The Influence of Coordinated Wildlife-based Tourism Marketing Mix Strategies on the Overall Tourism Performance of Zimbabwe

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Abstract

This study analysed the influence of coordinated wildlife-based tourism marketing mix strategies towards improving the tourism performance of Zimbabwe. The study used a positivism-based research design with a cross-sectional survey and a quota sample size of 411 (137 stakeholders and 274 tourists). The results indicated that the top five (5) high-performance areas of coordinated wildlife-based tourism marketing mix strategies were product mix, place mix, physical evidence mix, people mix and price mix in order of strength. The results also showed that the coordinated wildlife-based tourism marketing mix strategies had a positive impact on various tourism variables. The study concluded that: (i) the coordinated wildlife-based tourism marketing mix strategies performed higher than the average level, and (ii) there was a strong relationship between tourists and stakeholders on their perceptions of the coordinated wildlife-based tourism marketing mix strategies of Zimbabwe. Wildlife industry organisations need to consider ensuring that the ranked marketing mix strategies are linked, networked, and coordinated with other players in the broad tourism in ways that attract, retain, and satisfy local and domestic tourists.

Keywords: coordination; game drive; marketing mix; photographic safaris; wildlife-based tourism

Introduction

The tourism industry in most developing nations and economies has been comparatively underperforming because of operating in silos, fragments, uncoordinated systems, and recently due to the impact of COVID-19 pandemic among other factors (Kanokanga et al., 2019; Baipai et al., 2021; Kuguyo & Gandiwa, 2022a; Muresherwa et al., 2022). Though many wildlife tourism players, for example, in Zimbabwe, have adopted marketing mix-based operational strategies, there were generally poor results in their tourist attraction, retention, satisfaction, revenue generation and overall image metrics (Kuguyo & Gandiwa, 2022b). The development of a coordinated and strategic approach to wildlife-based tourism marketing requires collaboration and networking among tour operators, relevant ministries, destination marketing organisations and other partners in creating a package made of bird watching, game viewing, trophy hunting, nature tourism centres, adventure tourist attractions and other non-wildlife tourism elements such as falls, monuments, cultural sites, rock paintings, mountains, caves and hills for providing memorable and unique tourism experiences to consumers (Higginbotton, 2004; Moyo & Tichaawa, 2017; Mutanga et al., 2021).

The benefits of responsible tourism and coordinated wildlife-based tourism marketing strategies include product diversification, increased industry awards and recognition, increased community involvement, support, strong brand positioning, enhanced destination image and reputation, motivating and retaining employees, appealing to committed investors, positive

word of mouth marketing, and the ability to charge price premiums (George, 2007; Musavengane, 2018). The concept of eco-tourism evaluation and trends highlighted that combining wildlife tourism and other non-wildlife tourism can achieve, attract a high volume of tourist experiences, which can generate revenue, which can be used to improve the livelihood of the local communities and ultimately an increase in overall tourism performance (Chiutsi et al., 2011). Limited coordination and linkages of wildlife tourism marketing mix strategies was generally a common noticeable threat to the viability and growth of the wildlife tourism industry in Zimbabwe. This led to the need to analyse how the wildlife-based tourism marketing mix can be integrated with other non-wildlife tourism marketing mix strategies for generating impactful visitor experiences from both wildlife and non-wildlife tourist attraction centres (Higginbotton, 2004; Kuguyo & Gandiwa, 2022a, b). In this study, the impact of a coordinated wildlife tourism marketing mix was analysed and related to the practice of wildlife tourism in Zimbabwe.

Literature review
Theoretical framework: marketing mix theory
The present study was guided by the seven Ps Marketing Mix Theory, namely, product, place, price, promotion, physical evidence, people, and process (McCarthy, 1964; Bitner & Booms, 1981). Lovelock and Wirtz (2011) added one more P, i.e., productivity (quality). Product, in this present study, refers to wildlife species and associated offerings in the wildlife-based tourism industry. It must provide value to the customers. Zimbabwe has many private players who operate game parks, and they need their products to be known and consumed by both local and foreign visitors. However, in the process, such organisations are likely to face some marketing problems. The general assumption is that, if wildlife tourism falls, then other tourism attraction centres will also suffer business loss or visitor loss (Lindsey et al., 2007; Gandiwa, 2011) through ripple effects of linkages and operating networks.

The place refers to where the customer can buy the product and how it reaches the place. In this case, it also refers to tourist' destinations such as National Parks, e.g., Gonarezhou, Hwange and Mana Pools; natural attractions such as the Victoria Falls and Chilojo Cliffs, and monuments as the Zimbabwe Ruins. Price refers to money paid by tourists to visit these areas and to view wild animals. The pricing must be competitive and profitable. Promotion refers to various ways of communicating to the customers of wildlife tourism what the organisation has to offer. The People refers to the management, customers and employees who interact in the wildlife-based tourism operations. Processes refer to the methods and stages of providing a service in the industry. Physical evidence refers to the experiences of using a product or a service and the surroundings. In the wildlife context, it also touches on the animals, vegetation, people, and other physical features. Together they make the seven Ps which are interlinked to form the tourism product.

The conceptual and empirical literature
The conceptual literature
Kotler et al. (2006) and George (2007) considered a product to be everything that can be obtainable to a market for consideration, acquirement, usage, or consumption that might satisfy a want or need of a customer which includes ideas, services, organisations, physical objects, and places. In wildlife and non-wildlife tourism marketing, wild animal viewing, bird watching, photographic safaris, fishing and the falls, ruins and monuments, rock paintings, caves, mountains, and hills, respectively, are all being described as products in which tourists in a destination pay or buy for (Ultimate Guide to Safaris, 2019; Kuguyo & Gandiwa, 2022b).

George (2007) assumed that once a tourism business has identified an offering, it must decide on the price at which it is going to be offered to its consumers. Bitner and Booms (1981) and Page and Connell (2009) considered pricing as the most complex element of the marketing mix for services and went on to discuss price in terms of level, discount policy, credit terms and payment methods, and differentiation. In this context, there is agreement that getting pricing right is very crucial in most tourism businesses. Kotler et al. (2006) suggested that tourism firms set prices to achieve survival, profit maximisation, market-sharing leadership, brand equity growth and product-quality leadership and that such pricing strategies take the form of cross-selling, up-selling, cost-based pricing, target profit pricing, value-based pricing, competitor-based pricing, prestige pricing, market penetrating pricing, market skimming pricing, psychological pricing and promotional pricing.

Jobber (2010) also defined place as the distribution channels to be used, outlet locations, and methods of transportation. In wildlife tourism marketing, a place is referred to as those areas and intermediaries where trophy hunting, game viewing, and photographic safaris are conducted or distributed. In wildlife-based and non-wildlife tourism marketing, roads and transport systems in Zimbabwe's tourism attraction centres needs to be accessible and enable tourists to visit both wildlife and non-wildlife destination attraction centres (George, 2007). Kotler and Armstrong (2013) recommend firms in wildlife and non-wildlife tourist attractions, the tourism marketing bodies and authorities, and principals to co-ordinate their service delivery by creating vertical corporate, vertical contractual, vertical administration marketing systems, horizontal marketing systems and multi-channel distribution systems.

Chartered Institute of Marketing (2009), and Page and Connell (2009) viewed promotion as covering branding, advertising, public relations, sales management, special offers, merchandising and exhibitions and believe that tour operators and destination marketing organisations needs to create a dialogue with customers, communicate benefits to tourists, grab audience attraction and share meaning with all stakeholders. Promotion refers to a process of informing, persuading, and influencing a consumer to choose the product to be bought. Chartered Institute of Marketing (2009) highlighted that employees have more impression on the customer's attitudes toward the organisation as they influence brand reputation, quality of after-sales support and overall satisfaction with products that include wildlife-based tourism products. Higginbotton (2004) and Tourism Research Australia (2019) suggested that coordinated wildlife-based tourism marketing needs to educate consumers on sustainable tourism, reward staff for conservation-related actions, target markets that are prepared to pay more for conservation work and support government initiatives to regulate and ensure conservation-friendly practices.

Kotler et al. (2006) described the physical evidence as the surroundings of an attraction and tangible clues such as promotional materials, employees of the company, and the physical environment of the organisation. If poor signage is found in hotels or lodges, this will likely negatively impact on the image of the hotels and lodges, even in a restaurant (Kotler et al., 2006). Page and Connell (2009) highlighted process mix involve the key issues of policies, procedures, mechanisms, employee discretion, tourist involvement, the flow of activities and tourist direction. Morrison (2013) also recommended tourism marketing organisations demonstrate leadership roles to other players by guiding and coordinating tourism sector stakeholders, championing tourism, educating about tourism marketing, serving visitors, maintaining tourism quality standards, and stewarding tourism resources. In wildlife tourism marketing, in particular, wildlife trophy hunting activities, for instance in Zimbabwe, the first day of a tourist's arrival to conduct hunting, the processes will start at the port of entry, the completion of the declaration form, getting to the offices of the organisation where hunting is

to take place, all the procedures, taken from day one (1) to the last day of hunting are called processes (Ultimate Guide to Safaris, 2019).

The empirical literature

For coordinated wildlife-based tourism, Mutanga et al. (2017) recommended that as national parks conserve wildlife resources they also need to create unique and innovative products, develop clear marketing objectives, and promotional strategies, allocate adequate resources to the park conduct marketing research, analyse visitor satisfaction, and focus on positive features of the parks. One earlier study showed the value of creating non-wildlife tourist packages that include visiting and experiencing wildlife attraction centres and restocking attractive animals in wildlife centres near non-wildlife attraction centres (Bélair et al., 2010). Self et al. (2010) in their study on tourism marketing at Galapagos Island concluded that coordinated wildlife-based tourism marketing tends to be eco-tourism if it is linked to education tourism, culture tourism, falls-based tourism, heritage tourism and their sub-packages.

Mariki et al. (2011) concluded that unaffordable tourism service by locals who live at US$1 per person per day in Tanzania was behind the poor overall performance of Tanzania in the whole destination. In Zimbabwe, non-wildlife tourist attractions which include Victoria Falls, Great Zimbabwe monuments, caves, dams, and rivers need also promote their products linked to wildlife-related advertising that feature the Big Five animals or any other animals, reptiles or even birds. Accordingly, Zimbabwe's wildlife and non-wildlife activities ought to be jointly promoted in major conferences, exhibitions, public seminars, and websites so that it becomes one package for tourists (Basera & Nyahunzwi, 2019). Tourism Research Australia (2019) presented its mandate as that of improving destination awareness image, reputation, value-addition, and visibility to both domestic and foreign markets.

Kotler and Armstrong (2013) and Mazhande et al. (2020) recommended service firms such as those in the tourism and hospitality industry to value employees, satisfy them and reward them as this will cause them to be more proactive and interact warmly with tourists leading to higher customer satisfaction, high sales, high profits and repeat business. The reputation of the organisation's brand rests in employees' and customer's hands. In non-wildlife tourism marketing and wildlife tourism marketing, people refer to all employees, managers, tourists, tour operators, agents, tour guides, professional hunters, customers, and stakeholders engaging in the tourism industry (Mawere & Mubaya, 2012). Higginbotton (2004), Aliman et al. (2016) and Castro et al. (2017) asserted that visitor satisfaction in photographic safaris can be achieved through research on visitor needs and responses to management strategies and improve general wildlife and habitat conservation measures. The development of user-friendly monitoring techniques and enabling cooperation between operators' management agencies and other bodies added more to the tourism development and marketing in Zimbabwe.

Physical evidence is used by a service firm to make its products more tangible to customers. For hotels and lodges, the physical evidence includes the customer service received before and after the stay, how the lobby looks, any music playing, the hotel's website, and online reviews and photos (Vutete & Kuguyo, 2016). In wildlife tourism marketing, non-wildlife attraction centres could be dressed in plants that show biodiversity and backgrounds related to wildlife tourism environments (Ultimate Guide to Safaris, 2019). In wildlife-based tourism marketing, employee uniforms and corporate assets of Zimbabwe's tourism firms need to have wildlife names and symbols that link wildlife and non-wildlife tourist destination attractions. The physical evidence of Zimbabwe's scenery, landscapes, wildlife areas, hills, mountains, falls and historical sites such as the Great Zimbabwe needs to be attractive and impressive to current and potential tourists for the country to improve its overall tourism

performance levels The physical evidence mix is, however, weakened in cases of poor roads, air and communication, and infrastructure for facilitating the movement of tourists from one attraction to another (Sanderson et al., 2013).

Mariki et al. (2011) recommended national, private, and public sector bodies to jointly facilitate visitor entry and exit into wildlife and non-wildlife attraction centres and encourage formally employed people to engage in leisure activities. Marunda et al. (2014) asserted that Zimbabwe has an abundance of tourist attractions, comprising wildlife and non-wildlife attractions, ranging from National Parks, monuments, cultural heritage sites, and historic sites and need to be coordinated for them to add value to tourists. Tourism Research Australia (2019) provided a process tourism coordination marketing strategy by harmonized the creation of partnerships, distribution systems, government collaboration, infra-industry engagement and improving the application of information technology across tourism stakeholders. There is a knowledge gap on the extent to which integrating the marketing of wildlife and non-wildlife tourist attractions would enhance the overall performance of tourism in southern African countries. Therefore, the present study specific objectives were to: (i) analyse the relationship between local tourists and foreign tourists on the suggested coordinated wildlife-based tourism marketing mix strategies, (ii) establish the relationship between tourists and stakeholders on the suggested coordinated wildlife-based tourism marketing mix strategies, (iii) evaluate the overall performance of all respondents on the coordinated wildlife-based tourism marketing mix strategies, and (iv) examine the relationship between coordinated wildlife-based tourism marketing mix strategies and the overall tourism performance of Zimbabwe.

Methods

The study focused on the influence of coordinated wildlife-based tourism marketing mix strategies to improve the performance of Zimbabwe as part of tourism activities, in National Parks, and other areas outside the protected areas (Figure 1). Positivist research paradigm was used in this study because of its features of generalisation, prediction, validity, and reliability (Morrison, 2013; Cohen et al., 2011). The study adopted a quantitative cross-sectional survey for collecting data on the influence of coordinated wildlife-based tourism marketing mix strategies in Zimbabwe. The cross-sectional survey comprised of 137 stakeholders, and 274 tourists with a total quota sample of 411. Data were collected from January 2019 to June 2019. In coming up with a sample size of 411, the study followed sample sizes used by other scholars for similar studies. For example, for a population greater than 100,000 subjects, at ± 5% significance level, Israel (1992) recommended a minimum sample size of 400. Cohen et al. (2011) recommended a sample size of 384 for a population of 250,000 or more for a 5% confidence interval or at a 95% confidence level. Krejcie and Morgan (1970) also proposed a minimum sample size of 384 for large populations. While a sample size of 30 and above is acceptable for general quantitative analysis, a minimum of 100 is prescribed for factor analysis, and a minimum of 200 is recommended for more advanced statistical analysis such as multiple regressions, analysis of co-variance and log-linear analysis (Israel, 1992). The study also ensured that major groups as foreign tourists and local tourists had a minimum of 100 respondents each, and minor groups like employees and managers surpassed the minimum required respondents benchmarked in each case. The study used the quota sampling technique in establishing research subjects for the cross-sectional survey. Quota sampling is a subjective form of stratified and is suitable for large populations (Cohen et al., 2011), and appropriate for quantitative designs. The quota sampling was also selected because it was more applicable to interviewing both tourists and stakeholders.
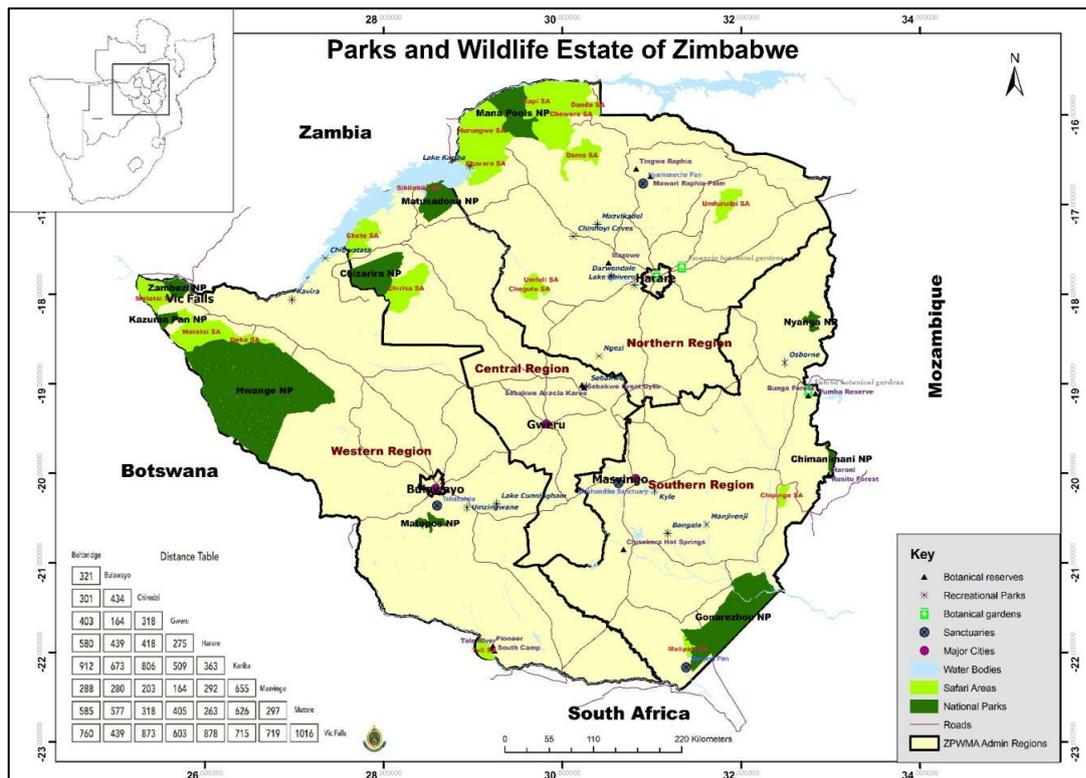
Figure 1: A map showing areas where most different tourism activities are coordinated in Zimbabwe. Source: ZimParks (2017)

A normality test using the Kolmogorov test was conducted and all data were found to be normal. In measuring the relationship between all tourists and stakeholders on their perceptions of the coordinated wildlife-based tourism marketing mix strategies, a Pearson correlation test was conducted at a 0.05 level of significance between local tourists and foreign tourists, and for measuring the relationship between local tourists and foreign tourists on their perceptions of photographic safaris and game drive tourism marketing mix, on the seven Ps of marketing mix elements, that is to say product, place, physical evidence, people, promotion, process and price. Also, a Pearson correlation test was carried out at a 0.05 level of significance between local tourists and foreign tourists. A multi-linear regression analysis was then used to evaluate the strength of the relationships between the dependent and the independent covariates and the following hypotheses were tested:

H_1: *There is a strong relationship between local tourists and foreign tourists on their perceptions of the coordinated wildlife-based tourism marketing mix strategies,*
H_2: *There is a strong relationship between tourists and stakeholders on their perceptions of the coordinated wildlife-based tourism marketing mix strategies,*
H_3: *There is a significant positive perception of the coordinated wildlife-based tourism marketing mix strategies, and*
H_4: *There is a strong regression relationship between the coordinated wildlife-based tourism marketing mix strategies and the overall tourism performance of Zimbabwe.*

Finally, the study assessed whether the given perceptions of the coordinated wildlife-based tourism marketing mix strategies by all respondents performed above the average level using a benchmark of 3.00 mean value and 0.05 significance level using a one-sample mean test analysis. Data were anlysed using Statistical Package for Social Sciences (SPSS) Version 21 for Windows.

Results and discussion

Local and foreign tourists, and coordinated wildlife-based tourism marketing mix strategies

The ranking of the fourteen (14) research items representing the seven (7) elements on the influence of coordinated wildlife-based tourism marketing mix strategies on the overall tourism performance in Zimbabwe revealed that **product** was ranked number 1, with mean value of 4.01 for creating non-wildlife tourist packages that include visiting and experiencing wildlife attraction centres and attractive animals which could be restocked in wildlife centres near non-wildlife attraction centres (see Table 1) (see Page & Connell, 2009; Kotler & Keller, 2009).

Table 1: Impact of co-ordinated wildlife-based tourism marketing mix strategies on overall tourism performance of Zimbabwe

VARIABLE	TOURISTS Mean Values			STAKE-HOLDERS	ALL RESPONDENT	
	LCL	FRN	ALL	Mean Values	Mean Value	RANK
PRODUCT	4.11	4.07	4.09	3.92	4.01	1
Creating non-wildlife tourist packages that include visiting and experiencing wildlife attraction centres	4.26	3.92	4.12	3.87	4.00	
Attractive animals could be restocked in wildlife centres near non-wildlife attraction centres	3.96	4.21	4.05	3.96	4.01	
PLACE	3.99	3.66	3.87	4.00	3.94	2
Roads and transport systems in Zimbabwe's tourism centres needs to be accessible and enable tourists to visit both wildlife and non-wildlife attraction centres	4.16	3.61	3.95	4.02	3.99	
Tour and travel agents need to assist tourists to enjoy both wildlife and non-wildlife tourist attractions	3.82	3.71	3.78	3.97	3.88	
PHYSICAL EVIDENCE	3.49	3.11	3.35	3.66	3.51	3
Non-wildlife attraction centres could be dressed in plants that show biodiversity and backgrounds related to wildlife tourism environments	3.39	3.09	3.28	3.79	3.54	
Employee uniforms and corporate assets of Zimbabwe's tourism firms may have wildlife names and symbols that link wildlife and non-wildlife tourist attractions.	3.58	3.12	3.41	3.53	3.47	
PEOPLE	3.21	4.14	3.57	3.08	3.33	4
Ensuring all employees in non-wildlife tourist attractions have basic knowledge of wildlife behaviour and attractions	2.46	4.14	3.11	2.34	2.73	
Employees in non-wildlife tourist attraction centres like those in lodges and hotels needs to be able to link non-wildlife centres with wildlife centres	3.95	4.13	4.02	3.82	3.92	
PRICE	3.13	3.92	3.43	3.04	3.24	5
Offering discounts and lower prices to tourists who visit both wildlife and non-wildlife centres in Zimbabwe	3.92	4.14	4.00	3.94	3.97	
Consolidation and harmonized the pricing policies and structure in the Ministry of Environment, Climate, Tourism and Hospitality Industry and other tourism organisations	2.33	3.69	2.86	2.14	2.5	
PROMOTION	3.67	3.26	3.51	2.88	3.20	6
Non-wildlife attractions need to promote their products using wildlife-related advertising copies, e.g., using The Big 5 animals	3.90	4.07	3.97	2.02	3.00	
Zimbabwe's wildlife and non-wildlife tourism activities are jointly promoted in major public seminars, conferences, exhibitions, and websites	3.43	2.44	3.05	3.73	3.39	
PROCESS	3.51	4.09	3.73	2.28	3.01	7
Ministries, departments, and other tourism organisations could use harmonized laws and procedures when serving tourists	2.68	3.94	3.17	2.11	2.64	
Interests and preferences of tourists need to be known at the entry point and coordinated with both wildlife and non-wildlife tourist attractions	4.33	4.24	4.29	2.45	3.37	
Overall Means	**3.58**	**3.75**	**3.65**	**3.26**	**3.46**	

Notes: LC L – Local; FRN – Foreign

Second was **place** (No. 2), with a mean value of 3.94 for roads and transport systems in Zimbabwe's tourism centres highlighting the need to be accessible and to enable tourists to visit both wildlife and non-wildlife attraction centres; and Tour and Travel Agents need to consider assisting tourists to experience both wildlife and non-wildlife tourist attractions (Chartered Institute of Marketing, 2009; Jobber, 2010); **physical evidence** (No. 3) had a mean value of 3.51 for non-wildlife attraction centres which could be dressed with plants that show biodiversity and backgrounds related to wildlife tourism environments; and employee uniforms and corporate assets of Zimbabwe's tourism firms may have wildlife names and symbols that link wildlife and non-wildlife tourist attraction (Kotler et al., 2006).

Fourth was **people** (No. 4) with a mean value of 3.33 for ensuring all employees in non-wildlife tourist attractions have basic knowledge of wildlife behaviour and attractions, and employees in non-wildlife tourist attraction centres like those in lodges and hotels need to be able to link non-wildlife centres with wildlife centres (Higginbotton, 2004); **price** (No. 5) with a mean value of 3.24 for offering discounts and lower prices to tourists who visit both wildlife and non-wildlife centres in Zimbabwe; and consolidation and harmonizing the pricing and policies in the tourism industry; **promotion** (No. 6) with a mean value of 3.20 for non-wildlife attractions highlighting the need to consider promoting their products using wildlife-related advertising copies, e.g., using The Big 5 animals and jointly promoting Zimbabwe's wildlife and non-wildlife tourism activities in major public seminars, conferences, exhibitions and websites (Basera & Nyahunzwi, 2019); and **process** (No. 7) with a mean value of 3.01 for Ministries, departments and other tourism organisations highlighting the need to use harmonized laws and procedures when serving tourists and interests and preferences of tourists (Page & Connell, 2009; Ultimate Guide to Safaris, 2019).

A weak and non-significant relationship was recorded between local tourists and foreign tourists (Pearson correlation coefficient, $r = +0.162$; $p = 0.580$; Table 2). These results demonstrated that there was no significant uniformity and harmony between the perceptions of local tourists and foreign tourists as reported elsewhere (George, 2007; Basera & Nyahunzwi, 2019).

Tourists and stakeholders, and wildlife-based tourism marketing mix strategies

A correlation analysis between tourists' and stakeholders' mean values on the 14 research items produced a Pearson correlation coefficient of $r = +0.352$ and p-value 0.217 (Table 2). This showed that there was a weak and non-significant relationship between the corresponding perceptions of tourists and stakeholders on the suggested coordinated tourism marketing mix strategies. Areas where local tourists and foreign tourists had similar positive perceptions were on restocking attractive animals near non-wildlife attraction centres, offering discounts and lower prices in both wildlife and non-wildlife centres, having accessible roads and transportation systems, employee uniforms and corporate with names and symbols of wildlife attractions (Ultimate Guide to Safaris, 2019).

All study respondents and wildlife-based tourism marketing mix strategies

The study recorded a significant positive difference in the marketing mix performance with the basic level of operation ($r = 3.14$, $p = 0.008$). This shows that coordinated wildlife-based tourism marketing mix strategies performed higher than the basic level. Overall, **Product** was ranked number 1, and the least was **Process** (No. 7). This reflects that there could be more need to improve on the pricing, promotion, and process strategies that will coordinate wildlife and non-wildlife tourism products and activities for boosting and upgrading the overall tourism of Zimbabwe (George, 2007; Kotler & Armstrong, 2018; Basera & Nyahunzwi, 2019; Ultimate Guide to Safaris, 2019; Baipai et al., 2022).

Table 2: Co-ordinated wildlife-based tourism marketing mix

Paired Variables for Correlations [Suggested Co-ordinated Wildlife-Based Tourism Marketing Mix] n = 411	Correlation R-Value	P-Value (Sig.)	Comment
(a) Local Tourists (n = 168) and Foreign Tourists (n = 106)	+0.162	0.580	Weak and non-significant relationship
(b)All Tourists (n = 274) and Stakeholders (n =137)	+0.352	0.217	Weak and non-significant relationship
One-Sample T-Test	**T-Value/DF**	**P-Value**	
(c) All Respondents (n = 411) on The Suggested Co-ordinated Wildlife-Based Tourism Marketing Mix.	+3.13513	0.008	Acceptable-Highly above average

Wildlife-based tourism marketing mix strategies and overall tourism performance

The smaller and negative beta coefficient and the non-significant p-values on the tourists' regression model indicate that coordinated wildlife-based tourism marketing mix variables tested in the study were not adequate and partly addressed the needs of both local and foreign tourists (Table 3). The positive and significant regression values in the stakeholder model fit could be a result of their emotional association with localised tourism marketing mix elements included in this study. There is need for in-depth marketing research and tourism marketing planning sessions to identify and address the changing expectations of customers in the Zimbabwe's tourism market. Some well-crafted coordinated wildlife-based tourism marketing mix variables will strengthen both the tourists' and stakeholders' regression equations for estimating the relationship between coordinated wildlife-based tourism marketing mix strategies and the overall tourism performance (Kotler & Keller, 2009; Kotler & Armstrong, 2018; Mapingure et al., 2018).

Table 2: Regression analysis of co-ordinated wildlife-based tourism marketing mix and overall tourism performance

Model	R	R^2	Adj R^2	Beta	Std Error	t-Value	F	Sig.	Durban Watson
Coordinated Wildlife-Based Tourism Marketing Mix Strategies – Tourists	0.006	0.000	-0.004	0.006	0.061	-0.104	.011	0.917	1.221
Coordinated Wildlife-Based Tourism Marketing Mix Strategies – Stakeholders	0.238	0.057	0.050	0.238	0.084	2.850	8.123	0.005	1.897

Conclusion

The study showed that of the seven (7) Ps, product was ranked number 1, followed by place (No. 2), physical evidence (No. 3), people (No. 4), price (No. 5), promotion (No. 6) and finally, the process (No. 7). The study revealed that there was a weak and non-significant relationship between perceptions of both local tourists and foreign tourists on the marketing elements applied on coordinated wildlife-based tourism marketing mix strategies. The study also highlighted that there was a weak and non-significant relationship between the corresponding perceptions of tourists and stakeholders on the suggested coordinated tourism marketing mix strategies. The study concluded that there was a strong relationship between the coordinated wildlife-based tourism marketing mix strategies and the overall tourism performance. There is need to conduct a stakeholder consultation for both local and foreign tourists to allow for enhanced public-private partnerships as that would potentially contribute to continued growth of the tourism industry in Zimbabwe.

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