Journal of Convention & Event Tourism

ISSN: (Print) (Online) Journal homepage: https://www.tandfonline.com/loi/wcet20

Investigating the influence of business events experience on international visitors' perceived destination image: The case of Kenya

Joshua N. Weru & Joseph M. Njoroge

To cite this article: Joshua N. Weru & Joseph M. Njoroge (2021): Investigating the influence of business events experience on international visitors' perceived destination image: The case of Kenya, Journal of Convention & Event Tourism, DOI: 10.1080/15470148.2021.1895017

To link to this article: https://doi.org/10.1080/15470148.2021.1895017

Published online: 15 Mar 2021.

Submit your article to this journal

View related articles

View Crossmark data

Full Terms & Conditions of access and use can be found at
https://www.tandfonline.com/action/journalInformation?journalCode=wcet20

JOURNAL OF CONVENTION & EVENT TOURISM
https://doi.org/10.1080/15470148.2021.1895017

Routledge
Taylor & Francis Group

Check for updates

Investigating the influence of business events experience on international visitors' perceived destination image: The case of Kenya

Joshua N. Weru[a,b] and Joseph M. Njoroge[b]

[a]Department of Environmental Science and Resource Development, Faculty of Agriculture and Environmental Science, Chuka University, Chuka, Kenya; [b]Department of Tourism Management, School of Hospitality and Tourism Management, Murang'a University of Technology, Murang'a, Kenya

ABSTRACT

Tourism destinations' in Africa continue to experience stereotypes, prejudice and negative images. These are further amplified and reinforced by international media. International business events provide an opportunity to enhance the destination's touristic image and competitiveness. This study investigates the influence of business events experience on international visitors' perceived destination image. The study was carried out at three leading business event venues in Nairobi, Kenya. Convenience sampling method was used to select respondents during the events. A total of 335 questionnaires were successfully completed and used for data analysis. An exploratory factor analysis identified six business event experiences factors important in influencing a destination image including destination's venue facilities, accommodation facilities, destination attractions, destination accessibility, destination safety and security and perceived affordability of services. Structural analysis indicated that business event experiences influenced destination's cognitive image and the overall image. Destination cognitive image influenced destination's affective image and overall image, while the destination's affective image influenced the overall image. However, business event experiences did not have a direct significant influence on destination's affective image. The study findings extend the knowledge on influence of events on the host destination's image using business events perspective. Discussions and implications of the findings are also highlighted.

KEYWORDS

Affective destination image; business events; cognitive destination image; event experiences; overall destination image

Introduction

Tourism is a major and promising sector in the development of African economies. The sector contributed 8.5% (or $194.2bn) of the continent's gross domestic product (GDP) in 2018 (World Travel and Tourism

CONTACT Joshua N. Weru jkimamo@gmail.com Department of Environmental Science and Resource Development, Faculty of Agriculture and Environmental Science, Chuka University, P. O. Box 109-60400, Chuka, Kenya.

© 2021 Taylor & Francis Group, LLC

Council (WTTC), 2019). In Kenya the sector had a direct contribution of approximately 157.4 billion Shillings (or $1.57bn), which is about 3.28% of the GDP in 2018 (Kenya National Bureau of Statistics (KNBS), 2019). The sector performance in the year was mainly attributed to improved air connectivity, infrastructural development such as the standard gauge railway, construction of regional airports among other factors (Wainainah, 2018). Such developments are attributed to the fact that the Kenyan Government has placed tourism in the center of its main economic pillars that would drive economic growth toward the vision 2030 (Ndung'u, Thugge, & Otieno, 2009).

The development of the global tourism industry is, however, not without challenges. The industry has in the past experienced and continue to experience disruptions caused by both unexpected crises and long-lasting problems (Avraham & Ketter, 2013). The unexpected crises include natural disasters, sudden pandemics and terrorism, while the long-lasting problems include economic recessions, high levels of crime, persistent wars and political instability. As opposed to unexpected and sudden crises, the long-lasting problems often results to prolonged stereotypes, prejudices and negative images for the destinations. The negative images are further amplified and reinforced in the minds of potential travelers by sensational and superficial media coverage. (Alvarez & Campo, 2014; Avraham & Ketter, 2013; Gössling, Scott, & Hall, 2021; Saha & Yap, 2014).

In Africa, the industry has its fair share of challenges. Despite the rich natural tourist attractions, the continent continues to attract the least share of international tourist arrivals with a share of 4.8% in 2018 (Jumia Travel, 2019). This has partly been linked to the continent's prolonged negative image and perceived risks (Matiza & Oni, 2014). The continent's touristic image has often been described as "troublesome" and "unfortunate" (Lwegaba, 2013; Matiza & Oni, 2014). The continent continues to be associated with socio-economic ills such as AIDs, political unrests, violet crimes, ethnic conflicts among others. These often get amplified by the media and in turn manifest into stereotypes and negative images (Matiza & Oni, 2014). In particular, the international media often cover the continent in a distorted manner. Their most preferred topics include poverty, diseases burden, human rights violations, insecurity, political and ethnic conflicts (Avraham & Ketter, 2017; Muhwezi, Baum, & Nyakaana, 2016).

In Kenya, the tourism industry continues to suffer setbacks leading to contraction, particularly with regard to international tourism arrivals. For instance, in the period between the years 2012 and 2015, the number of international arrivals declined from approximately 1.8 million to 1.2 million visitors, comprising an approximately 33% decline (Kenya National Bureau of Statistics (KNBS), 2016). The decline was attributed to political violence, terror incidents, negative travel advisories by the main source markets,

including the United States and United Kingdom, and fear of continued spread of Ebola which affected West African countries. These factors adversely affected the country's destination image (Kenya National Bureau of Statistics (KNBS), 2014).

Destination image has a significant impact on tourist's destination choice (Iordanova & Stylidis, 2019; Pike, Gentle, Kelly, & Beatson, 2018). Therefore, travelers faced with alternative choices of competing destinations are more likely to favor destinations with strong positive image (Foroudi et al., 2018). This is because a significant proportion of tourists rely on the subjective judgments on a destination as opposed to the factual information on the destination to make decision on their travel choices (Jeong & Kim, 2019; Li, Cai, Lehto, & Huang, 2010). Therefore, managing, measuring and improving a destination's image is necessary to increase visitation or re-visitation (Jago, Chalip, Brown, Mules, & Ali, 2003; Jensen & Kwiatkowski, 2019). Destination marketers need to develop marketing strategies which may include use of events to continuously enhance a destination's image.

It is evident that events today have become important as host destination image builders (Jensen & Kwiatkowski, 2019). Positive relationship between events and destination image have been supported by many empirical studies focusing on the influence of events on the host destination's image. The relationship, however, depend to some extent on the size and reputation of an event, with more prestigious and famous events having more significant effect on host destination image (Deng, Li, & Shen, 2015). In a systematic review, Jensen and Kwiatkowski (2019) identified a total of 40 past studies on image interplay between events and destinations. From the review, they observed that events play a significant role in influencing the host destination's image. This was achieved through increased awareness and familiarity with the destination, reduced negative perceptions and images by changing existing stereotypes and generating believable associations and authenticity. They also highlighted that the size, status and frequency of an event greatly influence its impact on the destination's image. The quality of event experience has also a significant impact on the event image, and hence, the destination's image. The quality of event experience is an antecedent to destination image and comprises of the variety of event programs and service delivery processes (Jin, Lee, & Lee, 2015; Kim, Lee, Petrick, & Hahn, 2018; Ko, Zhang, Cattani, & Pastore, 2011). Studies also indicate that, hosting events often lead to upgrading of host destination's infrastructures, enhance their attractiveness, overall image and competitiveness (Getz & Page, 2016; Lai, 2018).

However, a majority of studies that exist on the contribution of events on destination branding and image building have been carried out in developed countries and more limited in the African context. Out of the 40 studies on events and destination image identified and reviewed in Jensen and

Kwiatkowski (2019), only one study on FIFA World Cup and Country branding (Knott, Fyall, & Jones, 2013) was carried out in Africa. These studies also focus mainly on mega sport events accounting 73% of the studies, festivals and cultural events (Jensen & Kwiatkowski, 2019). This is despite the World Tourism Organization (WTO) estimating that business tourism accounts for about 14% of global tourism movements (Nicula & Elena, 2014). In Kenya, conference tourism has become an important segment of the industry (Khamisa, 2016). The country ranks fourth in Africa after South Africa, Egypt and Morocco. Whereas its capital city, Nairobi, ranks fourth after Cape Town, Dublin and Marrakech (ICCA, 2016). Conference tourism is, however, still concentrated in Kenya's capital Nairobi as the city hosts major event venues, hotels, transport infrastructure and other essential facilities. This study explores the image interplay between business events and host destination image in an African context and particularly the Kenyan Case. This is achieved by establishing how business event experiences influences the host destination's image and further develop a model on how various elements of business event experiences influence the host destination's image. The use of the proposed model could help destination marketers and event planners in understanding how the planning and execution of such events would impact on the host destination's image and consequently tourists' destination choice. The model will greatly add to the existing literature on the interplay between events and destination image.

Conceptual background

The conceptual model for this study was developed based on the existing theories on brand image transfer and consumer behavior. Specifically, the theories of meaning and image transfer and attitude formation deemed to be more appropriate. The theory on meaning and image transfer suggest that consumers' do assign "meaning" to celebrities based on their individual interpretation of the celebrity's public image as projected in advertising media. The "meaning" is then passed on to the product being endorsed and later on to the consumer. This acts as motivating force in the consumers' selection and purchase decision for the endorsed product (McCracken, 1989). This concept later was applied in the context of event sponsorship, where meanings associated with an event were reported to be transferred to the sponsoring brand. As a result, this gives reason to customers who are favorably disposed with these meanings to select the products or service of the sponsoring brand (Gwinner, 1997; Gwinner & Bennett, 2008).

In the context of this study the theory supports the premise that the image of an international business event based on the visitor event experience can have an influence on the image of host destinations and the

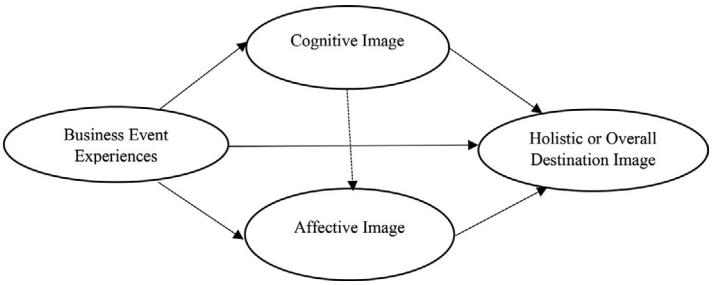

Figure 1. The conceptual model. Source: The author.

emotional responses of the visitors. The attendees' perceptions of the event are influenced by the type of event (meeting, conference, exhibition or incentive travel), the elements of event experience (event venue, services and other activities engaged in during the event) and the individual delegate factors (past experiences and prior expectations). Previous studies provide empirical support on the image transfer theory stating that the event image directly and positively affected the host destination's image (Deng & Li, 2014; Xing & Chalip, 2006).

Conversely, the theory of attitude formation asserts that tourists' perceived destination image influences the formation of their attitude toward the destination (Baloglu, 1998). However, such attitudes will strongly be influenced by prior personal experiences, information from marketing sources, family affiliation and other internet sources. The resultant holistic image of a destination is the total perception of the destination formed by processing the information from various sources over time including personal visitation (Deng & Li, 2014). In the context of this study, therefore, the resulting destination image emanates from perceived event image created through the elements of business event experience, which in turn influence visitors' attitude toward the destination. The attitude may be manifested through their revisit intentions, positive or negative word of mouth and recommendations by the event delegates. As competitiveness between tourists' destinations become more intense, creating favorable destination image will greatly contribute to achieving a competitive advantage. Favorable visitor experiences in the business events can, therefore, contribute in enhancing the host destinations image. The proposed conceptual model to evaluate how different business events affect the image of host destinations is illustrated in Figure 1.

Hypothesis development

Business event experiences

Business events also acronymized "MICE" to include meetings, incentive travel, conventions and different forms of exhibitions (Getz & Page, 2016).

It is evident that these events represent an important segment of the tourism industry (Astroff & Abbey, 2006; Buathong & Lai, 2017). MICE is a key growing area in the tourism industry (Buathong & Lai, 2017). The segment has got to maturity and is among the fastest growing sectors in the global tourism industry (UNWTO, 2014). In a global business survey, the Events Industry Council (EIC) stated that business events involved more than 1.5 billion participants globally, with Africa hosting approximately 100 million participants in 2017 (EIC, 2018).

Several studies have emphasized on the significance of visitor experiences and factors influencing attendance to business events (Halim & Mokhtar, 2016). Business tourism experience majorly involves the work-related professional activities that the event attendees engage in. However, it is also evident that business events travelers are often accompanied by their partners, and therefore, some aspects of leisure are included in their travel (Chung, Choi, Yoo, & Kim, 2020; Yoo, McIntosh, & Cockburn-Wootten, 2016). Thus, business event experiences involve both the event components and the leisure activities sought by the business traveler. Hence, the concept of Bleisure travelers referring to business travelers who in addition to core activities of their business trips, incorporate an aspect of leisure time has emerged (World Economic Forum (WEF), 2015).

The choice of event destination significantly influences the quality of visitor experience. Therefore, event planners and managers should seek to provide the business traveler with multifaceted experiences including experience in the event components, activities and the variety of attractions at the destination (Chung et al., 2020). Suitable event venue, destination accessibility to visitor generating markets, internal transport system and sufficient attractions are important aspects for a competitive destination (Swarbrooke & Horner, 2001).

Moreover, MICE facilities, accommodation, accessibility and destination attributes are important attractions for visitors to business events (Whitfield, Dioko, Webber, & Zhang, 2014). In a study of the relative importance of attributes of business event destinations, Kang, Suh, and Jo (2005) identified event facilities as the most important, followed by destination venue accessibility, level of service, safety and security, costs, attractions and information, in that order. From these previous studies, it is also evident that there is no a specific set of visitor experiences that apply in all destinations. However, the common themes of business event experiences revolve around the venue characteristics, facilities and services surrounding the venues.

Several empirical studies exist on the significance of events in shaping host destination image. The studies, however, mainly focused on mega sport events, festivals and cultural events (Dongfeng, 2013; Hallmann &

Breuer, 2010; Lee & Arcodia, 2011). Despite business events being a fast-growing subsector of tourism there are limited studies focusing on how they influence destination image. Most studies on business events concentrated on business value of events, determining and ranking attributes important to meeting planners during the destination/site selection process (Deng & Li, 2014; Fawzy, 2009). This study in, therefore, important is advancing an understanding on the matter under study.

Destination image

Over the decades, increasing tourism destinations have emerged with recognition of the significance of tourism to countries' socio-economic development (Kani, Aziz, Sambasivan, & Bojei, 2017). This has resulted to increasingly fierce competition between tourist destinations. Therefore, differentiating a destination is an important marketing strategy today. Enhancing destination image has become an important marketing strategy in differentiating a destination (Hong, Kim, Jang, & Lee, 2006; Kislali, Kavaratzis, & Saren, 2016). Destination image has also been reported as an important factor in influencing tourists' destination choice. As a result, it is one of the most researched fields in tourism marketing (Kani et al., 2017; Stylidis, Shani, & Belhassen, 2017). Destination marketers must, therefore, continually devise ways to develop and convey a positive destination image.

In defining destination image most scholars have focused on an individual tourist's, overall perception of a given destination. Destination image is defined as a set of knowledge, memories and impressions tourists have of places or destinations (Crompton, 1979; Fernández, Mogollón, & Duarte, 2017). Destination image is, therefore, a "personal perception" and different people can hold quite different images of the same place. This study adopts definitions of destination image that focus on the sum of beliefs and impressions a destination creates over time, resulting to a mental representation of attitudes, benefits and unique influence sought for the destination (Chiu, Zeng, & Cheng, 2016; Zhang, Fu, Cai, & Lu, 2014). These definitions acknowledge that destination image is a complex and multifaceted concept. A holistic or overall destination image comprises of two important components the cognitive and affective components (Chiu et al., 2016; Zeng et al., 2015).

Cognitive destination image relates to individual's knowledge and subsequent beliefs they hold about the attributes and characteristics of a destination (Chiu et al., 2016; Govers & Go, 2005). Cognitive image component is based on the visitor evaluations of the event environment, the attributes of resources and attractions in a destination. These include the destination's natural and social capital, level of service, transport system, cuisine and

facilities which sustain the destination and meet the basic needs of the visitors (Jiang, Ramkissoon, Mavondo, & Feng, 2017; Tavitiyaman & Qu, 2013). Stylos, Vassiliadis, Bellou, and Andronikidis (2016) identified the elements of cognitive image as comprising of the natural environment, quality infrastructure, political stability, attractive touristic activities and destination conditions such as favorable accommodation, personal safety and security and good value for money. From prior studies, it is evident that cognitive image influences the affective image. Cognitive image is, therefore, an antecedent of affective image component (Li et al., 2010). The cognitive perception of destination attributes defines both the affective and holistic or overall image of the destination (Agapito, Oom Do Valle, & Da Costa Mendes, 2013; Jiang et al., 2017). Therefore, the following hypotheses can be proposed:

H1: Cognitive destination image positively influences the destination's affective image

H2: Cognitive destination image positively influences the destination's overall image

Affective image component, conversely, relates to an individual's feelings, perceptions and opinions and emotional responses toward a destination (Shani & Wang, 2011; Stylidis et al., 2017). A destinations affective image can be described by such terms as arousing, pleasant, exciting and relaxing (Chew & Jahari, 2014; Chiu & Ananzeh, 2012; Stylidis et al., 2017). Prior studies emphasize the need to address the cognitive and affective components in the study of overall destination image (Stylidis et al., 2017). Therefore, the following hypothesis can be proposed:

H3: Affective destination image positively influences the destination's overall image

The overall image that travelers have of a destination is a consequence of their experiences and perceptions each traveler develops about the place. For business travelers their perceived image of a destination is highly dependent on their experiences. These experiences relate to both the physical and service environment of the business event (Hermann, Lee, Coetzee, & Boshoff, 2020; Hernández-Mogollón, Duarte, & Folgado-Fernández, 2018). The event visitors' overall experience or impression on event quality is dependent on the organization and delivery of services during the event. The event visitors' positive perceptions of the quality of event experience help enhance the cognitive, affective and the overall destination's image. The intangible event experience factors such as communication, quality service, personal safety and security having a significant influence on the destinations image (Jeong & Kim, 2019; Moon, Kim, Ko, Connaughton, & Lee, 2011). Therefore, the following hypotheses can be proposed:

H4: Visitor experiences in business events positively influences the host destination's cognitive image

H5: Visitor experiences in business events positively influences the host destination's affective image

H6: Visitor experiences in business events positively influences the host destination's overall image

Materials and methods

Sample design and data collection

The research hypotheses were examined through the perceptions of international visitors attending business events in Kenyan Capital, Nairobi. With increased competition between destinations not only globally but also in Africa and the East African countries, efforts to enhance destination image are important in developing a competitive edge. Business events are key to achieving this end. Despite the decline in total international tourism arrivals as highlighted earlier, Kenya in the recent past have been ranked fourth as a business tourism destination in Africa, with consistent performance since 2010. The City of Nairobi hosting majority (71.8%) of ICCA events in Kenya between the years 2012 and 2015 (ICCA, 2016). The city being a host of the best purpose-built MICE facilities, major hotel brands and a home of UN headquarters, it also hosts other non-association international meetings and all UN related events in Kenya.

Because the study involved visitor perceptions and with a large number of participants involved a questionnaire was used to collect data. The study focused on the three main MICE facilities in the city. A total of 400 questionnaire were distributed in the event facilities. Permission to conduct the survey was obtained through email and letters to the event facility managers. Using a convenience sample the questionnaires in meetings and conferences were distributed through the event organizers and moderators at the facilities by placing them on the tables prior to start of event sessions and delegates completed at will. For the case of exhibitions, the questionnaires were distributed during face-to-face interactions with the exhibitors at their event booths. The data collection were done toward the end of each event to ensure that visitors had some adequate interaction with the destination physical and service environment. Each questionnaire included an introductory part explaining the purpose of the study and also designed to ensure anonymity of the respondents. The questionnaires were clearly marked as international visitor only and included a question on visitor origin which ensured that only those responded by targeted participants were used in data analysis. Data were collected over a period of six months in the year 2017 as the events took place. A total of 367 respondents completed the questionnaires, yielding a response rate of 91.8%. Due to errors and omissions of some information, 32 questionnaires were excluded from

further analysis, resulting to a final sample size of 335. Using Soper (2020) online calculator to determine minimum sample size, the lower bound sample size for the model structure was 110 cases. This was based on 11 latent variables, 46 indicator variables, a statistical power and significance of 0.80 and 0.05, respectively. A sample size of 355, therefore, met the sampling recommended sampling adequacy for SEM (Soper, 2020; Westland, 2010).

Research instrument

Measures for the study constructs were derived from the previous studies. For business event experiences (BEE), eight indicators were identified during literature review which included venue facilities, accommodation, attractions, accessibility, affordability, level of service, Safety and security, cuisine or food and beverages (Kang et al., 2005; Swarbrooke & Horner, 2001; Whitfield et al., 2014). However, these studies were conducted for other aspects of events including choice of event venues, factors influencing event attendance among others and not specifically to establish relationship between the business and destination image (Halim & Mokhtar, 2016). For Holistic or overall destination image (ODI) two indicators were identified which included destination cognitive image (DCI) (Jiang et al., 2017; Stylos et al., 2016; Tavitiyaman & Qu, 2013) and destination affective image (DAI) (Chew & Jahari, 2014; Chiu & Ananzeh, 2012; Stylidis et al., 2017). The indicators of destination image were mainly borrowed from studies focusing on mega sports, festivals and cultural events (Dongfeng, 2013; Hallmann & Breuer, 2010; Lee & Arcodia, 2011). After a comprehensive literature review forty-six (46) items relating to eight dimensions of business event experiences and two dimensions of destination image were developed. For business event experiences these included: venue facilities (7 items); accommodation facilities (4 items); destination attractions (5 items); safety and security (4 items); destination accessibility (4 items); level of service (5 items); cuisine or food and beverages (4 items; affordability of services (4 items); and for overall destination image these included: cognitive image (5 items) and affective image (4 items). The question items developed in way to fit the context of the study and unique characteristics of African destinations. Before the actual study a pretest was carried out on 30 visitors in one of the event facilities. The measures were reliable as all of the Cronbach's alpha coefficients exceeded 0.7. The questionnaire was also subjected to content validity check with two postgraduate students, two Tourism and Hospitality University lecturers and a Research and development manager in one of the event facilities. After data collection an exploratory factor analysis was carried out. The Kaiser–Meyer–Olkin

Table 1. Exploratory factor analysis.

	Factor							
	1	2	3	4	5	6	7	8
Venues are well designed and provide flexibility					0.474			
State-of-the-art audio-visual equipment					0.732			
Comfortable seating arrangements					0.875			
Facilities for disabled access					0.915			
Venues are well maintained					0.435			
Adequate public space and circulation area					0.424			
Easy to secure accommodation at the destination			0.442					
Hotel rooms offer essential facilities			0.927					
Hotel rooms are clean and attractive			1.030					
Hotel rooms are well maintained			0.916					
Destination has variety of natural and heritage sites	0.921							
Variety of shopping centers	1.053							
Variety of eating places	0.674							
Destination has rich local culture	0.565							
Offers diversity in relation to menus	0.419							
Food outlets are readily available	0.566							
Destination guarantees personal safety								0.740
Hotels provide safety of guest belongings								0.455
Confidence moving about at the destination								0.775
Easy to access hotels and event venue						0.660		
Was easy to access food service facilities from venue						0.898		
Was easy to access attractions within the destination						0.584		
Pricing of accommodation at the venue is reasonable							0.473	
Menu pricing at outlets in the destination is reasonable							0.801	
Transport cost within the destination is reasonable							0.825	
Entry fee to attractions at the destination is reasonable							0.636	
Overall destination infrastructure				0.619				
Overall destination attractiveness				0.628				
The political stability				0.691				
General hospitality and destination friendliness				0.696				
The destination is exciting		0.817						
The destination is arousing		0.899						
The destination is pleasant		1.021						
The destination is relaxing		0.699						

Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization. Rotation converged in 13 iterations.

(KMO) measure of sampling adequacy and Bartlett's test of sphericity were used to determine the appropriateness of the factor analysis for the 46 items. The KMO test indicated a measure of 0.773 which is greater than 0.50, while Bartlett's test supported the appropriateness of the factor analysis with approximate chi square of 15,648.098, df = 1,035 and significance level at $p = <.01$. The results from maximum likelihood analysis with Promax rotation generated 11 factors accounting for 70.5% of the variance. However, three factors had less than three items, and therefore, excluded from the analysis. The items with factor loading less than 0.4 were also excluded. This resulted to eight factors as shown in Table 1, including venue facilities (5), accommodation facilities (3), destination attractions (1), destination accessibility (6), destination safety and security (8), affordability of services (7), cognitive image (4) and affective image (2) with a total of 34 items. The eight factors accounting for 64.4% of the variance. The response options were anchored on a 5-point Likert scale ranging from 1

Table 2. Respondents and events demographics.

Demographic characteristics		%
Visitor place of origin	Europe	34.9
	North America	10.7
	South America	4.2
	Asia	31.0
	African but Non-Kenyan	19.1
Visitor age	20–25	9.0
	26–30	13.4
	31–35	12.8
	36–40	11.0
	41–45	22.1
	46–50	17.0
	51 and above	14.6
Visitor gender	Male	55.8
	Female	44.2
Type of business event	Conference/Convention	59.7
	Exhibition	35.2
	Others	5.1
Attended a similar event at the destination previously	Yes	54.6
	No	45.4

Source: The author

(Strongly Disagree) to 5 (Strongly Agree). The questionnaire also included a section on respondents' as shown in Table 2, including social demographics, the specific venue and type of business event attended.

Data analysis

Since one research instrument was used with business event visitors responding to both independent and dependent variables common method variance was examined. Harman's one-factor test was used. All the 46 items were loaded into principal component analysis and run without rotation. Common method bias exists when factor analysis results to a single factor, or one general factor accounts for most of the variance. The factor analysis resulted to 11 factors with the first factor accounting for 27.52% of the variance indicating that common method bias was not a problem in the study (Krishnan, Martin, & Noorderhaven, 2006). SPSS version 26.0 was used to process the descriptive analysis of the demographic profile of the respondents and events and carry out a reliability analysis to determine the internal consistency of the research instrument. To analyze the structural model, Partial Least Square analysis (PLS) was adopted using SmartPLS 3 software.

The measurement model was first tested for validity and reliability of the measures, thereafter the structural model was tested. Data were first tested to determine if it violated the assumptions of normality, a requirement in structural equation modeling. Kurtosis statistics ranged from −1.977 to 3.5 while Skewness statistics ranged from −1.066 to 0.921. The range of values of kurtosis were greater than +1 and lower than −1, while that of skewness was lower than −1 indicating that the data violated normality (Hair, Hult,

Table 3. Construct validity and reliability.

Construct	Items	Loadings	CR	AVE
Destination accommodation facilities	Easy to secure accommodation at the destination	0.726	0.934	0.78
	Hotel rooms offer essential facilities	0.932		
	Hotel rooms are clean and attractive	0.956		
	Hotel rooms are well maintained	0.901		
Destination affective image	The destination is exciting	0.856	0.925	0.757
	The destination is arousing	0.921		
	The destination is pleasant	0.933		
	The destination is relaxing	0.76		
Destination accessibility	Was easy to reach hotels and event venue	0.834	0.882	0.713
	Was easy to access food service facilities from venue	0.882		
	Was easy to travel to various attractions at the destination	0.817		
Destination affordability of services	Pricing of accommodation at the venue is reasonable	0.642	0.86	0.609
	F & B pricing in the outlets at the destination is reasonable	0.737		
	Cost of transportation within the destination is reasonable	0.87		
	Entry fee for attractions at the destination is reasonable	0.85		
Destination attractions	Destination has variety of shopping centers	0.847	0.913	0.64
	Destination has a variety of eating places	0.89		
	Destination has rich local culture	0.797		
	Destination has interesting social places	0.642		
	Destination cuisine caters for diversity of people	0.778		
	Food outlets are readily available at the destination	0.823		
Destination cognitive image	Destination good Overall infrastructure	0.778	0.902	0.698
	Overall destination attractiveness	0.876		
	Destination political stability	0.873		
	General hospitality and destination friendliness	0.812		
Destination safety and security	Destination guarantees visitor personal safety	0.919	0.909	0.769
	Hotels provide safety of guest belongings	0.771		
	Visitors are confident moving about at the destination	0.932		
Destination venue facilities	Venues are well designed and provide flexibility	0.73	0.877	0.544
	Venue has State-of-the-art audio-visual equipment	0.767		
	Venue has comfortable seating arrangements	0.788		
	Venue well maintained	0.812		
	Venue has adequate public space & circulation area	0.622		
	Venue has good ambience and interior décor	0.691		

Source: The author

Ringle, & Sarstedt, 2017). Partial Least Square-based structural equation modeling was used for the study. In testing the path coefficients and the *t*-statistics, bootstrapping method was used based on 5,000 resamples (Ali, Kim, & Ryu, 2016; Hair, Hult, Ringle, & Sarstedt, 2013).

Results

Measurement model

The measurement model was tested for both convergent and discriminant validity. Convergent validity indicates the extent to which different measures of the same construct strongly correlate with each other. This was assessed based on the factor loadings, composite reliability (CR) and average variance extracted (AVE). Composite reliability values indicate the extent to which the indicators of a construct reflect the latent construct while average variance extracted indicates the total amount of variance accounted for by the latent construct. Table 3 shows that all loadings were

Table 4. Discriminant validity.

Constructs	1	2	3	4	5	7	8	9
Destination Accessibility	**0.844**							
Destination Accommodation Facilities	0.437	**0.883**						
Destination Affective Image	0.057	0.162	**0.87**					
Destination Affordability of Services	0.305	0.245	0.229	**0.78**				
Destination Attractions	0.447	0.295	0.446	0.223	**0.8**			
Destination Cognitive Image	0.247	0.401	0.478	0.314	0.254	**0.836**		
Destination Safety and Security	0.619	0.494	0.043	0.516	0.184	0.431	**0.877**	
Destination Venue Facilities	0.294	0.37	0.462	0.125	0.401	0.553	0.272	**0.738**

Source: The author

greater than the required value of 0.6, composite reliability values greater than the recommended value of 0.7, and average variance extracted exceeded the required value of 0.5 for all the constructs (Hair et al., 2017).

Discriminant validity of the measurement model was then tested. This suggests that items of the same constructs should correlate more among themselves than with items of other constructs. This was tested following the average variance extracted analysis method. Table 4 shows the results of average variance extracted analysis which indicates that the square root of AVE for each construct, the values on the diagonal line are larger than corresponding correlations. This supports the adequacy of discriminant validity of the measurement model (Zait & Bertea, 2011). To ascertain the adequacy of discriminant validity multitrait-multimethod matrix test was also done. The heterotrait-monotrait (HTMT) ratio of correlations in Table 5 shows that the HTMT values were all less than the upper required threshold of 0.85 (Ali et al., 2016; Henseler, Ringle, & Sarstedt, 2015).

Structural model

To assess the structural model, the values of R^2, beta and the respective t-statistics from a bootstrapping analysis following a resample of 5,000 were examined. In addition, predictive relevance (Q^2) and the effect sizes (f^2) were also determined and reported (Ali et al., 2016; Hair, Risher, Sarstedt, & Ringle, 2019). The relationship between variables were first determined indicating that, business event experiences positively and significantly affected destination's cognitive image ($\beta = 0.524$; $p < .01$) and overall destination image ($\beta = 0.012$; $p < .01$). However, business event experiences did not significantly affect the destination's affective image ($\beta = 0.109$; $p < .094$).

Cognitive destination image had a positive and significant effect on both the destination's affective image ($\beta = 0.421$; $p < .01$) and the overall destination image ($\beta = 0.577$; $p < .01$) while affective destination's image had a positive significant effect on the overall destination image ($\beta = 0.579$; $p < .01$). Therefore, H_1, H_2, H_3, H_4 and H_6 were all supported while H_5

Table 5. Heterotrait-monotrait (HTMT).

Constructs	1	2	3	4	5	6	7	8
Destination accessibility								
Destination accommodation facilities	0.512							
Destination affective image	0.19	0.202						
Destination affordability of services	0.392	0.276	0.303					
Destination attractions	0.524	0.324	0.518	0.318				
Destination cognitive image	0.313	0.47	0.527	0.374	0.302			
Destination safety and security	0.745	0.573	0.174	0.601	0.209	0.52		
Destination venue facilities	0.343	0.441	0.544	0.273	0.457	0.638	0.31	

Source: The author

Table 6. Structural equation model estimates.

Hypotheses	Beta (β)	*T* Statistics	Decision	*f* Square
H_1: Destination cognitive image -> Destination affective image	0.421	6.145	Supported	0.169
H_2: Destination cognitive image -> Overall destination image	0.577	54.873	Supported	0.133
H_3: Destination affective image -> Overall destination image	0.579	32.434	Supported	0.163
H_4:Business event experiences -> Destination cognitive image	0.524	14.181	Supported	0.379
H_5:Business event experiences -> Destination affective image	0.109	1.67	Not Supported	0.011
H_6: Business event experiences -> Overall destination image	0.012	3.107	Supported	0.069

Source: The author

was unsupported as indicated in Table 6. Business event experiences explained 27.5% of the variance in cognitive destination image (R^2 = 0.275), while business event experiences and cognitive destination image explained 23.3% of the variance in the destination's affective image (R^2 = 0.233). Any values of R^2 greater than zero are considered meaningful (Hair et al., 2019).

The *p* values only indicate the significance of the effects or relationships between variables, but do not show the effect size (f^2). Except for H_5, the f^2 values for all other relationships met the minimum threshold of 0.02 for small effect and 0.35 for large effects. Table 6 indicates small effects for H_2 and H_6; medium effects for H_1 and H_3 and large effect for H_4 (Cohen, 1988). A blindfolding procedure was done to determine the path model's predictive accuracy. For a construct to indicate predictive relevance, Q^2 values should be greater than zero. The Q^2 values of 0, 0.025 and 0.5 indicating small, medium and large predictive accuracy, respectively, for a PLS-path model (Hair et al., 2019). For both cognitive destination image (Q^2 = 0.175) and affective destination image (Q^2 = 0.192) the Q^2 values were greater than zero indicating acceptable predictive relevance.

Discussion, implications and limitations

Discussion

This study adds to the existing body of knowledge by providing empirical evidence on the significance of visitor experiences in business events on the

host destination's cognitive, affective and overall image. Although studies exist on the effect of events on host destinations' image, there are limited studies that are focused on business events. Most of such studies focused on mega sports, festivals and cultural events. Majority of these studies also carried out in the developed world. This study provides the perspective of developing world and in particular the African context. The study is, therefore, one of the few studies examine the effect of events on host destinations image from the perspective of business events.

In the context of business events, the results of an exploratory analysis identified the dimensions of business event experience contributing to the influence on the host destination's image. These include the event venue facilities, destination accessibility, safety and security, attractions, affordability of services and accommodation facilities. This to some extent differs with experience factors identified for both sports and cultural events. For sports events, important experience factors have been identified as including tangible factors such as equipment, ambiance and design of sports facilities and intangible factors such as safety, communication, service reliability, responsiveness, credibility and assurance (Moon et al., 2011). In regard to festivals the experience factors include the local cuisine, sceneries, restaurants, entertainment, cultural resources and attractions (Duarte, Folgado-Fernández, & Hernández-Mogollón, 2018; Hernández-Mogollón et al., 2018).

The study findings indicate that as with the case of most of the previous studies in sporting and festival events (Duarte et al., 2018; Hernández-Mogollón et al., 2018; Knott et al., 2013; Moon et al., 2011), business events also play a positive role in influencing the host destination's image. Due to the popularity of major international events, if the events are well organized and implemented they help increase awareness of the host destination and erode existing negative stereotypes (Jensen & Kwiatkowski, 2019; Knott et al., 2013). The findings, therefore, support the theories of image transfer and attitude formation that formed the foundation of the study and evidence provided in previous studies (Deng & Li, 2014; Xing & Chalip, 2006). In this study, the image of the events as perceived from the experiences were transferred to the host destination. The relationships between the event experiences, the host destination's cognitive and overall images were supported by the findings.

The study also contributes to the existing body of knowledge by quantifying the contribution of business event experiences to the cognitive image and combined contribution of both business events experience and cognitive image to the affective image. The findings further indicate the strengths of the relationships, highlighting the high influence of business events experience on a destination's cognitive image which is an antecedent of both the affective and overall destination image. Special attention,

therefore, should be given to cognitive image in order to enhance the destination's overall image (Hernández-Mogollón et al., 2018).

By adopting partial least squares approach to structural modeling (PLS-SEM) to analyze the proposed model, the study adds to existing methodological body of knowledge. Majority (94%) of previous studies in hospitality and tourism journals adopted co-variance-based structural modeling (CB-SEM) (Ali & Kim, 2015; Ali et al., 2016; Hair et al., 2019). Variance-based structural modeling continue to appeal to many researchers due to the ability to estimate complex models involving many constructs, indicator variables and structural paths with limited assumptions on the distribution of data. In addition, PLS-SEM being a causal-predictive approach to structural equation modeling emphasizes prediction in statistical model estimations that are designed to explain causal relations (Hair et al., 2019).

Implications

As countries and regions continue to recognize the significance of tourism in the economic development, competition continue to become more intense. In particular, the less developed countries and regions such as Africa are increasingly focusing on tourism an avenue for economic development. The ability to attract and retain international tourism has become important to such countries and destinations' (Andrades & Dimanche, 2017; Reisinger, Michael, & Hayes, 2019). With existence of evidence on events beings' important image builders for host destinations' (Jensen & Kwiatkowski, 2019), the findings of this study are of great significance to destination marketers in the continent. The findings provide a better understanding of the dimensions of visitor experiences in business events that have an influence on the host destination image. The marketers should ensure that all the event management players create favorable experiences and emotions. Positive visitor perceptions of event experiences help to enhance the host destination's image (Moon et al., 2011). Special attention should be given to the host destination's cognitive image. To achieve this destination managers must ensure that the identified business event experience dimensions are integral part of the international business events and are being effectively managed.

Limitations and suggestions for future research

Like any other scientific study, this study has some limitations which provide room for further research. First, the study adopted convenience sampling, data collected from only three purpose-built event venues in the capital city, excluded hotel venues and purposely focused on international

event visitors. The findings, therefore, should be generalized with caution. Further studies may consider including hotel venues and the domestic event visitors. Although data were collected toward the end of each event, future studies may consider following up event visitors after the event. This would give more elaborate evaluation of the destination by the event visitors. The studies may also include event venues in other regions outside the more developed cities. Finally, future studies may also focus on the resultant post-visit behavior to determine if perceived favorable images for the host destination, influence future visitor destination choices.

Acknowledgment

The authors wish to acknowledge the management of the event venues for providing the opportunity and facilitating with data collection. Without their support this study would not have been possible.

Disclosure statement

No potential conflict of interest was reported by the authors.

References

Ali, F., & Kim, W. G. (2015). *A comparative study of CB-SEM and PLS-SEM for theory development in hospitality research*. Presented at the Proceedings of the 3rd world research summit for tourism and hospitality, Orlando, Florida.

Ali, F., Kim, W. G., & Ryu, K. (2016). The effect of physical environment on passenger delight and satisfaction: Moderating effect of national identity. *Tourism Management*, *57*(2016), 213–224. doi:10.1016/j.tourman.2016.06.004

Alvarez, M. D., & Campo, S. (2014). The influence of political conflicts on country image and intention to visit: A study of Israel's image. *Tourism Management*, *40*, 70–78. doi:10.1016/j.tourman.2013.05.009

Andrades, L., & Dimanche, F. (2017). Destination competitiveness and tourism development in Russia: Issues and challenges. *Tourism Management*, *62*, 360–376. doi:10.1016/j.tourman.2017.05.008

Astroff, M. T., & Abbey, J. R. (2006). *Convention management and service* (7th ed). Orlando, FL: Educational Institute American Hotel & Lodging Association.

Avraham, E., & Ketter, E. (2017). Destination image repair while combatting crises: Tourism marketing in Africa. *Tourism Geographies*, *19*(5), 780–800. doi:10.1080/14616688.2017.1357140

Avraham, E., & Ketter, E. (2013). Marketing destinations with prolonged negative images: Towards a new model. *Tourism Geographies*, *15*(1), 145–164. doi:10.1080/14616688.2011.647328

Baloglu, S. (1998). An Empirical investigation of attitude theory for tourist destinations: A comparison of visitors and non-visitors. *Journal of Hospitality & Tourism Research*, *22*(3), 211–224. doi:10.1177/109634809802200301

Buathong, K., & Lai, P. C. (2017). Perceived attributes of event sustainability in the MICE industry in Thailand: A viewpoint from governmental, academic, venue and practitioner. *Sustainability*, *9*(7), 1151–1171. doi:10.3390/su9071151

Chew, E. Y., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, *40*, 382–393. doi:10.1016/j.tourman.2013.07.008

Chiu, L., & Ananzeh, A. (2012). The role of MICE destination attributes on forming Jordan touristic image. *Academic Research International*, *3*(1), 67–77.

Chiu, W., Zeng, S., & Cheng, P. S. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: A case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, *10*(2), 223–234. doi:10.1108/IJCTHR-07-2015-0080

Chung, J. Y., Choi, Y. K., Yoo, B. K., & Kim, S. H. (2020). Bleisure tourism experience chain: Implications for destination marketing. *Asia Pacific Journal of Tourism Research*, *25*(3), 300–310. doi:10.1080/10941665.2019.1708760

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.

Crompton, J. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, *6*(4), 408–424. doi:10.1016/0160-7383(79)90004-5

Deng, C. Q., Li, M., & Shen, H. (2015). Developing a measurement scale for event image. *Journal of Hospitality & Tourism Research*, *39*(2), 245–270. doi:10.1177/1096348012471378

Deng, Q., & Li, M. (2014). A model of event–destination image transfer. *Journal of Travel Research*, *53*(1), 69–82. doi:10.1177/0047287513491331

Dongfeng, L. (2013). Major sports events, destination image and intention to revisit from the foreign tourist's perspective. *International Journal of Sports Marketing and Sponsorship*, *14*(3), 23–34. doi:10.1108/IJSMS-14-03-2013-B003

Duarte, P., Folgado-Fernández, J. A., & Hernández-Mogollón, J. M. (2018). Measurement of the impact of music festivals on destination image: The case of a Womad festival. *Event Management*, *22*(4), 517–526. doi:10.3727/152599518X15264726192451

Events Industry Council (EIC). (2018, November). *Global economic significance of business events*. Retrived from https://www.ileahub.com/Portals/0/Global%20Economic%20Significance%20of%20Business%20Events.pdf

Fawzy, A. (2009). The service recovery process in the meetings, incentives, conventions, and exhibitions industry: A conceptual model. *Journal of Convention & Event Tourism*, *10*(4), 231–242. doi:10.1080/15470140903304304

Fernández, J. A., Mogollón, J. M., & Duarte, P. (2017). Destination image and loyalty development: The impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, *17*(1), 92–110. doi:10.1080/15022250.2016.1221181

Foroudi, P., Akarsu, T. N., Ageeva, E., Foroudi, M. M., Dennis, C., & Melewar, T. C. (2018). Promising the dream: Changing destination image of London through the effect of website place. *Journal of Business Research*, *83*, 97–110. doi:10.1016/j.jbusres.2017.10.003

Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management*, *52*, 593–631. doi:10.1016/j.tourman.2015.03.007

Gössling, S., Scott, D., & Hall, C. M. (2021). Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*, *29*(1), 1–20. doi:10.1080/09669582.2020.1758708

Govers, R., & Go, F. (2005). Projected destination online: Website content analysis of picture and text. *Information Technology and Tourism*, *7*(2), 1–18.

Gwinner, K. P., & Bennett, G. (2008). The impact of brand cohesiveness and sport identification on brand fit in a sponsorship context. *Journal of Sport Management*, *22*(4), 410–426. doi:10.1123/jsm.22.4.410

Gwinner, K. P. (1997). A model of image creation and image transfer in event sponsorship. *International Marketing Review*, *14*(3), 145–158. doi:10.1108/02651339710170221

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). *A primer on least square structural modelling (PLS-SEM).* Los Angeles: Sage Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling* (PLS-SEM) (2nd ed.). Thousand Oaks, CA: Sage.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–248. doi:10.1108/EBR-11-2018-0203

Halim, A. H., & Mokhtar, A. R. (2016). Creating memorable visitor experiences by assessing the satisfaction level and behavioral consequences of attendees. *Procedia Economics and Finance*, *37*, 1–6. doi:10.1016/S2212-5671(16)30084-3

Hallmann, K., & Breuer, C. (2010). The impact of image congruence between sport event and destination on behavioral intentions. *Tourism Review*, *65*(1), 66–74. doi:10.1108/16605371011040915

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. doi:10.1007/s11747-014-0403-8

Hermann, U. P., Lee, C., Coetzee, W., & Boshoff, L. (2020). Predicting behavioural intentions of Craft Beer Festival attendees by their event experience. *International Journal of Wine Business Research*, ahead-of-print. doi:10.1108/IJWBR-05-2020-0019

Hernández-Mogollón, J. M., Duarte, P. A., & Folgado-Fernández, J. A. (2018). The contribution of cultural events to the formation of the cognitive and affective images of a tourist destination. *Journal of Destination Marketing & Management*, *8*, 170–178. doi:10.1016/j.jdmm.2017.03.004

Hong, S., Kim, J., Jang, H., & Lee, S. (2006). The roles of categorization, affective image and constraints on destination choice: An application of the NMNL model. *Tourism Management*, *27*(5), 750–761. doi:10.1016/j.tourman.2005.11.001

ICCA. (2016). *ICCA Statistics report country and city rankings: Public abstract*. Retrieved from https://www.iccaworld.org/dcps/doc.cfm?docid=2082

Iordanova, E., & Stylidis, D. (2019). The impact of visitors' experience intensity on in-situ destination image formation. *Tourism Review*, *74*(4), 841–860. doi:10.1108/TR-12-2018-0178

Jago, L., Chalip, L., Brown, G., Mules, T., & Ali, S. (2003). Building events into destination branding: Insights from experts. *Event Management*, *8*(1), 3–14. doi:10.3727/152599503108751658

Jensen, C. D., & Kwiatkowski, G. (2019). Image interplay between events and destinations. *Growth and Change*, *50*(1), 446–469. doi:10.1111/grow.12272

Jeong, Y., & Kim, S. (2019). Exploring a suitable model of destination image: The case of a small-scale recurring sporting event. *Asia Pacific Journal of Marketing and Logistics*, *31*(5), 1287–1307. doi:10.1108/APJML-10-2018-0441

Jiang, Y., Ramkissoon, H., Mavondo, F. T., & Feng, S. (2017). Authenticity: The link between destination image and place attachment. *Journal of Hospitality Marketing & Management*, *26*(2), 105–124. doi:10.1080/19368623.2016.1185988

Jin, N. P., Lee, S., & Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International Journal of Tourism Research*, *17*(1), 82–95. doi:10.1002/jtr.1968

Jumia Travel. (2019). *Jumia hospitality report Africa 2019* (3rd ed.). Retrieved from https://travel.jumia.com/en-gb/hospitality-report-africa

Kang, M., Suh, S., & Jo, D. (2005). The competitiveness of international meeting destinations in Asia. *Journal of Convention & Event Tourism*, *7*(2), 57–85. doi:10.1300/J452v07n02_04

Kani, Y., Aziz, Y. A., Sambasivan, M., & Bojei, J. (2017). Antecedents and outcomes of destination image of Malaysia. *Journal of Hospitality and Tourism Management*, *32*, 89–98. doi:10.1016/j.jhtm.2017.05.001

Kenya National Bureau of Statistics (KNBS). (2014). *Economic survey report*. Nairobi: Government Printer.

Kenya National Bureau of Statistics (KNBS). (2016). *Economic survey report*. Nairobi: Government Printer.

Kenya National Bureau of Statistics (KNBS). (2019). *Economic survey report*. Nairobi: Government Printer.

Khamisa, N. (2016, October, 19). Conference tourism sector in Kenya has great potential. *The Business Daily*. Retrieved from https://www.travelblog.org/Africa/Kenya/Nairobi-Province/Nairobi/blog-589642.html

Kim, M. J., Lee, C. K., Petrick, J. F., & Hahn, S. S. (2018). Factors affecting international event visitors' behavioral intentions: The moderating role of attachment avoidance. *Journal of Travel & Tourism Marketing*, *35*(8), 1027–1042. doi:10.1080/10548408.2018.1468855

Kislali, H., Kavaratzis, M., & Saren, M. (2016). Rethinking destination image formation. *International Journal of Culture, Tourism and Hospitality Research*, *10*(1), 70–80. doi:10.1108/IJCTHR-05-2015-0050

Knott, B., Fyall, A., & Jones, I. (2013). The nation-branding legacy of the 2010 FIFA World Cup for South Africa. *Journal of Hospitality Marketing & Management*, *22*(6), 569–595. doi:10.1080/19368623.2012.663155

Ko, Y. J., Zhang, J., Cattani, K., & Pastore, D. (2011). Assessment of event quality in major spectator sports. *Managing Service Quality: An International Journal*, *21*(3), 304–322. doi:10.1108/09604521111127983

Krishnan, R., Martin, X., & Noorderhaven, N. G. (2006). When does trust matter to alliance performance? *Academy of Management Journal*, *49*(5), 894–917. doi:10.5465/amj.2006.22798171

Lai, K. (2018). Influence of event image on destination image: The case of the 2008 Beijing Olympic Games. *Journal of Destination Marketing & Management*, *7*, 153–163. doi:10.1016/j.jdmm.2016.09.007

Lee, I., & Arcodia, C. (2011). The role of regional food festivals for destination branding. *International Journal of Tourism Research*, *13*(4), 355–367. doi:10.1002/jtr.852

Li, M., Cai, L.A., Lehto, X.Y., & Huang, J. (2010). A missing link in understanding revisit intention–the role of motivation and image. *Journal of Travel & Tourism Marketing*, *27*(4), 335–348. doi:10.1080/10548408.2010.481559

Lwegaba, G. (2013). *Destination image: A study reviewing the perception held by western mass media about Uganda after Uganda's (majority parliamentarians) proposed to adopt the anti-homosexuality bill in 2009* (Masters in Tourism thesis). Umea University, Sweden. Retrieved from https://www.diva-portal.org/smash/get/diva2:632654/FULLTEXT01.pdf

Matiza, T., & Oni, O. A. (2014). Managing the tourist destination image: The case of Africa. *Tourism Review*, *62*(4), 397–406.

Mccracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, *16*(3), 310–321.

Moon, S. K., Kim, M., Ko, J. Y., Connaughton, D. P., & Lee, H. J. (2011). The influence of consumer's event quality perception on destination image. *Managing Service Quality: An International Journal*, *21*(3), 287–303. doi:10.1108/09604521111127974

Muhwezi, D. K., Baum, T., & Nyakaana, J. B. (2016). Dealing with negative symbolism of destinations with difficult heritage: Analysis of Uganda's image. *Journal of Hospitality Management and Tourism*, *7*(3), 33–42.

Ndung'u, N., Thugge, K., & Otieno, O. (2009). Unlocking the future potential for Kenya: The vision 2030. Retrieved from http://www.foresightfordevelopment.org/sobipro/55/1266-unlocking-the-future-potential-for-kenya-the-vision-2030

Nicula, V., & Elena, P. P. (2014). Business tourism market developments. *Procedia Economics and Finance*, *16*, 703–712. doi:10.1016/S2212-5671(14)00858-2

Pike, S., Gentle, J., Kelly, L., & Beatson, A. (2018). Tracking brand positioning for an emerging destination during the advent of the social media era: 2003 to 2015. *Tourism and Hospitality Research*, *18*(3), 286–296. doi:10.1177/1467358416646821

Reisinger, Y., Michael, N., & Hayes, J. P. (2019). Destination competitiveness from a tourist perspective: A case of the United Arab Emirates. *International Journal of Tourism Research*, *21*(2), 259–279. doi:10.1002/jtr.2259

Saha, S., & Yap, G. (2014). The Moderation effects of political instability and terrorism on tourism development: A cross-country panel analysis. *Journal of Travel Research*, *53*(4), 509–521. doi:10.1177/0047287513496472

Shani, A., Wang, Y., In Destination marketing and management: Theories and applications, Destination image development and communication, Wang, Youcheng, Pizam, Abraham, CAB International, Oxford, 2011, 130, 148,

Soper, D. S. (2020). *A-priori sample size calculator for structural equation models [Software]*. Available from http://www.danielsoper.com/statcalc/calculator.aspx?id=89

Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management*, *58*, 184–195. doi:10.1016/j.tourman.2016.10.014

Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, *53*, 40–60. doi:10.1016/j.tourman.2015.09.006

Swarbrooke, J., & Horner, S. (2001). *Business Travel and Tourism*. Great Britain: Butterworth-Heinemann.

Tavitiyaman, P., & Qu, H. (2013). Destination image and behavior interion of traveler to Thailand: The moderating effect of perceived risk. *Journal of Travel and Tourism Marketing*, *30*(3), 169–185.

Wainainah, D. (2018, July 9). Hospitality industry growth seen higher on new investment. *Business Daily*. Retrieved from https://www.businessdailyafrica.com/datahub/Hospitality-industry-growth/3815418-4654336-rtuwg0/index.html

Westland, J. C. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications*, *9*(6), 476–487.

Whitfield, J., Dioko, L. A. N., Webber, D., & Zhang, L. (2014). Attracting convention and exhibition Attendance to complex MICE venues: Emerging data from Macao. *International Journal of Tourism Research*, *16*(2), 169–179. doi:10.1002/jtr.1911

World Economic Forum (WEF). (2015). *The travel and tourism competitiveness report 2015*. Geneva: WEF.

World Travel and Tourism Council (WTTC). (2019). *Travel and Tourism Economic Impact World*. London: World Travel and Tourism Council.

World Tourism Organization (UNWTO) (2014). Global Report on the Meetings Industry.

Xing, X., & Chalip, L. (2006). Effects of hosting sport event on destination brand: A test of co-branding and match-up models. *Sport Management Review*, *9*(1), 49–78. doi:10.1016/S1441-3523(06)70019-5

Yoo, H., McIntosh, A., & Cockburn-Wootten, C. (2016). Time for me and time for us: Conference travel as alternative family leisure. *Annals of Leisure Research*, *19*(4), 444–460. doi:10.1080/11745398.2016.1147361

Zait, A., & Bertea, P. E. (2011). Methods for testing discriminant validity. *Journal of Management and Marketing*, *9*(2), 217–224.

Zeng, S., Chiu, W., Lee, C. W., Kang, H. W., & Park, C. (2015). South Korea's destination Image: Comparing the perceptions of film and nonfilm Chinese tourists. *Social Behavior and Personality*, *43*(9), 1453–1462.

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, *40*, 213–223. doi:10.1016/j.tourman.2013.06.006