

Original Paper

An analysis of Trophy Hunting Tourism Marketing Mix

Performance of Zimbabwe

Timothy T. Kuguyo^{1,2*} & Edson Gandiwa³

¹ Community Liaison and Outreach, Zimbabwe Parks and Wildlife Management Authority, P.O. Box CY140, Causeway, Harare, Zimbabwe

² Zimbabwe Open University, P.O. Box MP 119, Mt Pleasant Harare, Zimbabwe

³ Scientific Services, Zimbabwe Parks and Wildlife Management Authority, P.O. Box CY140, Causeway, Harare, Zimbabwe

* Timothy T. Kuguyo, Community Liaison and Outreach, Zimbabwe Parks and Wildlife Management Authority, P.O. Box CY140, Causeway, Harare, Zimbabwe

Received: December 6, 2021 Accepted: December 25, 2021 Online Published: December 27, 2021

doi:10.22158/se.v7n1p28

URL: <http://dx.doi.org/10.22158/se.v7n1p28>

Abstract

The study analysed the performance of trophy hunting tourism marketing mix activities in Zimbabwe in an attempt to improve tourism performance. Mixed methodology research comprising of 137 survey stakeholders and survey 274 tourists, one (1) focus group discussion and four (4) in-depth interview key informants was carried out from January 2019 to June 2019. Hunting quotas were based on the three regions, of Zimbabwe and Wildlife Management Authority, namely Southern Region, Western Region and Northern Region showing tourists type and stakeholder classes, and this was done. Quantitative data were analysed by correlation tests and one sample mean test values using the Statistical Package for Social Sciences (SPSS) software. Qualitative data were synthesised using content and narrative analyses. The study indicated that Zimbabwe performed highly in terms of process, product, people and place marketing mix strategies in its trophy hunting activities. The results indicated a weak relationship between perceptions of local and foreign trophy hunting tourists on rating the marketing mix performance of Zimbabwe. Tourists and stakeholders were found to have a significant positive relationship in their perceptions of wildlife tourism performance of Zimbabwe. The test of trophy hunting acceptability showed a statistically significant and above average performance of Zimbabwe on trophy hunting marketing mix. The study concluded that, though Zimbabwe performs high on overall trophy hunting tourism marketing mix strategies, there was need for improvements on promotion and pricing strategies.

Keywords

marketing mix, trophy hunting, tourism performance, wildlife

1. Introduction

The wonderful sight of African wildlife is an important factor in Zimbabwe's tourism success. Zimbabwe is a home to about 4 500 species of higher plants, 270 mammals, 661 birds, 1 747 trees, 180 reptiles, 34 frogs, 49 fish and 1 103 amphibians (Goodwin *et al.*, 1997). However, Zimbabwe is very important in terms of its endangered mammal species and is also in mammal population sizes and has some of the largest remaining population of African wildlife (Mutanga *et al.*, 2017). Large wild animals common in Zimbabwe are the elephants (*Loxodonta africana*), hippopotamus (*Hippopotamus amphibious*), black and white rhinoceros (*Diceros bicornis*) and *Ceratotherium simum*, respectively), buffalo (*Syncerus caffer*), eland (*Taurotragus oryx*), sable (*Hippotragus niger*), kudu, (*Tragelaphus strepsiceros*), zebra (*Equus quagga*), giraffe (*Giraffa camelopardalis*), wildebeest (*Connochaeta taurinus*), tsessebe (*Damaliscus lunatus*), Lichtenstein's hartebeest (*Alcelaphus buselaphus lichtensteinii*), roan antelope (*Hippotragus equinus*), nyala (*Tragelaphus angasii*) waterbuck (*Kobus ellipsiprymnus*), lion (*Panthera leo*), spotted hyena (*Crocuta crocuta*), and leopard (*Panthera pardus*). Zimbabwe has more than 83 000 elephants (ZPWMA Report, 2017). This provides the Zimbabwean wildlife resources and associated trophy hunting wildlife tourism activities some global attention and focus as other nations monitor the existence of special concern species. It has a great population of African elephant as supported by the Great Elephant Census carried out by the 'Pan-African Survey of All the Continent's Pachyderms' and has second largest elephant population from Botswana in the Southern Africa region (ZPWMA Report, 2018). Attractiveness of African wildlife was commended by Foley (2013) who went on to say that 13 countries in the sub-Saharan Africa had up to 90% continent's live elephants.

Some wildlife species in Zimbabwe are also found in private game and farms, these include, Imire Game Park, Lion and Cheetah Park, Mbizi Game Park and Save Valley Conservancy. The Communal Area Programme for Indigenous Resources (CAMPFIRE) areas like Nyaminyami Rural District Council (RDC), Binga RDC, Mbire RDC and Tsholotsho RDC also contain diversity of wildlife species. Zimbabwe has set aside a minimum of five (5) million hectares of land which represents about 13% of the country's land area which are designated as the Parks and Wildlife Estate, conserving one of the largest remaining concentrations of animal life (Parks and Wild Life Act Chapter 20:14). The overall area with wildlife in Zimbabwe is estimated to be around 30% including rural areas, private game parks, conservancies and forestry land (ZPWMA Report, 2018). Mutanga, Gandiwa, and Muboko, (2017) appreciated the role of National Parks in attracting visitors taking the case of Gonarezhou National Park.

In the IUCN's Red List of threatened species posted in 2018 by Michael Theys, Zimbabwe was found to have five (5) of its wildlife listed on the top ten (10) most endangered animals in Africa. These

animals include African Wild Dog (*Lycaon pictus*), Black Rhinoceros, Cheetah (*Acinonyx jubatus*), African Lion and the African Elephant. Regardless of the swinging and fluctuating local, regional and global hunting regulations, Zimbabwe's trophy hunting tourism marketing opportunities are still profitable for its overall tourism performance (Muposhi *et al.*, 2016; Mutanga *et al.*, 2017).

Tourists have different interests and motives when engaging trophy hunting activities in Zimbabwe. This relates to the Maslow's Hierarchy of Needs Model (Kotler *et al.*, 2006; Page & Connell, 2009; Wearing & Neil, 2009; Morrison, 2013). Trophy hunting in Zimbabwe by tourists/hunters are diverse but mainly relate to higher order needs of Maslow's Hierarchy of Needs Model (Kotler *et al.*, 2006; Morrison, 2013; Wearing & Neil, 2009; Page & Connell, 2009). The model has five (5) levels of needs which are physiological, security, social, esteem and self-actualisation. Trophy hunting is mainly based on achieving higher trophy quality, unique trophies, a sense of achievement, some comparative identity and other symbolic benefits which translate to esteem and self-actualization needs satisfaction (Muposhi *et al.*, 2016). The trophy hunting is mainly based on achieving higher trophy quality, unique trophies. A sense of achievement, some comparative identity and other symbolic benefits which translate to esteem and self-actualisation needs satisfaction (Muposhi *et al.*, 2016). Some tourists who engages on trophy hunting consider travelling to a destination to hunt wild animals for business, as an experience, as part of culture for spot and for competition. Some tourists hunters are influenced and inspire by the value and uniqueness of the animal and some are attracted to buy quotas, hunting concessions and associated trophies as an opportunity for donating funds for a noble cause for wildlife and biodiversity protection (Tafangenyasha *et al.*, 2015; House of commons Library, 2019; Lindsey, 2007).

Zimbabwe's trophy hunting activities require the full use of the marketing mix strategies for it to meet the needs of tourists, stakeholders and overall tourism objectives of the nation. The basic seven elements that need some attention include product, pricing, place, promotion, people, process and physical evidence (Kotler & Armstrong, 2018). A product can be defined as a good, service or idea that promote value and solution to the society and people in the market (Eavani & Nazari, 2012; Kotler & Armstrong, 2006; Morrison, 2013; George, 2017). In trophy hunting activities, a product can be provided in the form of a wild animal. Such common wild animals include elephant, buffalo, lion, leopard, kudu, sable and zebra. Something which also come out of wild animal like the head, horn, tusk, ivory, skull, skin, hoof and the meat are also classified as products. This is commonly wanted by the tourists/hunters and also the experiences (Lindsey *et al.*, 2006). The existence of the big five animals for trophy hunting also make the Zimbabwean destination more attractive for other types of tourism activities. The trophy hunting of animals such as buffalo and elephant proved to be on the top five (5) animals hunted in Southern Africa (Mbaiwa, 2004, 2008; Thakadu *et al.*, 2006; Gujadhur, 2001). Marketers can be encouraged to discover customer needs first and design product features and attributes that satisfy those needs (CIM UK, 2009). This means that trophy hunting tourism marketing should design core services and product offerings that are linked to motivation of both foreign and local

tourists. On the product mix, attractiveness of animal species for trophy hunting and the quality of trophy hunting experiences in Zimbabwe were evaluated from the tourist's and stakeholder's views (Njerekai & Mabika, 2014).

The marketing mix also need pricing of trophy hunting in form of acquiring a hunting quota, hunting permit, the cost of hiring a vehicle, the cost of buying the food provisions, the price of travelling documents and all the expenditure incurred during the hunting expedition (CIM, 2009). Different species of animals are charged differently, and concessions, hunting experiences and associated services are also charged different prices (Muposhi et al., 2016; Kotlers *et al.*, 2006; Morrison, 2013; George, 2017; Kotler & Armstrong, 2018; Jobber, 2010). Marketing mix view place as convenience that link trophy hunting stakeholders to the hunting operators and the hunting tourists, and is also represented by agents who connect tourists to the trophy hunting firms and safari operators. A place is also to do with locations and distances of trophy hunting areas (Page & Connell, 2009; Morrison, 2013; Kotler *et al.*, 2006; George, 2017; Kotler & Armstrong, 2018). It is also to do with accessibility and convenience like Zimbabwean trophy hunting can be conducted in CAMPFIRE areas, Zimbabwe Parks and Wildlife Estate, Forestry land, Private game parks and Conservancies. CAMPFIRE areas are in communal areas and are being administered by Rural District Councils (RDC) (Child, 1996; Child & Weaver, 2006).

The marketing mix trophy hunting context view promotion as covering direct marketing, advertising, exhibition, website marketing, sales promotion, public relations, personal selling and social media communication (Kotler & Keller, 2016; Kotler & Armstrong, 2018; George, 2017). Trophy hunting in Zimbabwe is promoted through exhibitions, events and conferences held both inside and outside the country. The purpose of promotion is mainly to inform the tourists to know the types of wild animals to be hunted and also to improve the quality of hunting experiences (Morrison, 2013; Kotler, Bowen & Makens, 2006; Lindsey, 2007). It is recommended that tourist destinations should upgrade their visibility and attractiveness through use of various online marketing communication strategies for targeting the diverse tourism audience (Basera & Nyahunzwi, 2019). Employees who give enough guidance, knowledge and who support tourists engaging in trophy hunting are very critical and those with skills and experience (Lindsey *et al.*, 2007; Kotler *et al.*, 2006; Kotler & Armstrong, 2018; Morrison, 2013; Kotler & Armstrong, 2006).

Process refers to a series or stages of value adding activities in the co-creation and consumption of a service-by-service providers and consumers (Kotler & Armstrong, 2018). The process of giving a service by the employees in the trophy hunting activities and the behaviour by tourists/hunters are very essential to tourist or hunters' satisfaction (Okello & Yerian, 2009). The trophy hunting process usually start with acquiring a hunting concession, setting up a hunting quota workshop and, processing hunting permit, the tourism two (TR2) for the registration of the hunt, CB1 form used for trophy exporting purposes and the 47 form for Zimbabwe Revenue Authority's use with the foreign hunters (Kotler & Armstrong, 2017; Page & Connell, 2009; Kotler *et al.*, 2006; Kotler & Armstrong, 2009). WWF (1997)

found out that the quota sites, capacity and competency of safari operators, nature of animals on the quota, the lease period, and the financial structure of the quota and payment system were key factors affecting efficiency of sport hunting.

Physical evidence, as part of marketing mix, is described as the features, signage, outlook and presentations that point to the existence of the core-product. This relate to the environment in which trophy hunting is conducted (Bitner, 2004). The tangibles are the wild animals, their trophies in form of heads, the skins, the horns, the hides, the ivory and the meat. These help to communicate and perform the trophy hunting by the hunting tourist. In trophy hunting activities the signage like “beware of wild animals”, various billboards, vegetation, wild animals, wild animal carcass, wild animal spoors, wild animal dungs, vehicles, weapons, terrain, and wild animal sounds represent physical evidence. Animal species for trophy hunting and the concession areas may be displayed in pictures (Morrison, 2013; Page & Connell, 2009; Kotler & Armstrong, 2006; Bitner, 2004; Kotler & Armstrong, 2018).

Zimbabwe has abundance of common animals needed by trophy hunters in form of the four hunted animals in the Big Five, good trophy sizes and quality, good terrain, good weather condition and attractive hunting experiences from the natural habitats. Trophy hunting marketing was only based on sales calls, road shows, exhibitions, participating on shows and expos, electronic media, print media, brochures, fliers and billboards among others and lacked the use of a full packaged marketing mix tools.

The study objectives were as follows: (i) to analyse the overall trophyhuntingtourismmarketingmix performance of Zimbabwe; (ii) to determine the relationship between localtourists and foreigntourists on the trophyhunting tourismmarketingperformance of Zimbabwe and (iii) to examine the relationshipbetweentourists and stakeholders on their perceptions of trophyhuntingtourismmarketingmix.

2. Methods

2.1 Study Area

The study took a survey and case study that targeted tourists and tourism stakeholders that were located in various wildlife tourist attraction centres. The Figure 2 shows the distribution of wildlife tourism resources and CAMPFIRE areas where trophy hunting is also conducted.

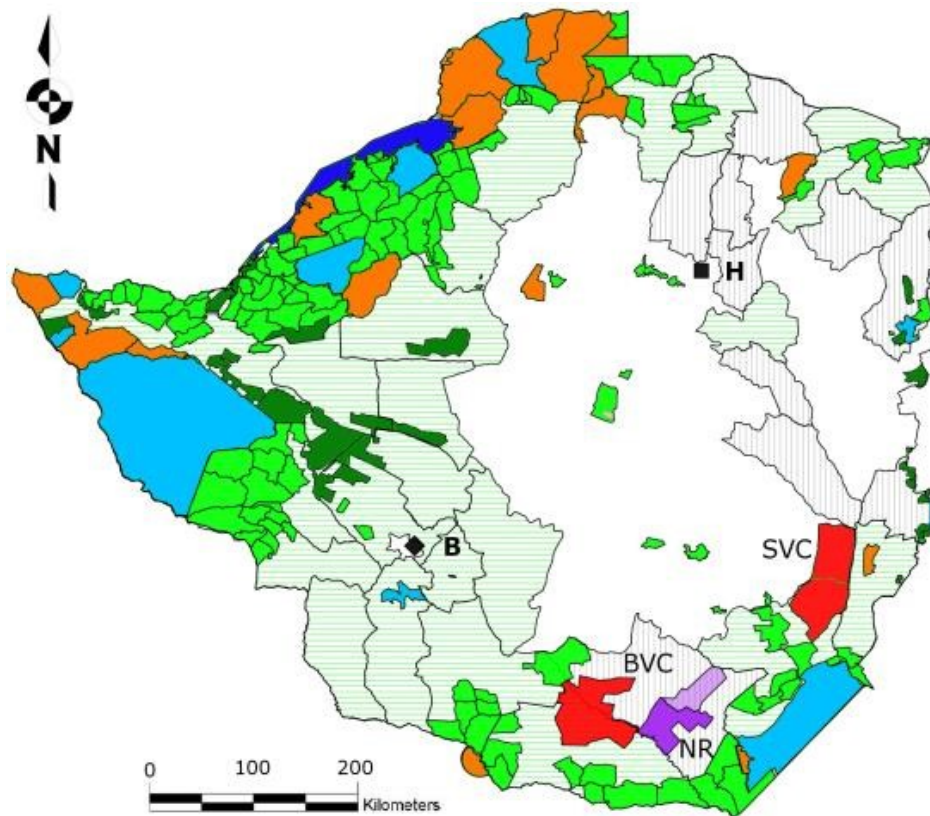


Figure 1. The Location of CAMPFIRE Areas (in Light Green) Relative to National Parks (Blue), Safari Areas (Orange), Forest Areas (Dark green) and Conservancies (Red)

Source: ZimParks (2017).

2.2 Data Collection and Analysis

A pragmatic research philosophy, mixed methodology, cross-sectional survey and case study were applied in this study.

2.2.1 A pragmatic Research Philosophy

This study was guided by the pragmatic research paradigm. Paradigm is defined as a research philosophy that determines research strategies based on the nature of research questions (Saunders, Lewis, & Thornhill., 2009). Pragmatic research enables the application of both positivism and interpretivism philosophical or epistemological orientation (Creswell, 2009). Pragmatism is a research philosophy which stresses that knowledge and understanding should be derived from direct experience with the research context and phenomena (Easterby-Smith, Thorpe, & Jackson, 2008). In a more detailed way, Creswell (2009) expressed pragmatism as a worldview, philosophy and research culture that is defined by actions, situations and consequences faced by researchers when solving the research problems and research questions. Research will not focus on antecedent conditions and methods but on the research problem and a variety of approaches available for understanding that problem.

The importance of pursuing research using pragmatism is the built-in flexibility for creating research

questions that can be answered by using a combination of, or a mixture of research methods and procedures. Johnson and Onwuegbuzie (2004) asserted that knowledge is both socially constructed and empirically determined in the world we live in, hence the need to capture the practicalities of real-life ontological settings. Pragmatism is not committed to any one system of philosophy and reality but employs pluralistic approaches deriving knowledge about the problems (Creswell, 2009), and is more likely to be effective in losing research gaps than other philosophies.

2.2.2 Mixed Methodology

This research was guided by the pragmatic research paradigm which enables the application of both positivism and interpretivism (Thornhill, 2009). This used the concurrent triangulation method which incorporated both quantitative and qualitative approach (Creswell, 2009). The study used the concurrent triangulation method in implementing the pragmatism philosophy. The research strategies applied in this study were cross-sectional surveys that used the questionnaire for data collection and the case study approach that used both in-depth interviews and focus group discussions. The integration and convergence of qualitative and quantitative data was the unique and value-adding feature of the pragmatic research system applied in this study at the data analysis and discussion stage.

The presentation on pragmatism took a mixed methods research (MMR) as a research design that allows flexibility in combining qualitative and quantitative research processes and approaches. Mixed methods could be viewed as a methodology, research design, research approach and even a specific method (Creswell, 2015). Saunders *et al.* (2009) viewed the Mixed Methods Approach (MMA) which uses quantitative and qualitative data collection techniques and analysis procedures, either at the same time or one after the other. While pragmatism was designed to avoid weaknesses of pure-positivism and pure interpretivism paradigms, mixed methods research was designed for taking the strength of quantitative research and qualitative research designs. The individual weaknesses of both quantitative and qualitative research design led to the popularity of mixed method research design which is guided by pragmatism research world view. The key benefits of MMR are derived from their purposes of integrating and combining qualitative and quantitative methods. These, include triangulation, complementarity, development, initiation and expansion (Gray, 2011). The other advantages of using a mixed-method research design are; triangulation, facilitation complementarity, generality, effective interpretation, initiation, expansion and development (Sileyew, 2019). Mixed methods design face difficulties when interpreting findings derived from different research context and frameworks (David & Sutton, 2011).

The mixed method design established the research subjects through quota sampling and purposive sampling. Quota sampling was used for establishing 137 stakeholders and 274 tourists, which added up to 411 subject respondents. Purposive sampling was applied in selecting four (4) key informants and one (1) focus group with 12 participants. Specific detail are given under cross-sectional survey and case study sub-headings.

2.2.3 Cross-Sectional Survey

This study adopted a quantitative cross-sectional survey for collecting and analysing data on the Trophy Hunting Tourism Marketing Mix performance of Zimbabwe. A cross-sectional survey was viewed as taking a descriptive survey and an analytical survey structures. Cross-sectional descriptive surveys are designed to measure the basic characteristics of a particular population at a fixed point in time (Gray 2010). Descriptive surveys are undertaken to provide a picture of the attitudes, values and opinion of research subjects. The strength of using a cross-sectional survey was its ability to collect a large amount of data from a representative sample of a population in a highly cost-effective way (Saunders *et al.*, 2009). In this study, a sample of 411 respondents was studied using a standardised and structured questionnaire administered across the whole country. A cross-sectional survey suffers from a narrow focus due to limited variables in the research design (Saunders *et al.*, 2009). This only permit analysis of overall changes and relationships at the macro-level through aggregated data but fail to analyse individual variations in detail (Cooper & Schindler, 2010).

A survey questionnaire is a structured, close-ended and numerical data collection instrument that contains clear instructions for the research subjects to respond on their own (Cohen *et al.*, 2011; Cooper & Schindler, 2010; David & Sutton, 2011; Saunders *et al.*, 2009). The survey questionnaire contained a series of questions that answered questions on trophy hunting tourism. The survey questionnaire was distributed to research subjects through the drop and pick method, face to face intercept method and email method (Cohen *et al.*, 2011). Initially, the researcher sent out a total of seven hundred (700) questionnaires comprising of 500 on the drop and pick, 170 for face to face survey and 30 for email administration. Drop and pick administration was carried out by sending both tourist and stakeholder questionnaires to organisations that interacted with tourists, and this was conducted from January 2019 to June 2019. Authority was sort from the respective tourism industry institutions to receive and give their employees and tourists the appropriate questionnaires. These questionnaires were sent to tourism organisations in Northern Region, Southern Region and Western Regions as in the Zimbabwean wildlife map (Figure 1). A cross-sectional survey of 137 stakeholders and 274 tourists, and total quota sample of 411 was used in the study. The specific towns and surrounding areas that were interviewed include Harare, Mutare, Bulawayo, Masvingo, Chinhoyi, Mana Pools, Matopos Heritage Site, Hwange National Park, Victoria Falls, Bindura and surrounding areas, Binga and others. Quantitative data was analysed using the Statistical Package for Social Sciences (SPSS) software producing mean values, correlation values and one sample mean test.

2.2.4 Case-Study

A case study is a research strategy concerned with the detailed examination of a single case at a time (David & Sutton, 2011). A case could be an individual, an organisation, an institution, a group, an event or a geographical area. The word “Case” refers to a unit of analysis that has some degree of self-regulation and identity but which also relate to external wider realms of social interaction for it to be understood (David & Sutton, 2011). In the current study on trophy hunting tourism marketing mix

performance of Zimbabwe, the cases were taken from tourists, wildlife tourism marketing organisations and general tourism marketing stakeholders. Case studies are generally strong in reality and practical problem-solving research (Cohen *et al.*, 2011). Case studies do not rush to give boundaries and limits to researchers, hence allow research questions to be studied in their natural setting. Research questions on trophy hunting, tourism photographic safaris, relationships between wildlife-based tourism marketing and non-wildlife tourism marketing, and strategies for linking trophy hunting to other tourist attractions were studied openly and flexibly under case study strategy. This was different from a cross-sectional survey strategy which is controlled and constrained by several variables (Saunders *et al.*, 2009). The benefit of using case studies in the research evaluate application of trophy hunting marketing mix to overall tourism performance is its ability to generate answers to questions of “why” and the “what” and “how” questions (Saunders *et al.*, 2009). This demonstrates that case studies are strong in both exploratory and explanatory research work. A focus group guide is a qualitative data collection instrument that guides the researcher and focuses group members on the themes to be discussed. The major advantages of the focus group guide are based on its ability to encourage participants to share ideas, to be creative and challenge some practices. The focus group guide was able to probe effectively on each theme discussed. The focus group guide was highly valid as its questions were developed from the research objectives and research questions. An in-depth interview guide is a qualitative data collection instrument that is used to solicit views, opinions, and expert comments from individual research participants (Cooper and Schindler, 2010; Cohen *et al.*, 2011). Open-ended questions were used and these allowed research participants to express their experience, feelings and views on both wildlife and non-wildlife tourist attractions and activities. Qualitative data was analysed through content and narrative analyses and produced phrases, quotations and thematic summaries.

2.3.5 Data Analysis

The Statistical Package for Social Sciences (SPSS) software version 21 for Windows was used for data analysis. This led on the formation of correlation values, regression coefficients, t-test values, mean values and percentages. The study objectives in the introduction section were used as guidelines for data analysis. The following hypotheses were tested using two sample mean tests;

H₁. There is a significant positive performance of the trophy hunting tourism marketing mix of Zimbabwe.

H₂. There is a strong relationship between local tourists and foreign tourists on the rating of trophy hunting marketing mix performance of Zimbabwe.

H₃. There is a strong relationship between tourists and stakeholders on rating trophy hunting marketing mix performance of Zimbabwe.

The first hypothesis was carried using one- sample mean t-test to rate the overall performance of trophy hunting marketing mix. Further hypotheses were tested using comparison of correlation values between level tourists and foreign tourists, and between all tourists and stakeholders. All hypotheses tests were carried at 0.05 level of significance. The qualitative data was analysed using content analysis was based

on concept raised by respondents on each research objective. Narrative analysis was generated by taking some historical counts from indeep interview and focus group participants.

3. Results and Discussion

The results were discussed starting with mean values, in-depth interviews and focus group discussions (as case study findings) and hypotheses testing on overall marketing mix performance, correlations tests between local tourists and foreign tourists, and between all tourists and stakeholders.

3.1 Trophy Hunting Tourism Marketing Mix Performance of Zimbabwe

3.1.1 Trophy Hunting Tourism Marketing Mix Mean Value and Case Study (In-depth Interviews and Focus Group Discussions) Analysis

Local tourists and foreign tourists rated the product mix on Zimbabwean trophy hunting. On the item “Animal species for trophy hunting were attractive,” a mean value for local tourists was 3.95 and mean value for foreign tourists was 3.92 (Table 1). “Trophy hunting experiences in Zimbabwe are good” was rated well by local tourists (mean = 3.21) and foreign tourists (mean = 3.75) (Table 1). It can be seen that there was high congruence on the attractiveness of animal species and high divergence on the quality of hunting experiences between local tourists and foreign tourists as shown on Table 1. An in-depth interview comment from the safari operators established the following statements in reference to animal species.

Stakeholder One (S1): *“Trophy hunting in Zimbabwe is non-fenced, hence, create a 50%: 50% chances of shooting an animal hence providing some competition and achievement-based encounters”.*

In this phrase, the participant was describing the positive features of trophy hunting in Zimbabwe which is done in natural habitat. The wild animals and the respective trophies generated from them form the key elements of the product mix (Lindsey *et al.*, 2006). On the affordability of hunting concession, local tourists were agreeable (mean = 3.20) while foreign tourists felt that hunting concession were not affordable (mean = 2.67) (Table 1). Similarly, local tourists (mean = 3.53) felt that price charged to trophy hunters were attractive while foreign tourists (mean = 2.63) (Table 1) perceived that prices on trophy hunting were too high.

On the place mix, the arrangement being done for linking trophy hunting tourists to professional hunting firms got a mean value of 2.44 on local tourists and 3.63 for foreign tourists (Table 1). Both local tourists (mean = 3.48) and foreign tourists (mean = 3.80) (Table 1) agreed that hunting areas were accessible to trophy hunting tourists in Zimbabwe as supported by Page and Connell (2009) and Morrison (2013).

The statement on pricing mix was based on protecting the environment rather than on increasing revenue from trophy hunting to tourists. The promotion mix was rated with mean value of 3.79 for local tourists and 3.41 for foreign tourists (Table 1) on the item “the benefits of trophy hunting activities are promoted to tourists”. On the item “hunting concessions are communicated favourably to potential hunters”, local tourists (mean = 3.49) agreed while foreign tourists (mean = 2.80) (Table 1)

disagreed with. The people mix was partly rated by the item, “enough guidance and support are given to trophy hunting tourists by tour guides”, with local tourists (mean = 2.92) disagreeing and foreign tourists (mean = 3.60) (Table 1) being in agreement. This is possible since local firms treat local tourists as fellow brothers who may accept shoddy services. Both local tourists (mean = 3.71) and foreign tourists (mean = 3.58) (Table 1) agreed that hunting guides were skilled and experienced in their work. People are important in trophy hunting marketing mix as they guide, motivate clients and support tourists in their hunting expeditions (Morrison, 2013; Kotler & Armstrong, 2018). Physical evidence performance on “species of animals for trophy hunting were displayed in pictures in the concession areas was accepted by local tourists (mean = 3.14) and rejected by foreign tourists (mean = 2.86) (Table 1). This means trophy hunting firm to both local tourists should improve in this area. The item on “the Zimbabwean terrain for trophy hunting was attractive” had results of local tourists (mean = 4.01) and foreign tourists (mean = 4.62) (Table 1). The process mix element “Safety of hunters were ensured in Zimbabwe”, got a mean value of 4.21 and 4.32 on local and foreign tourists, respectively (Table 1). Local tourists (mean = 2.55) disagreed that ‘hunters were assisted to get the best trophies in Zimbabwe while foreign tourists (mean = 4.00) (Table 1) agreed on the same research item. The overall mean value analysis for local tourists (mean = 3.40) was smaller than that of foreign tourists (mean = 3.54) (Table 1) though they all agreed that the market mix for trophy hunting was generally effective. A further analysis on the trophy hunting marketing performance was done through comparing all tourists and stakeholders’ responses.

Both tourists and stakeholders agreed that animal species and trophy hunting experiences in Zimbabwe were good. The following details were generated from stakeholders and focus group discussions.

Stakeholder Two (S2): “Zimbabwe is facing bad publicity though it has a wide selection of animals, trophy hunting products and helpful professional hunters”.

On the price level all tourists were average and positive with the pricing system while stake holders perceived prices of concessions and general trophy hunting as unattractive with mean values of 2.42 and 2.36, respectively (Table 1). There is need for different species of animals to be charged differently, and concessions, hunting experiences and associated services to have different prices (Muposhi et al., 2016; George, 2017; Kotler & Armstrong, 2018). All tourists had a negative rating of mean value 2.90 (Table 1) on the item ‘Arrangement was done for linking trophy hunting tourists to professional hunting firms’. Stakeholders (mean = 3.65) (Table 1) agreed with that statement. Both tourists and stakeholders agreed that hunting areas were accessible to trophy hunting tourists in Zimbabwe. All tourists (mean = 3.64) and stakeholders (mean = 3.65) (Table 1) agreed that benefits of trophy hunting activities were promoted to tourists. Tourists were above average while stakeholders were below average on communication of hunting concessions to potential hunters. On the people mix both tourists and stakeholders agreed that there was high performance by local trophy hunting service providers (Lindsey et al., 2007; Kotler et al., 2006).

Tourist Two (T2) response was: ‘I enjoy hunting in Campfire areas and conservancies with support of

local professional hunters’. This showed the significance of people and hunting areas when assessing the quality of trophy hunting tourism marketing mix in Zimbabwe.

Physical evidence on the displaying of animal species in concession areas got a mean value of 3.03 by local tourists and 2.67 by stakeholders respectively (Table 1). Zimbabwean terrain for trophy hunting was rated as attractive by tourists (mean = 4.24) and stakeholders (mean = 3.96) (Table 1). The process mix was rated as positive by tourists and stakeholders with mean values ranging from 3.11 to 4.25 (Table 1). Considering the overall mean values, all tourists had mean of 3.64 which was less than that of stakeholders (mean = 3.52) (Table 1). All respondents rated the marketing mix elements in which the process mix (mean = 3.90) was ranked number one, followed by product mix (mean = 3.87), people mix (mean = 3.71) place mix (mean = 3.48), physical evidence mix (mean=3.48), promotion mix (mean = 3.22) and lastly price mix (mean = 2.74) (Table 1). Areas that might need minor improvements are the process mix and product mix, while those requiring some big improvements and some adjustments are the price and promotion. WWF (1997) found out that the hunting quota sites, capacity and competency of safari operators, nature of animals on the hunting quota, the lease period, and the financial structure of the quota and payment system were key factors affecting efficiency of sport hunting as part of the process mix in trophy hunting. There is need for Zimbabwe to review its pricing strategy for trophy hunting products and expeditions for returning and attracting more costumers (Lindsey *et al.*, 2007; Kotler & Armstrong, 2018).

Tourist One T1: “Zimbabwe offers good and natural experience in trophy hunting, but is overpriced and less marketed than in South Africa”. The tourist in this interview expressed some dislike on the pricing structure of the trophy hunting tourism packages. This could be the reason why some foreign tourists prefer South African tourism at the expense of Zimbabwe (Kotler & Armstrong, 2018; Morrison, 2013).

Table 1. Trophy Hunting Tourism Marketing Mix Performance of Zimbabwe

TROPHY HUNTING MARKETING STRATEGIES	TOURISTS			STAKE-	ALL	
	Mean Values			HOLDERS	RESPO-	
	LCL	FRN	ALL	Mean Value	Mean	Rank
					value	
PRODUCT-MEANS	3.58	3.84	3.68	405	3.87	2
Animal species for trophy hunting are attractive	3.95	3.92	3.94	4.09	4.02	
Trophy hunting experiences in Zimbabwe are good	3.21	3.75	3.42	4.01	3.72	
PRICE-MEANS	3.37	2.65	3.09	2.39	2.74	7

Prices of hunting concessions are affordable	3.20	2.67	3.00	2.42	2.71	
Price charged to trophy hunters are attractive	3.53	2.63	3.18	2.36	2.77	
PLACE-MEANs	2.69	3.72	3.26	3.79	3.53	4
Arrangement is done for linking trophy hunting tourists to professional hunting firms	2.44	3.63	2.90	3.65	3.28	
Hunting areas are accessible to trophy hunting tourists	3.48	3.80	3.61	3.92	3.77	
PROMOTION-MEANs	3.64	3.11	3.43	3.00	3.22	6
The benefits of trophy hunting activities are promoted to tourists	3.79	3.41	3.64	3.65	3.65	
Hunting concessions are communicated favourably to potential hunters	3.49	2.80	3.22	2.34	2.78	
PEOPLE-MEANs	3.32	3.59	3.42	3.98	3.71	3
Enough guidance and support are given to trophy hunting tourists by tour guides	2.92	3.60	3.18	3.81	3.5	
Hunting guides are skilled and experienced in their work	3.71	3.58	3.66	4.15	3.91	
PHYSICAL EVIDENCE-MEANs	3.58	3.74	3.64	3.32	3.48	5
The Zimbabwe terrain for trophy hunting is attractive	4.01	4.62	4.24	3.96	4.10	
PROCESS-MEANs	3.38	4.16	3.68	4.14	3.90	1
Safety of hunters is ensured in Zimbabwe	4.21	4.32	4.25	4.23	4.24	
Hunters are assisted to get the best trophies	2.55	4.00	3.11	4.04	3.56	
Overall Means	3.40	3.54	3.46	3.52	3.49	

Source: Survey Results 2021.

Note. LCL - Local; FRN – Foreign.

3.1.2 Trophy Hunting Marketing Mix Overall Performance

The study also measured whether the given trophy hunting marketing mix performed above the average level or below the average level using a benchmark of 3.00 mean value and 0.05 significance level in a one sample mean test analysis (See Table 2). All the 411 respondents had their fourteen (14) mean values subjected to the one-sample mean test. The analysis tested whether mean value of the trophy hunting tourism marketing mix variables largely surpass the 3.00 threshold. A p-value of 0.004 which

is below 0.05, shows that there was a significant difference of the marketing mix performance with the basic levels. This showed that trophy hunting marketing mix performed higher than the basic level of tourism marketing expectations. This high performance was based on the following; on the process mix, safety of hunters is ensured in Zimbabwe and hunters are assisted to get the best trophies, on product mix, animal species for trophy hunting are attractive and trophy hunting experience in Zimbabwe are good and on people mix, enough guidance and support are given to trophy hunting tourists by tour guides, and hunting guides are skilled and experienced in their work. Some cross analysis on the mean value responses present some unique and highly enriching and adventurous trophy hunting experiences (Muposhi *et al.*, 2016; George, 2017; Kotler & Armstrong, 2018).

Table 2. All Respondents One Sample Mean Test For Trophy Hunting Marketing Mix Performance

One Sample T Test	T-Value/DF	P-Value	
All Respondents (n = 411) on The Trophy Hunting Marketing Mix	+3.474/ 13	0.004	Acceptable Highly above Average

Source: Survey Results 2021.

3.2 Relationship between Local Tourists and Foreign Tourists on the Trophy Hunting Tourism Marketing Performance of Zimbabwe

A correlation analysis between local tourists’ (n = 168) and foreign tourists’ (n = 106) mean values on the fourteen (14) research items based on the seven (7) elements of the trophy hunting tourism marketing mix, measuring the value creation capacity of relationship between local tourists and foreign tourists on their perceptions of trophy hunting tourism marketing mix performance of Zimbabwe producing a Pearson correlation coefficient of $r = + 0.262$ and p-value 0.365, and this showed weak and non-significant relationship, as shown by the Table 3, part (a).

This showed that there was no significant relationship between local tourists and foreign tourists on their perception on trophy hunting tourism marketing performance of Zimbabwe. Their overall mean values were 3.46 (Table 1). Areas which could have led to difference and perceptions between local tourists and foreign tourists were on foreign hunters receiving more assistance in getting the best trophy, foreign tourists getting more guidance and support, and being well linked to professional hunting firms. The other area explaining the differences between foreign tourists and local tourists were local tourists perceived concession communication to hunters as more favourable and prices charged to hunters as more attractive. Given that there differences in perceptions between local tourist and foreign tourists, trophy hunting tourism firms need to design unique packages for each type of these tourists. Motivation, expected benefits and personality of these tourists groups influence their experiences with trophy hunting marketing mix offered in Zimbabwe. Knowledge of the differences between local and foreign

tourists is critical as Morrison (2013) and Lindsey (2007) asserted on the need to use various promotion messages to inform all tourists about the types of wild animals to be hunted so as to improve the quality of their hunting experiences. Basera and Nyahunzwi (2019) also recommended that tourist destinations should upgrade their visibility and attractiveness through use of various online marketing communication strategies for targeting the diverse tourism audience. This may improve participation of both local and foreign tourists in Zimbabwean trophy hunting activities.

3.3 The Relationship Between Tourists and Stakeholders on their Perceptions of Trophy Hunting Tourism Marketing Mix

A comparison on the responses given by all tourists and stakeholders was made basing on fourteen (14) research items representing the seven (7) elements of the trophy hunting tourism marketing mix. A Pearson correlation test was carried out between tourists and stakeholders at 5% level of significance and produced an R-value of +0.593 at P-value of 0.025, and this showed strong relationship (Table3), part (b). This proved that tourists and stakeholders had similar perceptions on the performance of Zimbabwe’s trophy hunting tourism marketing mix. This could be a basis of developing high service quality for tourists attractions and satisfaction. Such consistence and similarity in perceptions between stakeholders respondent and tourists respondent could be based on agreement in benefits of troph hunting activities being promoted to tourists, attractiveness of animal species for trophy hunting, safety of hunters being ensured in Zimbabwe and the attractiveness of the Zimbabwean trophy hunting terrain. When perceptions of service employees and management are similar to those of local and foreign tourists, there is some basis of improving satisfaction of all tourists (Mbaiwa, 2004, 2008; Thakadu, Mangadi, Bernard *et al.*, 2006; Gujadhur, 2001; Okello & Yerian,2009).

Table 3. Paired Respondents’ Correlations Tests and Marketing Mix Performance

Paired Variables For Correlations [Trophy Hunting Marketing Mix Performance]n= 411	Correlation Value	R-Value	P-Value (Sig.)	Comment
(a) Local Tourists (n = 168) and Foreign Tourists (n = 106)	+0.262		0.365	Weak and Non-significant relationship
(b) All Tourists (n = 274) and Stakeholders (n = 137)	+0.593		0.025	Strong relationship
One Sample T Test	T-Value/DF		P-Value	
(c) All Respondents (n = 411) on The Trophy Hunting Marketing Mix	+3.474/ 13		0.004	Acceptable Highly above average

Source: Survey Results 2021.

4. Conclusion

The study concluded that the process mix, product mix, people mix and place mix had higher performance in the trophy hunting marketing mix. Trophy hunting was negatively affected by poor pricing strategies. The study concluded that foreign tourists perceived trophy hunting more positively than local tourists and stakeholders perceived trophy hunting as more well-done in Zimbabwe than all tourists. The Zimbabwean trophy hunting marketing mix performed at above average and at highly acceptable levels.

Acknowledgements

The authors are indebted and highly appreciative of Zimbabwe Open University Library for its research material provision, and Zimbabwe Parks and Wildlife Management Authority for their authority to carry out research in their parks.

References

- Basera, V., & Nyahunzwi D.K. (2019). The Online Marketing Strategies of the Zimbabwe Tourism Authority (ZTA) and South Africa Tourism (SAT): A Comparative Study. *J. Tourism Hospit*, 8(407). <https://doi.org/10.35248/2167-0269.19.8.407>
- Basera, V., & Nyahunzwi, D. K. (2019). The Online Marketing Strategies of the Zimbabwe Tourism Authority (ZTA) and South Africa Tourism (SAT): A Comparative Study. *J. Tourism Hospit*, 8(407). <https://doi.org/10.35248/2167-0269.19.8.407>
- Child, B. (1996). "The practice and principles of community-based wildlife. Biodiversity Conservation 5,369-398". hunting and joint ventures in community areas. *Participatory Learning and Action*, 55, 37-44. <https://doi.org/10.1007/BF00051780>
- Child, B., & Weaver, B. (2006). Marketing hunting and joint ventures in community areas. *Participatory Learning and Action*, 55, 37-44.
- Chinopfukutwa, G. L., Lu, Z., Zhibo, Mugari, E. M., & Gara, T. (2017). Analysis of environmental cost and economic benefits of sport hunting in Zimbabwe. *International Journal of Scientific and Engineering Research*, 8(3), 1361-1366.
- Cohen, L, Manion, L., & Morrison, K. (2013). *Research Methods in Education* (7th ed.) Hampshire. <https://doi.org/10.4324/9780203720967>
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students* (5th ed.). Harlow, Essex, UK: Pearson Education Ltd: 480-525.
- Cooper, D. R., & Schindler, P. S. (2010). *Business Research Methods* (9th ed.), New Delhi.
- Creswell, J. W. (2015). *A Concise Introduction to Mixed Methods Research*. University of Nebraska-Lincoln.
- David, M., & Sutton C. (2011). *Social Research: An Introduction* (2nd ed.). Los Angeles
- Easterby-Smith, M., Thorpe, R., & Jackson, P. R. (2008). *Management Research* (3rd ed.). London.

- Eavani, F., & Nazari, K. (2012). *Marketing Mix: a critical review of the Concept*. Elixir Marketing Mgmt. 49. (2012). 9914-9920. Elixir International Journal Economics In Contribution of Wildlife to National Economics. *Joint publication of F.A.O and CIC Budapest* (p. 72).
- Foley, J. A. (2013). *The Great Elephant Census: A Pan-African Survey of All the Continent's Pachyderms*. Nature World News
- George, R. (2017). *Managing Tourism in South Africa* (2nd ed.). Cape Town.
- Goodwin, H. J., Kent, I. J., Parker, K. T., & Walpole, M. J. (1997). *Tourism, Conservation*.
- Gratwicke, B., & Stapelkamp, B. (2006). Wildlife Conservation and Environmental Management in an Outpost of Tyranny. *ZimConservation Opinion*, 3, 1-39.
- Gray, C. (2010). *Doing Research in the Real World* (2nd ed.). Los Angeles.
- Gujadhur, T. (2001). *Joint Venture Options for Communities and Safari Operators in Botswana*. CBNRN Support Programme Occasional Paper No. 6. SNV/ IUCN.
- Ares, E. (2019). *Briefing Paper on Trophy Hunting., Number 7903*. House of Commons Library IUCN 2016: International Union for Conservation of Nature annual report 2016.
- Jobber, B. (2010). *Principles and Practice of Marketing* (6th ed.). McGraw-Hill, London.
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational researcher*, 33(7), 14-26. <https://doi.org/10.3102/0013189X033007014>
- Jonga C., & Pangeti, G. (2015). *The CAMPFIRE program in Zimbabwe*. Retrieved from <http://firstforwildlife.com/2015/08/th-campfire-program-in-zimbabwe>
- Kotler, P., & Armstrong, G. (2018). *Principles of Sustainable Tourism. A Marketing Perspective*. Oxford.
- Kotler, P., & Armstrong, G. (2006). *Principles of Marketing* (13en ed.). New York.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (10th ed.). Boston.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Harlow, Pearson
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Harlow, Pearson
- Kotler, P., Bowen, J. R., & Makens, J. C. (2006). *Marketing for Hospitality and Tourism* (4th ed.). New Delhi
- Lewis, D., & Jackson, J. (2005). Safari hunting and conservation on communal land in southern Africa. In R. Woodroffe, S. J. Thirgood, & A. Rabinowitz (Eds.), *People and Wildlife: Conflict or Coexistence* (pp. 239-252). Cambridge University Press, Cambridge. <https://doi.org/10.1017/CBO9780511614774.016>
- Lindsey et al. (2007). *Economic and Conservation significance of trophy hunting in Sub-Saharan Africa Mt Pleasant*. Harare. <https://doi.org/10.1016/j.biocon.2006.09.005>
- Lindsey, P., du Toit, R. Pole, A., & Romanach, S. (2008). Save Valley Conservancy: A large scale African experiment in cooperative wildlife management. Chapter 11, pages 163-184. In B. Child, H. Suich & A. Spenceley (Eds.), *Evolution and innovation in wildlife conservation in southern*

- Africa*. Earthscan, London.
- Lindsey, P. A., Roulet, P. A., & Romanach, S. S. (2006). *Economic and Conservation significance of the trophy hunting Industry in Sub-Saharan Africa*. Harare. <https://doi.org/10.1016/j.biocon.2006.09.005>
- Lindsey, P. A., Roulet, P. A., & Romanach, S. S. (2007). Economic and Conservation significance of the trophy hunting Industry in Sub-Saharan Africa. *Biological Conservation*, 134(2007), 455-469. <https://doi.org/10.1016/j.biocon.2006.09.005>
- Mbaiwa, J. E. (2004). The socio-economic benefits and challenges of a community-based safari hunting tourism in the Okavango Delta, Botswana. *Journal of Tourism Studies*, 15(2), 37.
- Mbaiwa, L. (2008). Autism: Understanding basic concepts. *South African Journal of Child Health*, 2(1), 6-7,
- Metcalfe, A. (1993). Living in a Clinic: The Power of Public Health Promotions. *Australian Journal of Anthropology*, 4(1), 31-44. <https://doi.org/10.1111/j.1835-9310.1993.tb00166.x>
- Morrison, A. M. (2013). *Marketing and Managing Tourism destination*. New York. <https://doi.org/10.4324/9780203081976>
- Muposhi, V. K., Gandiwa, E., Bartels, P., & Makuza, S. M. (2016). *Trophy Hunting, Conservation, and Rural Development in Zimbabwe: Issues, Options and Implication*. <https://doi.org/10.1155/2016/8763980>
- Murindagomo, F. (1990). *Zimbabwe: Windfall and CAMPFIRE*, 123-139.
- Mutanga, C. N., Gandiwa, E., & Muboko, N. (2017a). An analysis of tourist trends in northern Gonarezhou National Park, Zimbabwe, 1991-2014. *Cogent Social Sciences*, 3(1), 1392921. <https://doi.org/10.1080/23311886.2017.1392921>
- Newsome, D., Dowling, R., & Moore, S. (2005). *Wildlife tourism Channel View Publications*. Clevedon. <https://doi.org/10.21832/9781845410087>
- Njerekai, C., & Mabika, P. (2016). A Review of the Global Trophy Hunting Procedures and Processes with Illustrations from Zimbabwe. *African Journal of Hospitality, Tourism and Leisure*, 5(1), 1-15.
- Page, S. J., & Connell, J. (2009). *Tourism a Morden Synthesis* (3rd ed.). United States. Parks and Wildlife Act, 20:14, Government Printers of Zimbabwe, Harare.
- Tafangenyasha, C., Nyasha, S., & Kuguyo, T. T. (2017). Communal Areas Management Programmes for Indigenous Resources (CAMPFIRE) and the Future of Its State: “The Case for Zimbabwe.” *Journal of Earth and Environmental Science*.
- Tafangenyasha, C., Moyo, G., Ngorima, P., Nyazika, P., & Stephen, S. (2015). The environmental officer, environmental awareness and the trouble with CAMPFIRE in lessons on environmental management in a specific park in Zimbabwe. VI 3. *Journal of Agricultural Economics, Extension and Rural Development*, 3(11), 326-337.
- The Chartered Institute of Marketing. (2009). *Marketing and the 7Ps: A brief summary of marketing and how it works*. UK.

Wearing, S., & Neil, J. (2009). *Ecotourism, Impacts, Potentials and Possibilities* (2nd ed.). Amsterdam: Elsevier Ltd.

Workplace for Gender Equality Agency (WGEA). (2013). Annual report 2013-2014.

World Wild life Fund For Nature. (1997). *WWF report details 68 percent drop in wildlife numbers since 1970*.

Zimbabwe Parks and Wildlife Management Authority. (2017). *Hunting in Zimbabwe, Zimparks Handbook*, Harare.