Results revealed that quality, design, content of an advertisement, loyalty of consumers towards a brand, and previous buying experience of consumer are significant factors that influence consumer buying behavior and affect the direct impact of online and conventional advertisement. Additionally, Tang *et al.* (2015) revealed the design features of online advertisements with a three-facet framework that are important and that affect consumers positively: ad content, ad form, and ad action. Ad content is concerned with the message or meaning that an ad carries; ad form is about materializing content based on presentation styles such as media, location, color, audio, etc.; and ad action is concerned with the behaviors of an ad such as movement, onset timing, frequency.

OMs accessibility is also a contributing factor in future travel purchases as this is primarily used to drive traffic into tourism establishments (Liu Thompkins, 2019). Emotional and rational appeal are the most effective factors influencing customers' choices and the relational benefit is also a reason why online platforms are preferred and this can be obtained when useful travel information is shared on online media (Chu *et al.*, 2020). in developing an online advertising campaign. According to Shaouf (2018), a well-designed online advertisement message can influence several cognitive and emotional responses, such as attention to the ad, motivations to process the ad, depth of processing, pleasure, arousal, and online purchase intention.

Emerging research indicates that there are many media that various businesses have employed to achieve the objective of their online marketing. According to Yen and Chang (2021), Online media include online banner advertising, search advertising, company/brand websites, company/brand blogs, posts in online communities or social networks, and online ratings and reviews. There are types of online marketing communications available to consumers. The first is traditional online media, mainly in the form of banner advertisements and online videos. The second type is in the form of social media, such as blogs, microblogs, and social network services.

Online Advertisement (OA) has adopted various platforms to provide information and enhance conversions among actual and potential tourists for instance YouTube as an OA platform has been heavily used for advertisement. It is found to be an effective promotional tool where viewers can maximize and enjoy a democratic environment (Roy *et al.*, 2020) which, in turn, influences tourists' travel intentions. Exposure to YouTube videos positively contributes to travel intentions and travel consumers' demand and expect no less than accurate information. Kim *et al.* (2018) believes that a carefully crafted video advertisement that promotes a positive and memorable impression can elicit travel motivation. However, the challenge of creating video advertisements that are accurate and relevant is not easy, especially during this time when the threat of the pandemic persists.

Also, Khokharar (2020) conducted a study on the impacts of online media on tourism advertisements. The purpose of the study was to examine the impact of different advertisement characteristics such as persuasive argument quality and source credibility on the visit intention of a tourist in Pakistan. The research was quantitative, a questionnaire as an instrument of data collection was used to collect data from Travel-related social media (TSM) users. The sample size was 415 and SPSS-20 was used for data analysis. The findings of the study state that persuasive argument quality and advertisement credibility have a positive impact on tourist satisfaction, which ultimately affects the visit intentions of a tourist in Pakistan.

The above literature underscores the importance of online advertisement as a platform for promotion, however, no author has addressed comprehensively how online

advertisement affects all the elements of popularity levels of golf tourism. Thus, this research bridges the gap by getting relevant opinions from both golf tourism suppliers and golf tourism demand it will provide a comprehensive insight into the influence that online advertisement has on awareness levels, the number of participants, and tourists' preferences and choices. Having an in-depth understanding of the effects of these online advertising channels on tourist behavior, decision making and participation in golf activities could enhance the strategic planning and digital marketing efforts of golf tourism destinations.

2.2.2 Influence of Broadcast Advertisement on Popularity of Golf Tourism

Broadcast advertising is the use of transmission programs such as radio or television to distribute ad content. This can include video ads, audio ads, and even display ads. As a form of mass marketing, broadcast advertising is a great way for brands to reach broad audiences on a local, national, or even global scale (González-Maestre & Martínez-Sánchez, 2015). Because of its reach, companies use broadcast advertising campaigns to expand their brand awareness and persuade potential customers to make a purchase (Bellman *et al.*, 2017).

Broadcast advertisements in the tourism sector are crucial due to their wide reach and ability to create brand awareness among potential tourists, understanding the mechanisms through which broadcast advertisements influence awareness levels and tourist participation in golf activities is essential for tourism marketers. (Bellman *et al.*, 2017) suggests that broadcast advertisements can significantly impact travel intentions by shaping perceptions of destinations and influencing visitors' decision-making processes. This form of advertisement has been practiced in Kenya to promote golf tourism in Kenya for example Magical Kenya has used this advertisement method to showcase the experiences potential golf tourists will get when they decide to participate in golf tourism through the use of local television channels (KGU, 2023).

The current body of literature has suggested that in broadcast advertisement various elements can be used to make it more successful for instance developing emotional or rational appeals, characterization, inspiration, and creating memorable slogans. According to Sharma *et al.* (2012), visuals or videos process almost 75% of all the

information in the brain. Minds don't make a variance between real and the broadcast advertisement information in visual form conveyed to us from, a computer screen, phone screen, television screen, or any other way, especially at our subconscious level. It is like a processor that processes information keenly and is always looking for meaning and understanding. Advertisement videos always leave an impression on the human mind and play dynamic roles in influencing customers' dreams and desires and helping them choose good quality products and brands (Bonney 2014).

The memorability of an advertisement refers to viewers' long-term recall of the advertised destination on broadcast media attributes and is an indicator of its effectiveness in influencing future behavior (Shen *et al.*, 2021). Memorability is a better predictor of market share than other marketing indicators (Russo *et al.*, 2020) because of its direct influence on purchase decisions and brand reputation (Brainbridge, 2022). The use of scenery, music, or storytelling to design broadcast promotional videos is also important (Kim & Youn, 2017). Scenery and musical advertisements combine visual and audio stimuli, such as pictures, texts, and music, to evoke pleasurable responses, arouse feelings in the viewer, and attract attention (Kim *et al.*, 2014). A video with attractive scenery and congruent background music is emotionally arousing and can be associated with a brand or destination (Brainbridge, 2022). However, storytelling (narrative) facilitates immersion, empathy, attention, and viewer interest through narrative plots involving attractive characters (Gonzalez & Martinez, 2015).

When a business invests in advertisement there are marketing objectives, they intend to achieve various studies have illustrated the use and impacts of broadcast advertisement for instance Cummins *et al.* (2014) claim people watch television to gain access to information and entertainment, thereby utilizing an opportunity to escape reality rather than using the medium to watch, ingest, and analyze advertising messages. In the case where attention is captured, consumers do not concern themselves with thinking too deeply about advertising. A typical consumer will not attempt to decipher and comprehend, advertising messages; they simply "switch off". However Short-cycle radio advertising is developed to have an enduring emotional impact on an audience by facilitating their creation of personally relevant understandings of an advertisement (Popescu & Crama, 2016). Additionally, Collett (2014) pointed out that

likeability is important in facilitating consumer responsiveness to advertising, thereby creating the opportunity to develop effective communication. However, it cannot be assumed that likeability provides the single best measure or indicator of advertising effectiveness.

Previous studies have shown that broadcast advertisement plays a critical role in impacting customers' behaviors, intentions, and awareness for instance a study was conducted in the United Kingdom by Sutton (2011), who sought to examine the influence of advertising on the choices made by different consumers. In this study, it was revealed that advertising plays an important role when it comes to the various choices made by consumers in the market. This is because consumers are made to remember what they saw on television and heard on the various radio channels and will therefore be more willing than ever to choose such brands. Moreover, according to Haven *et al.*, (2007), advertising is very crucial to the performance of the organization, in that it influences the choices made by the consumers and this has to do with the capabilities that are key for contributors and are very crucial when it comes to the creation of brand awareness. For example, if individual customer, who buys less frequently but takes part in recommending the product, is likely to largely influence many other potential or existing buyers.

According to Hollebeek (2011) in cases where brands are broadcasted, customers will quickly think and talk about such brands, therefore firms should involve their customers easily and quickly to enhance customer engagement. In the same regard, there is a need to advertise more given that advertising has positive effects on brand awareness and customer satisfaction. Draganska and Klapper (2011), regard the effect of broadcast advertising over the brand awareness of a consumer to be essentially static. The study established that indeed advertising leads to brand awareness, which further enhances customer retention.

Broadcast advertisements play an important role in shaping awareness levels and attracting customers (Ji *et al.*, 2015). Various researchers have highlighted the impact of broadcast advertising on consumer behavior and destination choices in the tourism industry. Studies emphasized the persuasive nature of broadcast advertisements,

showcasing their ability to influence viewers' cognition, emotions, and behaviors (Ji *et al.*, 2015).

A study by Pan *et al.* (2018) on Promoting Tourism, Projecting Power: The Role of Television Commercials. The paper analyzed television commercials launched by the Korea Tourism Organization from 1999 to 2012. It is fair to say that Korean tourism TVCs both reflected and fueled the fad a target audience has for Korea. Hence, the commercials promoted tourism, projecting national power in general and cultural power in particular.

According to Seymour *et al.* (2009), the most important reasons South Africans considered visiting KwaZulu-Natal as a tourism destination were that they saw a television commercial ad, or read an article about the region. The Omnibus survey noted that 86.6% of all domestic travelers to KwaZulu-Natal did not request any information to make arrangements for their holiday online but obtained information from other traditional sources. The survey revealed that 76.6% of the respondents indicated that they had seen the KwaZulu-Natal logo before, 35% on television, and 31.4% on billboards. Loda (2014) indicates that television is acknowledged to be the most powerful advertising medium and it reaches a broad spectrum of present and prospective customers. The greatest benefit of television advertising lies in its ability to reach a larger number of customers in a given period. This makes the cost per contact relatively low in advertising than with other elements of the promotion mix.

While the existing research provides insights into the persuasive impact of broadcast advertisements on customer engagement, a potential knowledge gap exists in the specific analysis of how different types of broadcast advertisement formats that are currently used influence tourists' awareness levels, preferences, choices, and participation in golf tourism. Providing literature on the contribution of various broadcast advertisement formats and their impact on tourists' perceptions and behaviors, decision-making, and participation could provide valuable insights for marketers in the golf tourism industry. Recommendations for future research by Stewart and Ward (2014) to have a better understanding of how and when people use and interact with various media, not a better understanding of the medium itself and Bauer

(2013) also recommended that more research should address what consumers do with advertising instead of just what advertising does to consumers will be fulfilled by this study as it will analyze responses from marketers and tourists on the influence that broadcast advertisement has on the elements of the popularity of golf as a tourism product.

2.2.3 Influence of Print Media Advertisement on Popularity of Golf Tourism

Print media advertising is advertisements published in hard copy in large-volume publications like newspapers, magazines, journals, cards, and brochures among others (Peltoniemi, 2015). It aims to gather the attention of the target audience when they go through with the particular publication. Print media advertising plays a significant role in shaping awareness levels and attracting tourists to golf destinations. Studies emphasize the persuasive nature of advertisements, showcasing their impact on consumers' cognition, affect, experience, and behavior (Pike, 2016). The ability of print advertisements to influence viewers has been demonstrated in various contexts, such as presidential campaign ads, underlining their persuasive power (Xiao & Ding, 2014).

The effectiveness of print advertisements in the tourism sector is crucial due to the substantial financial investments made in destination advertising (Peltoniemi, 2015). With millions of dollars allocated to print advertising targeting leisure travelers, the need to demonstrate a return on investment (ROI) becomes paramount for marketing managers. Understanding the persuasive mechanisms embedded in print advertisements, including the manipulation of copy and graphics based on social scientific theories, is essential for enhancing advertising effectiveness in attracting tourists to golf destinations (Parris *et. al.*, 2015).

It has been reported that even with the widespread of internet marketing traditional media like print media still has a fighting chance due to their features that are impactful and cannot be replaced by the modern media. In a study conducted by Krascovic and Cabyova (2017) on the influence of selected factors on the effectiveness of print media advertising the survey involved 30 respondents, who had 12 magazines and 286 advertisements at their disposal. The results of the survey confirmed that magazine advertising is a trustworthy source of information even for this segment. Moreover, the

50% effectiveness of advertising speaks a lot about the ability of print media to affect this group of consumers and influence their buying behavior.

However, several investigations have demonstrated that even though print media creates awareness and stirs interest it does not have a direct impact on conversions. A study by Olbrich and Schultz (2014) did not yield significant evidence of print advertising, directly affecting the number of people purchasing a product, but showed an indirect effect of print advertising on the number of conversions, induced directly by search engine advertising. Additionally, in a study by Hsu and Mo (2009), it is established that information on print media prompts consumers to go looking for more information. This information search behavior positively influenced purchasing intentions. Consumers with higher levels of involvement tended to pay more attention to missing information and were more likely to search for information.

Despite the extensive research on the persuasive impact of print media advertisements on consumer behavior and destination choices, there remains a lack of understanding of how the changing trends in the print media marketing era where there is an integration of online media and print media to achieve the promotion objective, especially in golf tourism around Kiambu and Nairobi counties. Exploring the interplay between various components of print advertisements and the modern media and their impact on tourists' perceptions and behaviors could provide a comprehensive finding to golf tourism marketers of its influence on the popularity levels of a tourism product thus this study will provide additional knowledge in this field.

2.3 Overview of Golf Tourism Promotion through Golf Events

Promotional Event is a phenomenon that emerged in the 1980s, but its origins date back over 100 years to philanthropy and sponsorship (Cunningham *et al.*, 1993). Formally, it has been defined as 'the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity' (Getz, 2012). Such an activity can be either owned by the company or owned by a third party and endorsed by the company through sponsorship programs (Kotler *et al.*, 2010).

It has been widely reported that despite the main importance of events which is raising revenues, it also has promotional benefits that it brings to the host destination and partners. Events can boost demand and attract tourists to a destination, especially during low-season periods (Sainaghi *et al.*, 2019). Successful events enhance the overall image of the destination (Huth & Zimmerman, 2017) or contribute to putting it on the tourism map (Kotler *et al.*, 2010). Events also boost the demand for local and international tourism (Putri, 2017). Events are increasingly being used as tools to promote tourism (Brown & Feito, 2020). Hosting more golf events enhances public awareness of the form of tourism, this also promotes tourists' preference for this type of product (Ma *et al.*, 2021) global sustainable travel report pointed out that 67% of tourists are willing to pay 50% more for alternative tourism product (golf) that reduce the destruction of tourism activities to scenic spots (Booking, 2018). Events occupy an important position in the marketing strategies of most destinations and increase their attractiveness (Getz, 2008). Events present an opportunity to promote what businesses are offering in these events (Turgay & Dikmen, 2013).

When advertising an event, it is the expectation that is sold to the customers so when they attend the event, they already have a formed expectation in mind ready to be met this makes it important for event organizers to understand the tourists' motivation and have their profile to offer them services that will meet their expectation (satisfactory) and later translate into loyalty and recommending it to others. Turgay and Dikmen (2013) asserted it is important to explore the different motivations that lead tourists to participate in events. Getz (2016) noted that events are important motivators of tourism. Thus, the enhancement of visitors' intrinsic motivations should be the principal goal of event managers (Srinivas, 2022). A greater understanding of this topic will benefit event management committees regarding both short- and long-term sustainability.

The proliferation of golf events has provided increased opportunities to watch professional golf tournaments. A tourist or event attendee's satisfaction can be affected by the performance of a single attribute, especially if the experience is negative (Ma *et al.*, 2021). To structure attributes in a way that is most beneficial to event or destination hosts, it is necessary to focus on those attributes that can be controlled and/or adjusted by the hosts. These events spark increased attendance, positive word-of-mouth

marketing, and the growth of golf tourism. Event experiences are discussed in terms of satisfaction, consumer engagement, motivational factors, sustainability, and tools to build destinations.

Previous research has contributed to our understanding of events; however, there remain two important research gaps. First, in previous studies, the economic benefit of major sports events to the host city/country is known while impact and the reason for attendance are less common (Lyberger & Mccarthy, 2017). Therefore, it is not comprehensively known how marketers and tourists perceive the impacts of events in terms of enhancing their popularity. Second, although the effect of event involvement was suggested (Inoue *et al.*, 2018), it has not been empirically examined because most research was conducted internationally a few were based in African countries especially Kenya. Indicators for promotional golf events including golf tournaments and golf charity events are discussed below.

2.3.1 Influence of Golf Tournaments on Popularity of Golf Tourism

Events provide local, direct, and highly engaged consumer-brand interactions that let customers get a firsthand experience of the brand (Miller and Washington, 2012; MPI Foundation, 2008). Golf tournaments are competitive events in which professional or amateur golfers participate to showcase their skills in the sport of golf. These events are organized on golf courses to act as a promotional strategy to communicate to the attendees about the golf offerings of the course (Hudson, 2010). Major golf tournaments that have been hosted in Kenya include the Kenya Open Golf Tournament (international event part of European tour events), Sigona Bowl, Jaramogi Oginga Odinga Memorial Golf Tournament, KCB East Africa golf tour, Mt. Kenya Championship, fourth leg of Safaricom golf tour among others (KGU, 2023).

South Africa participated in the esteemed International Golf Travel Market (IGTM) that took place in Lisbon from October 16 to 19, 2023. IGTM was a bespoke trade show for golf destinations, resorts, and courses and provided them with the opportunity to connect with leading global golf travel agents and tour operators who help grow the world's outbound tourism market. This event served as a prime platform for South Africa to showcase the country's burgeoning golf tourism industry. Participating in

IGTM helped in promoting South Africa as a premier golf tourism destination. The country's unique blend of world-class golf courses, stunning landscapes, and rich cultural experiences make it an ideal choice for golf enthusiasts and thrilled to engage with industry professionals from around the globe (South Africa Tourism Report, 2023).

To stress the fact that direct contact and interaction at a local event may result in memorable brand experiences, event practitioners have begun to refer to event marketing as 'experiential marketing' (Schoemaker & Kamper, 2022). Moreover, event practitioners increasingly stress that events can establish a deeper and more meaningful, brand-equity-building relationship with customers through these experiences than indirect, wide-ranging mass media, rather than describing the aims of events in terms of persuasion and attitude change (Mainolfi & Marino, 2020). According to (Neuhofer, 2020) events offer transformation that may shape consumers based on the activities that take place at the event. uniqueness of experience which event attendees can retain in their memories is deemed very crucial for re-visitation or future participation.

According to Konecke and Kwiatkowski (2016), sporting events are crucial in shaping public perceptions of any region and can be especially effective. Hence, sporting events have been utilized to enhance the perception of travel destinations (Mainolfi & Marino, 2020). One such example is the alignment of the event's image with the image of the host city, as confirmed by Caiazza & Minis' (2012) analysis of the America's Cup event in Naples, which found that the event had a positive effect on the city; another example involves the alignment of the event's image with the image of the host nation, as exemplified by the 2014 FIFA World Cup in Brazil (Rocha & Fink, 2017). A few writers O'Reilly *et al.* (2020) recommended that the intangible benefit related to promoting the destination generated by holding the event should also be integrated into holistic research.

Events also promote customer loyalty and determine the survival and success of a business further added that customer satisfaction with products/services often depends on the capability of businesses to meet consumers' needs and expectations; specifically, customers tend to be satisfied with a product/service if the experience of using it

exceeds their expectations. Similar to tourism, satisfaction is regarded as a key area of tourism business sustainability in the tourism industry, as it can influence tourists' choice of destination and their product/service consumption at the destination (Sen & Akel, 2021). Prior literature has observed that tourists' destination image is a direct antecedent of their overall satisfaction (Prayag *et al.*, 2017) it has also been established that it is important for event practitioners to understand the tourists' motivations when they are attending events for them to deliver satisfactory experiences to them and to affect their future intentions positively. The experience economy theory has been applied to understand the well-being perception of golf tournament tourists, shedding light on the expectations and consequences of their experiences (Putri, 2017).

Additionally, in a study by Teixeira *et al.*, (2019) Results showed that satisfaction is reflected in the client's loyalty to the choice of a tourist destination and also contributes directly and indirectly to regional tourist competitiveness.

In conclusion, even though research has been done to deepen the understanding of the influence of promotional sports events a gap emerges in these studies, research on golf tourism events has mainly focused on the economic benefits (Martin *et al.*, 2022), with scarce literature based on the people who attend the events, why they attend events, and how the events affect future intentions (Mascarenhas *et al.*, 2021). According to a research recommendation by Getz (2016), it is useful to pursue research projects that deepen our understanding of the impact of events in specific geographical contexts and dimensions. Analyzing the effectiveness of different golf tournament strategies and identifying ways to optimize their impact on golf tourist participation in Nairobi and Kiambu counties could bridge the existing knowledge gap and inform more targeted and impactful marketing campaigns and event planning in the golf tourism sector.

2.3.2 Influence of Golf Charity Events on Popularity of Golf Tourism

Golf charity event is a fundraising initiative that combines the sport of golf with philanthropic efforts to support a cause and also to enhance awareness, attractiveness, and profitability of a golf tourism destination (Robertson *et al.*, 2021). These events typically involve organizing golf tournaments where participants pay an entry fee to

play, with additional fundraising components such as silent auctions, sponsorships, and other activities to raise funds for charitable purposes (Leyberger & McCarthy, 2017). Golf charity events aim to engage golf enthusiasts, donors, and sponsors in supporting a specific cause while providing a platform for community involvement and social impact (Huth & Zimmermann, 2017).

Fundraising events are one of the many ways to express genuine concern about different social issues and organizations often participate in and organize non-profit events for, similar purposes. These non-profit events help strengthen the firm's image and enhance social appeal with the local community. Golf courses in Kiambu and Nairobi Kenya have hosted various charity golf events including; the St. John charity golf tournament on April 14th at the Limuru Country Club the event aimed to raise 9 million to help buy an ambulance for Limuru Hospital (St. John Kenya, 2023) and 13th lungs for Kenya charity golf tournament held at Karen country club to raise 2 million to help in the restoration of Mt. Kenya and Abadares forest (Nature Kenya, 2023). These events have helped in introducing their golf offerings to potential clients.

In addition, charity events are effective means for organizations to develop relationships, enhance awareness of the organization's products, and increase community pride (Getz, 2012). They also serve as a means to raise funds and support causes. Nonprofit fundraising by organizations relies on building relationships not only with donors but also with charitable participants. Organizations use innovative marketing strategies to attract donors and charitable participants (Snelgrove & Wood, 2010). Mainolfi and Marino (2020) emphasize the objectives of these events to surpass just fundraising. Golf charity events are emerging as one innovative way to raise funds for various causes. These events also strive to raise awareness for a cause, encourage community engagement, build sponsor and donor relationships, and generate publicity for the charity.

Quality of a service is important to all tourism activities, including charity events (Getz, 2012). According to Srinivas (2022), performance is the most valid predictor of event success. In charitable events, attendee evaluation of quality is a means to determine the success of event organization, design, and program execution. Evaluation of charity

event quality, including attendee satisfaction (which translates to intent to re-visit the event in the future) is critical for determining the success of the event. The expected event quality is usually related to various market factors such as the retail price of the tickets and the goodwill of the golf events (Nieto-Garcia *et al.*, 2017).

Additionally, quality is determined by the performance attributes of a service that are in the control of the supplier. Event quality and performance are subjective they are based on attendee perceptions. To influence those perceptions, event planners should consider designing and implementing marketing actions that focus on value equity, as well as traditional planning that relies on the service marketing mix (Rosenbaum & Wong, 2010). Studies have proven that the perceived quality of the event/festival directly predicts the attendee's intention to visit (Getz, 2012). However, despite many event management studies, charitable event influence attributes have not been clearly defined (Getz, 2010, 2012). Furthermore, the relationship between fundraising event quality and significant predictors has not been identified. Thus, there exists a need to assess overall fundraising event quality to determine what elements can be significant predictors.

The current body of literature suggests that the activities of an event can play a significant role in the decision to attend future events. Therefore, the performance of event activities and unique experiences can play a significant role in event attendees' evaluation of the event, including event quality. The performance needs to carefully consider the theme, entertainment, and setting of the event to ensure that guests have a positive time. Thus, if an event is not able to create a unique and appealing impression in the minds of attendees, it is bound to fail (Getz, 2012). In a study of 40 events, Rosenbaum and Wong (2010) concluded that successful event planners focus on event design to enhance the objectives and uniqueness of the experience. Identifying factors that may predict event quality is important as they enable event organizers to efficiently plan and implement high-quality fundraising programs that will accomplish the major objective charitable giving.

The performers' performances, the genuineness of the experience, the natural or cultural legacy of the site, and the sense of community pride all contribute to an event's

distinctiveness or attraction. Pine and Gilmore (2011) concluded that giving participants a special and unforgettable experience is the most important component of every successful event.

Recent literature in the field of charity event management suggests that charity events have impacts on the way consumers react after the events. According to Inoue *et al.*, (2018), the needs of event attendees must be taken into consideration by event organizers for an event to be impactful. Paris *et al.*, (2015) further emphasized that good event planning and management depends on the appeal of the event to the attendees. To enhance the appeal, design must play a vital role in stimulating the sensory experience of attendees. Filo *et al.* (2010) identified event quality as the antecedent of event attendees' satisfaction and future behavioral intentions. Understanding and identifying the specific activities, which attendees enjoy participating in, helps event planners and organizers achieve a successful event. These then become unique memorable experiences for attendees. Typically, an event includes several activities in which attendees participate directly or indirectly. The specific activities that provide satisfaction and joy become the motivating factors for attending an event

Additionally, in a study by (Robertson, 2018) findings show that Some benefits of taking part in charity events include an enhanced sense of belonging, increased community engagement, and spurring a spirit of volunteerism. Charity golf events emphasize the ability to foster community spirit, volunteerism, and social connections. These events bring together individuals from diverse backgrounds for a common cause, creating a sense of teamwork that extends beyond the golf course. Nonprofits leverage golf tournaments not only as fundraising strategies but also as a promotional strategy to build community connections, attract participants, and raise awareness about the sport (Pauline, 2011).

Also, the partnership opportunities that charity golf events offer with local businesses are crucial for enhancing community engagement and support. Sponsorships play a key role in the success of charity golf tournaments, providing businesses with brand exposure while enabling nonprofits to raise essential funds for their initiatives (Leyberger & McCarthy, 2017). By creating partnerships with businesses across

various sectors, charity golf events not only drive revenue but also facilitate meaningful connections between organizations, sponsors, and community members. These partnerships contribute to the visibility of nonprofits i.e. golf courses, promote local businesses, and strengthen community relations (Parris *et.al.*, 2015).

And because of the spread of events, it seems important, to understand which features of events boost their attractiveness and increase visitors' retention, to maximize the competitive advantages for event organizers (Won *et al.*, 2011). The above papers have depicted a gap regarding the influence that the non-profit events have on the participants. To date, charitable sports events have not received much academic attention. However, it is particularly relevant given, that sponsoring and hosting sports events that support philanthropic causes is one common tactic used by organizations.

The role of charitable sports sponsorship and whether it translates into the intent to purchase sponsor products has not been closely examined, despite an emerging interest in sports sponsorship and charity events. After the golf charity events are the attendees convinced and motivated to attend and participate in other professional golf tournaments or another golf charity event? This is a question that will be answered by this study as it will provide elaborate findings on the influence that golf charity events have on the popularity of golf tourism.

2.4 Golf Tourism Popularity Levels

Popularization of golf tourism drives tourists to choose golf tourism products and encourages golf tourism suppliers to provide golf tourism products. Concerning popularity levels, it is necessary to establish that the perceived image is based on multiple factors such as personal experience, traditional media advertising or, more recently, content posted by tourists who have attended golf events or visited the courses before on social media, (user-generated content) (Marine-Roig & Clavé, 2016). In recent years, golf has emerged as a key sport and has grown both in popularity and significance, especially among the grey population due to the opportunity it provides for them to engage in their leisure time (Sports Marketing Surveys, 2018).

From a health perspective, golf is popular as a form of exercise because it provides an activity with a low level of physical exertion over an extended period without the physical contact required in many other sports (Lee, 2015). Furthermore, golf sport has become an avenue where people interact to make business deals (AON, 2018). In this regard, golf promoters are making an effort to ensure they retain their customers by making sure that they promote their golf offerings more, offering satisfactory services that meet the tourist's expectations. According to Reiman (2018) in their effort to ensure the overall success of the business, to reach, attract, and increase conversions, golf marketers look for different ways to differentiate themselves and their products from their competitors. They aim to retain customers for long, attract new ones, and to continue having good performance (Golf 2020, 2017).

Golf promoters have realized that the key to attaining a competitive advantage in the market is to have effective promotional strategies that easily reach, influence, and cater to customers' needs (Ramly & Rashid, 2010). The popularity of a product is evaluated by how many people know, prefer, are interested in, and who use the product. According to Kim *et al.*, (2019), there are four widely accepted dimensions of product popularity: perceived quality, awareness, product loyalty, and product association. These measurements indicate four major domains wherein products influence people's reactions to the product. The degree to which a product is recognized or even dominates the recollection of the concerned consumers is known as product awareness (Hofman *et al.*, 2021).

Additionally, product loyalty refers to the capacity of consumers to recognize a product that they have seen or heard of in the past and to recall its attributes when the product's category or the need fulfilled by the category is mentioned (Hofman *et al.*, 2021). Product association is the process by which a product's attributes or traits are reflected in the meaning or communication that the product conveys to the consumer. When customers have more exposure to the product and experience with it, as well as when the product is connected to other memory networks in their minds (Sun *et al.*, 2022). Consumers' subjective assessment of a product's overall excellence or superiority has been defined as perceived quality (Sun *et al.*, 2022). Customers' active affection is more closely linked to this intangible emotion than their passive impression.

Due to individual characteristics including personalities, wants, and preferences, consumers' perceptions of the same product may differ significantly from one another (Kim *et al.*, 2019). Finally, product loyalty is a reflection of consumers' commitment to a product and has two components: a behavioral dimension- which is manifested in terms of choice, purchase, or participation, and an attitudinal dimension which is manifested in terms of interest and preference (Hofman *et al.*, 2021)

2.5 Theoretical Framework

The study was guided by two theories; resource-based theory and the Attention, Interest, Desire, and Action (AIDA) model.

2.5.1 AIDA model

AIDA model of communication proposed by Lewis in 1898 was used to analyze how advertisement strategies influence decision-making of the prospective tourists. AIDA in the context of golf tourism advertisements aligns potential golf tourists' mindsets to buy golf tourism products. Each phase from attention, intention, and desire to action has its unique value and variables. All phases work in sequence and the variation is led by the interaction between the variables (Rawal 2013). According to Lewis, cited from Rawal (2013), at first the purpose of an advertisement is to draw in customers. After capturing tourists' attention, an advertisement must spark their interest in the good or service—in this case, golf tourism in the minds of the tourists. Following the establishment of interest, the advertisement must arouse desire in the minds of the customer to use or buy the product; at this point, the tourist must choose whether or not to make the final purchase, which in this case is engaging in golf tourism.

The different phases explain the stages a prospective golf tourist goes through after receiving the advertisement message (Rawal, 2013). The cognitive phase is when the user's attention is first drawn the first step in the communication process where the consumer needs to know about the existence of such a service. In advertising, the first step is to consider how to attract the attention of consumers. At this stage, promotion should capture the attention of potential golf tourists and spark their interest in the unique golfing experiences and events. Therefore, golf tourism stakeholders need to create products that capture the traveler's imagination.

At the effective phase, consumers are emotionally engaged in the services offered and are curious to seek more information about them. Therefore, advertising efforts should focus on capturing and deepening the interest of potential tourists by showcasing the advantages of golf tourism, such as relaxation, beautiful course landscapes, and the opportunity to participate in or watch golf events. This will lead to a desire to obtain the product. In this scenario, the golf stakeholders should be strategically positioned to gain a competitive advantage. Furthermore, advertisement should further stimulate their desire by presenting compelling reasons for tourists to choose golf as their tourism product, such as outstanding golf courses, cultural experiences, and the opportunity for networking and socializing. Finally, at the phase of behavior, customers are encouraged to take action by highlighting limited-time offers, packages, and the ease of planning their golf tourism experiences, leading to final sales.

The AIDA model has proven to be valuable in evaluating the impact of advertising by overseeing every phase of the psychological transformation that occurs from a prospective customer seeing an advertisement message to making a purchase (Kojima, *et al.*, 2020). This model is also applicable in the tourism industry, as the consumption of tourism products typically begins with awareness, followed by interest, which leads to desire and ultimately ending in purchasing golf tourism products or experiences (Michaelson & Stacks, 2021).

Applying the AIDA model to golf tourism advertising provides a strategic approach for golf marketers when designing ads that capture attention, spark interest, cultivate desire, and drive action. The model could also enable researchers and marketers to understand how each stage builds upon the previous one, leading the audience through a process that ultimately results in a tangible response, such as booking tee times. Moreover, this model provides insights to marketers on how to align advertising strategies with consumer psychology and behavior, ensuring that each element of the advertisement contributes to a coherent and persuasive message.

2.5.2 The Resource-Based Theory (RBT)

It states that effective management of organizations/businesses ensures the identification and coordination of key resources, be it internal or external to the firm,

tangible or intangible, and their final allocation to achieve organizational goals and objectives to outperform competitors (Penrose, 2009). It has been widely applied as a managerial framework to determine important resources for an organization to achieve a sustained competitive advantage. The theory provides an essential framework to explain and predict the fundamentals of a company's performance and competitive advantage (Utami & Alamanus,2023).

RBT provides insights on utilizing resources effectively to create a competitive offering in golf events. It emphasizes the importance of quality golf courses, skilled individuals, and a positive reputation in promoting golf tourism. It provides insight into identifying key resources such as golf courses, which are fundamental resources for promoting golf tourism. These courses' quality, design, and maintenance can be a source of competitive advantage. Investing in well-designed and well-maintained courses can attract tourists, Skilled golfers, instructors, and caddies are also valuable resources. Developing a pool of talented individuals who can offer golf lessons or guide tourists on the course can enhance the tourism experience. The reputation of golf events and destinations is also a significant resource. Positive reviews, endorsements, and a strong brand can attract tourists interested in golf, and Infrastructure and Facilities. High-quality infrastructure can enhance the overall tourism experience which is an influential feature in tourists' intentions after the events.

According to RBT, organizations should capitalize on their unique resources and capabilities to gain a competitive edge. In the context of promoting golf tourism through golf events, this implies leveraging distinctive attributes of the golf destination and the event itself. Unique resources could include exclusive access to world-renowned golf courses, specialized local knowledge, or high-profile partnerships with golf professionals and brands.

RBT emphasizes the importance of valuable, rare, inimitable, and non-substitutable resources for golf tourism. This means golf events should be supported by distinctive resources that competitors cannot easily replicate, such as historical courses, exclusive partnerships with high-profile golfers, and unique local cultural experiences. Additionally, RBT suggests that organizations can build a strong brand by consistently

delivering exceptional experiences that leverage their unique resources. This, in turn, can improve the destination's reputation and attractiveness in the tourism market.

Furthermore, Resource-Based Theory (RBT) emphasizes the strategic allocation of resources to maximize impact. Golf tourism suppliers can implement RBT by investing in human capital, developing staff skills, and providing exceptional customer service to enhance event effectiveness as a tourism promotion strategy and also the importance of innovation and adaptability for golf destinations. They should innovate event formats, promotional strategies, and visitor experiences to stay competitive. It's essential to embrace new technologies, secure media coverage during events for future promotion, and incorporate feedback from past events to improve future offerings.

In conclusion, the Resource-Based theory guides the researcher and golf tourism stakeholders such as golf course operators, Kenya Tourism Board, golf unions, and other golf-related businesses on how to leverage the unique available resources while hosting promotional golf events by focusing on understanding the attributes of unique resources such as staff, golf courses, and other amenities, the effective utilization of these resources and to create a competitive advantage in the market.

It also provides insights for golf destinations to allocate resources to areas that will have the greatest impact on the success of promotional golf events, such as improving event logistics, providing exceptional visitor services, and offering unique, high-quality experiences that are more likely to satisfy golf tourists which will in turn lead to revisits and retention of golf tourists. Additionally, it enables golf tourism promoters to identify and highlight what sets their events apart from competitors, for example, hosting prestigious tournaments, providing exclusive access to the famous golf courses, or offering tailored experiences that reflect the destination's unique characteristics and expertise.

2.6 Conceptual Framework

A conceptual framework is an analytical tool with several variations and contexts used to make conceptual distinctions and organize ideas into a visible frame. The popularity levels of golf tourism are affected by several factors including advertisements (online, broadcast, and print media advertisement) and events (golf tournaments and golf charity events). A conceptual framework provided in Figure 2 below helps better understand the relation between the two variables, The application of advertisement and events to promote golf tourism is presumed to affect the popularity level of golf tourism in Nairobi and Kiambu Counties, Kenya. In this study the significant factors determining levels of popularity of golf tourism which is measured by the following indicators: Golf tourists' choices, preferences, participation level, and awareness of golf tourists are online, broadcast, and print media advertisements and golf tournaments and golf charity events. The independent variables in this study are advertisements and events and the dependent variable is popularity of golf tourism.

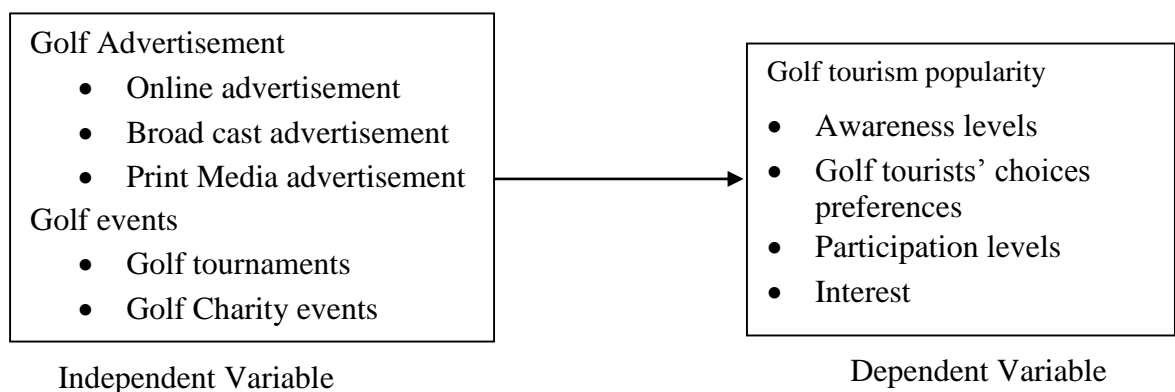


Figure 1: Conceptual Framework on the influence of advertisement and golf events on golf tourism popularity.

Source: Researcher, (2023)

CHAPTER THREE

RESEARCH METHODS

3.1 Study Area

This study was conducted in six world-class golf courses with 18 holes that can host international tournaments in Nairobi and Kiambu Counties. The targeted courses included Muthaiga Golf Course, Karen Country Club and Royal Nairobi Golf Club (Nairobi County), Limuru Country Club, Sigona Golf Club, and Windsor Country Club (Kiambu County). The two counties have the highest number of golf courses in Kenya, they have over 10 golf courses. Nairobi County is situated at 1°17'S 36°49'E in South-Central Kenya, 140 Kilometers (87 miles) south of the Equator, and is bordered by Kiambu to the north. It is the most populous city in East Africa and According to the 2019 census, the county has an estimated population of 4.3 million this makes it the 14th largest city in Africa (*Nairobi, Kenya Metro Area Population 1950-2024 / MacroTrends*, n.d.). Being Kenya's capital and the arrival point for many visitors, it is well served by international airlines, and a regional road network linking it to other major East African urban centers. Nairobi is the most developed city in East Africa and therefore serves as the engine for Kenya's economy. Being centrally located, it links the major towns within Kenya and also East Africa at large, making it a major attraction to investors and tourism planners. Nairobi is a major economic, political, and cultural hub. Its status attracts a significant number of domestic and international tourists for business, leisure, and governmental purposes.

Tourism is a significant contributor to Nairobi's economy. The is home to many tour operators, travel agents, and attractions and is at the consolidation stage in the development cycle. Excursions can be arranged to all parts of the city and beyond. A Tour of Nairobi will normally include visits to various attractions including Educational Center (Giraffe Centre and David Sheldrick Wildlife Trust), botanical gardens, theme parks, national parks (National Park is unique as a wildlife reserve within an urban area), safari walks, business and conference centers, museums, and historical sites. The city is also renowned for its diverse culinary scene, with restaurants offering everything from local Kenyan dishes to international cuisine. Entertainment options, including theaters, cinemas, and live music venues, further enhance the tourist experience.

Kiambu County is the second most populous after Nairobi County with a population of 2,417,735 according to 2019 census. The county lies between latitudes -1.146188 and Longitude 36.966499.

Kiambu County's close proximity to Nairobi, Kenya's capital, makes it easily accessible for both domestic and international tourists. The county features diverse landscapes, including lush highlands, scenic valleys, and fertile agricultural land. This variety provides opportunities for different types of tourism, such as eco-tourism, agro-tourism, and adventure tourism. Kiambu also has a rich cultural heritage, with numerous traditional Kikuyu practices, festivals, and crafts. The county is home to several natural tourism attractions, such as the Aberdare Ranges, and Karura it also has historical sites like the Gikambura Cultural Centre and the Kiambu Museum. The county's agricultural activities, including tea and coffee plantations, offer opportunities for agro-tourism.

Kiambu has seen significant infrastructural development in recent years, including improved roads, hospitality facilities, and communication networks. This growth supports the development of tourism-related services and amenities. The county's economy benefits from both agriculture and small-scale industries.

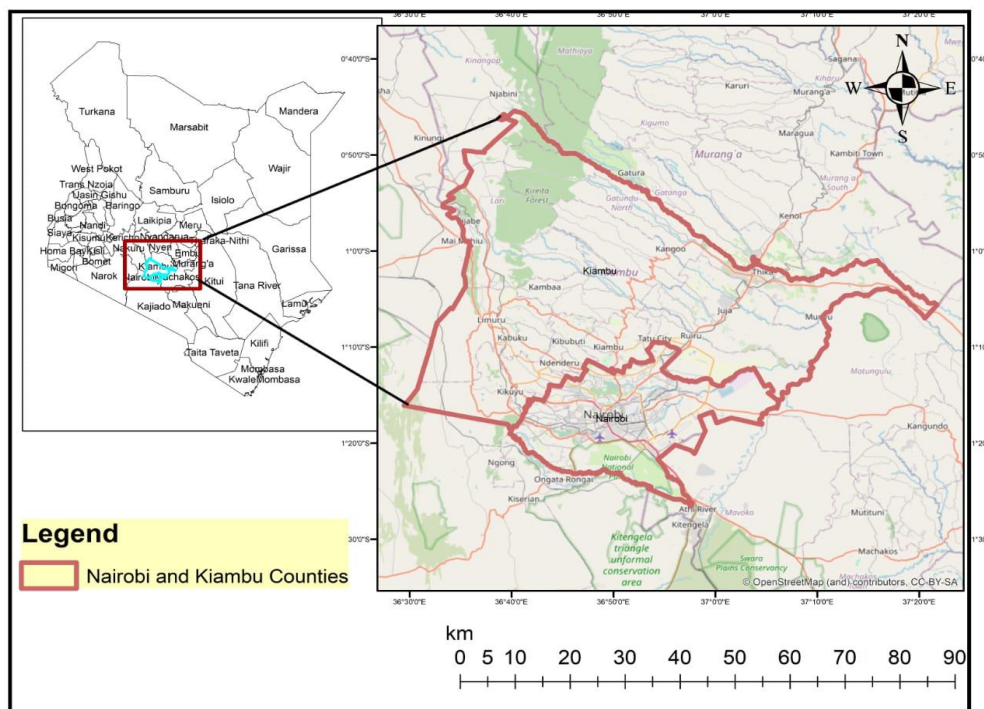


Figure 2: Base Map of Nairobi and Kiambu Counties

Source: Researcher, 2023

3.2 Research Design

This study used a Case Study approach to gain concrete and contextual in-depth knowledge on how advertisements and events used in Nairobi and Kiambu counties impact the popularity levels of golf tourism. The design was also chosen because it scientifically investigates a real-life phenomenon in depth and within its environmental context unlike in experiments, the contextual conditions are not delineated and/or controlled, but are part of the investigation. It gave detailed descriptions and analysis to gain a better understanding of “how” and “why” things happen and led to the identification of patterns and relationships, creating, extending, or testing a theory. It allowed the researcher to have an in-depth appreciation of the promotional strategies in real-life settings, insights were gained and practical courses of action were proposed.

3.3 Target Population of the Study

The targeted population comprised of six golf players in different golf clubs within Nairobi and Kiambu, six golf spectators, six golf course managers, three golf marketing officers, and three golf union officers. Union officials and other marketers were involved because they gave enough data on golf, how advertising and events have been used to increase its popularity levels and they also gave in-depth insights on these strategies. Golfers and spectators were also included because they provided information on golf tourism the sources, they have used to get information about golf and the promotional features of these strategies that have influenced them to participate in golf tourism.

3.3.1 Inclusion Criteria

The inclusion criteria of respondents focused on people who have experienced golf tourism in various golf courses in Nairobi and Kiambu Counties. And also, the union officers and marketers who have participated in the promotion of golf in Nairobi and Kiambu Counties. Golfers and golf spectators were selected based on gender; 1 male and 1 female from each golf course and also their active participation in various golf tourism activities and events, those that had stayed at the golf courses for more than 24 hours were considered, golf marketers were selected based on their role in promotion 1 employee from the marketing department in Kenya tourism board was interviewed, 1 employee from local golf business Youth enterprise network (YEN) was interviewed,

from Tobs limited Kenya golf safari (was named the best tour company in 2020) 1 officer from sales and promotion department, 6 golf course managers/admins were interviewed from the six golf courses, and 3 union officers (chairperson/ a representative) from the three golf unions in Kenya (Kenya golf union, Kenya ladies golf union and junior golf union). Any other individual was excluded from the study if they did not meet the criteria above.

3.4 Sampling

3.4.1 Sampling procedures

The study used purposive and convenience sampling techniques. Convenience sampling was used to select golf spectators in the selected golf courses. This is because of the possible challenge of accessing respondents for instance due to limited time and the unwillingness of the spectators to engage in the interview, it is difficult for a tourist to pause on their activity or trip to partake in an interview of about 15-30 minutes that is why they were selected randomly and based on their willingness within the selected golf courses. Purposive sampling is a method of sampling in which the researcher chooses participants who are knowledgeable or experienced with the topic or topics under investigation (Douglas, 2022). The golfers, golf course marketers, golf marketers, and golf union officers were selected using purposive sampling based on their roles in the promotion of golf tourism and their ability to provide information that is relevant to the study for example only golfers who actively and frequently participate in golf tournaments and those that play within the selected golf courses were targeted, tour operators and union officers marketing golf were also targeted due to their knowledge on the promotional strategies that have been applied and how effective they have been.

3.4.2 Sample size

Qualitative studies require a minimum sample size of at least 12 to reach data saturation (Hennink & Kaiser, 2022). Data saturation is the point at which new data appears to no longer contribute to the findings due to the repetition of comments and views by the respondents. Therefore, there are no straightforward responses to what is an adequate sample size for qualitative but rather focus is usually on the quality and richness of data. Hennink *et.al.* (2017) states that many factors influence the sample size of qualitative

research including research design, purpose, study population characteristics, analytic approach, and resources available.

The number of respondents for this study was 24. Golfers and golf spectators were selected based on gender; 1 male and 1 female from each golf course, golf marketers were selected based on their role in promotion 1 employee from the marketing department of Kenya Tourism Board was interviewed, 1 employee from YEN Kenya was interviewed, from Tobs Limited Kenya golf safari (was named the best tour company in 2020) 1 officer from sales and promotion department, 6 golf course officials were interviewed, and 3 union officials (chairperson/ representative) from the three golf unions in Kenya (Kenya golf union, Kenya ladies golf union and Kenya junior golf union). The sample size distribution is shown in Table 1 below.

Table 1: Distribution of Sample Size as per the Groups

Groups	Number of respondents
Golfers	6
Golf spectators	6
Golf marketers (golf union officers 3, Kenya Tourism Board official 1, golf course marketers 6, local business operators 2)	12
Total Number	24

3.5 Data Collection

Data for the study was obtained from primary sources where data was obtained firsthand by the researcher and gave direct access to the subject of the research through semi-structured interviews on a face-to-face basis that lasted 30-50 minutes where the researcher paused the questions and allowed the respondent to reply. The researcher also included follow-up questions where there was a need for further clarification. The total number of interviews was 24 conducted in the selected 18-hole golf courses in Nairobi and Kiambu counties. The courses were accessed by seeking permission from Kenya Golf Union and from the individual golf courses before the visit to collect data.

3.5.1 Data Collection Instruments

The study used semi-structured interview schedules to collect primary data (see Appendix III and IV). This is because semi-structured interviews provided an opportunity for further exploration of particular themes and responses to get in-depth

information. The research tool had questions on all the indicators of the selected promotional strategies and popularity of golf tourism done through face-to-face interaction. Interviews were audio recorded and in cases where respondents were not comfortable with being recorded notes were taken.

3.5.2 Reliability

In qualitative research approach reliability refers to the study's replicability, dependability, and consistency, (Pajo, 2022). The intention is to ensure that the findings are consistent. Refutational analysis was used by collecting data from different groups and comparing the consistency. Therefore, this study conducted refutational analysis by collecting data from different groups, and comparing whether the response from the golf union officers, Kenya tourism board officials, local golf business operators, and golf course managers is consistent with what the golf spectators and golf players said.

3.5.3 Validity

Pajo (2022) states that validity in qualitative research refers to how a study captures the concepts. Reliable research instruments do not necessarily yield valid results. This study ensured construct validity by using expert advice from the supervisors and the lecturers in the department in operationalizing the constructs. Content validity pertains to the comprehensiveness and relevance of the research content in representing the phenomena under study, it refers to the degree to which an assessment is relevant to and representative of the targeted population. A pilot study was also helpful in attaining content validity by refining the questions that might have not been clear this was done at Vipingo Ridge Golf Course because it also had an 18-hole course similar to the targeted courses in Nairobi and Kiambu Counties. The exercise helped clarify on wording and grammar of the questions ensuring that the final interview schedules had no misinterpretations. Piloting helped reveal several ambiguous questions and repetitions that the researcher corrected. The researcher was therefore confident that the data used in the analysis is valid.

3.6 Data Management and Analysis

The study used MAXQDA software to analyze the collected data using inductive thematic analysis. Inductive thematic analysis refers to approaches that primarily use detailed readings of raw data to derive concepts and themes. It entails going through the data line by line thoroughly and assigning codes to paragraphs or segments of texts as concepts unfold (Curry *et al.*, 2009) relevant to the research questions. It is a recurring process that involves moving back and forth between data analysis and the literature to make meaning out of emerging concepts and was used to capture the most empirically grounded and theoretically interesting factors (Schussler *et.al.*, 2014). In the analysis, although the findings are influenced by the evaluation objectives and questions outlined by the researcher, the findings arise directly from the analysis of the raw data, not from prior expectations or models (Thomas, 2006).

All the data on each objective were analyzed through inductive thematic analysis, analysis of raw data from interview transcripts and organizational documents progressed towards identifying core themes that captured the phenomenon of study. As shown in the steps below:

Familiarization with the data: Begin by immersing in the data from various interview transcripts. Familiarization was done by reading and re-reading the dataset and noting initial ideas. This step was crucial in gaining a deep understanding of the content and context of the data, which informed subsequent analysis.

Coding the data: Systematically coding of the data set was done, it involved identifying features of the data that are interesting or relevant to the research question and labelling them using different colours in MAXQDA software. The goal here was to condense the data into manageable chunks without losing its essence.

Searching for themes: After coding, patterns were checked in the coded data and similar codes together were grouped. These groups formed potential themes. At this stage, it was about identifying broader patterns of meaning that capture something significant about the data in relation to the research question.

Reviewing themes: themes were checked against the dataset to ensure they are supported by the data and remain consistent across the dataset. This involved refining the themes, splitting, combining, or discarding them as necessary.

Defining and naming themes: Once the themes were refined, they were defined and further analyzed. This involved determining the essence of what each theme is about and what aspect of the data each theme captured.

Producing the report: The final step involved combining the analytic narrative and data extracts, and presenting the analysis coherently. How themes were developed, how the codes were described, how they fitted together, and how they related to the research question as well as the existing theories, vivid and compelling data extracts and illustrative quotes were provided in CHAPTER FOUR to illustrate the findings.

3.7 Reporting and Presentation

The findings of the study were presented using various tools including charts, illustrative quotes, word clouds, graphs, and tables.

3.8 Ethical Considerations

A research authorization was obtained from the National Commission for Science, Technology, and Innovation (NACOSTI) (see appendix V) before the commencement of data and information collection for this study, the ethical form was accompanied by a sample interview schedule, participation was voluntary, confidentiality of the respondents was guaranteed and consent of the respondents was sought first before conducting the interviews. Further, the study conformed to Chuka University Ethics Review Committee requirement. This study neither falsified data nor plagiarized any work that had been done by other individuals

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Response rate

The researcher conducted 24 interviews in six golf courses in Kiambu and Nairobi counties. All 24 interview transcripts were used in the analysis giving a response rate of 100%.

4.2 Demographic characteristics

Table 2 provides a summary of the respondents' demographic characteristics who were interviewed for the study. The results of the study show that 33% of the total respondents were female, while the remaining 67% were male. This shows that the study was not gender biased. This also implies that golf tourism sector is mainly dominated by men as compared to females. The study findings also show that 4 % of the respondents were between 18-29 years, 25 % of the respondents between 30-39 years, 33 % of the respondents between 40-49 years, and the remaining 38 % of the respondents above 50 years.

Table 2: Demographic characteristics of the respondents

Variable		Frequency	Percentage
Gender	Male	16	67
	Female	8	33
Age	18- 29	1	4
	30-39	6	25
	40-49	8	33
	Above 50	9	38

4.3 Data Structure

The opinions of golf tourism marketers and golf tourists about online advertisements, print media advertisements, broadcast advertisements, golf tournaments, golf charity events, and popularity levels are examined and critically evaluated in this part. The study aimed to explore the subject matter comprehensively. The themes derived from the responses of each type of respondent are used to show the research findings. A total of 24 respondents were interviewed through semi-structured interviews with 12 golf tourists and 12 golf marketers who produced the findings. Golf marketer one (M1) through golf marketer twelve (M12) were the codes given to marketers' respondents

and golf tourist one (T1) through golf tourist twelve (T12) were the codes given to the golf tourists. Tables 3 and 4 display the coding of the respondents.

Table 3: Golf marketers' respondents coding.

Participant	Code	Position
Golf marketer 1	M1	Golf course marketing manager
Golf marketer 2	M2	Golf course marketing manager
Golf marketer 3	M3	Golf course marketing manager
Golf marketer 4	M4	Golf course marketing manager
Golf marketer 5	M5	Golf course marketing manager
Golf marketer 6	M6	Golf course marketing manager
Golf marketer 7	M7	Kenya Golf Union official
Golf marketer 8	M8	Kenya Ladies Golf Union official
Golf marketer 9	M9	Junior Golf Foundation official
Golf marketer 10	M10	Kenya Tourism Board Business Development Official
Golf marketer 11	M11	Local golf business- manager
Golf marketer 12	M12	Tour operator

Table 4: Golf tourist respondents coding

Participant	Coding	Gender	Type of tourist
Golf tourist 1	T1	Male	Domestic
Golf tourist 2	T2	Female	International
Golf tourist 3	T3	Male	Domestic
Golf tourist 4	T4	Male	Domestic
Golf tourist 5	T5	Male	Domestic
Golf tourist 6	T6	Female	International
Golf tourist 7	T7	Male	Domestic
Golf tourist 8	T8	Female	Domestic
Golf tourist 9	T9	Male	International
Golf tourist 10	T10	Female	Domestic
Golf tourist 11	T11	Male	International
Golf tourist 12	T12	Male	Domestic

The semi-structured interview guide for the conducted interviews reflected the findings. From the raw data first-level codes were identified through open coding, to move from mass descriptive codes to fewer more inclusive ones related concepts, and links were established to group them into second-level codes where necessary. Lastly, the second-level codes were compared, and consistent patterns were developed to identify the themes as illustrated in Appendix II and III

4.4 Influence of Advertisements on Golf Tourism Popularity

The respondents were asked if they have used or interacted with various advertisement strategies. The respondents gave varying answers as shown in Table 5 below where 100% of the respondents agreed to have used online advertisement to either promote golf tourism (golf marketers) or used online advertisement to gather information and make a decision to participate in golf tourism (golf tourists), 58% of the respondents in one way or the other said they have interacted with broadcast advertisement, the respondents who said that they have used or interacted with print media advertisement were shown by 83%.

Table 5: Respondents' usage/ interaction with various advertisement strategies

Promotional strategy	Number of respondents who have used it/ have interacted with it	Percentage
Online advertisement	24	100
Broadcast advertisement	14	58
Print media advertisement	20	83

Results show that different organizations and tourists use different forms of advertisement depending on their preferences and the objectives they intend to achieve. The results indicate that among the three forms of advertisement, online advertisement is widely used followed by print media and the least used form is broadcast advertisement. The results also show that all three media are still widely used in reaching and influencing golf tourists. By understanding the strengths and limitations of each and integrating them, marketers can create comprehensive and impactful advertising campaigns that resonate with diverse consumer segments

Respondents were asked again to give their opinion on the most influential form of advertisement among the three and 66.7% of the respondents stated that online advertisement is the most influential while 16.7 % for each form said broadcast and print media advertisement are the most influential. This is shown in the figure 3 below.

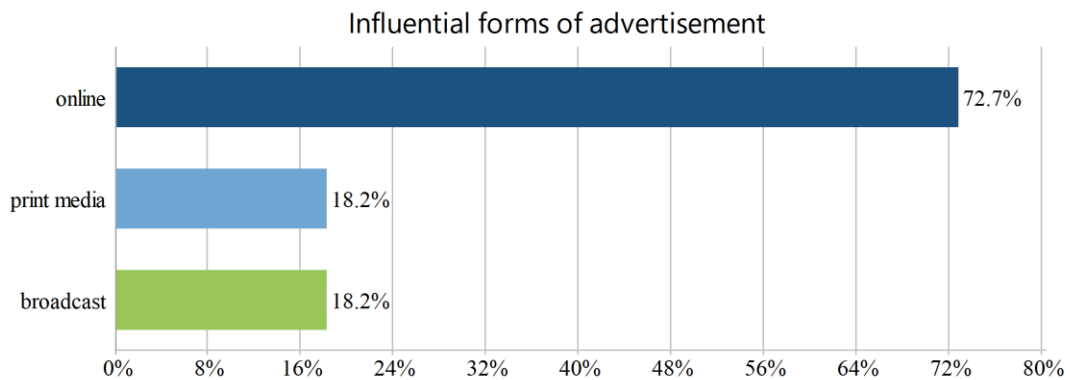


Figure 3: Code percentages for most influential forms of advertisement

From the findings, all three media of advertisement have effects on the popularity levels. The study findings also reveal that online advertisements affect the popularity of golf tourism more than print media and broadcast advertisements. This can be attributed to digitalization around the world where most people own smartphones thus marketers prefer to promote through it and tourists prefer online as the best source of information when it comes to choosing golf tourism destinations. The findings are supported by results from a study by Obwakor (2017) who found that among online, print media, and TV advertisements, online advertisement was ranked the highest when it came to information provided to tourists and reach.

The findings also correspond to those of Ritagrace (2022) which revealed that all the advertising media namely digital marketing, TV/Radio, and print had a significantly positive effect on the product performance of firms. The study further found that digital marketing had the highest effect on firms' product popularity followed by print advertising, and lastly TV/Radio. The findings contradict that of Mandondo (2018) whose findings revealed that traditional media and online media are more or less equally competitive for the promotion of tourism. The findings further revealed that traditional media is still very effective for the promotion of tourism in this digital age, most especially in the domestic market.

Additionally, the majority of the respondents 79.16% asserted that an integrated approach using all three advertising mediums: online, broadcast, and print was most effective in enhancing the popularity of golf tourism M7 stated that:

“We do not use one media we use online platforms like websites, during our major tournaments like Kenya Open we use broadcast to televise and also we have banners and give out our brochures at the events”. **M7**

The three-advertising media have strengths individually combining them magnifies their effect. Combining the strengths of each like the broad reach of broadcast media, the targeted precision of online ads, and the credibility of print media provides a comprehensive strategy that maximizes the visibility, impact, and reach of the advertisements. Moreover, different audience segments responded better to different types of media. Younger, tourists are more responsive to online advertisements, while older audiences appreciate traditional media broadcast and print media. Tailoring strategies and integrating them enhances the optimization of the effectiveness of advertising campaigns.

4.5 influence of online advertisement on popularity of golf tourism

The opinions of golf tourism marketers and golf tourists about online advertisements are examined and critically evaluated in this part. The study sought to explore how online advertisements influence golf tourism popularity levels comprehensively. The themes derived from the responses include influential features, media used, limitations, and impacts of online advertising. The derived themes are used to show the research findings. A total of 24 respondents were interviewed through semi-structured interviews with 12 golf tourists and 12 marketers produced the findings.

4.5.1 Media usage

The respondents were asked if they have used online advertisement to promote or access information about golf tourism, and all the respondents (100%) agreed to have used online advertisements to promote or gather information about golf tourism. M1 asserted that this wide usage was attributed to digitalization around the world and its wide reach. M1, M5 and T2 asserted that;

“Yes we use it, this is because of the current trend of digitalization many people have smartphones in this era and tourists getting access to information from various online platforms is easier now” **M1**

“Yes, Online advertisement has become crucial in today's digital age. It allows us to reach a global audience efficiently and effectively.” M5

“Yes I have accessed information about different golf courses and their rates through websites or social media pages” T2

The research findings show that online ads are widely used, their ability to reach a lot of people at once and globally, and the accessibility of gadgets like mobile phones have enabled their extensive use around the world.

Respondents were asked which online media they use to advertise their product / to gather information about golf tourism in order to established the widely and effective medium of online advertisement they identified search engines, social media networks, and websites as the widely used media. All respondents 100% mentioned that they use websites, 80% asserted that they use social media networks and 60% asserted that they use search engines. They mentioned that a couple of social networks are used including Facebook pages, Instagram pages, LinkedIn emails, Twitter, and WhatsApp. Also, search engines were mentioned to be widely used such as Google. Travel websites such as Trip Advisor and booking.com were also mentioned to be majorly used. Additionally, the majority of the respondents stated that they have used more than one form of online advertisement M1, M2, T1, and T7 mentioned that:

“We have social media pages that we largely use to advertise and we also have an official website” M1

“I have accessed information through Google, and I also have visited social pages of various golf clubs” T7

“We partner with travel sites to enable potential clients to access information through their websites” M2

“I follow social media pages related to golf tourism, where i can engage with content, share experiences, and receive updates about events and promotions.” T1

From the findings, it is clear that most golf tourism businesses have majored in online advertisement and websites are widely used. Golf tourism promoters and tourists also widely use travel sites to reach their potential clients and to gather information where clients can access information about different golf courses. Search engines are also

widely used by both marketers and tourists and lastly majority of people use various forms of social networks to reach their targeted customers or get information about golf the findings are consistent with those of Yen and Chang (2021), who established that widely used online media include, search engines advertising, company/brand websites, company/brand blogs, posts in online communities or social networks, and online ratings and reviews. Additionally, Kim *et al.* (2018) affirms the study's findings as they established that social media apps are increasingly used by destination marketing organizations and other stakeholders in the destination, such as tourism firms or associations, to project certain attributes of a place to tourists, i.e. projected destination image. (Olorunsola *et al.*, 2023) identified trip advisor to becoming the go-to internet resource for travel information over the past ten years, and it has completely transformed the travel and hospitality industries

4.5.2 Influential features of online advertisement

The interviewees were asked features of online media that have enabled this form of advertisement to influence golf tourism popularity, from the respondents' opinions, the findings show that some of the factors that shape the choice and successful usage of various online platforms include ease of use -clear navigation where menus are straightforward, links to various sites and platforms working effectively, an easy-to-use online booking system for tee times, interactivity elements of the platform, message content, visual appeal online platforms having high-quality visuals (images and videos) that reflects beauty and professionalism of the course this is supported by the response from M2, M7, T3, and M12 who said that

“we hire professional videographers and photographers when we host our major events this helps us to get good quality event videos and images that we post on our social media platforms”, **M2**

“We have clickable links to our website on every social media platform and we also consider our website to be simple so it is easier for clients to use” **M7**

“I can show you our website menu it is the easiest to use. This helps our customers to easily access it for information” **M12**

“high-quality content like video and images showcasing beautiful golf courses, and unique experiences captivate us and create a strong desire to visit.” **T3**

The results reveal that content quality plays a critical role in capturing consumer interest. High-quality videos and images, engaging videos, and interactive elements are key components of successful ads. Additionally, clear and persuasive messaging that aligns with the interests and values of the target audience influences consumer participation, easy to use media that consumers can easily understand and navigate increases conversion rates. The findings are in agreement with the ones in a study by Afzal and Khan (2015), results revealed that quality, design, content of an advertisement, and previous buying experience of consumer are significant factors that influence consumer buying behavior and affect the direct impact of online and conventional advertisement. Additionally, they align with those of Sharma *et al.* (2017), who concluded that quality visual elements are the most effective in capturing the attention and interest of customers. Finally, they also align with the findings of Anubha (2024) found that interactive Ness, congruity, ease of use, and intrusiveness of a website have a positive impact on advertised brand purchase intentions.

Additionally, 54.16% of marketers and 83.33 % of tourists mentioned that online reviews, ratings, recommendations, and user-generated content (UGC) play a critical role in shaping golf tourists' decisions. the respondents acknowledged that Positive feedback and high ratings in online advertisements were significant factors in building trust and encouraging visits to various destinations. T6 cited that they rely heavily on online reviews and recommendations from previous visitors when considering golf destinations and maintaining authenticity in reviews and ratings are critical to successful online advertising campaigns as they give customers confidence. T6 and M3 stated that:

“Those who have visited a course leave comments on their social media pages or post photos taken at the course or during events and tag the business media platforms, in the travel sites tourists can give the courses a rating all these testimonials from visitors boosts my confidence to make a decision to visit that course and trust” T6

“we encourage our visitors to share their own golf experiences through social media and tagging our course to enhance organic reach and authenticity.” M3

The respondents' opinions reveal the importance of testimonials from past visitors as influential elements of online advertisement that is manifested through ratings, reviews

and UGC shape perceptions and influence customers' decisions to participate in golf tourism and use a particular golf service provider. The findings correspond to those of Nieto-Garcia *et al.* (2017) who found that when experiences are shared with other people online through comment sections, ratings, and reviews, they could be viewed as more truthful which stirs further interest and they reduce the perceived risk related to the final decision and increase the value related to destination experiences.

Also, the majority of the respondents 70.83% identified another important factor that influenced the respondent's decision to visit various courses or participate in golf tourism were the message contents of an ad: benefits outlined in the ad, the uniqueness of certain course, the feelings the ad evokes in the ad, the persuasiveness of the ad to consume a service, whether the ad depicts a certain lifestyle, creativity of the ad, and creating urgency

The results are an indicator that online ads can promote special offers, discounts, or exclusive packages for golf tourism, incentivizing users to book a trip. Creating urgency through limited-time offers or flash sales in online ads can encourage quick decision-making and bookings. Promising tourists what they will benefit if they participate in golf creates an interest and desire to participate and highlighting what is unique about your course or service in the ad message depicts convincing reasons why one should visit that course and not the other. The results corroborate those of Liu-Thompkins (2019) who found that the appeal of golf course website messages is a key factor in attracting customers, highlighting the importance of effective online marketing strategies.

Finally, from the majority of marketers' opinions, it is determined that online advertising allows for precise targeting based on demographics, interests, and behavior. Online advertising platforms provide detailed analytics on ad performance, allowing marketers to track engagement, conversions, and ROI. M10 asserted that. Platforms like Facebook, Instagram, and LinkedIn enable targeted ads that showcase golf destinations to users based on their interests, searches, and online behavior. M10 cited that:

“Online ads are more targeted than other forms like broadcast when a customer searches the social media platforms for golf as they will be browsing through they will keep seeing golf-related ads” M10

According to the respondents' views, Ads are shown to users who have previously visited golf-related websites or shown interest in golf. Ads on search engines like Google ensure that golf tourism destinations appear prominently when users search for related terms, increasing visibility and attracting potential tourists

The results are an indicator that advertisers can reach golf enthusiasts specifically, rather than a broad audience, and in turn, increase the effectiveness of campaigns. The data from online platforms helps optimize campaigns for better results, with the frequent show of golf-related ads to potential clients who have shown interest by making a search keeps this form of tourism at the top of the customers' minds and encourages repeat visits or bookings.

4.5.3 impacts of online advertisement

The respondents were asked to give their opinion on how online advertisement contributes to golf tourism popularity majority of the respondents affirmed that online advertisement positively contributes to golf tourism popularity by creating awareness and influencing customers' intentions (action/ participation, choice, preference). The marketers' responses emphasized that online advertisements significantly impact tourist golfers' awareness, decision-making, and emotional responses. Golf tourists reported that online ads play a significant role in making them aware of golf destinations they mentioned discovering golf courses, and golf events through ads on social media platforms and travel websites.

Most of the respondents 83.33% noted that Online advertisements significantly increase awareness and visibility of golf tourism. Participants noted that targeted online ads, especially on social media platforms like Facebook and Instagram and search engine marketing, have enhanced the profile of golf courses. Golf tourists reported discovering various golf destinations primarily through these channels, highlighting their role in generating initial interest. T4 and T8 said that:

“It allows you to source for information about the facility. When I visited their social media platform Instagram to be precise, I got to see the comments of people who had visited it before this gave me some confidence” T4

“It did. From the website, I got all the information I needed about green fees, accommodation rates, services offered, and other activities and facilities available” T8

The results revealed that online ads enable organizations to make their products known and also enable consumers to know the existence of a certain product. Online platforms bridge the gap between consumers and service providers they facilitate interactions between the two. This finding corresponds to a study by Kozlelski (2017) who established that internet advertising results in greater awareness of the benefits of the product/brand increasing the possibility to use it and possibly evaluating return on investment.

Additionally, the study revealed that online advertisements influence tourists' perceptions, interest desire, and preferences of the golfing experience. 70.83% of the respondents identified high-quality visuals, professional design, emotional appeals, and engaging content as contributing positively to the perceived value of golf tourism. Advertisements that feature testimonials, success stories, and user-generated content were particularly effective in creating a positive image of a course's golf offerings and attracting interest.

The findings show that ads that effectively combine visual appeal, targeted messaging, and user-generated content are more likely to influence the preferences of potential tourists and change their perception. Also, the emotional appeal of online ads plays a crucial role in influencing tourists' desire and interest in golf tourism. Ads that evoke aspirations related to luxury and relaxation are particularly effective in influencing consumer attitudes, desires, and interests for high-quality experiences. Therefore, emphasis should be put on the experiential aspects of the course offerings to resonate with tourists' desires and create a memorable brand image. Moreover, well-crafted online ads evoke positive emotions and aspirations related to their golfing experiences.

The findings of Fong *et al.* (2017) affirm the results. They revealed that tourism online advertisement videos mainly trigger the inner desire to visit a place, if they show unique and convincing destination features, such as people, nature landscape, activity, season, architecture, and heritages, presented very uniquely, energetically and in a lively way. Additionally, He and Luo (2020), also affirm the results. They found that online media play a significant role in the advertisement of tourism, directly by showing videos, and indirectly, through the reviews of these videos, which Attract and trigger Interest in finding about a place and initiate the desire to visit there. Finally, findings agree with Sarkar (2023) who found that message content about business offerings communicated by the brand through online social networks influences consumers' perception of the brand, and perceptions, in turn, direct consumers' behaviors and strengthen brand relationships.

According to 79.16% of the respondents' online ads influence the decision-making process significantly. Tourists described how ads with creating urgency with limited-time special offers, featuring picturesque course imagery, compelling visuals quality videos and photographs, and persuasive messages for example giving discounts on early bird tickets for golf events helped narrow down their choices. Testimonials and reviews featured in ads were particularly influential, providing social proof and enhancing the credibility of the courses/businesses. The convenience of clicking through websites, and social media pages to booking pages directly from ads also streamlined the decision-making process. M4, T12, and M2 said that:

“Yes. We've seen a noticeable increase in inquiries and bookings directly attributed to our online advertising efforts. Tourists are now more informed about our offerings.”

M4

“I know for sure that online promotion has resulted in to increase in the number of people who are visiting the course to play golf or to use the facility. Number one online creates a lot of awareness, number two it enables people to take action from our website someone in Kisumu can just make a booking to visit our club and also it helps our customers to make choices” M2

“Yes, it did from an online media platform I have been able to book a tee time at a golf club and also booked accommodation” **T12**

The results reveal that online ad platform gives consumers the ability to discover and book golf-related experiences through seamless online interfaces enhance convenience and encourage prompt decision-making. The influential features of online ads enhance the actions of golf tourists to visit and participate in golf tourism the results correspond to those of Liu-Thompkins (2019) who revealed that the use of the internet and online presence plays a crucial role in attracting tourists to golf destinations. it also corresponds to another study by Lin (2021) Based on the findings of this research, it is observed that advertising has a significant impact on sales. Finally, it aligns with the findings of Kim (2018) which indicated that consumers' dominance of online advertising positively influences both decision confidence and consumer satisfaction, which both in turn lead to intention

4.5.4 Limitations of Online Advertisement

When asked some of the challenges that limit the potential of online advertisement Both marketers and tourists reported that the perceived limitations are overwhelming online platforms and content and fraud. One challenge reported by marketers was an increase in online advertising channels, which overwhelms consumers and in turn, negatively affects the potential influence of the ads. T2 stated that

"...With online platforms sometimes I have to be discerning with the information scammers are all over the digital space" **T2**

The results reveal that despite the benefits, there are several challenges users face with online advertisements. The saturation of online content leads to ad fatigue, where potential tourists become less responsive to advertisements. Additionally, fraudulent activities in online platforms lead to consumer dissatisfaction which limits participation in golf tourism. This is supported by the findings of Yen and Chang (2022) who established that many scamming advertisements on social media negatively affect the reputation of the company and also, affect badly the confidence level of the customers and, as a result, a high dissatisfaction level exists among the consumers regarding online buying and fake advertisements.

4.6 Influence of broadcast advertisement on golf tourism

The research gathered insights from both tourists who are golf enthusiasts and marketers who design and implement these advertisements. The findings offer a comprehensive view of how broadcast media influences popularity levels in the golf sector. The responses are examined and critically evaluated in this part. Several key findings emerged regarding how broadcast ads influence golf-related purchasing decisions, awareness, interest, and perceptions. The themes developed from the respondents were media usage, influential features, and perceived impacts which show the findings.

4.6.1 Media usage

When respondents were asked if they have used/ interacted with broadcast advertisements they gave varying answers. From their answers, the study established that broadcast advertisements are currently not widely used only 3 marketers (25%) confirmed that they use broadcast and the respondents attributed these low numbers to the cost of advertising on television or radio stations being high, difficulty in measuring return on investment, and difficulty in establishing its effectiveness and only 6 tourists 50% confirmed to have seen ads on broadcast media. 44.4 % of the respondents stated that cost was the biggest limitation M1 stated that during the COVID-19 pandemic businesses were negatively affected and up until now they have not been able to go back to financial normalcy, 22.2% stated that difficulty in measuring return on investment was the biggest limitation and limited targeted audience while 11.1% stated that difficulty in measuring its effectiveness was the biggest limitation. This is shown in the figure 4 below.

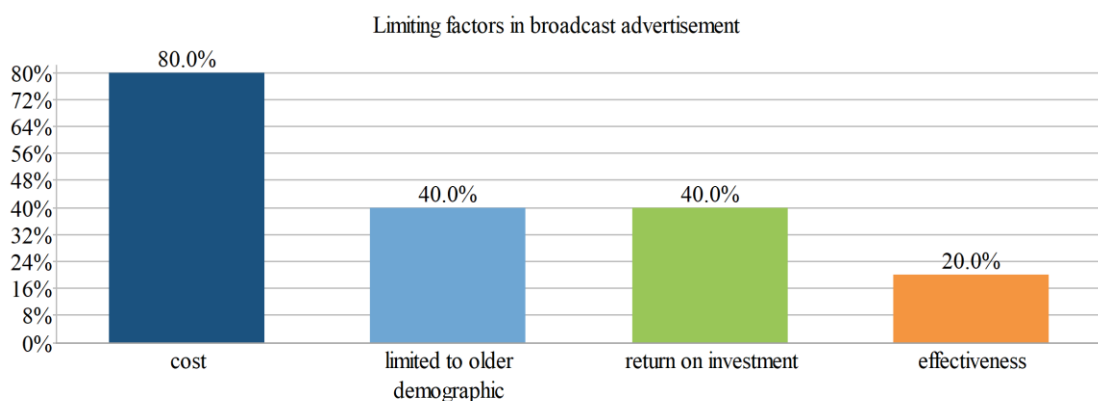


Figure 4: Code percentages for limiting factors in a broadcast advertisement

“After COVID-19 businesses are so tight on budget and so have we. Before COVID we used broadcast advertisement but currently, we do not use it except when we are hosting a tournament for a media company then the event is broadcasted by the company an example is when we hosted nation media group tournament the event was advertised on NTV” M1

“We do not use broadcast due to limited advertising budget.” M4

“No, we are heavy on using online we have social media pages and a website that we use to advertise.” M6

The findings reveal that broadcast advertisements are not widely used and they are not heavily relied on by both tourists and marketers. The majority of the respondents identified a lack of precise targeting in broadcast media as a limitation. The results reveal that while broadcast ads reach a large audience, they often lack the specificity needed to effectively reach potential golf tourists.

4.6.2 Influential features of broadcast advertisement

When respondents were asked what features of golf tourism broadcast advertisements enable them to enhance the popularity levels majority of the respondents stated that influential features of broadcasting include visual and audio composition, use of emotionally appealing core message, wide audience reach, high-quality video ads featuring scenic views of golf courses and compelling narratives resonating emotionally with viewers, and giving directives. Marketers emphasized the importance of creativity and high production values in broadcast ads that feature engaging narratives, high-quality visuals, and memorable tunes. Marketers also highlighted the role of celebrity endorsements like popular golf professionals being used during the adverts in boosting credibility and attracting attention. M7, M8, T3, and M9 said that:

“One of the most influential features of broadcast advertisements is their ability to reach a broad and diverse audience for magical Kenya open tournaments we broadcast them worldwide this helps us to reach even international markets. broadcast ads on television offer the unique advantage of a mass reach. This widespread exposure is particularly valuable for brand awareness campaigns.” M7

“For the major tournaments advertisements like Kenya Ladies Open, magical Kenya Open we use high production quality in terms of video, photographs and audio often associated with broadcast ads help in creating a strong and memorable impression, leveraging both visual and auditory elements to engage viewers or listeners effectively.” M8

“We ensure that the core message we use is emotionally appealing this is a critical feature of broadcast advertisements that significantly impacts their effectiveness. We use compelling storytelling, music, and visuals to create an emotional connection with the audience. This emotional engagement can enhance brand recall and foster a deeper connection between the consumer and the course or Nairobi in general.” M9

“after watching an advert showcasing the beautiful scenery in this course I got an inspiration and desire to visit a course to participate in a tournament.” T3

The study findings indicate that ads that highlight luxury, relaxation, and the enjoyment of the game, are of high quality, and have memorable tunes are particularly effective in stirring emotions and creating awareness and desire to experience these aspects themselves. Emotional storytelling in commercials helps build a connection between the brand and the viewer, influencing their interests. The finding corresponds to the results of a study by Vyshniuska (2023) which established that the effectiveness of a broadcast ad depends on the correct selection and calculation of high-quality visuals, and appeal. Kim *et al.* (2014) Scenery and musical advertisements combine visual and audio stimuli, such as pictures, texts, and music, to evoke pleasurable responses, arouse feelings in the viewer, and attract attention

4.6.3 Perceived impact of broadcast advertisement

Broadcast advertisements, especially on television and radio, have a wide reach and effectively generate general awareness. When a question on the contribution of broadcast advertisement to golf tourism was posed to establish the influence of the media interviewees noted that television (TV)ads successfully introduced golf tourism to a diverse audience with their visual and auditory appeal. 46% of the respondents demonstrated that advertisements significantly influence golf popularity levels by enhancing brand awareness, and interest, and capturing attention however the

respondents noted that even though broadcast media is impactful in capturing attention and influencing interest and awareness they do not affect actions golf tourists further tend to do further research even after interacting with broadcast media before making travel decisions. They also noted that TV commercials like the Kenya Open tournament featuring scenic Kenyan golf courses, using popular golfers -celebrity endorsement was noted for their ability to capture attention and leave a lasting impression. Respondents who had interacted with golf advertisements on television mentioned remembering specific golf courses/ destinations or brands after seeing engaging broadcast ads, especially those with high production values and memorable content. T8, T7, and T3 asserted that:

“Yes, seeing how the course is aesthetically pleasing from the broadcast gives you the urge to visit at least to experience it” **T8**

“Showcasing other attractions in Nairobi that you can visit while staying at a country club creates some interest and also displaying what the client will experience when they visit the destination creates imaginations in the minds of the tourists it did that to me” **T7**

“Displaying what the client will experience when they visit the destination creates imaginations in the minds of the tourists it did that to me” **T3**

The results show that the strong visual and auditory elements of TV effectively capture attention and evoke desirable experiences associated with golf. However, while broadcast ads serve as a powerful tool for generating initial interest, tourists often engage in seeking additional information before making final decisions. This suggests that while broadcast ads are effective for capturing attention, stirring interest, and creating awareness they do not impact actions they serve best when combined with other informational sources and marketing channels like online to influence the actions of tourists. This finding corresponds Study by Li (2021) findings which revealed that broadcast ad stimulates consumers' likelihood to seek information about the advertised brands via search engines. Additionally, it corresponds to findings by Russo (2020) which show that participants who previously saw an ad on television became more aware of the brand advertisements. The results however contradict those of Bellman *et al.* (2017) who established that broadcast advertisements can significantly impact travel

intentions by shaping perceptions of destinations and influencing visitors' decision-making processes

4.7 Influence of print media advertisement on golf tourism

The opinions of golf tourism marketers and golf tourists about print media advertisements are examined and critically evaluated in this part. The themes derived from the responses include influential features of print media, impacts of print media, and limiting factors, each type of response is used to show the research findings.

4.7.1 Impact of print medias advertisement

The respondents were asked if print media advertising is an effective influential means of advertisement. The majority of the respondents stated that it is difficult to pinpoint how print media influence other elements of popularity like customers' choices, actions, and preferences and to determine how effective or ineffective the print media advertisements are as 16 respondents 66.7% of the respondents answered that it is hard to tell whether print media is influential or not as shown in figure 5 below

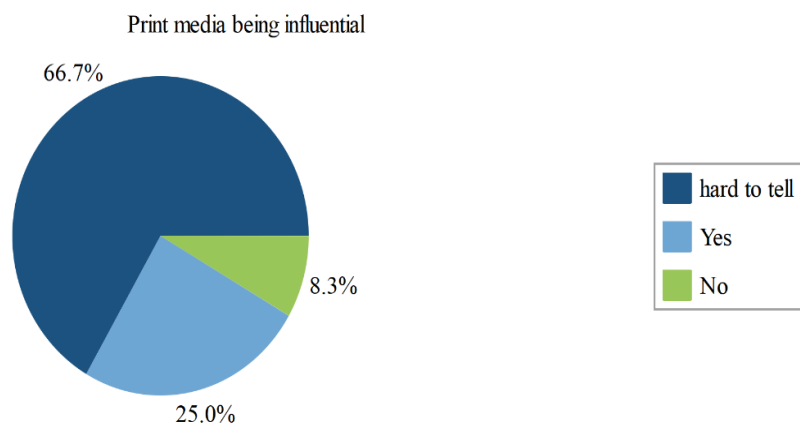


Figure 5: Code frequencies on print media being influential

The results reveal that tracing and measuring how print media affects popularity is a challenge. Knowing if someone made a booking for golf tee time or attended a golf event, they started engaging in the sport just from print media if difficult to establish

Even though a majority of the respondents stated that it is hard to determine the effectiveness and influence of print media, 7 respondents 29.17% were certain that print media is influential in creating awareness rather than significantly impacting

consumers' opinions. They reported that print media, including banners, brochures, and booklets, significantly influence golf tourists by enhancing awareness and they play a crucial role in the information-gathering phase. They attributed this to print media ads being less immediate in their impact on decision-making compared to other mediums like online ads tourists often use print advertisements to gather information and then later research online before making a final decision. M12 and M7 said that:

“Yes, They help increase awareness about our golf courses and amenities among residents and tourists who prefer traditional media channels.” (M12)

“I can say yes. I believe they have helped increase awareness about our courses and the services we offer.” (M7)

The results show that print media are effective tools that can be used to enhance awareness of a product print media continues to play an important role in influencing the popularity of golf tourism by reaching targeted audiences, providing high-quality visual content, and enhancing credibility. Print media effectively promotes awareness of golf destinations, events, and experiences, the finding corresponds to the findings of a study by Chaudhry (2017), which revealed that print advertisement plays a very important role in creating brand image awareness in the minds of consumers.

4.7.2 Influential elements of print media advertisement

The study's findings show that the Influential features of print media advertisements are the fact that they provide tangible experience, interactive elements, credibility, and captivating visual design elements. 54% of the respondents stated that the tangible experience and lasting impression of print media is the most influential aspect of this advertisement, and ten respondents 42% agreed that interactive elements like QR codes, calls to visit websites or other social network platforms are influential features of print advertisement 6 respondents 25% stated that credibility and visual elements are also influential, the least influential were a brand image, and imagery and language used M2, M9, T2, M3, and M7 stated that:

“Print media remains a cornerstone in promoting golf tourism for several compelling reasons. Despite the digital age, many golf enthusiasts and travellers still appreciate the tangible experience of flipping through magazines, brochures, and newspapers dedicated to golf and travel.” M7

“print media gives a sense of credibility and authority. High-quality brochures and booklets focused on golf tourism are appealing to discerning travellers who value reputable sources of information.” M9

“print media has a lasting presence. Cards, branded merchandise, banners, and brochures can be kept for future reference, shared among friends and colleagues, or displayed during golf events. This longevity ensures that our destination remains top-of-mind for travelers planning their next golfing getaway.” M2

“I prefer brochures because I can access them at a later date and get the information that I need.” T2

“We use our print media to complement our digital marketing efforts. By integrating print and online advertising strategies, we can reach a broader audience and reinforce our promotional messages across different channels we have QR codes in our brochure which enables customers to reach our websites easily. This integrated approach maximizes our visibility and enhances brand recognition in the competitive golf tourism market.” M3

According to the results, print media offers an opportunity to create a lasting impression by it being used for future reference and effectively communicate brand values. High-quality print materials can convey a sense of luxury and exclusivity, appealing to consumers who value tangible and premium content. Marketers note that print media remains an effective channel for reaching certain demographics, particularly older consumers and those who prefer tangible content. There is an increasing view of print media as part of a broader integrated marketing strategy rather than a standalone solution. For campaigns to be successful there should be a combination of print with digital elements, such as QR codes that lead to online booking pages or social media platforms. This integration helps bridge the gap between print and digital media, leveraging the strengths of both channels to maximize impact. The finding aligns with that of a Study by Gocke (n.d) which found that participants were better able to remember print ads in terms of their content, context, and brand affiliation.

4.7.3 Challenges of using Print Media

When respondents were asked to give their opinion on the factors that limit effectiveness of print media advertisement they varied in opinion according to some

limiting features of print media advertisements are limiting audience reach T7 asserted that print media's reach is limited to local audiences that are present at a course or that are attending golf events, additionally, declining readership was also identified by others as a limiting factor, loss of print media materials like brochures, cards, and booklets, and lack of memorability. The majority of the respondents 63% cited that the need for integration with other media was a limiting factor in print advertising M10, M9, T3, T7 and T10 cited that

“While attending the tournaments we were given some booklets that I lost after the event” T3

“Still appreciate the tangible experience of flipping through magazines, brochures, and booklets dedicated to golf and travel.” T10

“I believe print media will continue to play a role, but alongside digital strategies. There's an opportunity to innovate by integrating interactive elements like QR codes in print ads to enhance engagement and track effectiveness more accurately.” M10

“One challenge is the declining readership of traditional print media among younger demographics who are more digitally oriented. However, print media still reaches an older demographic and residents effectively. Cost-effectiveness and measuring ROI can also be challenging compared to digital advertising.” M9

“Print media is limited in terms of reach”. T7

The results show that despite print media's credibility, they are limited in their interactivity and reach. they lack the dynamic and interactive features of online advertisements and have a more limited distribution compared to broadcast and online media. The findings also reveal that print advertising as a stand-alone media is not effective, it has to be integrated with other media for example having QR codes, social media platforms, and contact information on brochures and banners for it to be effective in influencing customers' intentions. Marketers should be mindful of print media's limitations, and consider integrating print with digital strategies to enhance overall effectiveness. According to the results, these limiting features of print media advertisements tend to make them not as influential as the other media. The findings are supported by findings from a study by Makhaola and Proches (2017) who found that print media offer effective ways of reaching only domestic market.

4.8 Influence of events on the popularity of golf tourism

Respondents were asked if they have hosted or attended golf events and they gave varying responses. 70.83% of the respondents said that they have interacted with golf tournaments, while 43.33% of the respondents said that they have used golf charity events to promote golf tourism or have attended the events.

The respondents were further asked to comment on the most influential events among the two events 66.7 % of the respondents stated that golf tournaments are the most influential while 33.3% of the respondents stated that golf charity events are the most influential. This is shown in the figure 6 below.

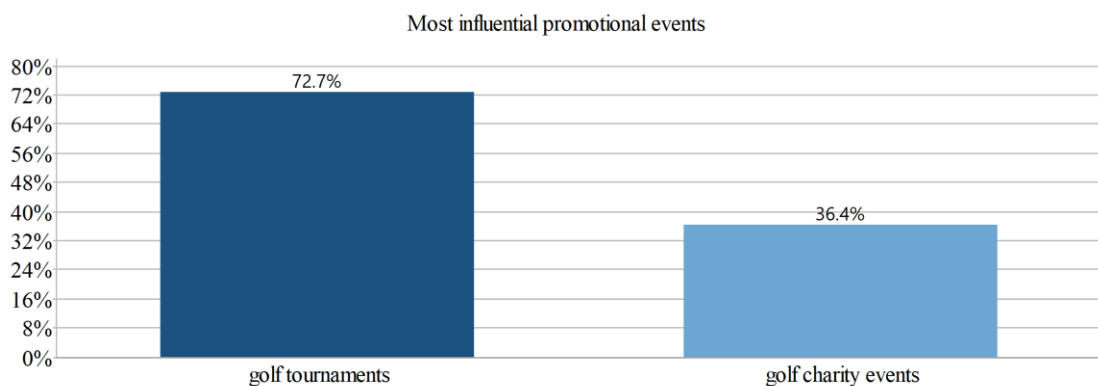


Figure 6: Code percentages for the most influential promotional events

The results show that golf tournaments are hosted and attended more often compared to golf charity events and despite golf charity attendance and hosting not being as high as golf tournaments the respondents who had interacted with the charity events identified it as a very impactful event that can be used to enhance to promote golf tourism and enhance its popularity levels.

4.9 Influence of golf Tournaments on popularity of golf tourism

The opinions of golf tourism marketers and golf tourists about golf tournaments are examined and critically evaluated in this part. The themes derived from the responses of each type of respondent are used to show the research findings. Three themes emerged: influential features of golf tournaments, impacts of golf tournaments, and limitations of golf tournaments.

4.9.1 Features in golf tournaments that influence popularity of golf tourism

Upon being asked the attributes of golf tournaments that greatly influence tourists into participating more, being aware, having interest, and preferring golf tourism. The majority of the respondents 70.83% stated that tournaments highlight the unique features of a golf course, showcasing its design and playing conditions to potential tourists. 62.5% of the respondents identified exclusive access to other facilities and special events during tournaments to be influential elements as they provide a unique experience that can entice attendees to visit again. M5 cited that:

“Tournaments showcase our courses' quality, infrastructure, and scenic beauty to the tournament's audience. This exposure enhances our course reputation as a premier golf destination and encourages more golf enthusiasts to visit and experience our facilities firsthand.” M5

54.16% of the respondents stated that tournaments attract sponsorship from major brands and organizations which leads to collaborative marketing efforts that promote both the event and the destination. M1 *“asserted that when we host events organized by media companies, they take up the responsibility of broadcasting the events through their channels”*

58.33% identified international tournaments attract a diverse audience, fostering cultural exchange enhancing the destination's global profile, and enhancing its attractiveness. M6 cited that hosting Kenya Open which is part of European tour tournaments enabled them to attract golf tourists internationally and it also put the course in the global map as the tournaments are normally broadcasted worldwide, *“..Kenya open tournaments are important as people who attend are from Kenya and other international countries” M6*

To vitalize the impacts of golf tournaments, it is necessary to identify the influential factors affecting the popularity levels of golf tourism. The findings show that the influential golf tournament tools that prompted the respondents' preference, interest, continued loyalty, or repeat visits to their chosen golf course were accessibility, the complexity of the course to play in, levels of the events, and the uniqueness of the courses. The findings align with those of a study by Ferreira *et al.* (2023) findings

revealed that the effects of the event depend on the quality of service provided, the image of the event, event performance, organizers and sponsors of the events, and event expectation, while the intention to revisit is largely affected by satisfaction with the event in different populations.

Finally, the majority of the respondents 83.33% identified satisfactory experience, quality services, social activities, and networking opportunities during golf tournaments as factors that shape customers' intentions after the event. M1 and M11 cited that:

“Hosting such events in courses with unique layouts and serene environment, giving satisfactory services to the clients, really encourages referrals and repeat visits.” M11
“ensuring that people visiting the course are given exceptional services get them hooked and also sparks their interest” M1

The results of the study show that the overall experience, benefits, and social activities are influencing factors in golf tournaments. Experiential offerings on the ground like having satisfactory services and curated events for specific individuals or groups are important. This corresponds with the findings from a study by Lee (2020), that show that unique experiences can significantly increase the value of goods and services. Additionally, it affirms the findings of Ferreira *et al.* (2023) who showed that satisfaction with the event depends on the quality of service provided, the image of the event, and satisfaction with personal performance, while the intention to revisit is largely affected by satisfaction and transformative experience with the event in different populations. Finally, the results correspond to those of Grappi and Montanari, (2011) who established that unique and satisfactory experiences in events boost attractiveness and increase visitors' retention, to maximize the competitive advantages for event organizers.

4.9.2 Perceived impacts of golf tournaments

The respondents were requested to give their opinion on how golf tournaments enhance the popularity of golf tourism they gave varying responses. The respondents noted that golf tournaments not only drive immediate tourism promotion impact but also contribute to the long-term growth and reputation of golf destinations. The majority of the respondents (83.33%) agreed that golf tournaments are influential and have an

impact on the popularity of golf in terms of awareness creation, interest, participation, and preference. 62.5% of the respondents stated that it increases visibility, attracts tourists, improves destination appeal, and encourages repeat visits and loyalty.

Tourists reported that promotional golf tournaments significantly enhance their awareness of golf destinations, courses, and brands. According to 8 golf tourists (66.7%) who have attended golf tournaments, it provided a unique opportunity to experience golf firsthand, which heightened their interest in visiting specific courses and their desire to return. T5 and T2 said that:

“After the first tournament I ever attended, I saw even women playing golf that woke something in me and from there I gained interest and here we are now.” (T5)

“Yes, I would go back to that course although I just attended as an escort the experience, I had was good.” (T2)

According to the findings, golf tournaments offer substantial experiential value. Tourists appreciate the opportunity to witness and experience golf in person, enjoy related activities, and engage with other golf enthusiasts. The emotional impact of experiencing a live tournament—combined with other associated services such as exclusive access, unique experiences, and social activities like award dinner galas enhances their overall perception of the course hosting the event. The results also reveal that these experiences created lasting positive associations and a strong desire to return.

The findings corroborate those of Putri (2017) who found that 75% of the audience attending an event understands the product more after interacting with it. The results also correspond with findings from a study by Sneath *et al.* (2005) which revealed that experiential events can generate short-term impact but also build longer-term changes in attitudes and beliefs of customers. Finally, the result agrees with those of Steriopolos (2020) who found that when traveling, consumers may feel an impact by what they see and experience in a different part of the world and undergo transformation rather than what they are promised but do not correspond to the findings of Wood (2009) whose findings revealed that promotional events are not influential because they are not comprehensive or reliable due to the intangibility of the event experiences.

All 12 Marketers emphasized that golf tournaments enhance brand positioning and create a favorable course/destination image. M3 cited that tournaments provide a platform to showcase the quality of the course and golf experience.

“Major tournaments have led to increased visibility and interest in our golf courses.

We typically see an increase in bookings and inquiries after the tournaments.” M3

“By aligning our course with prestigious golf tournaments, we can enhance our brand visibility and credibility among a targeted demographic of potential tourists.” M6

Results reveal that Successful golf tournaments often lead to increased brand recognition and positive consumer sentiment. The results show that hosting prestigious tournaments enhances the reputation of the golf course and destination. High-quality facilities and successful events position the location as a premier golf destination. Positive experiences shared by attendees can lead to word-of-mouth promotion, encouraging others to visit the destination for future tournaments or regular golf vacations. Moreover, successful tournaments can lay the groundwork for long-term tourism growth, as repeat visitors and their recommendations contribute to sustained interest.

This aligns with the findings of a study by Wu (2015) who found that consumers' successful interaction with the brand results in a positive attitude toward the brand and acceptance. The also findings correspond to findings from Makhaola and Proches (2017) who found that activities such as international games, events, and entertainment appealed to tourists.

4.9.3 Limitations in Golf Tournaments

Even though 83.3 % of the respondents cited that golf tournaments have a positive influence on awareness, customers' intentions, and behaviors, when asked the limiting attribute of golf events a minority of the respondents stated that measuring the impact of promotional golf tournaments on popularity is a key challenge. Marketers highlighted the importance of using attendance figures, media coverage, social media engagement, and post-event surveys, to assess the success of the event and its influence on popularity.

From the marketer's opinions challenges associated with organizing golf tournaments highlight the need for careful planning and resource allocation this can be guided by the resource-based theory. Marketers should consider integrating digital marketing efforts with live events to enhance reach and engagement. Leveraging social media, live streaming, and online promotions can amplify the impact of the tournament and extend its reach beyond the on-site audience. M10 said that:

“One challenge is ensuring; logistics and coordination are perfectly done during tournament planning and execution.” (M10)

The results show that using events to promote services and destinations is a challenging task as one element of the event can ruin the whole impact the event might have had. The finding agrees with that of Gurung (2014), which revealed that organizing an event is a challenging task. There are various stages of event management, which should be followed in a systematic order to yield better customer satisfaction. One of the most important variables of the management process is marketing which should be planned carefully to reach the designated target market.

4.10 Influence of Golf Charity Events on the Popularity of Golf Tourism

The opinions of golf tourism marketers and tourists on golf charity events are examined and critically evaluated in this part. Themes developed from the responses include influential features, perceived impacts, and limitations in golf charity events.

The respondents were asked if they had hosted or attended golf charity events before and they gave varying responses, 50% of the marketers agreed to host golf events and 58% of the tourists agreed to have attended golf charity events the rest had neither hosted nor attended golf charity events before. The respondents were again asked if golf charity events are influential and they responded differently as shown in table 6. 6 golf marketers (100%) who host golf charity events and 7 tourists (100%) who have attended golf charity events stated that these events are influential. On the other hand, 6 marketers (100%) who have never hosted and 5 (100%) tourists who have never attended golf charity events stated that they cannot tell whether golf charity events are influential because they have never hosted nor attended any. M1, M3 T3 and M10 stated that:

“We find golf charity events to have an impact in terms of marketing the course this is because we are exposing green people to the sport after the events there are some people who gain interest in the game.” M1

“Hosting charity events exposes us to our potential clients, so they can create awareness or give us future golfers” M3

“We do not host charity events and I have not attended any so it would not be right for me to comment on whether they are influential or not.” M10

“After attending the Cardinal Otunga golf charity event I got to know more about Sigona Country Club and that is how I gained interest and here I am today from time to time I visit.” T3

Table 6: Whether golf charity events have led to the Increase in popularity of golf

Response	Number of respondents	Percent
Yes	13	54
Cannot tell	11	46
Total	24	100

According to the results, golf charity events are a very influential promotional tool but are not widely used or experienced as half of the golf organizations and tourists indicated to have not interacted with them.

4.10.1 Influential Features of Golf Charity Events

The respondents were asked to give their views on the key attributes of golf charity events that influence the popularity levels of golf tourism 54% of the respondents asserted that promotional charity events significantly influence golf popularity by combining the appeal of golf with the satisfaction of supporting a charitable cause. 33.3 % of the respondents reported that the presence of well-organized, high-profile events enhances the perceived value of the host course’s golf tourism offerings. According to (42%) of the respondent’s golf charity events' influential elements are the sense of belonging that comes with it, the benefit the cause will give to society, and the overall satisfactory experience. The majority of the respondents cited that unique and satisfactory experiences in golf charity events are impactful they asserted that charity events offer a unique experience by combining golf with social causes, creating a distinctive selling point for the counties. M5 stated that:

“They promote golf as they combine the sport’s recreational appeal with charity, creating a unique opportunity to showcase our destination’s products and community spirit. That is why golf charity events hold importance in our promotional strategy”

M5

From these results, it is revealed that tourists are drawn not only by the golfing opportunities but also by the chance to participate in or support charitable activities. This combination adds a layer of purpose to their travel, making the experience more satisfactory, memorable, and meaningful by marketers leveraging this they become more competitive in the market. The results also revealed that the dual benefits of participating in a well-organized event and contributing to a meaningful cause enhance tourists’ overall experience and foster a positive connection with the host destination or brand. This emotional engagement leads to increased loyalty and influences future travel and participation decisions. This corresponds to the findings of Srinivas (2022) that sporting charity events provide drama, excitement, and massive media attention, and serve as a promotional tool for destinations. Additionally, it aligns with findings by Won (2011) which revealed that the most important motive for participating in sports charity events was supporting the cause, followed by socializing with others, enjoying sports, and getting benefits. In addition, the findings revealed differences in motivational factors and future intentions based on motive for participation.

4.10.2 Perceived Impacts of Golf Charity Events

The findings of the study show that Charity events enhance brand positioning, create awareness, spark interest, and influence customer repeat visits. When respondents were requested to give their opinion on how golf charity events influence the popularity of golf, 50% of the respondents identified promotional charity events as an effective means of enhancing brand positioning, exposure, reputation, and image. The respondents mentioned that these events often bring together golf with philanthropy, which can make the experience more appealing. For example, tourists expressed that knowing an event supports a meaningful cause, such as local community projects or health-related charities, enhanced their overall perception of the golf destination and made them more likely to participate. M2, M5 and M3 cited that

“Charity events attract a diverse audience of participants, including residents, organizers, celebrities, and golf enthusiasts. These events not only raise funds for worthy causes but also generate positive image and public interest, drawing attention to our course.” M2

. said that:

“Charity events provide networking opportunities for sponsors and participants, facilitating partnerships and collaborations that promote our destination as a desirable golfing destination.” M3

“Businesses associated with charity events benefit from positive brand exposure and enhanced reputation.” M5

According to the results by associating a brand with charitable causes, marketers can strengthen their brand’s reputation, appeal to socially conscious consumers, and differentiate themselves from competitors. The positive public relations generated by charity events can also contribute to a more favorable perception of the golf destination or brand. Charity events also increase exposure thus boosting visibility and create a positive image of the courses by demonstrating the course’s commitment to social responsibility. This enhances the overall appeal of the destination, as tourists are often interested in supporting destinations that contribute positively to local communities. The findings align with a study by Sung (2016) which indicated that cause-related events play a significant role as a partial mediator within a reciprocal relationship between participants’ event perception and patronage intention. Hosting a well-targeted event might have a positive impact on corporate image and purchase intentions. Additionally, study by Won (2011) revealed that the most important motive for participating in sports charity events was supporting the cause, followed by socializing with others, enjoying sports, and getting benefits. In addition, the findings revealed differences in motivational factors and future intentions based on motive for participation.

Also, 54% of the respondents reported that charity golf events significantly increase interest in golfing, repeat visits and awareness of the golf course. Tourists asserted that through golf charity events they became aware of golf tourism and they also gained

interest in the game. Tourists also mentioned to value the opportunity to contribute to a good cause while enjoying their passion for golf. M6, and M1 T3 and T5 said that:

“After attending the Cardinal Otunga golf charity event I got to know more about Sigona Country Club and that is how I gained interest and here I am today from time to time I visit.” T3

“..having experienced the uniqueness of a new course while playing at a charity event made me gain interest in that particular course” T5

“it is very viable because some people in the organizations that host the charity events are potential golf tourists who just because they lack the information about golf have not started participating in golf tourism” M6

“They attract participants and sponsors who may not only contribute financially but also spread awareness about our golf courses and facilities.” M1

The results reveal that golf charity events offer benefits beyond just raising funds they are in a position to inform people about golf and also stir their interest to participate in the sport. Attending golf charity events creates strong emotional appeal between the host course, attendees, and organizers. This emotional connection often leads to interest and increased revisits to the associated golf course. Tourists feel a sense of satisfaction and pride in participating in these events, which foster a positive and lasting impression of the host course and its commitment to social responsibility. This corresponds to the findings of a study by Meeprom (2020) which indicated that charitable motives had an impact on self-congruity, and self-congruity had a greater effect on event preference and awareness. The study found the perceived intention of the special event directly impacted emotional value and behavioral intentions. Additionally, the finding aligns with that of Inoue (2018) who found the variety of positive impacts that a charity-affiliated sports event has on a community, which can be used to bolster appeals for tourist participation.

Additionally, Tourists indicated that promotional charity events influence their travel and golf-related decisions. The combination of a charitable cause and a golf event often served as a deciding factor when choosing between different destinations or events. Respondents mentioned that they were more inclined to visit or support destinations

that hosted the charity events they attended before, particularly if these events aligned with their values or interests. T10 said that:

“Charity events showcase destination’s golf courses and facilities in a positive light. When attending these events we got to experience firsthand the quality of the courses, hospitality, and scenic beauty, creating lasting impressions that encourage return visits for leisure or golfing”. **T10**

The findings reveal that golf charity events shape the decision of tourists to visit a certain golf destination. Courses and organizations that participate in charitable causes have a competing advantage as this act encourages tourists to consume their products. The findings correspond to those of a Study by Childs (2019) which revealed that consumers respond more favourably when brands participate in charitable events. When a high-end brand partners with a charity, it significantly improves consumers’ brand attitudes and intent to share with others. Additionally, the findings correspond to a study by Filo (2010) results revealed that recreation and charity motives contribute to event attachment, which significantly contributes to purchase intent for event sponsors’ products and influences future participation intent.

4.10.3 Challenges of Golf Charity Events

Despite the positive impacts when asked to give opinion on the limiting factors in golf charity events respondents reported that the organization of charity events presents several challenges, including high costs, logistical complexities, and the need for effective coordination with charitable organizations. Marketers noted that securing sponsorships and managing event logistics require significant resources and planning. Additionally, aligning the event’s charitable focus with the brand’s values proved to be difficult M2 said that:

“One challenge I can say we face with these events is the organizers of the event not wanting to be guided on how to go about the event.” **M2**

Additionally, challenges related to the logistics and organization of golf events were noted. Issues such as inadequate infrastructure, coordination difficulties, and inconsistent event management. all challenges affect the overall experience and may deter some tourists These challenges pose a limitation to using golf charity events to

promote golf tourism. Improving these aspects is essential for maximizing the benefits of golf events.

4.11 Tourists' Motivations for Participation in Golf Tourism

From the respondents' opinions it is established that there are reasons why tourists participate in golf tourism (motivators) shown in figure 7 and 8 they include benefits – physical benefits, social and networking opportunities, leisure and recreation, cost-related initiatives like discounts loyalty programs, uniqueness, location, and accessibility of the course, that influence the attitude that potential tourists have against golf tourism these elements are influential and the create emotional appeal so when curating advertisement message or coming up with golf events it is important to consider the aforementioned factors because they will contribute to the overall success of the promotional strategy. As shown in the figure below

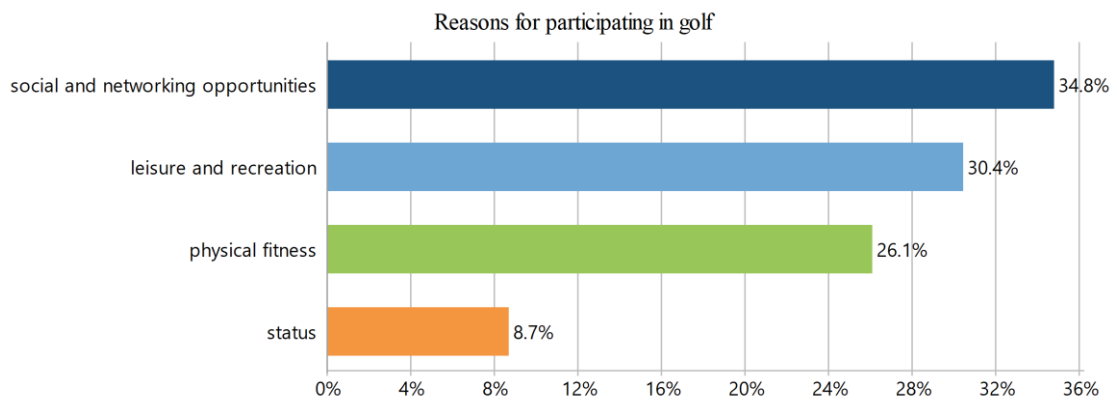


Figure 7: Code frequencies for reasons for participation in golf

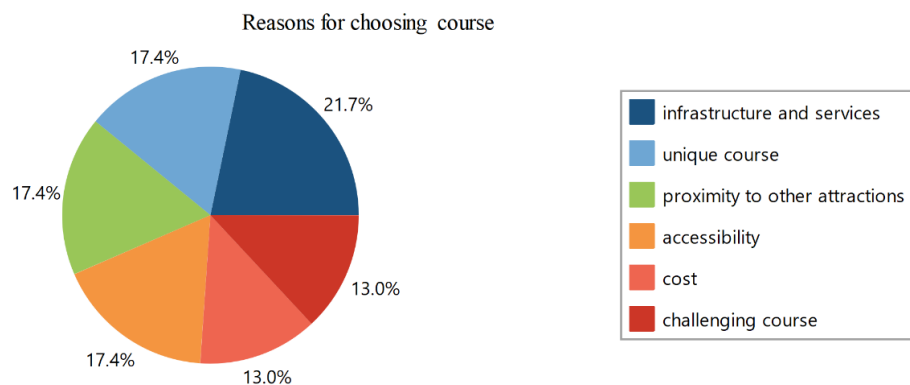


Figure 8: Code frequencies for reasons for choosing a course to visit to engage in golf tourism

The findings show that for promotional strategies to be successful and effective, there is a need to be aware and understand why people are traveling and why the specific course and leverage this in the message and content being shown to the tourists in the advertisements and events to increase their impacts. The results correspond to the findings of Correia *et al.* (2007) which revealed that understanding motivations, or the “internal factor that arouses, directs, and integrates a person’s behavior”, leads to better planning and marketing of festivals and events and better segmentation of participants.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Study

All respondents (100%) agree that online advertisement is the most used and 66.7% state that it is the most influential. From the respondents' opinions, the study found the influential features of online advertisement to include consumer engagement (live chats,), credibility (reviews and ratings), visual elements (videos and high-quality images), interactive features (clickable links, comment sections), emotional appeal, and Message content. The results also show that implementation of the aforementioned features on online advertisement platforms has a significant influence on golf tourism awareness, consumers' intentions (actions- participation and booking, choice, and preference), attitude, and interest. Factors limiting the effectiveness of online ads include overwhelming platforms and scamming.

Majority of the respondents 83.3% of the respondents agreed to use print media advertisement while 16.7% of the total respondents stated that print media is the most influential. From the respondents' opinions, the most influential features of print media include visual design elements- color and layout designs, reader engagement, tangible experience, credibility, and long-lasting presence. The study established that the effectiveness of print media advertisement was difficult to establish or trace 66.7% said that it is hard to tell, 25% stated that it is influential while 8.3% stated that it is not influential. Findings reveal that print media had much influence on awareness only. Challenges limiting the effectiveness of print media include declining readership, need for integration, and limited each.

The study established that the influential features of Broadcast advertisements include visual composition, its wide reach, and emotional appeal these features have an influence on the attitude of tourists towards golf tourism and it sparks interest in this form of tourism. Minority of the respondents 16.7% of the respondents found broadcast media to be the most influential while 58.3% stated to have used or interacted with it.

Golf tournaments' influential features include satisfactory services, uniqueness of the course, social activities, and accessibility. 70.83% stated that tournaments highlight the

unique features of a golf course, showcasing its design and playing conditions to potential tourists. 62.5% of the respondents identified exclusive access to other facilities and special events during tournaments to be influential elements as they provide a unique experience. The study established that if effectively planned and executed golf tournaments can positively influence customer loyalty, customer retention, create awareness, and spark interest and that such events have a long-lasting influence compared to other forms of promotion. Findings also show that when integrated with online media, golf tournaments can help create awareness, i.e., having media coverage during tournaments provides visual content for the online platforms.

54% of the respondents asserted that promotional charity events significantly influence golf popularity by combining the appeal of golf with the satisfaction of supporting a charitable cause. 63 % of the respondents reported that the presence of well-organized, high-profile events enhances the perceived value of the host course's golf tourism offerings. According to (42%) of the respondents' golf charity events' influential elements are the sense of belonging that comes with it, the benefit the cause will give to society, and the overall satisfactory experience. The majority of the respondents cited that unique and satisfactory are also influential elements. The findings of the study show that Charity events create awareness, spark interest, and influence customer retention and loyalty.

From the respondents' opinions, it is established that there are reasons why tourists participate in golf tourism (motivators) they include benefits – physical benefits, social and networking opportunities, leisure and recreation, cost-related initiatives like discounts loyalty programs, uniqueness of a course, location, and accessibility of the course, or not participate (demotivators/barriers) like time, cost, and inaccessible golf courses that influence the participation levels, attitude that potential tourists have against golf tourism these elements are influential and they create emotional appeal the study found that they are important when curating advertisements or coming up with golf events as these factors will contribute to the overall success of the promotional strategy.

5.2 Conclusion

Online advertisements play a crucial role in shaping the popularity of golf tourism in Nairobi and Kiambu. Effective online marketing strategies that incorporate high-quality content, targeted messaging, and authentic representations can significantly enhance the attractiveness and popularity of golf tourism and the counties as golf destinations. Addressing the challenges and leveraging emerging trends in digital marketing will be key to further boosting golf tourism in the region.

The study also concludes that broadcast advertisements aspects that influence golf tourists in their decisions to start participating, make them aware, and spark their interest in this form of tourism are the benefits outlined in the ad, the feelings the ad evokes in the ad, the personality used in endorsing the ad, how often the ad was availed (frequency), the program in which the ad appears (in case of TV), the persuasiveness of the ad to consume a service, whether the ad depicts a certain lifestyle, creativity of the ad, consistency of the ad slogan with what you believe in or like, whether the ad depicts testimonial evidence and the language used and the visual elements in the advertisement.

The study contributes to the existing literature and expands knowledge on the influence of online advertisements, broadcast advertisements, and print media advertisements on the popularity of golf tourism significantly, each contributing uniquely to the overall marketing strategy. Online advertisements excel in targeting, engagement, and conversions broadcast advertisements offer broad reach and emotional appeal, and print media provides credibility and niche targeting. An integrated advertising approach that leverages the strengths of each medium can effectively boost golf tourism popularity in Nairobi and Kiambu.

Golf tournaments play a crucial role in increasing the popularity of golf tourism in Nairobi and Kiambu counties by enhancing the destination's visibility, attracting actual and potential golf tourists, and contributing positively to their appeal. Addressing challenges and improving promotional strategies to reach a wider audience can further amplify the promotional benefits of these events.

Finally, the study concludes that Golf charity events are important promotion strategies even though they are not widely used they combine the appeal of golf and the satisfaction that comes with being a part of a charitable course to offer exemplary services to the attendees which in turn increases awareness levels, sparks interest, foster customer loyalty and retention.

In general, from the findings, the study concludes that advertisements and events are effective means of increasing golf tourism popularity levels. This study contributes to the existing literature and expands understanding of how various forms of advertisement and events influence awareness, choice, preference, participation, and interest in golf tourism by identifying, the preferred and most influential media in each, the influential features, their impacts and challenges this can help address the low popularity levels in golf tourism.

5.3 Recommendations of the Study

Following the findings of this study, the following recommendations were made:

- i. The study established that promotional golf tournaments and charity events are powerful tools for influencing golf popularity by creating memorable experiences, awareness, and interest, and enhancing brand perceptions. By Improving logistical and organizational aspects of golf tournaments and charity events to ensure a seamless experience for golfers and spectators, upgrading infrastructure and providing high-quality services that meet the needs of event attendees and enhance the overall visitor experience, and effectively managing these events and integrating them with broader marketing strategies, marketers can leverage the unique benefits of promotional events to drive consumer interest, awareness, contribute to positive reviews, repeat visits, loyalty, and engagement.
- ii. The study established that each medium of advertisement is influential and contributes uniquely to the popularity levels. The three media should be combined online, broadcast, and print media advertisements to leverage the strengths of each medium and reach diverse audience segments. Utilize data-driven insights to create personalized online advertisements that resonate with

specific demographics. Ensure high-quality, engaging content for broadcast and print media to capture attention, create awareness, and increase conversions. Continuously evaluate the performance of each advertising medium and adjust strategies based on effectiveness and audience response and finally stay updated with emerging trends in promotion to innovate and remain competitive in the tourism market.

- iii. The study found that advertisement campaigns and events hosted are still not enough to tremendously boost popularity of golf tourism, sensitization and more events to be hosted and advertisement practices should be done among the public to increase the popularity levels and to demystify the statement that golf is a sport for the rich and elite. From the responses, the promotional campaigns that are being done are limited one respondent stated that “*Nobody is doing enough marketing in this country more needs to be done for us to feel the impacts*” M2 and more awareness campaigns should be done by all the stakeholders in the industry i.e. tour operators, golf courses, Kenya Tourism Board, golf unions, and sponsors of the golf events to increase golf popularity levels to make people aware of the public golf courses they can use.
- iv. The study established that broadcast and print media advertisements offer substantial benefits in terms of reach and impact. To maximize effectiveness, marketers should focus on creative and emotionally engaging content that aligns with the target audience’s interests and aspirations, by doing these marketers can enhance the overall effectiveness of their campaigns.

5.4 Suggestions for Further Studies

- i. This study was confined to finding out the influence of advertising and events in enhancing the popularity levels of golf tourism. The research findings indicated that advertisements and events lead to awareness creation, influence consumer intentions and behavior, and increase interest in places of golf tourism experience. However, some of the respondents mentioned word of mouth as a strategy that introduced them to golf. Therefore, further studies need to be done to unravel the other methods like word of mouth that promote golf tourism. This will assist the golf tourism marketers in coming up with sound and effective strategies for the promotion of golf tourism in Kenya.

- ii. Future research should be carried out on the travel motivation of golf tourists. Understanding this could help provide deeper insights into which effective marketing strategies could be used, what information to be included in the message content to spark aspiration, and who the target market is.
- iii. From the research findings almost all the interviewees had interacted with online advertisements this shows that it is widely used therefore specific forms of online advertisement such as social networks like Facebook Instagram and YouTube, search engines, websites and their contribution to the popularity levels of golf tourism should be studied.
- iv. Both golf tourists and marketers stated that there is an increase in new technologies in online advertising channels that could be used to source information. Future research could explore how emerging technologies, such as artificial intelligence and virtual reality, impact the golf tournament experience, consumer intentions, and behaviors in the golf tourism industry.
- v. Many international tourists stated that they choose Nairobi and Kiambu counties as their golf tourism destinations because of the variety of activities that they can do alongside golfing. Future research could be conducted to explore the influence that the integration of golf tourism with other tourism activities such as safaris, attending festivals and events, and visiting attractions like beaches, and national parks have on the satisfaction of golf tourists.

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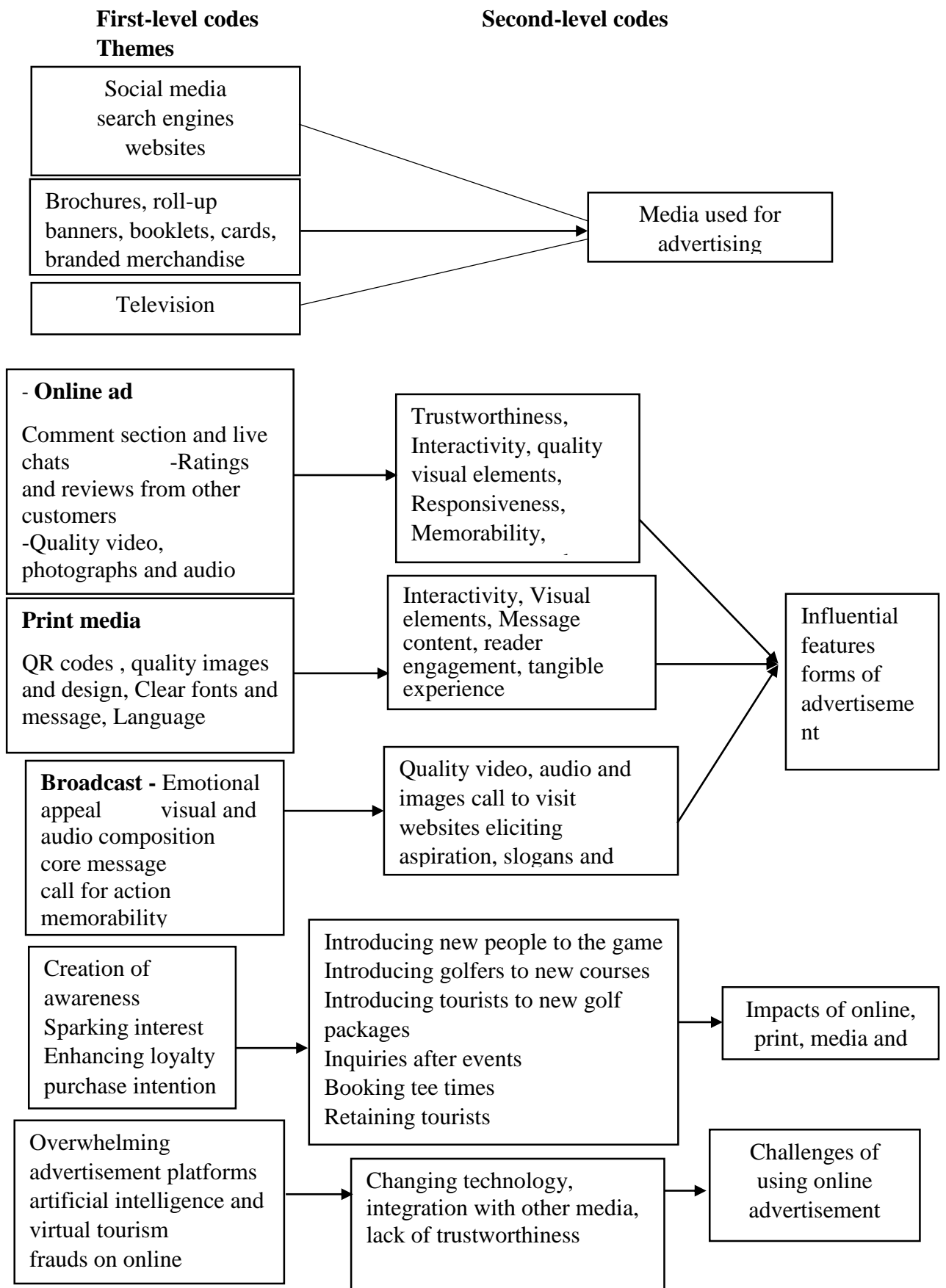
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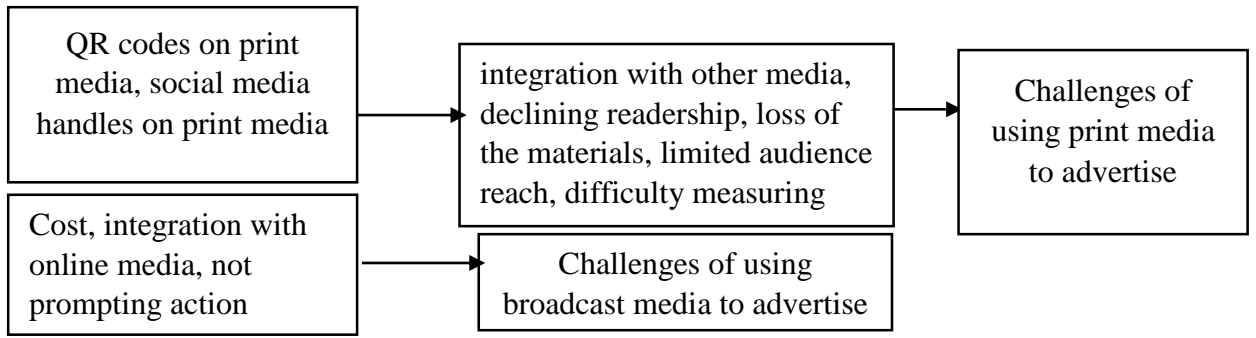
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Appendix II: Developed codes and themes from collected data

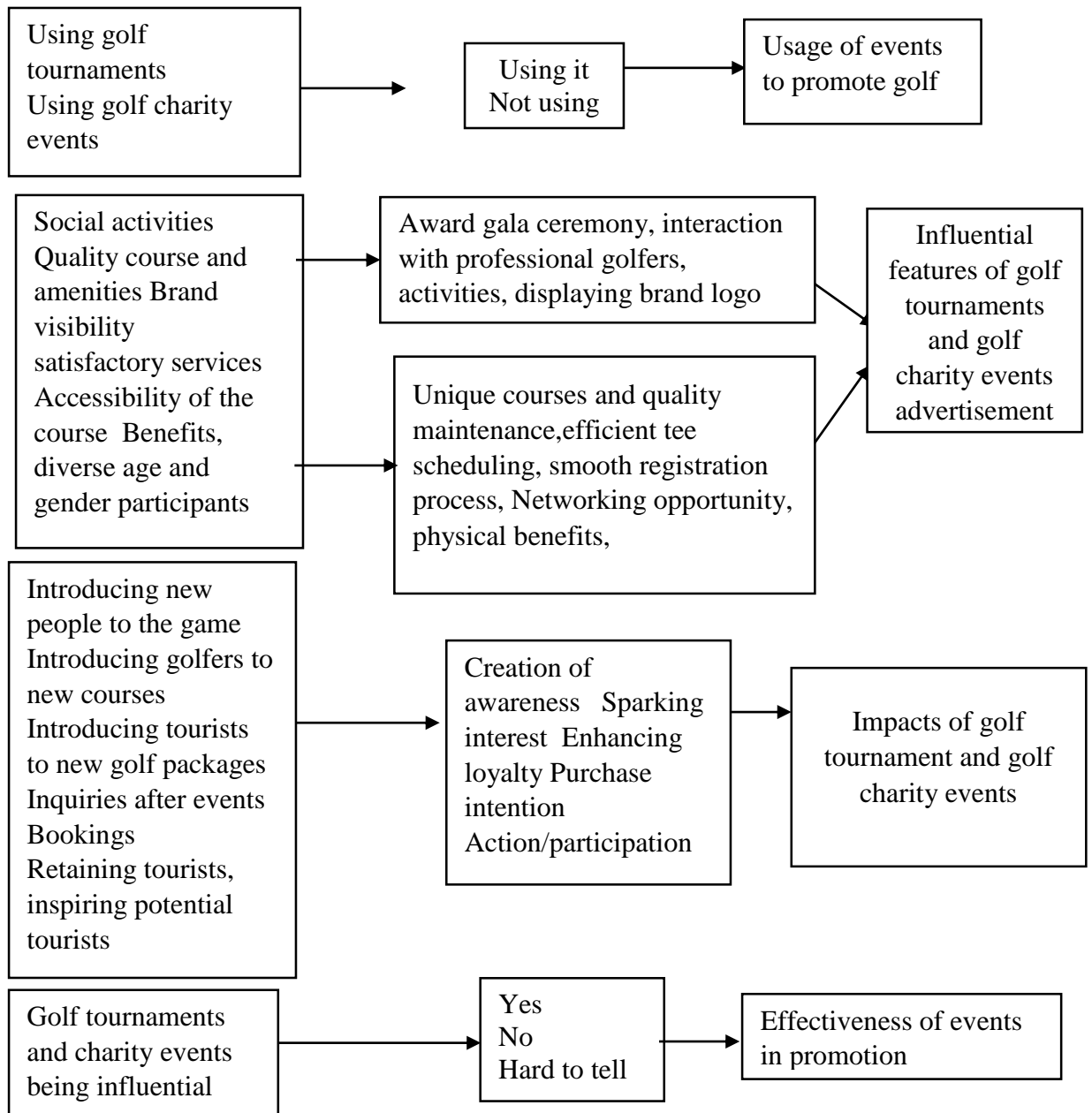


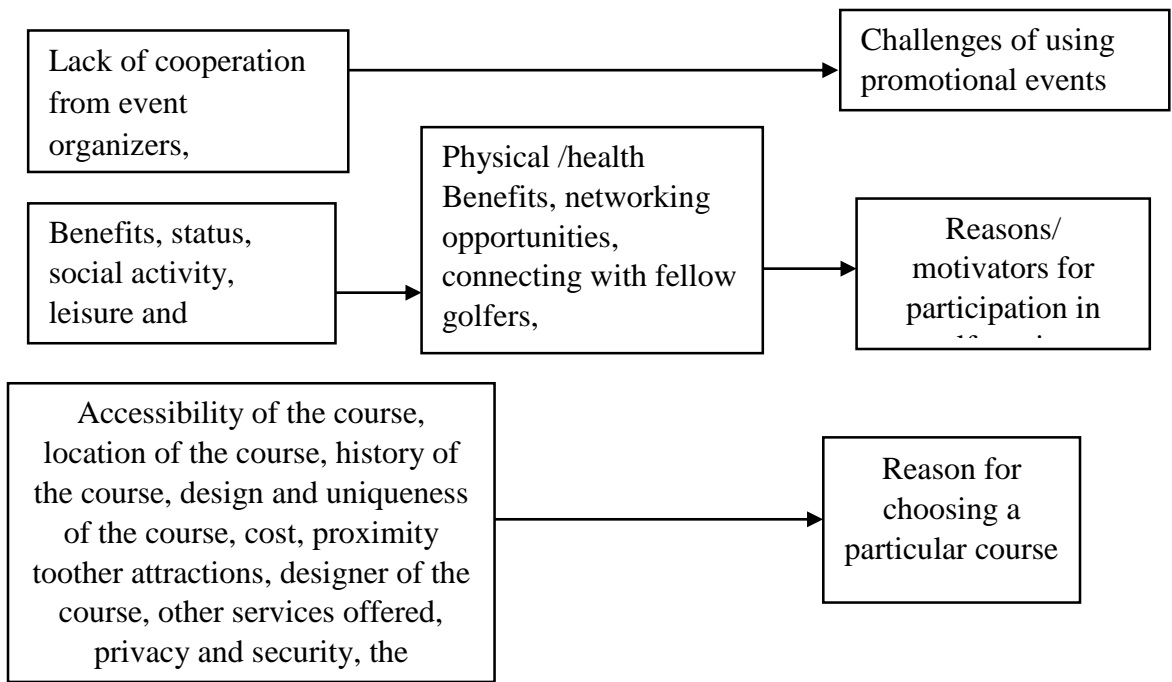


Codes on promotional events

First level codes
Themes

Second level codes





Appendix III: Illustrative quotes examples from the interview transcripts

Themes	Codes	Illustrative quotes
Media used for online advertisement	Websites travel agents Email Social media	<p>“We use a number; WhatsApp, Instagram, website, Facebook” M3 “From the website, I got all the information I needed about green fees, accommodation rates, services offered, and other activities and facilities available” T8</p> <p>“ I have accessed information from social media platforms, google, websites” T12</p>
Influential elements of online ad	Trustworthiness Interactivity Responsiveness Visual elements Message content Ease of use	<p>“Generally, we've found that potential tourists respond positively to visually appealing and informative advertisements.” M5 “...we hire professional videographers and photographers when we host our major events this helps us to get good quality event videos and images that we post on our social media platforms”, M2 “We provide single-click access to information and we also consider our website to be simple so it is easier for clients to use” M7</p> <p>“I can show you our website menu it is the easiest to use I think that helps customers to easily access it for information” M12 “In our social media platforms we have attached links that take you website easily we also have customer service systems in the websites either having a live chat or a clear contact form to improve engagement and provide quick assistance to golf tourist” M10</p> <p>“When I visited their social media platform Instagram, I got to see the comments of people who had visited it before this gave me some confidence” T1</p>
Impacts of online ad	Awareness Interest Choice Action/purchase Preference	<p>“Yes. We've seen a noticeable increase in inquiries and bookings directly attributed to our online advertising efforts.” M4 “I know for sure that online promotion has resulted in to increase in the number of people who are visiting the course. ...creates a lot of awareness, number two it enables people to take action from our website someone in Kisumu can just make a booking to visit Karen Country Club and also it helps our customers to make</p>

Challenges of online ads	Overwhelming online platforms Frauds	choices” M2 “It allows you to source for information about the facility” T2 “There is an increase in online platforms that have information this makes it hard for customers to settle on one” M2 “There are many fraudsters in the internet making you to be very cautious with the information you get online” T4
Media used for print media ad	Brochures, cards, banners, booklets	“Yes, we use this media we have our banners up at every event we host or when we are partnering with other organizations” M12 “Yes. We have brochures and printed merchandise like caps and T-shirts that we give out to people at events or people who just visit the club.” M2 “I have interacted with it at most tournaments/ events we get them” T7
Influential elements of print media	Tangible experience Future reference Directives Lasting experience	“Many golf enthusiasts and travelers still appreciate the tangible experience of flipping through booklets, brochures, and newsletters dedicated to golf and travel.” M7 “It gives a sense of credibility and authority. High-quality brochures and booklets focused on golf tourism are appealing to travelers who value reputable sources of information.” M9 “Through carefully crafted articles, stunning photography, and detailed maps, we can showcase the unique charm, natural beauty, and world-class golf courses of our destination. These features help create a compelling narrative that inspires potential visitors to imagine themselves experiencing our destination firsthand.” M8 “it can used as a future reference” T6
Impacts of print media	Awareness	“They have helped increase awareness about our golf courses and amenities among residents and tourists who prefer traditional media channels.” (M12) “i can say yes. I believe they have helped increase awareness about our golf courses” (M2) “They provide information that makes you aware of a facility and prompt further search” T4
Challenges of using print media	Loss of the materials,Limited reachDeclining readership	“We have observed that nowadays people do not like reading printed materials as much” T5 . “Losing the materials is very easy” T10

Media used for broadcast	Television	“Our Kenya open tournaments are always televised worldwide” M7 “Yes, I have watched some magical Kenya open tournaments being advertised on television” T7
Influential elements of broadcast	Visual elements Memorability Brand image Reaching wider audience emotionally appealing message content	“we use high quality video, photographs and audio often associated with broadcast ads help create a strong and memorable impression, leveraging both visual and auditory elements to engage viewers or listeners effectively.” M8 “We ensure that the core message we use is appealing. We use compelling storytelling, music, and visuals to create an emotional connection with the audience.” M9 “Enables us to reach a wide audience simultaneously” M7 “the high production quality with broadcast ads creates an impression” T7
Impacts of broadcast	Interest Awareness Attention	“They lead to increased visibility and interest in our golf course.” M3 “The widespread exposure is particularly valuable for brand awareness” M8 “we can effectively capture the attention of both golfers and potential golfers who are interested in leisure and travel opportunities.” M7 “Yes, seeing how the course is aesthetically pleasing from the broadcast gives you the urge to visit at least to experience it” T8 “Showcasing other attractions in Nairobi that you can visit while staying at a country club creates some interest” T7 “Displaying what the client will experience when they visit the destination creates imaginations in the minds of the tourists it did that to me” T3
Challenges of using broadcast Attending/hosting golf tournaments		“They are expensive” M1 “difficulty in measuring return on investment” M4 “Yes we host different kinds of tournaments throughout the year” M6 “yes I have attended many events as a professional player” T5
Influential elements of a golf tournament	Satisfactory services Benefits Social activities	“We ensure that we give our clients exemplary services” M7 “we have interactive events that provide benefits to our customers” M12
Impacts of golf tournament	Loyalty Revisits Interest	“After the first tournament I ever attended, I saw even women playing golf that woke something in me and from there I gained interest and here we are now.” T5

		“Yes, I would go back to that course although I just attended as an escort the experience, I had was good.” T2
Hosting/attending golf charity events		“Yes we host a lot of charity events” M6 “I have attended a number of them mostly those hosted in this course” T3
Elements of golf charity events that are impactful	Satisfactory services Social activities Benefits	“..allowing even people who have no experience or interest in golf to attend such events and participate in the cause ” M1 “good service gets me hooked to a brand” T10
The influence caused by golf charity events	Awareness Loyalty Participation intentions Interest Choice	“We find golf charity events to have an impact in terms of marketing the course this is because we are exposing even green people to the sport after the events there are some people who gain interest in the game.” M1 “Hosting charity events exposes us to our potential clients, so they create awareness and give us future golfers” M3 “I was introduced to the sport through an event that the company I was working at then hosted.” T10
Challenges of using charity events to market	Lack of cooperation Dissatisfactory services	“organizers of the event not wanting to be guided on how to go about the event.” M2 people judge the whole experience with just one experience one bad small dissatisfaction” M5
Motivators/reasons for participation in golf tourism	Benefits Status Leisure and recreation	“Golf is a social sport it provides an avenue for people to socialize” M3 . “Golf has many benefits like it enhances physical fitness and also provides networking opportunities” M12 I play golf just for fun” T10 “Here is where I hang out with my friends every weekend” T6 “Our course is easily accessible” M1 “our course is very unique in terms of design and this act as a selling point to us” M3 I just prefer courses that are in Nairobi I live within the city so it is convenient for me” T2
Reasons for choosing a particular golf course	Location Proximity to other attractions Uniqueness Layout and design Accessibility	

Appendix IV: Research consent form

TITLE OF STUDY

Influence of advertisement and event on popularity of golf tourism in Nairobi and Kiambu Counties.

RESEARCHER

Omollo Quinter Atieno

Student at Chuka University

Phone number 0796435175

Email quinteratieno60@gmail.com

PURPOSE OF STUDY

You are being requested to take part in this research study. Before you decide to participate in the study, it is important that you understand why the research is being done and what it will involve. Please read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information. The purpose of this study is to explore the influence of advertisements and golf events on popularity of golf tourism in Nairobi County.

CONSENT

I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost.

I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

I understand that if I withdraw from the study before data collection is completed, my data will be returned to you or destroyed

Withdrawing from this study will not affect the relationship i have, if any, with the researcher.

I understand that If I have questions at any time about this study, or concern after participating in this study, I may contact the researcher whose contact information is provided on the first page.

I have read and I understand the provided information and have had the opportunity to ask questions.

Participant's signature _____ Date _____

Researcher's signature _____ Date _____

Appendix V: golfers' and golf spectators' Interviews

Variables	Subtopics	Questions
Advertisement	Online advertisement	<p>do you use this advertisement method to source information?</p> <p>Which media do you use in an online advertisement?</p> <p>Has this method of advertisement influenced you in one way or the other to participate in golf tourism?</p> <p>Have you ever seen golf advertisements on this media and did it influence you to participate in golf tourism?</p> <p>What are some of the features in this type of advertisement that convinced you to consider golf tourism?</p> <p>What are the challenges you face while using this media?</p>
	Broadcast media	<p>Has this method of advertisement influenced you in one way or the other to participate in golf tourism?</p> <p>Have you interacted with this form of advertisement, which media did you interact with it in?</p> <p>What are some of the features in this type of advertisement that convinced you to consider golf tourism?</p> <p>What impacts did it have on you?</p> <p>What are the disadvantages of this method of advertisement?</p>
	Print media	<p>Has this method of advertisement influenced you in one way or the other to participate in golf tourism?</p> <p>What are some of the features in this type of advertisement that convinced you to consider golf tourism?</p> <p>What media did you see this form of advertisement?</p> <p>Are there disadvantages you experienced when using this form of advertisement?</p>
Golf event	Golf tournament	<p>Have you ever attended or participated in golf tournaments?</p> <p>How many golf tournaments have you attended this year?</p> <p>After attending the event did you get influenced to participate in more events?</p> <p>What aspects of promotional events would you consider most appealing in choosing a golf tourism destination?</p> <p>Would you recommend golf tournaments to someone else?</p>

		What are the Challenges you experienced while attending the events?
	Golf charity event	<p>Have you ever attended or participated in golf charity events?</p> <p>How did it influence you to participate more in golf tourism?</p> <p>What aspects of golf charity events would you consider most appealing in choosing a golf tourism destination?</p> <p>Would you recommend a golf charity event to someone else?</p> <p>What are the challenges you experienced while attending golf charity events?</p>
Golf tourism popularity	<p>Awareness</p> <p>Golf tourists' choices</p> <p>Preferences</p> <p>Participation levels</p>	<p>Is this the first time you are participating in golf tourism and how has it influenced your overall experience?</p> <p>How many times have you visited this golf course and why?</p> <p>How did you come to know about golf tourism and Nairobi as a golf tourism destination?</p> <p>Can you describe the factors that influenced your preference for Nairobi or Kiambu County over other destinations for golf-related activities?</p> <p>What is the motive behind you participating in golf tourism?</p> <p>What influenced your choice to participate in golf tourism?</p>

Appendix VI: Golf Marketers' and Golf Union Officers' Interviews

Variables	Sub topics	Questions
Advertisement	Online advertisement	<p>a. Is this the preferred method of advertisement?</p> <p>b. What are the online platforms you use for advertisement?</p> <p>c. Have there been changes in the number of tourists since you started using this method of promotion?</p> <p>d. What are the influential elements that this form of ad has?</p> <p>e. What are the impacts concerning golf popularity that this form of ad has?</p> <p>f. What are the challenges you face when using this form of advertisement</p>
	Broadcast media	<p>g. Does the company use this method of advertisement?</p> <p>h. Which print media do you use?</p> <p>i. What are the impacts of this form of advertisement, have there been changes in the number of tourists since you started using this method of promotion?</p> <p>j. What are the influential elements of this form of ad?</p> <p>k. What are the disadvantages of using this media?</p>
	Print media	<p>l. Is this method of advertisement being used to promote golf tourism?</p> <p>m. Which media do you use?</p> <p>n. Is this media influential, what are the influential elements?</p> <p>o. What are the impacts of this form of ad, have there been changes in the numbers of tourists since you started using this method of promotion?</p> <p>p. What are the challenges you face while using this form of advertisement</p>
Golf event	Golf tournament	<p>q. How many golf tournaments do you hold in a year?</p> <p>r. What are the benefits of using this method of promotion?</p> <p>s. Have you observed any notable changes in tourist engagement or participation after hosting specific events?</p> <p>t. How do you ensure that events align with the goals of promoting golf tourism and the unique characteristics of Nairobi County?</p>

		u. What challenges do you encounter in organizing golf tournaments to promote golf tourism?
	Golf for charity	<p>v. Do you hold golf charity events?</p> <p>w. What role do golf charity events play in the overall marketing strategy?</p> <p>x. How do you ensure that events align with the goals of promoting golf tourism and the unique characteristics of Nairobi County?</p> <p>y. After the event was there change in the number of golf tourists attending the next event after that?</p> <p>z. Is this a viable method of promoting golf?</p> <p>aa. What challenges do you encounter in organizing golf charity events to promote golf tourism?</p>
Golf tourism popularity	Awareness Tourist preference Participation level Golf tourists' choices	<p>bb. Has golf tourism achieved the awareness level it deserves in Nairobi County?</p> <p>cc. What initiatives or programs are in place to influence tourist choice in favor of Nairobi County for golf-related activities?</p> <p>dd. From your survey on the two promotional strategies, what are the participation levels of golf tourism in the county?</p> <p>ee. How do you enhance the participation levels in golf tourism?</p> <p>ff. In your interactions with golf tourists, what factors do they commonly express as reasons for choosing your golf course?</p> <p>gg. Is this form of tourism preferred in the county?</p> <p>hh. In your advertising campaigns, what elements are strategically designed to increase the preference for Nairobi County among potential golf tourists?</p>

Appendix VII: Chuka University Introductory Letter



Knowledge is Wealth (*Sapientia divitia est*) Akili ni Mali

**OFFICE OF THE DIRECTOR
BOARD OF POSTGRADUATE STUDIES**

Telephones: 020-2310512/18
Direct Line: 020-268 7625

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P. O. Box 109-60400, Chuka
Website: www.chuka.ac.ke

REF: NM13/51387/21

26th March, 2024

**Director
National Commission for Science Technology and Innovation
Off Waiyaki Way, Upper Kabete
P O Box 30623, 00100
Nairobi.**


Dear Sir / Madam,

Omollo Quinter Atieno

The above-named person is a *bona fide* student of Chuka University pursuing Masters in Tourism Management proposal titled: **Influence of Advertisement and Events on Popularity of Golf Tourism in Nairobi County, Kenya**

Ms. Atieno has defended at the Faculty level and is now expected to conduct research. Any assistance accorded will be highly appreciated

Yours sincerely,


26 MAR 2024
Prof. Moses Muraya, Ph.D.

**DIRECTOR
BOARD OF POSTGRADUATE STUDIES**

Appendix VII: Chuka University Ethics Review Letter



CHUKA UNIVERSITY INSTITUTIONAL ETHICS REVIEW COMMITTEE

Telephones: 020-2310512/18

Direct Line: 0772894438

Email: info@chuka.ac.ke

P. O. Box 109-60400, Chuka

Website: www.chuka.ac.ke

19th March, 2024

REF: CUIERC/NACOSTI/485
TO: Omollo Quinter Atieno

RE: Influence of Advertisement and Events on popularity of Golf Tourism in Nairobi County, Kenya

This is to inform you that *Chuka University IERC* has reviewed and approved your above research proposal. Your application approval number is *NACOSTI/NBC/AC-0812*. The approval period is 19th March, 2024 – 19th March, 2025.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by *Chuka University IERC*.
- iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to *Chuka University IERC* within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to *Chuka University IERC* within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to *Chuka University IERC*.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://oris.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely


Dr. Benjamin Kanga
SECRETARY

Appendix VIII: NACOSTI Permit

Republic of Kenya
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Ref No: **485009**

RESEARCH LICENSE




This is to Certify that Miss. Quinter Atieno Omollo of Chuka University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: INFLUENCE OF ADVERTISEMENT AND EVENTS ON POPULARITY OF GOLF TOURISM IN NAIROBI COUNTY, KENYA for the period ending : 14/April/2025.

License No: **NACOSTI/P/24/34480**

Applicant Identification Number
485009

Director, General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code



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See overleaf for conditions