

Moderating Effect of Consumer Behavior on the Contribution of Slow Tourism Activities to Sustainable Tourism Outcomes in Baringo County, Kenya

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Abstract

The global tourism industry confronts an escalating sustainability crisis characterised by overtourism, economic leakage, and environmental degradation, prompting scholarly interest in slow tourism as an alternative mobility paradigm. While slow tourism activities are theorised to generate superior economic, socio-cultural, and environmental outcomes, the demand-side boundary conditions of this relationship remain under-theorised, particularly in sub-Saharan Africa. Drawing on the Theory of Reasoned Action and Stakeholder theory, this study examines the moderating effect of consumer behavior on the contribution of slow tourism activities to sustainable tourism outcomes in Baringo County, Kenya. A pragmatic, quantitative-dominant cross-sectional survey design was employed, collecting data from 267 tourists across ten sites in Baringo County, Kenya. Hierarchical multiple regression analysis revealed that slow tourism activities had a positive and significant direct effect on sustainable tourism outcomes ($\beta = 0.241$, $p = .001$), explaining 31.5% of the variance. The introduction of consumer behaviour as a moderator significantly improved model fit ($\Delta R^2 = .054$, $p < .01$), with the interaction term between slow tourism activities and consumer behaviour yielding a positive and significant coefficient ($\beta = 0.265$, $p = .045$). The full model explained 40.9% of the variance in sustainable outcomes. Qualitative data from 12 stakeholders corroborated these mechanisms, revealing that tourists with pro-environmental mindsets converted activity participation into reciprocal co-creation behaviours such as conservation volunteering, local purchasing, and cultural knowledge exchange that amplified sustainability dividends. The findings reject the deterministic assumption that slow tourism supply automatically produces sustainable outcomes, demonstrating instead that the activities–sustainability nexus is contingent on tourist psychological dispositions. For Baringo County, where visitor numbers declined by 66% between 2018 and 2024, the results imply that slow tourism strategies must be paired with market segmentation

and interpretive programming that cultivates and attracts environmentally conscious consumers.

Keywords: Tourism Industry, Slow Tourism Activities, Sustainable Tourism Outcomes, Consumer Behaviour, Baringo County, Kenya

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Introduction

The global tourism industry confronts an escalating sustainability crisis. Decades of mass-tourism expansion have precipitated overtourism, carbon-intensive mobility, economic leakage, and sociocultural erosion worldwide (Dickinson et al., 2011; Fullagar et al., 2012). In response, scholars have turned to alternative paradigms that decelerate consumption and deepen place-based engagement. Chief among these is slow tourism, a conceptual offshoot of the broader Slow Movement that originated with Italy's Slow Food movement in the 1980s as a critique of fast, checklist-driven travel (Kostilnikova et al., 2022). Dickinson et al. (2011) conceptualize slow travel as an alternative mobility system privileging low-carbon transport, extended dwell time, and immersive encounters. Subsequent scholarship distills slow tourism into three dimensions that is slowness, locality, and low-carbon transit manifested in activities like guided nature walks, cycling, bird-watching, cultural immersion, and community gastronomy (Lumsdon & McGrath, 2011). These activities are theorized to yield superior

sustainability dividends by extending visitor spend, distributing economic benefits equitably, and reducing environmental footprints (Klarin et al., 2023; Kostilnikova et al., 2022).

However, tourism sustainability is inherently multidimensional. In 2024, the United Nations Statistical Commission endorsed the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), establishing an international standard to capture economic, social, and environmental impacts such as length of stay, decent work, host-community perceptions, emissions, and ecosystem services beyond GDP metrics (UN Tourism, 2024). While these dimensions align with slow tourism's aims, they reveal a critical theoretical lacuna: the link between slow activities and sustainable outcomes is rarely deterministic. The same activity can yield vastly different impacts depending on the psychological disposition of the tourist.

This observation positions consumer behavior as a pivotal boundary condition. Han (2021) notes that sustainable tourism behavior is shaped by

complex cognitive and affective drivers. Cao et al. (2022) demonstrate via a dual-path model that pro-environmental behaviors stem simultaneously from rational planning (attitudes, subjective norms, perceived behavioral control) and embodied emotion (nature connectedness), each exerting differential effects on high- and low-effort intentions. Liu et al. (2022) further validate these behavioral drivers while emphasizing the need for value-expressive constructs. Aman et al. (2021) show that place attachment strengthens the link between environmental awareness and eco-behavior. Alashiq and Aljuhmani (2025) prove that biospheric values moderate the relationship between tourism sustainability and social engagement. Similarly, Patwary et al. (2025) find that ecocentrism amplifies the satisfaction–eco-behavior link. Together, these studies confirm that consumer dispositions act as moderators determining whether and how activities convert into sustainable outcomes.

In sub-Saharan Africa, where tourism is championed for GDP growth and livelihood diversification (Seraj et al., 2025), this moderating role is particularly critical due to heterogeneous tourist value orientations. Amoah and Addoah (2020) caution that environmental knowledge does not automatically translate into eco-behavior in developing contexts, while Mihanyar et al. (2015) highlight how awareness interacts with contextual variables. Without strong pro-environmental dispositions, slow activities risk devolving into conventional consumption with minimal sustainability gains.

Baringo County in Kenya possesses significant biodiversity assets including Lake Bogoria National Reserve, Lake Baringo, the Tugen Hills, and endemic wildlife alongside rich Indigenous heritage (Baringo County Government,

2012). Yet, its tourism sector struggles with short visitor stays, high economic leakage, limited community engagement, and security challenges (Onchwati et al., 2010). Slow tourism activities such as guided nature walks, bird-watching, cultural ceremonies, and eco-cruises offer strategic alternatives to lengthen stays and enhance economic retention. However, whether these activities generate meaningful sustainability outcomes depends heavily on tourist psychology.

Despite growing interest in slow tourism, a significant gap persists as research has predominantly treated slow activities as direct antecedents of sustainability, assuming uniform tourist responses and ignoring demand-side boundary conditions (Klarin et al., 2023; Lumsdon & McGrath, 2011). This perpetuates a deterministic fallacy by ignoring tourist heterogeneity in environmental attitudes, norms, and attachments (Cao et al., 2022; Liu et al., 2022). Also, empirical evidence quantifying consumer behavior as a moderator in sub-Saharan Africa remains lacking, despite regional signs that environmental awareness does not linearly yield pro-environmental action (Amoah & Addoah, 2020; Mihanyar et al., 2015). Therefore, this study empirically examines the moderating effect of consumer behavior on the contribution of slow tourism activities to sustainable tourism outcomes in Baringo County, Kenya

Theoretical Framework

Theory of Reasoned Action

The Theory of Reasoned Action (TRA) was developed by Martin Fishbein and Icek Ajzen in 1975 as a social-psychological model explaining the cognitive antecedents of human behaviour. The theory posits that

behavioural intention is the most immediate determinant of behaviour, and that intention is itself shaped by two factors: attitude toward the behaviour (the individual's positive or negative evaluation of performing the behaviour) and subjective norm (the perceived social pressure to perform or not perform the behaviour) (Fishbein & Ajzen, 1975). Ajzen (1991) subsequently extended the TRA into the Theory of Planned Behaviour (TPB) by adding perceived behavioural control, yet the core proposition remains unchanged: individuals act in accordance with their intentions, which are formed through rational deliberation of attitudes and normative influences. In tourism research, the TRA/TPB framework has been extensively validated as a predictor of pro-environmental tourist behaviour, including green hotel choice, sustainable transport use, and responsible destination consumption (Han et al., 2010; Liu et al., 2022).

The theory is particularly suited to the present study because it explains why identical slow tourism activities such as guided nature walks or cultural workshops can produce divergent sustainability outcomes: tourists who hold favourable attitudes toward environmental stewardship and perceive strong normative support for sustainability are more likely to convert activity participation into responsible consumption practices, including local purchasing, waste minimisation, and conservation volunteering (Cao et al., 2022). The TRA therefore provides the demand-side psychological architecture for understanding how consumer behaviour moderates the efficacy of slow tourism supply in generating sustainable destination outcomes.

Stakeholder Theory

Stakeholder theory was introduced by R. Edward Freeman in his

1984 seminal work, which challenged the shareholder-centric model of the firm by arguing that organisations must account for the interests of all groups who can affect or are affected by organisational decisions (Freeman, 1984). Donaldson and Preston (1995) later distinguished three variants of stakeholder theory such as descriptive, instrumental, and normative emphasising that ethical obligations to stakeholders are not merely instrumental to profit but constitute independent moral claims. In tourism and sustainable development scholarship, stakeholder theory has been applied to understand how destination sustainability emerges from the negotiated interactions among tourists, host communities, government agencies, conservation bodies, and private enterprises (Robson & Robson, 1996; Nthiga et al., 2015).

The theory is indispensable to the present study because sustainable tourism outcomes including local employment, cultural preservation, biodiversity conservation, and community welfare cannot be reduced to a single actor's welfare but must be understood as multi-actor achievements requiring equitable benefit distribution and inclusive governance (UN Tourism, 2024). In Baringo County, where slow tourism activities are co-produced by Ilchamus, Pokot, and Tugen community members alongside formal tourism operators, stakeholder theory provides the normative and instrumental rationale for examining whether and how tourism activities generate welfare gains across diverse local constituencies (Manyara & Jones, 2007; Kibicho, 2008).

Together, the Theory of Reasoned Action and stakeholder theory furnish complementary lenses that bridge the demand-side and supply-side dimensions of sustainable tourism. While the TRA explains which tourists are psychologically predisposed to translate slow activity

participation into responsible behaviour, stakeholder theory clarifies whose sustainability counts and under what governance conditions activity participation generates durable community benefit. This integrative framing moves beyond deterministic supply-side models that assume slow tourism activities automatically produce sustainable outcomes, and instead conceptualises sustainability as a co-produced achievement contingent on both tourist psychological readiness and inclusive local governance (Han, 2021; Freeman et al., 2010). The TRA accounts for the moderating role of consumer behaviour by specifying the attitudinal and normative mechanisms through which tourist dispositions amplify or attenuate the activities–sustainability nexus, while stakeholder theory ensures that the operationalisation of sustainable outcomes captures the tripartite economic, socio-cultural, and environmental interests of Baringo County's diverse constituencies.

Empirical Review and Hypothesis Development

Slow Tourism Activities and Sustainable Tourism Outcomes

In Europe, Frías-Jamilena et al. (2024) surveyed 681 Spanish domestic tourists and applied covariance-based structural equation modelling (CB-SEM) to demonstrate that slow-destination image positively influences tourists' pro-environmental behaviour, with online value co-creation acting as a significant antecedent. While this establishes a behavioural mechanism linking slow positioning to environmental sustainability, the study focused predominantly on tourist-level environmental conduct rather than destination-level economic or socio-cultural outcomes. Scandiffio (2021)

employed Sentinel-2 satellite imagery to identify seasonal landscape characteristics such as autumn foliage, spring flowering, and paddy-field flooding as experiential resources for slow-tourism itineraries in Northern Italy. The research established a spatial methodology for rural revitalisation but did not measure post-implementation visitor expenditure, employment, or environmental impacts. Similarly, D'Uva and Rolando (2023) developed a quality-index and NURBS-based terrain-modelling framework to optimise multimodal slow routes in Italy's Adriatic region. The study demonstrated the potential of walking and cycling networks to disperse tourists into less-developed inland areas, yet remained methodological rather than evaluative, offering no quantified sustainability benefits. Amaral (2025) analysed accommodation websites in Portugal's Alentejo region through qualitative content analysis and found that slow-tourism principles authentic experiences, local cuisine, nature engagement, and sustainability were reflected implicitly even where businesses did not adopt the "slow" label. However, because the study examined online communication rather than actual tourist behaviour or objective sustainability performance, it could not establish measurable economic, social, or environmental effects.

In Africa, Nzabandora and Bhaumik (2025) used questionnaires and interviews with 77 respondents at Rwanda's Kitabi Cultural Village to examine community-based tourism (CBT) products comprising village tours, local food and drink tastings, guided nature hikes, handicraft activities, and traditional storytelling. The study reported that these activities generated employment, income, social interaction, cultural promotion, and community development—outcomes closely aligned with slow tourism's socio-economic and cultural dimensions.

Nzabandora, Kabera, and Uwayo (2021) complemented this evidence through a mixed-methods investigation of CBT around Rwanda's Volcanoes National Park, finding that guided walks and cultural visits added value to natural and cultural resources while improving community welfare. Chombo, Orach-Meza, and Mwirumubi (2025) extended the Rwandan evidence by surveying 189 rural cooperative members in Musanze District, concluding that innovation within CBT products such as diversified cultural experiences and nature-based activities strengthened economic sustainability.

In Kenya, where slow tourism is rarely labelled explicitly but is reflected in CBT, cultural tourism, ecotourism, and agritourism, the evidence base is fragmented. Juma and Khademi-Vidra (2019) collected online survey data from 395 respondents and analysed perceptions using SPSS and NVivo, with factor analysis confirming adequate sampling adequacy ($KMO = 0.764$; Bartlett's $\chi^2 = 296.292, p < .001$). The study found favourable perceptions of CBT as a strategy for socio-economic and physical-environmental sustainability, identifying rural tourism, homestays, cultural tourism, wildlife conservancies, and agritourism as integrative forms of slow tourism. Yet the reliance on perceptual rather than objective outcome measures limits causal inference. Manyara and Jones (2007) examined six Kenyan CBT enterprises through semi-structured interviews and focus-group discussions, finding potential for poverty reduction and conservation linkage, but benefits were constrained by external ownership, donor dependency, and inequitable partnerships that reproduced local dependency. Kibicho (2008) applied factor analysis to 17 survey items at the Kimana Wildlife Sanctuary and identified five critical success factors for CBT: stakeholder inclusion, mutual benefit

recognition, legitimate convenorship, clear objectives, and implementation confidence. Hierarchical cluster analysis further segmented the community into operatives, opinion leaders, and official leaders with divergent priorities. While the study underscored the importance of participatory governance, it did not directly quantify environmental or economic sustainability indicators.

Nthiga et al. (2015) provided stronger evidence through a case-study design at the Sanctuary at Ol Lentille and Koija Starbeds, using 12 weeks of fieldwork, semi-structured interviews, and focus-group discussions. The findings demonstrated significant contributions to employment, education, healthcare, and security, alongside biodiversity recovery and conservation-area expansion. However, outcomes varied according to partnership arrangements and institutional context, indicating that governance structures mediate the translation of low-impact tourism activities into sustainable results. Koiyaki et al. (2022) surveyed 197 households and conducted focus groups with 28 village elders around Kenya's Maasai Mara National Reserve, identifying a "tourism sweet spot" in which moderate, well-managed tourism generated greater alignment between conservation and community-development objectives than high-volume alternatives. This finding is consistent with the slow-tourism principle that deeper, lower-intensity engagement may outperform rapid, high-turnover visitation.

Odunga et al. (2024) surveyed 320 respondents in Bungoma County and applied partial least squares structural equation modelling (PLS-SEM), demonstrating that cultural tourism generated positive community perceptions and significant socio-economic impacts, including employment and income generation. Kipkorir et al.

(2022) used a descriptive design with 40 agritourism stakeholders in Kericho County and reported strong positive associations between agritourism development and economic, socio-cultural, and environmental community impacts. Toto et al. (2025) adopted a mixed-methods design with 429 respondents in Busia County, analysed through SPSS and NVivo, and established a statistically significant positive relationship between community-based economic activities and sustainable tourism development ($\beta = 0.107$, $p = .032$, $R^2 = .011$), indicating that such activities explained only 1.1% of the variance. Muthengi et al. (2025) examined 392 respondents in Laikipia County using regression and ANOVA, finding that social inclusion, cultural preservation, local entrepreneurship, and product diversification collectively explained 11.9% of the variance in sustainable tourism development ($R = .345$, $R^2 = .119$, $F = 8.771$, $p < .001$). Drawing on the foregoing review, the following hypotheses are advanced:

H₀₁: Slow tourism activities do not have a significant positive effect on sustainable tourism outcomes in Baringo County, Kenya.

Consumer Behaviour as a Moderating Boundary Condition

Li et al. (2024) provided broad empirical evidence through a systematic review of 331 peer-reviewed publications combining bibliometric and qualitative analysis. The review found that 90.9% of studies were empirical, covering more than 40 tourism contexts, and that tourist behaviour is influenced by a combination of psychological, social, and contextual factors. Importantly, attitudes, subjective norms, place attachment, and engagement were insignificant in particular contexts, while barriers such as price, availability, and accessibility of

sustainable facilities constrained sustainable tourist behaviour. These findings suggest that the sustainability effects of tourism activities cannot be assumed uniform across tourists.

Wut et al. (2023) advanced this argument through a PRISMA-based systematic review of the attitude–behaviour and intention–behaviour gaps in sustainable tourism. The review established that tourists may express positive attitudes toward environmental protection without behaving accordingly, identifying environmental knowledge, service quality, risk perception, moral licensing, sustainability communication, and tourist psychology as intervening factors. The implication is that a tourist may appreciate slow-tourism principles yet still choose fast transport, large-scale accommodation, or imported food because of price, convenience, or time constraints.

Direct quantitative evidence on moderating mechanisms comes from Asia and the Middle East. Hu et al. (2026) surveyed 378 tourists in South Korea and developed an integrated model in which emotional value and connectedness to nature mediated the relationship between sustainable marketing practices and sustainable consumption behaviour, while green consumption value acted as a moderator. The findings demonstrated that tourists who attach greater importance to environmentally responsible consumption respond differently to sustainability-oriented tourism marketing than tourists with weaker green consumption values. Laachach and Alhemimah (2024) surveyed 495 participants and applied partial least squares structural equation modelling (PLS-SEM), testing environmental awareness, travel motivation, and tourism knowledge as predictors, with financial constraints and moral reflectiveness as moderators. The effects of explanatory

variables varied significantly according to these moderator levels, indicating that sustainable tourism consumption is shaped not only by awareness and motivation but also by capacity and willingness to act on these values. Suryani et al. (2026) examined the moderating role of Fear of Missing Out (FOMO) among 600 respondents in Indonesia using robust least-squares estimation, finding that FOMO weakened the relationship between green awareness and sustainable tourism intention. This is particularly relevant to slow tourism because social-pressure-driven consumption can undermine intrinsic sustainability values, diverting tourists from slower, less commercialised alternatives toward highly promoted, crowded destinations.

At the meta-analytic level, Wu et al. (2026) analysed 216 correlation matrices from 85 studies and identified biospheric values and personal norms as among the strongest predictors of tourists' pro-environmental behavioural intentions and actual behaviour, with effect sizes of at least 0.50. The meta-analysis further identified differences across hospitality, natural, and cultural destination contexts, as well as differences according to survey method. Hu and Masri (2026) investigated responsible tourism behaviour among 571 visitors to Beijing using structural equation modelling, finding that place attachment, environmental attitudes, destination social responsibility, and sustainability intelligence significantly predicted responsible tourism behaviour, with perceived environmental responsibility mediating these relationships. Although consumer behaviour was not tested as a moderator, the study demonstrated that tourist-level behavioural characteristics influence the extent to which destination characteristics translate into responsible practices

Despite the theoretical and empirical advances reviewed above, a critical gap persists: no study in sub-Saharan Africa has quantified the moderating effect of consumer behaviour on the relationship between slow tourism activities and sustainable tourism outcomes. Existing moderation studies concentrated in Asia and Europe have examined green consumption values, financial constraints, moral reflectiveness, and FOMO as boundary conditions, yet these constructs remain untested in rural African contexts where infrastructural constraints, heterogeneous environmental knowledge, and uneven access to sustainable facilities may amplify the moderating role of consumer dispositions. Baringo County, an under-researched destination where slow tourism activities have been proposed to reverse a 66% visitor decline, offers an empirical setting in which to test whether consumer behaviour amplifies or attenuates the sustainability impact of slow tourism.

H₀₂: *Consumer behaviour does not significantly moderate the relationship between slow tourism activities and sustainable tourism outcomes among tourists in Baringo County, Kenya*

Methodology

Study Area

The study was conducted in Baringo County, Kenya (0°33'N, 36°04'E), a semi-arid Rift Valley destination situated approximately 50 km north of the equator (Owen et al., 2004). The county harbours globally significant biodiversity assets including Lake Bogoria National Reserve, Lake Baringo, the Tugen Hills, and endemic wildlife alongside rich Indigenous cultural heritage of the Ilchamus, Pokot, and Tugen communities (Baringo County Government, 2012). Baringo presents an

instructive empirical setting because its tourism trajectory has declined markedly (from 74,569 visitors in 2018 to 25,071 in 2024), and the destination remains under-researched in the slow tourism literature. Data were collected at Lake Bogoria, Lake Baringo, Kipsaraman Museum, Kipsaraman Cultural Centre, Marigat Town, Kabarnet Cultural Centre, Kabarnet Town, Eldama Ravine Town, and Mogotio Town sites selected to capture variation in tourism activity intensity and community involvement.

Research Philosophy and Design

The study adopted a pragmatic research paradigm, which rejects the forced choice between positivism and interpretivism and accepts both quantitative and qualitative methods provided they address the research question effectively (Creswell & Creswell, 2018). Pragmatism prioritises solving real-world problems over abstract theoretical debates, aligning with the study's goal of generating actionable recommendations for sustainable tourism in Baringo County. A quantitative-dominant, cross-sectional survey design was employed, supplemented by semi-structured interviews with key stakeholders to enrich interpretation.

Target Population and Sampling

The target population comprised 3,131 tourists visiting Baringo County during the study period. A sample of 355 tourists was determined using Yamane's (1967) formula for finite populations at a 95% confidence level ($e = 0.05$): $n = 1 + N(e)^2N$ where $N = 3,131$ and $e = 0.05$. This sample size balances statistical rigour against practical constraints, following established precedents in tourism research (Hair et al., 2019). Simple random sampling was employed to ensure each tourist had an equal and independent chance of selection, thereby

minimising selection bias (Sekaran & Bougie, 2016). For the qualitative component, purposive sampling was used to identify key stakeholders including county tourism officers, local tourism service providers, and a Kenya Wildlife Service official based on their direct involvement in tourism planning and service provision. Interviews were conducted with 12 stakeholders, at which point thematic saturation was achieved (Guest et al., 2006).

Data Collection Instruments

Primary data were collected using a self-administered structured questionnaire for tourists and an interview schedule for stakeholders. All items used a 5-point Likert scale. The scale's development followed established procedures for adapting the Theory of Planned Behaviour to tourism contexts (Han et al., 2010).

The questionnaire was pilot-tested with 27 respondents to assess clarity and comprehensibility, with minor wording adjustments made based on feedback. The interview guide was administered to county tourism officers, local tourism service providers, and Kenya Wildlife Service officials to uncover nuanced insights that structured questionnaires might omit.

Validity and Reliability

To ensure the psychometric soundness of the measurement instruments, validity and reliability tests were conducted using the pilot sample ($n = 27$). Face validity was established by presenting the draft questionnaire to five members of the target group, who assessed whether each item appeared relevant and clear. Content validity was established through expert review by three tourism academics and two industry practitioners, who evaluated the relevance and representativeness of each

item. Construct validity was assessed using Exploratory Factor Analysis (EFA) with Principal Component Analysis and Varimax rotation. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity confirmed the appropriateness of factor analysis for each scale.

For the sustainable tourism outcomes scale, EFA yielded KMO = 0.812 and Bartlett's test was significant ($\chi^2 = 142.75, p < 0.001$). All 11 items loaded on a single factor with loadings ranging from 0.698 to 0.856, explaining 64.2% of the variance. For the slow tourism activities scale, KMO = 0.789, Bartlett's test was significant ($\chi^2 = 156.33, p < 0.001$), and all nine items loaded satisfactorily (0.543–0.791), explaining 59.8% of the variance. For the consumer behaviour scale, KMO = 0.801, Bartlett's test was significant ($\chi^2 = 167.89, p < 0.001$), and all 10 items loaded between 0.567 and 0.834, explaining 61.7% of the variance. Internal consistency was assessed using Cronbach's Alpha. The sustainable tourism outcomes scale achieved $\alpha = 0.891$; the slow tourism activities scale achieved $\alpha = 0.847$; and the consumer behaviour scale achieved $\alpha = 0.856$. All coefficients exceeded the 0.70 threshold recommended for social science research (Nunnally & Bernstein, 1994), confirming adequate internal consistency.

Data Analysis

Data were inspected for completeness, missing values, and outliers. Using SPSS 26.0. data was analysed using descriptive statistics (means, standard deviations, frequencies) were computed to characterise the sample. Hierarchical Multiple Regression (HMR) was employed to test the moderating effect of consumer behaviour on the relationship between slow tourism activities and sustainable tourism outcomes, following the procedure

outlined by Baron and Kenny (1986) and Aiken and West (1991). The analysis proceeded in three hierarchical steps:

Step 1 (Main Effects Model)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

where Y = Sustainable Tourism Outcomes, X_1 = Slow Tourism Activities, and X_2 = Consumer Behaviour. This step tested the direct effects of the independent variable and the moderator on the dependent variable.

Step 2 (Interaction Model)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 (X_1 \times X_2) + \epsilon$$

where $(X_1 \times X_2)$ represents the interaction term. A significant β_3 indicates that consumer behaviour moderates the relationship between slow tourism activities and sustainable tourism outcomes.

Qualitative interview data were analysed thematically to complement and contextualise the quantitative findings, with themes derived inductively from stakeholder narratives.

Results and Discussion

Profile of Respondents

Data were collected from 267 tourists visiting Baringo County. Table 1 summarises the demographic composition. The sample was predominantly male (63.3%), aged 26–45 years (78.6%), and Kenyan nationals (77.2%). Notably, 86.5% of respondents reported prior awareness of slow tourism, and 92.5% stayed four days or longer—indicating that the sample comprised tourists already predisposed to extended, immersive destination engagement. This profile is consistent with slow-tourism markets elsewhere, where participants tend to be relatively educated, environmentally conscious travellers seeking depth over breadth (Fullagar et al., 2012).

Table 1: Demographic Characteristics of Respondents

Variable	Category	<i>n</i>	%
Gender	Male	169	63.3
	Female	91	34.1
	Other	7	2.6
Age	18–25 years	32	12.0
	26–35 years	124	46.4
	36–45 years	86	32.2
	46+ years	25	9.4
Education	Primary	58	21.7
	Secondary	57	21.3
	Graduate	56	21.0
	Postgraduate	22	8.2
	Other (Certificate/Diploma/Indigenous/Self-taught)	74	27.7
Income (KES/month)	Below 10,000	17	6.4
	10,000–50,000	145	54.3
	50,000–100,000	48	18.0
	Above 100,000	57	21.3
Length of stay	1–3 days	20	7.5
	4–6 days	139	52.1
	7–9 days	73	27.3
	Over 9 days	35	13.1
Awareness of slow tourism	Yes	231	86.5
	No	34	12.7
	Other	2	0.8

Source: Survey data (2025).

Descriptive Statistics

Table 2 reports the descriptive profiles for all study variables. The dependent variable, sustainable tourism outcomes, registered a mean of 4.09 (SD = 0.89), with item means ranging from 3.98 (employment generation; capacity building) to 4.21 (respect for local character). The highest levels of tourist agreement were observed for cultural and community-oriented indicators enhancing local character (M = 4.21), involving communities in decision-making (M = 4.18), and supporting local entrepreneurship (M = 4.18) while environmental items such as carbon-footprint minimisation (M = 4.16) and biodiversity protection (M = 4.05) also scored favourably. Combined agreement (agree plus strongly agree) exceeded 87% across all 11 items, indicating that tourists

perceived Baringo's tourism landscape as delivering broadly sustainable outcomes. The independent variable, slow tourism activities, recorded a mean of 3.87 (SD = 1.06), with the highest mean scores for cooking classes (M = 4.03) and community events (M = 3.95), and the lowest for cycling availability (M = 3.59). Participation rates were high across all activities, ranging from 71.9% (language classes) to 86.9% (nature walks/hiking).

The moderator, consumer behaviour, registered the strongest overall mean at 4.10 (SD = 0.92), with peak scores for the belief that sustainable practices preserve natural resources (M = 4.26) and the intention to use non-motorised transport (M = 4.24).

These profiles indicate that the sample was not only behaviourally engaged in slow activities but also psychologically

primed toward pro-environmental consumption, while simultaneously perceiving that Baringo's tourism system was already delivering tangible sustainability dividends. The relatively elevated mean for sustainable tourism

outcomes ($M = 4.09$) suggests a ceiling effect that may constrain variance; however, the standard deviation of 0.89 and the observed range of item-level responses provide adequate dispersion for regression analysis.

Table 2: Descriptive Statistics for Study Variables

Construct / Item	M	SD
Sustainable Tourism Outcomes	4.09	0.89
Generates employment opportunities for local people	3.98	0.80
Is friendly to local resources	4.14	0.78
Supports local SMTEs entrepreneurship	3.98	0.92
Supports capacity building for local residents	4.01	0.94
Enhances and respects the local character	4.21	0.90
Contributes to creation of social amenities	4.07	0.85
Operations minimise carbon footprint	4.16	1.00
Protects local biodiversity ecosystems	4.05	0.91
Involves local communities in decision-making	4.18	0.84
Supports effective waste management practices	4.00	0.98
Slow Tourism Activities	3.87	1.06
Participation establishes deep connection with nature	3.91	0.87
Allows exploration at own pace	3.76	1.14
Opportunities for cycling are readily available	3.59	1.30
Local guides enhance experience	3.71	1.15
Cooking classes offer cultural insights	4.03	1.06
Hands-on cultural workshops enrich experience	3.97	1.05
Museums enhance cultural understanding	3.93	1.07
Community events foster meaningful connections	3.95	0.89
Gardening promotes sustainable practices	3.96	0.98
Consumer Behaviour	4.10	0.92
Slow tourism impacts local community positively	3.96	0.87
More environmentally friendly than traditional tourism	4.07	0.87
Enhances overall travel experience	4.06	0.87
Preserves natural resources	4.26	0.78
Friends influence sustainable choices	3.90	1.06
Social pressure to choose slow tourism	4.20	1.00
Communities prefer sustainable tourists	3.99	0.92
Choose eco-friendly accommodation	4.17	0.89
Participate in cultural workshops	4.10	0.91
Use public/non-motorised transport	4.24	1.03

Note. All items measured on a 5-point Likert scale (1 = *strongly disagree*, 5 = *strongly agree*). *Source:* Survey data (2025).

Bivariate Correlations

Table 3 presents the correlation matrix for the focal variables. Slow tourism activities were positively and significantly correlated with sustainable tourism outcomes ($r = .490, p < .01$), providing preliminary support for the hypothesised direct effect. Consumer

behaviour also correlated strongly with sustainable tourism outcomes ($r = .515, p < .01$) and with slow tourism activities ($r = .507, p < .01$). All correlations fell below the 0.90 multicollinearity threshold, indicating that the constructs are related yet empirically distinct.

Table 3: Correlation Matrix for Focal Variables

	1	2	3
1. Sustainable Tourism Outcomes	1.000		
2. Slow Tourism Activities	.490**	1.000	
3. Consumer Behaviour	.515**	.507**	1.000

Note. * $p < .01$ (two-tailed). $N = 267$. Source: Survey data (2025).

Hypothesis Testing

Hierarchical multiple regression was employed to test the study hypotheses. All continuous predictors were mean-centred prior to analysis to

facilitate interpretation of lower-order coefficients and to reduce multicollinearity between the interaction term and its constituent variables (Aiken & West, 1991). Table 4 presents the results.

Table 4 Hierarchical Moderated Regression Predicting Sustainable Tourism Outcomes Table

Predictor	Model 1 (Direct)	Model 2 (Add Moderator)	Model 3 (Interaction)
	β (SE)	β (SE)	β (SE)
Slow tourism activities	0.241*** (0.072)	0.173** (0.070)	-0.928 (0.543)
Consumer behaviour		0.343*** (0.072)	1.288*** (0.324)
STA $\times$ CB			0.265* (0.132)
R^2	.315	.369	.409
ΔR^2		.054***	.009*
F	40.316***	38.339***	25.650***

Note. $N = 267$. $p < .05$, ** $p < .01$, *** $p < .001$. Source: Survey data (2025).

Direct Effect of Slow Tourism Activities on Sustainable Tourism Outcomes

Model 1 tested the direct effect of slow tourism activities on sustainable tourism outcomes. The coefficient was positive and statistically significant ($\beta = 0.241, t = 3.366, p = .001$). The model was statistically significant ($F = 40.316, p < .001$) and explained 31.5% of the variance

in sustainable tourism outcomes. **The null hypothesis H_{01} is therefore rejected.** Slow tourism activities have a significant positive effect on sustainable tourism outcomes in Baringo County.

This quantitative finding is substantiated by qualitative accounts revealing the micro-mechanisms through which activity participation translates into

tangible sustainability. A homestay owner in Marigat observed: *"We teach tourists to cook traditional meals, make beads, and walk with our elders. It's learning by doing."* This hands-on pedagogy mirrors the community-based tourism products documented by Nzabandora and Bhaumik (2025) in Rwanda, where village tours, local food tastings, and handicraft activities generated employment, income, and cultural promotion. A youth guide in Kampi Sa-maki added: *"Birdwatchers and hikers stay longer and are more respectful. They ask questions about culture and conservation."* The extended dwell time and inquisitive conduct reported by local guides corroborate Koiyaki et al.'s (2022) identification of a "tourism sweet spot" around Kenya's Maasai Mara, wherein moderate, immersive engagement produced superior conservation and livelihood alignment compared with high-volume alternatives.

A performer at the Ilchamus Cultural Centre noted: *"Our folk music group performs for tourists at the museum. They clap and ask questions – it's not just entertainment, it's learning."* Such co-creative engagement extends beyond passive consumption to active knowledge exchange, a pattern consistent with Juma and Khademi-Vidra's (2019) finding that community-based tourism integrating local livelihoods fosters diversified economic opportunities. A worker at Ruko Conservancy further reported: *"We've seen some visitors plant trees to promote conservation."* This behavioural manifestation of environmental stewardship aligns with Nthiga et al.'s (2015) evidence from the Sanctuary at Ol Lentille that conservation-oriented tourism can generate biodiversity recovery alongside livelihood benefits.

Nevertheless, qualitative data also surfaced boundary conditions. A cultural village elder in Marigat observed: *"We host tourists in our traditional huts*

near the cultural village. They enjoy our dances and food, but some are shocked there's no internet." This digital-disconnect discomfort suggests that tourists lacking psychological readiness for slowness may experience cognitive dissonance that dampens sustainability outcomes, a demand-side constraint that anticipates the moderation effect tested in Model 3. A county tourism officer similarly noted: *"Tourists who engaged in guided cultural activities tended to leave positive feedback and show a stronger appreciation of conservation and local livelihood."* The officer's observation emphasize the role of guided interpretation in converting activity participation into sustainability-minded dispositions, echoing Kibicho's (2008) emphasis on legitimate convenorship and clear objectives as critical success factors for community-based tourism in Kenya.

Moderating Effect of Consumer Behaviour

Model 2 introduced consumer behaviour as a predictor, yielding a significant increment in explained variance ($\Delta R^2 = .054$, $p < .01$). Model 3 added the interaction term between slow tourism activities and consumer behaviour. The interaction coefficient was positive and statistically significant ($\beta = 0.265$, $SE = 0.132$, $p = .045$), and the full model explained 40.9% of the variance in sustainable tourism outcomes ($R^2 = .409$). **The null hypothesis H_{02} is therefore rejected.** Consumer behaviour significantly and positively moderates the relationship between slow tourism activities and sustainable tourism outcomes.

The direction of the interaction indicates that the contribution of slow tourism activities to sustainable outcomes is amplified among tourists who score higher on pro-environmental attitudes, subjective norms, and behavioural intentions. This finding resonates with the

integrative model advanced by Hu et al. (2026), who demonstrated in a South Korean sample that green consumption values condition the translation of sustainable marketing into actual sustainable consumption. Tourists in Baringo who possessed stronger environmental dispositions were evidently more likely to convert slow activity participation into responsible consumption practices—such as local purchasing, waste minimisation, and respect for cultural protocols—that register in the sustainability indicators measured here.

The significant positive interaction is further illuminated by stakeholder accounts that distinguish between passive consumption and active co-creation contingent on tourist mindset. A local artisan in Marigat observed: *"Tourists who come with the mindset to learn and experience culture are the ones who ask questions, participate, and even donate to local projects."* This distinction between extractive and reciprocal engagement resonates with Wu et al.'s (2026) meta-analytic finding that biospheric values and personal norms constitute the strongest predictors of tourists' pro-environmental behaviour. Tourists who arrive with pre-existing sustainability orientations do not merely consume slow activities; they augment them through donations, participation, and knowledge-seeking that register across economic, social, and environmental indicators.

A boat operator on Lake Baringo added: *"When tourists join our boat rides at sunrise and learn about fish migration, they leave more aware of our ecosystem."* The temporal specificity of this observation sunrise rides coupled with ecological interpretation illustrates how cognitive engagement converts mobility into environmental education, a mechanism that Hu et al. (2026) identified

in their South Korean sample, where green consumption values conditioned the translation of sustainable marketing into actual consumption. A performer at the Ilchamus Cultural Centre stated: *"They clap and ask questions, it's not just entertainment, it's learning."* This shift from consumption to co-creation is precisely what Laachach and Alhemimah (2024) theorised when demonstrating that moral reflectiveness moderates the conversion of environmental awareness into sustainable destination choice.

Finally, a county tourism officer noted: *"Tourists who engaged in guided cultural activities tended to leave positive feedback and show a stronger appreciation of conservation and local livelihood."* The officer's observation that guided interpretation amplifies appreciation for conservation and livelihoods suggests that consumer behaviour and activity design operate synergistically: pro-environmental dispositions enhance the efficacy of slow activities, while well-designed activities in turn reinforce those dispositions. This virtuous cycle offers a partial counterpoint to Suryani et al. (2026) finding that Fear of Missing Out weakens the green awareness–sustainability link; in Baringo's low-commercialisation setting, intrinsic values appear to operate without the diluting pressure of trend-driven consumption.

Conclusion

This study examined whether slow tourism activities contribute to sustainable tourism outcomes in Baringo County, Kenya, and whether consumer behaviour moderates this relationship. The findings confirm that slow tourism activities exert a significant positive direct effect on sustainable outcomes, and that this effect is amplified among tourists with stronger pro-environmental attitudes, subjective norms, and behavioural

intentions. Sustainability is therefore not merely a supply-side property of tourism activities but a co-produced outcome contingent on both the psychological readiness of the tourist and the inclusive governance of host communities. For a destination grappling with a 66% decline in visitation, these results offer a clear imperative: slow tourism can reverse Baringo's fortunes, but only when its activities are designed for, and marketed to, consumers whose values align with its principles, and when local communities are positioned as equitable stakeholders in the value chain.

Recommendations

Policy Recommendations

County and national tourism policymakers should move beyond generic sustainable tourism rhetoric and adopt targeted slow tourism frameworks that recognise tourist heterogeneity. First, the Baringo County government should integrate slow tourism activities such as nature walks, cultural workshops, bird-watching expeditions, and community-based gastronomy into its official destination marketing strategy, with explicit linkages to the Statistical Framework for Measuring the Sustainability of Tourism indicators. Second, policymakers should establish community benefit-sharing mechanisms that ensure revenue from slow activities accrues directly to Ilchamus, Pokot, and Tugen host communities, thereby addressing economic leakage and external-ownership constraints. Third, county tourism officers should develop certification standards for slow tourism service providers that reward authentic cultural interpretation, local employment, and environmental stewardship, creating institutional incentives for quality over volume.

Theoretical Contribution

This study advances tourism theory in three ways. First, by integrating the Theory of Reasoned Action with slow tourism research, the study demonstrates that tourist attitudes, subjective norms, and behavioural intentions are not merely antecedents of individual conduct but boundary conditions that determine the efficacy of slow tourism supply in generating destination-level sustainability. This moves the literature beyond deterministic supply-side models that assume uniform tourist responses to slow activities. Second, by incorporating Stakeholder Theory, the study frames sustainable outcomes as multi-actor achievements requiring the inclusion and equitable benefit-sharing of host communities, service providers, and conservation agencies thereby ensuring that sustainability is measured by whose welfare counts, not only by how much variance is explained. Third, the study provides the first empirical evidence from sub-Saharan Africa that consumer behaviour positively moderates the slow tourism activities–sustainability nexus, addressing a critical geographic blind spot identified in prior systematic reviews.

Practice Recommendations

Destination managers should adopt market-segmentation strategies that align slow activity portfolios with consumer behaviour profiles. Tourists scoring high on environmental attitudes should be channelled into extended cultural immersion programmes and community homestays where their psychological predispositions maximise local economic retention. Tour operators should invest in interpretive guide training, as qualitative evidence revealed that guided cultural activities convert general pro-environmental attitudes into activity-specific responsible practices. Providers should bundle slow activities with sustainability messaging that reinforces

subjective norms such as highlighting community preferences for respectful, low-impact visitors thereby strengthening the normative pressure that moderates the activities–outcomes relationship. Finally, enterprises should leverage digital platforms cautiously; tourists driven by trend-seeking or digital dependency experienced cognitive dissonance in low-connectivity settings, potentially dampening sustainability outcomes.

Recommendations for Future Studies

Scholars should triangulate perceptual measures with objective indicators such as actual employment data, carbon emissions, and biodiversity indices to overcome common-method bias. Also, comparative studies across multiple sub-Saharan African destinations are needed to establish whether the moderation effect generalises beyond Baringo's semi-arid, culturally pluralistic context. In addition, researchers should investigate additional moderators not captured here, including digital detox readiness, financial constraints, and Fear of Missing Out. Lastly, future work should test measurement invariance across domestic and international tourist segments and employ bootstrapped confidence intervals to confirm the robustness of interaction effects.

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