



**AN ASSESSMENT OF FACTORS LEADING TO GROWTH OF TOURISM  
CYCLING IN NAIROBI COUNTY AND ITS SURROUNDINGS.**

Submitted by

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## ABSTRACT

The study aimed to provide an assessment of factors leading to growth of tourism cycling in Nairobi County and its surroundings. The study set out to answer the following questions: What basic cycling facilities are available to support the demand for cycling tourism in Nairobi and its surroundings, identify factors ideal for physical attraction sites for cycling tourism in Nairobi and its surroundings and suggest road circuits lead to an increase for cycling tourism excursion activities in Nairobi and its surroundings. The study is beneficial to tourism industry such as tour operators and travel agencies on how to grow and develop tourism cycling as tourism product in Nairobi County and its surroundings and be able to utilize the factors to create the product not only to international tourists but also domestic tourists. Through purposive sampling, the study reached out to a total of 43 respondents who gave their opinion on how the demand for cycling tourism can be grown and enhanced. In arriving at this, snowballing sampling method was adopted whereby the respondents were asked to refer their colleagues in the same industry. Given the COVID-19 pandemic that discourages physical contact, a high response rate was not achievable. However, 43 questionnaires were satisfactory to analyze and give recommendations. Though tourism cycling is not fully established in Nairobi County and its surroundings, with the information recorded can be of use to the tour operators and travel agencies to assess and apply the factors leading to tourism cycling growth in Nairobi County and its surroundings.

## ACKNOWLEDGEMENTS

I acknowledge the Almighty God for giving me the strength, resilience, and guidance throughout the duration of the research proposal. My family and friends for their support, prayers, and encouragement. I would also like to take this opportunity to thank my supervisor Mr. Okombo for his guidance and support throughout the proposal period. Lastly, thanks to Strathmore University for providing me with the necessary materials needed to accomplish this proposal.

DEDICATION

To the Almighty God for His grace and guidance, my family, and friends for their support and sacrifice during the research period.

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## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background to the Study**

Simonsen et al., (1998) as cited by (Meschik , 2012) indicates that tourism involves recreational cycling activities during a day or part-day casual trip during a long-distance travel holiday and can be of different types such as day touring (home based mountain bikers, day event), cycle hirers (casual, holiday makers), pre-planned cycle touring (independent, organized), touring holidays (independent) and center holidays (independent, organized). This definition however does not include those who go mountain cycling for a day trip, because these are considered 'excursionists' rather than tourists.

Although bicycle tourism includes organized tours which most bicycle tourists prefer whereas independent trips where cyclists can plan their own cycling routes and book accommodation by themselves; they also tend to use their own bikes instead of hiring from tourism operators (Pina & Delfa, 2005). Bicycle or cycling tourism is becoming a more and more popular tourism activity since it allows an in-depth communication with nature and people (Pina & Delfa, 2005). It offers the opportunity to enter a natural place without disturbing the wildlife through gravel roads which penetrate the heart of an ecosystem. Moreover, it provides the opportunity to redirect from main roads, enter remote villages and meet traditional life and culture as stated by Pina and Delfa (2005).

This type of tourism has also been linked to the rise of cycling modal split in touristic destinations which can improve their environment and sustain or even raise the number of their visitors. Rise of cycling in the modal split means higher capacity to move people and goods without the side effects of congestion and environmental degradation (Weed, 2012). Nature-based tourism and adventure tourism had achieved impressive development because tourists combined travel activity with their leisure interest. Bicycle tourism developed dramatically in some European counties, such as France and Netherlands, according to (Han, Lho, Al-Ansi, & Yu, 2020), over 15% of the French population cycled for leisure and around 22% of the Dutch cycled during their vacations.

Cycling tourism is one of the most sustainable types of tourism as it is shown by Simonsen et al. (2018), In the developed countries such as Netherlands, Denmark or Germany, Cycling is a big part of everyday lives in the local communities. No surprise, that these are the main cycling tourist countries with Netherlands reaching 30%, Denmark 18% and Germany up to 10% of cycling trips (Pina & Delfa, 2005). Various impacts of cycling tourism have been linked to economic, socio-cultural, and environmental sustainability.

Economically, cycling tourism plays a role of stimulating local production, generating investment in local businesses, and increasing employment, but at the same time. Cycling tourists, according to Simonsen et al. (2018), have a low daily expenditure and are not therefore economically attractive type of tourist compared to others '. Nevertheless, cycling tourists use local businesses and there is a greater likelihood that the money they spend stays in the local economy.

In terms of socio-cultural impact Weed, (2012) argued that cycling tourism helps in fostering understanding and social change, preserving cultural identity and improving quality of life of locals. Cycling tourism can help to encourage utility cycling, as well as to improve cycling provision for local people in general. By encouraging cycling tourism, it may also result in government providing an additional justification for investment in cycling provision.

While Environmentally, Reintinger, Berghammer and Schmude (2016) indicated that cycling tourism encourage conservation, preservation, and beautification since it is an environmentally sustainable form of tourism with minimal impact on the environment and host communities. It stands out as having many positive sustainability attributes given that cycling places no demands on fossil fuel reserves and can help to reduce unsustainable air and noise pollution generated by motor traffic.

Despite its significant contributions economically, environmentally, and culturally, cycling tourism is very unpopular in Africa where Morocco and South Africa are some of Africa's best-known cycling destinations. In Nairobi and Kenya as a whole, cycling tourism is unpopular and yet it has the potential given the attractive physical features, climate, and sites.

## **1.2 Problem Statement**

Kenya is the third largest tourism economy in Sub-Saharan Africa and the sector is one of the significant economic drivers generating 8.8% of the country's GDP greater than the global average of 3.9% (Ministry of Tourism & Wildlife, 2018). The industry further contributes about 8.3% of the total employment, which is equivalent to 1.1 million jobs. While its importance cannot be understated, the sector faces challenges some of which are: untapped regional, domestic tourism and narrow product diversity (Ministry of Tourism & Wildlife, 2018).

Yet, despite its significant contributions economically, environmentally, and culturally, Tourism Cycling is very unpopular in Kenya whereas it is popular in Morocco and South Africa which are some of Africa's best-known cycling destinations. Kenya remains the third largest tourism economy in Sub-Saharan Africa since it has the potential given the attractive physical features, climate, and sites.

While efforts are being made to revive this industry in Kenya, there is a need to work on not only untapped regional and domestic tourism but also narrow product diversity of which cycling tourism is a part of. While cycling tourism is a large contributor to the economy of some developed countries such as Netherlands, France, and Canada. With the need to develop the industry further, there is a need to understand an assessment of factors leading to growth of tourism cycling in Nairobi County and its surroundings with an aim of developing key policy recommendations for improvement. Therefore, this study is timely.

## **1.3 Research Objectives**

The research objectives of the study are to:

- i. Establish the availability of basic cycling facilities that can support demand for cycling tourism in Nairobi County and its surroundings.
- ii. Identify physical attraction sites ideal for cycling tourism in Nairobi County and its surroundings.
- iii. Propose road circuits that contribute to increase of tourism cycling excursion activities in Nairobi and its surroundings.

#### **1.4 Research Questions**

The following research questions will guide the study:

- i. What basic cycling facilities are available to support the demand for cycling tourism in Nairobi and its surroundings?
- ii. Identify factors ideal for physical attraction sites for cycling tourism in Nairobi and its surroundings?
- iii. Suggest road circuits lead to an increase for cycling tourism excursion activities in Nairobi and its surroundings?

#### **1.5 Justification of the Study**

The findings of this study can benefit the government policy makers in the Ministry of Tourism, Tourism Regulatory Authority and Tourism Fund Corporation. Through this analysis, there will be a better understanding of the determining factors leading to growth cycling tourism demand in Nairobi county and its surroundings. The understanding will gear towards establishment of flexible policies aimed at improving the factors that supports the growth of tourism cycling in Nairobi County.

The study findings are also expected to benefit the players in the market such as tour firms and travel agencies who aim to market cycling tourism in Nairobi County and other surroundings. Also, in understanding what attracts and increases the demand for cycling tourism, they will aim to improve on the factors that directly touch on them. It will benefit researchers and scholars that will also continue to assess this study because it increases the momentum in which it can still be applied for future reference. Additionally, the study will aim to provide an insight considering that is not fully explored in Nairobi and other regions so that tourism cycling can grow and be a popular product for both domestic and international tourists.

## **1.6 Scope of the Study**

The conceptual scope of the study is to assess and establish the factors that is leading to the growth of tourism cycling in Nairobi and its surroundings. Specifically, the study seeks to establish factors that can facilitate the growth of cycling tourism from Nairobi and other regions with support from the literature on this topic by different scholars and from different geographical locations globally. The researcher is also going to give an in-depth understanding on the topic since the study is a case study that will involve tourism cycling that are in different locations around Nairobi County and other Counties.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter presents a review of published literature relevant to this study. The first part of discusses the direct concepts that factors in the research objectives being explored to determine how tourism cycling can grow in Nairobi County. It is followed by assessing both the theoretical and conceptual framework on the relevant study constructs which will identify existing gaps in this field of study to be elaborated to present a figurative view of how the variables will be related to each other in this study.

#### **2.1.2 Availability of basic cycling facilities**

Sharrows are shared lane markings used to indicate that the traffic lane should be shared by motorized users and cyclists. Additionally, they are used to show the safest travel path for cyclists along the roadway (Vasilev, Pitera, & Jonsson, 2017). These markings These markings were first introduced within the US, but are also found within Canada, Australia, and several countries in Europe. Vasilev et al., (2017) as cited by Jacobson et al., (2009), describes three main usages of Sparrows:

- Placed at the edge of a wide shared outside lane for side-by-side movement,
- In the middle of a shared narrow lane with single file movement, and
- In conflict zones (where cyclists have the right of way but where this may not be understood by motorists or even cyclists)

Traffic-condition factors often impact cyclists' safety perceptions, and therefore affect their facility preference in which high traffic volume can negatively affect the perceived safety and comfort of on-street riders and that could be a key reason why on busy streets, cyclists prefer off-street facilities (e.g., sidewalks, bike tracks) to on-street facilities for example curb lane (Duc-Nghiem, Hoang-Tung, Kojima, & Kubota, 2018).

### **2.1.2 Physical attraction sites ideal for cycling tourism**

CBI Ministry of Foreign Affairs., (2018), indicates that when coming to new destinations it is important to exercise safety includes aspects such as safe equipment, safe cycling areas and safe cycling routes. For example, traffic-free routes or routes with low traffic density are a plus. Good cycling infrastructure is another main requirement of European cycling travelers. This includes such things as: a variety of cycling routes and tracks, good road surfaces, clear and consistent route signage, route maps, information material regarding sightseeing and cycling maintenance shops. (CBI Ministry of Foreign Affairs, 2018). Duran et al., (2018), observes that cycle tourism has turned into a center of interest, cycle routes have been enlarged and the projects for cycling tour have been developed day by day. Despite the realized studies about cycle tourism, studies on motivation of tourists related to cycling tour are limited. (Duran, Sevin, & Harman, 2018).

### **2.2 Theoretical Framework**

The study was anchored on the Push and Pull Theory by Uysal and Jurowski (1994), as well as the Two-Dimensional Tourist Motivation Model by Iso-ahola (1982), to explain the demand of cycling tourism. The theories are explained in the sub-sections.

### **2.2.1 Push and Pull Theory**

Uysal and Jurowski (1994), pointed out that people travel because they are ‘pushed’ by ‘internal forces’ and ‘pulled’ by ‘external forces’ (such as interest in a destination’s attributes) at the same time. ‘Push’ factors are person-specific attractors that explain why people want to travel, such as the desire for escape and adventure, rest and relaxation, prestige, social interaction, place identity, and fitness (Pearce & Lee, 2005). ‘Pull’ factors are destination-driven attractors (Turnbull & Uysal, 1995), for instance the weather, physical attractions, accessibility, accommodation, and the marketing and promotion of the destination (Park & Yoon, 2009).

In other words, push factors tell us why people want to get away from the present situation, while pull factors describe the attractions of travel destinations (Perrett, 2007). Klenosky (2002), claims that travelers may have different push factors while sharing the same pull factor. In most cases, push factors are used to explain the desire to travel, and pull factors explain the selection of a specific travel destination. Compared with pull factors, push factors played a more significant role in explaining travel motivation, because push factors were the forerunner of pull factors. The theory is relevant to this study as it explains the role of various pull’ factors in explaining the demand for cycling tourism in Kenya. Some of the factors are availability of basic cycling facilities, presence of physical attraction sites and road network characteristics.

### **2.2.2 Two-Dimensional Tourist Motivation Model**

Based on push and pull theory, Iso-ahola (1982), developed a two-dimensional tourist motivation model from social-psychological perspective. The result of this study showed that seeking and escaping were the two main motivational forces, and another study by Mannell and Iso-Ahola., (1987), also obtained the same result.

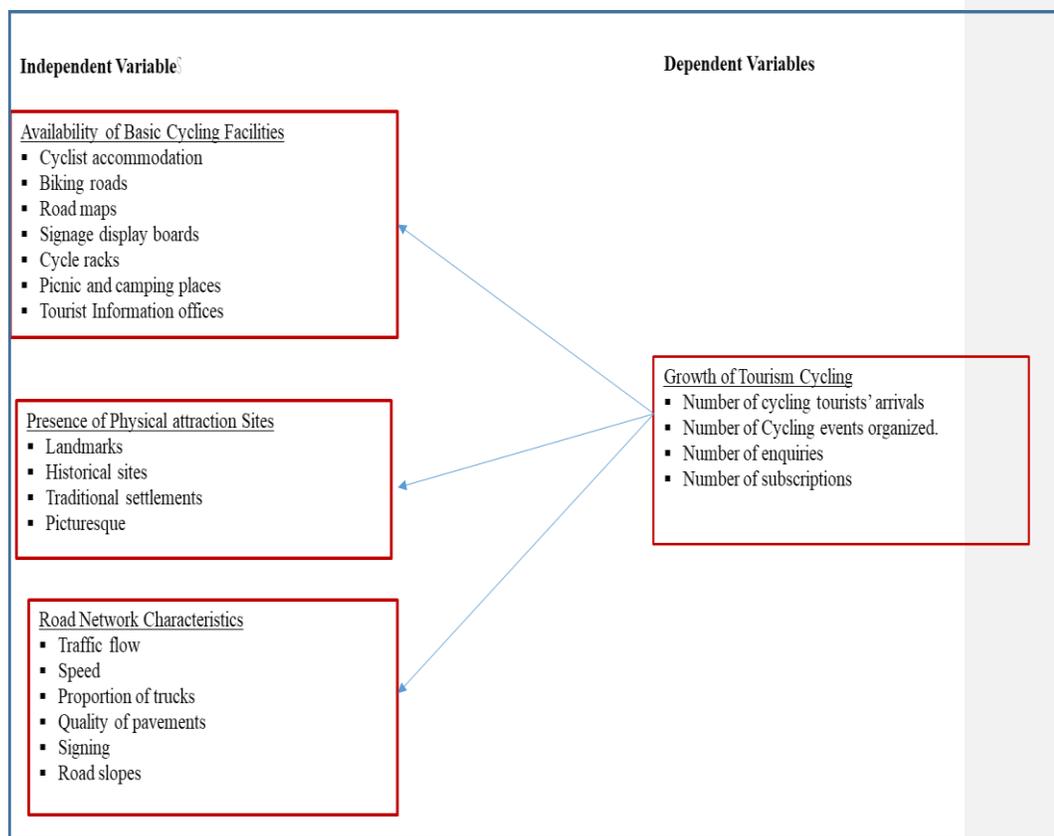
Iso-ahola (1982), believed that tourists were influenced by two motivational forces: the desire to leave their present life, and the desire to obtain psychological rewards through travelling in a contrasting environment. According to his study, people traveled to a new environment because they wanted to escape from their personal environment and look forward to achieving a personal goal.

In line with this study, the theory emphasizes the importance of push factors more than pull factors. In that case, the theory argues that pull' factors such as those interrogated in this study, that is, availability of basic cycling facilities, presence of physical attraction sites and road network characteristics are not significant determinants of the demand for cycling tourism.

### 2.3 Conceptual Framework

The fundamental concept of the proposed framework is that aspects of availability of basic cycling facilities, presence of physical attraction sites and road network characteristics influence the demand for cycling tourism in Nairobi based on other empirical observations. Figure 1 below provides a representation of this relationship.

Figure 1: Conceptual Framework



Source: Researcher (2021)

#### **2.4 Summary of Literature Review**

This chapter has discussed the theoretical and empirical foundations of the current study. The study was anchored on the Push and Pull Theory by Uysal and Jurowski (1994), as well as the two-Dimensional Tourist Motivation Model by Iso-ahola (1982), to explain the demand of cycling tourism whereby the former is relevant to this study as it explains the role of various pull factors in explaining the demand for cycling tourism in Nairobi County. Some of the factors are availability of basic cycling facilities, presence of physical attraction sites and road network characteristics. The latter emphasizes the importance of push factors more than pull factors. In that case, the theory argues that pull' factors supported by the concept in this study, that is, availability of basic cycling facilities, presence of physical attraction sites are not significant determinants of the growth for tourism cycling.

## CHAPTER THREE: RESEARCH METHODOLOGY

### 3.1 Introduction

The research hypotheses direct the practical approaches of finding data and applying scientifically proven methods in the wrangling and analysis of information collected from the research process. The third chapter of the present paper identifies all the processes geared towards finding evidence for or against the stated hypotheses. The study's design, which defines the methods of collection of data, the proposed analysis approach, and presentation of the results, is one of the key elements of the research methodology. In sum, the research design, population targeted, sampling method, sample description and ethical factors pertaining to the methods used are discussed

### 3.2 Research Design

The main objective of the present study was to describe the data and facts discovered in the analysis and test the hypotheses stated in the analysis using inference, specifically modeling the significant predictors of the main dependent variable. Descriptive statistics were used to explore the sampled data and test for critical assumptions of model fitting that would be conducted as the inferential analysis (Kothari & Garg, 2014). These assumptions included the normality of tourism cycling as the dependent variable and testing for linear association between the independent and dependent variables. The descriptive analysis and the inference would give complementary details about the sampled data and the population (Neuman, 2013).

### 3.3 Target Population

A population is the total collection of all the elements the study wished to make some inference (Blumberg, Cooper, & Schindler, 2014). The target population for this study was the tour operators and the travel agencies in Nairobi County. In total, statistics from the TRA (2020) indicate that there are 78 tour operators and 88 travel agencies in Nairobi City County, as presented in Appendix 1 and Appendix 2, respectively. These formed the study's target population, and marketing managers were targeted from the tour operators and travel agencies to respond to the research questions.

### 3.4 Sampling Technique and Sample Size

Selection of the population members to be represented in the study may not always be an easy task. Yet, a smaller section of the entire enumerated population is required to be analyzed and conclusions based on the sample findings made about the populations. Different approaches to sampling have been designed to meet the different objectives and realities on the ground. The desirable approach to drawing a representative portion of the population is simple random sampling (Wilson, 2002). It may not always be possible since all population members in this approach have an equal chance of being sampled. For the present case, it was impossible to carry out simple random sampling or probability sampling due to logistical challenges and observation of COVID-19 regulations set by the National Government of Kenya. However, a purposeful convenient sampling approach was used where the closest and available members of the population were contacted. According to the Tourism Regulatory Authority of Kenya, the population was as shown in table 1 below.

**Table 1: Target Population**

Sub-Sector	Population
Tour Operators	78
Travel Agencies	88
Total	166

Source: Tourism Regulatory Authority (2021).

### **3.5 Data Collection Procedures**

The convenience sampling involved sending emails to identified sample members first asking them to partake in the analysis. The respondents were then sent questionnaires via mail to minimize the chances of physical contact in the endeavor to maintain government regulations against the spread of COVID-19. Respondents were asked to fill in the questionnaires (see appendix for the questionnaire) as soon as possible. An additional 2 weeks as given, after which only the filled-out questionnaires were taken. For individuals who preferred contact with the researchers, the drop and pick approach was used, encouraging response (Allred & Ross-Davis, 2011).

### **3.6 Data Analysis and Presentation**

Once information per the questionnaire was submitted, these data were then checked for missing entries and errors. Only error-free and filled-out items were used for the analysis. The data were entered into Excel® using the Likert scores for the quantitative data. The qualitative data were entered into Word® documents and stored. Quantitative data were analyzed using Statistical Package for the Social Sciences (SPSS) version 25. Analysis under SPSS included descriptive analysis and inferential analyses. The descriptive analysis included graphical presentation and summary analysis, which guided the type of inferential analyses that could be carried out.

### **3.7 Ethical Issues in Research**

Specifically, the study ensured respondents' anonymity and confidentiality. Their names were not indicated on the research instruments. Additionally, the respondents were asked to consent before they give their opinions. Their right to withdraw from the study at any given time was also be respected. The researcher sought to treat this as purely an academic process, and the information gathered will not be used for any other purpose. The National Commission approved the study for Sciences, Technology, and Innovation (NACOSTI).

### 3.8 Limitations of the Study

Several limitations were present in the research methods used. First, while data collection may have been desired to be probabilistic, this was not possible due to COVID-19 regulations that restricted movement. Additionally, probabilistic sampling would not assure a response rate. While the response period was set at within 2 weeks, this was extended, especially that some of the target population was not readily available thus, there was no sufficient time allocated for detailed research. Cost wise, the researcher was limited since it was not sponsored by the academic institution rather by the researcher in data collection and analysis.

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## CHAPTER FOUR: FINDINGS, DATA ANALYSIS AND PRESENTATION

### 4.1 Introduction

This chapter gives a description of the results based on the data that was collected from the field. This chapter gives the descriptive results as well as the discussion of the findings based on the study objectives.

### 4.2 Response Rate

Through purposive sampling, the study reached out to a total of 43 respondents who gave their opinion on how the demand for cycling tourism can be grown and enhanced. In arriving at this, snowballing sampling method was adopted whereby the respondents were asked to refer their colleagues in the same industry. Given the COVID-19 pandemic that discourages physical contact, a high response rate was not achievable. However, 43 questionnaires were satisfactory to analyze and give recommendations.

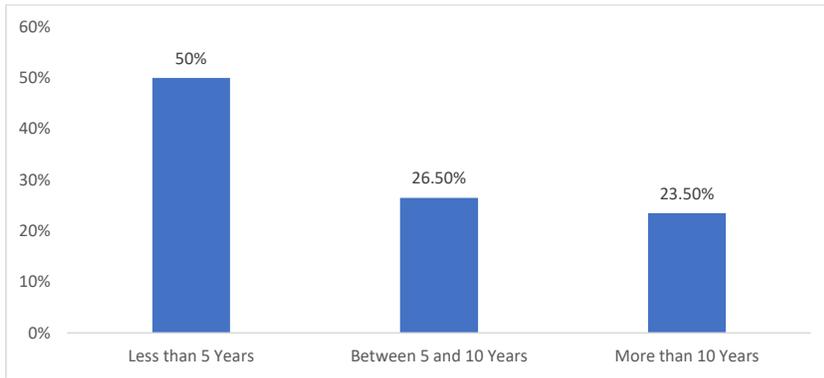
Out of the number obtained, the respondents from the tour operators were 25 (58%), while those from travel agencies were 18 (42%). The results indicated that the respondents' opinion was obtained from both the operators and agents as targeted. There was a diversity of information as expected, and hence the information collected can be regarded as reliable for analysis

### 4.3 Demographic Characteristics on Age of Travel Agency and Tour Firms

The demographic characteristics on how long the respondent's firms had existed and whether they engaged in cycling tourism were determined. The results in figure 1 indicate that half of the tour operators and agencies in Nairobi County that participated in the study had operated for less than 5 years. With the other half has been in the tours business for more than 5-years, the opinions of the sample were considered relatively reasonable for the present analysis. See figure 2.

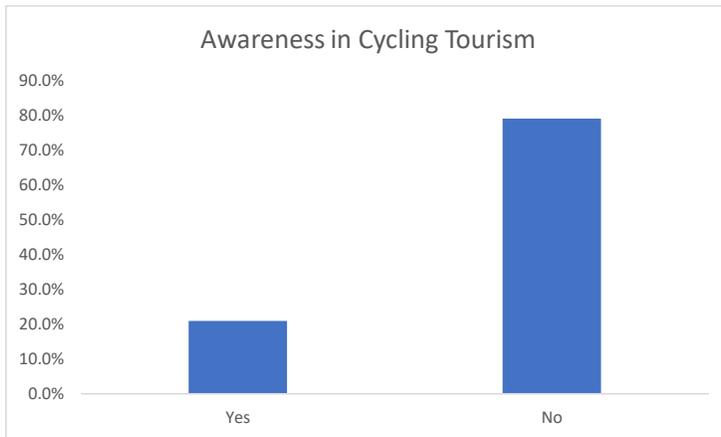
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Figure 2: Years of operating in tours business within Nairobi and its environs



In addition, the study interrogated whether the tour operators and travel agencies in Nairobi County operated in cycling tourism or, rather, were aware of its existence. The results in Figure 4 below indicates that most of the respondents, 79.4%, were not aware of the existence, nor had they engaged in it before. It implies that cycling tourism in Nairobi County has been implemented to a very low extent.

Figure 3: Awareness of Cycling Tourism



#### 4.4 Availability of Basic Cycling Facilities

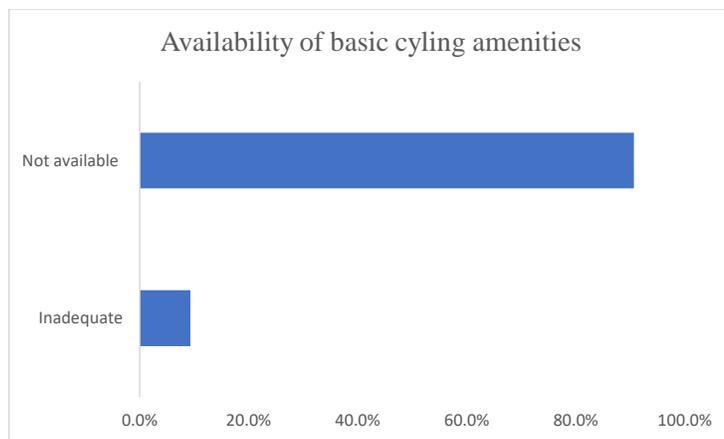
The first objective of the study was to establish the availability of basic cycling facilities that can support demand and growth for cycling tourism in Nairobi County and its surroundings. The respondents were asked to rate the status of the available basic cycling facilities in Nairobi.

The results are presented in Figure 5. It was established that majority of the respondents, 91%, felt that the basic cycling facilities are not available in Nairobi and its environs. In addition, 9% who agreed that its available, stated that it was inadequate. This implies that there is a need to improve the existing basic facilities as well as develop more to attract cycling tourism in the country.

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**Figure 4: Availability of basic cycling facilities**



The respondents also rated the various cycling facilities' importance to cycling tourism attractions using a five-point Likert scale where 1 = Not Important, 2 = Less Important, 3 = Moderately Important, 4 = Important, and 5 = Very Important. The main concern for cycling tourism was road maps with an average score of  $M=3.86$ ,  $SD=0.77$  and the availability of biking roads,  $M=3.79$ ,  $SD=1.06$ . Cyclist accommodation had an average score of  $M=3.74$ ,  $SD=0.90$ , and a median of 4.00. Tourist information centers had an average score of  $M=3.49$ ,  $SD=0.94$ , with the highest score at 5.00. Cycle racks appeared not to be held at high need compared to cyclist accommodation and biking roads as the average Likert score in the former was  $M=3.39$ ,  $SD=0.96$ . See table 2 below.

Table 2: Availability of basic cycling facilities

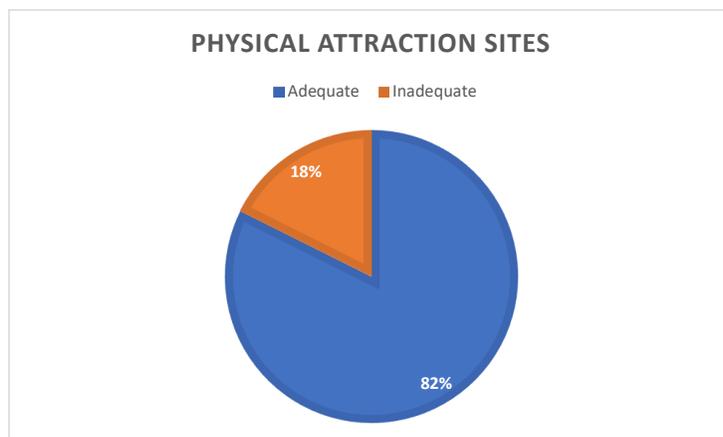
Statistic	Cyclist accommodation	Biking roads	Road maps	Cycle racks	Picnic and camping	Tourist info. offices
Mean	3.74	3.79	3.86	3.40	3.74	3.49
Std. Dev	0.90	1.06	0.77	0.96	0.88	0.94
Mini	2.00	2.00	2.00	2.00	2.00	2.00
Median	4.00	4.00	4.00	3.00	4.00	4.00
Max	5.00	5.00	5.00	5.00	5.00	5.00

#### 4.5 Physical Attraction Sites ideal for cycling tourism

The study's second objective was to identify the physical attraction sites ideal for cycling tourism in Nairobi County and its surroundings. The respondents were asked to rate the presence of physical attraction sites to boost the demand for cycling tourism in Kenya. The respondents presented in Figure 6 indicated that most of the respondents, 82.4%, felt that the existing physical attraction sites in Kenya to motivate cycling tourism were adequate.

Only 17.6% felt otherwise to imply that the existing sites are already good enough to attract cycling tourism locally and internationally in Kenya. Therefore, this was an important aspect that the government can build on and exploit to promote cycling tourism.

Figure 5: Agreeableness of the physical attractiveness of sites



### Presence of Physical Attraction Sites

On the presence of physical attraction sites, the average score for landmarks was  $M=3.54$ ,  $SD=0.96$ . Historical sites had an average Likert score of  $M=3.51$ ,  $SD=.94$ , with a median score of 3.00. The highest score across all the items for the presence of physical attraction was 5.00. Traditional settlements and picturesque views appeared to have the highest scores for cycling tourism, with respective averages of  $M=3.93$ ,  $SD=.94$  and  $M=3.74$ ,  $SD=1.00$ . The medians for traditional settlements and picturesque views were also higher at 4.00 each. See table 2 below.

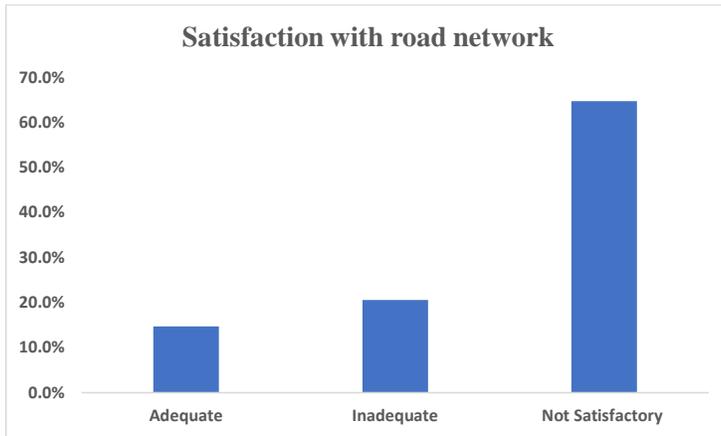
Table 3: Presence of physical attraction sites

Statistic	Landmarks	Historical Sites	Arch. sites	Monuments	Landscapes	Traditional Settlements	Picturesque
Mean	3.54	3.51	3.48	3.42	3.65	3.93	3.74
Std. Dev	0.96	0.94	1.06	1.07	1.00	0.94	1.00
Min	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Median	3.00	3.00	3.00	3.00	4.00	4.00	4.00
Max	5.00	5.00	5.00	5.00	5.00	5.00	5.00

### 4.6 Road Circuits for Tourism Cycling Excursion Activities

The third objective of the study was to propose the road circuits that can contribute towards the increase in tourism cycling excursion activities in Nairobi County and its surroundings. The respondents were asked to rate the satisfaction and conditions of the existing road network to support cycling tourism in Nairobi County. The results are shown in figure 6. It was established that most of the respondents, 64.7%, felt that the existing road network was unsatisfactory. It leads to calls to enhance the development of the existing road networks and their characteristics to attract cycling tourism.

Figure 6: Satisfaction with road network



The highest averages for road networks were the signing of the roads and the perception of speed limits on the road, with the respective averages of  $M=3.91$ ,  $SD=0.87$  and  $M=3.91$ ,  $SD=0.90$ . The road slopes were not considered as highly as speed and signing,  $M=3.54$ ,  $SD=1.10$ , suggesting that safety is the key consideration in cycling tourism. The median scores for the items were all 4.00 except for the road slopes with a median of 3.00. see table 4 below.

Table 4: Summary statistics items for road network

Statistic	Traffic	Speed	Tracks	Quality pavements	Signing	Road Slopes
Mean	3.74	3.91	3.74	3.54	3.91	3.54
Std. Dev	0.93	1.04	0.90	0.94	0.87	1.10
Min	2.00	2.00	2.00	2.00	2.00	2.00
Median	4.00	4.00	4.00	4.00	4.00	3.00
Maximum	5.00	5.00	5.00	5.00	5.00	5.00

#### 4.7 Cycling Tourism

The growth of cycling tourism, the main dependent, had four sub-sections. Compared to the possible tourist accommodation percentage, the average percentage of tourist arrivals was  $M=55.73\%$ ,  $SD=6.99\%$ , with a median of  $58.30\%$ . The highest percentage was recorded at  $66.10\%$ . The percentage of inquiries for cycling tourism across the arrivals was  $M=73.25\%$ ,  $SD=11.19\%$ , while the highest recorded percentage was  $92.3\%$ . Of the events that the companies had organized, only about  $M=55.81\%$   $SD=7.23\%$  were cycling events, with the highest number of events at  $66.70\%$ , the lowest percentage was recorded at  $38.50\%$ . There was an average of  $M=54.59\%$ ,  $SD=11.51\%$  of the total possible subscriptions reserved for cycling events. The full summary statistics for the growth of cycling tourism are displayed in table 5 below.

Table 5: Growth of cycling tourism

Statistic	Cycling Tourists' arrivals (%)	Enquiries (%)	Cycling events organized (%)	Subscriptions (%)
Mean	55.73	73.25	55.81	54.59
Std. Dev.	6.99	11.19	7.23	11.51
Minimum	36.90	48.30	38.50	27.20
Median	58.30	73.10	57.40	53.40
Maximum	66.10	92.30	66.70	74.90

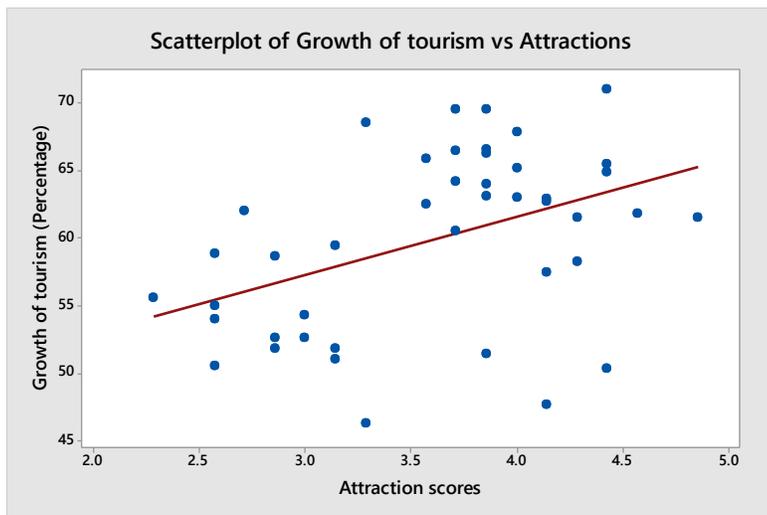
#### Overall scores

The overall average score for cycling facilities was  $M=3.64$ ,  $SD=0.55$ , with a median of  $3.71$ . The highest Likert score for cycling facilities was  $4.57$ , where the possible highest score was  $5$ . The road network had a higher average score at  $M=3.73$ ,  $SD=0.60$ , and a higher median score of  $4.00$ . The highest Likert score for road network was  $4.67$ , while the lowest Likert score was  $2.57$ . Tourism growth was recorded at an average of  $M=59.80\%$ ,  $SD=6.50\%$ , with the highest score at  $71.00\%$  and a minimum of  $46.20\%$ . See table 5 below.

#### 4.8 Exploratory Analysis

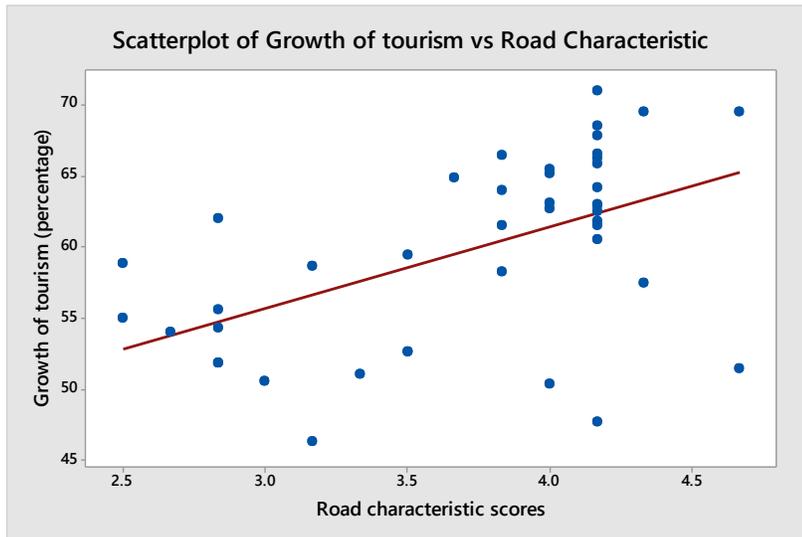
The main dependent variable growth of tourism measured as average percentages across the items was plotted against the average Likert scores for attraction. As shown in figure 1 below, the scatterplot suggested that the two variables have a positive but moderate linear association. As the scores of physical attraction sites increase, one would expect tourism growth also to increase. See figure 7 below.

Figure 7: Scatterplot of growth of tourism versus physical attraction



The linear association was determined as  $r = 0.432$ ,  $p = 0.004$ . The correlation was moderate but significant. Growth of tourism against road characteristics also showed a positive linear association as per figure 8. There was also no sufficient visual evidence to suggest extreme values that would show in the form of a plot being on one end.

Figure 8: Scatterplot of growth of cycling tourism versus Road characteristics



There was a significant linear association between the growth of cycling tourism and road characteristics,  $r = 0.531, p < 0.001$ . As the perceptions of road characteristics increase, one would expect the growth of cycling tourism to increase. The correlation is, however, moderate. The plot of perceptions of cycling facilities versus tourism growth also showed a positive linear association with no signs of extreme values. This association appeared relatively stronger than the correlation between the growth of tourism and road characteristics and growth of tourism and physical attraction scores

## CHAPTER FIVE: DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

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### 5.1 Introduction

The chapter indicates the conclusions and recommendations based on the study findings. It further derives recommendations for further study on the study theme.

### 5.2 Discussions

The objective of the present study was to establish the key factors that influence the potential growth of cycling tourism in Nairobi and within its environs. There were three key independent variables of interest: the perceptions of availability of basic cycling facilities, the perceptions of physical attraction sites, and perceptions of road network connections. The dependent variable in the present case was cycling tourism. The sample consisted of half of the respondents reporting being the tourism business within the Nairobi area for more than 5 years, increasing the responses' credibility. However, more than 70% of the sample participants reported not being aware of cycling tourism. While cycling facilities showed the lowest average in the Likert score, the perception of availability of cycling facilities had the highest positive linear correlation with perceptions of cycling tourism across the three independent variables. According to Vasilev et al., (2017) and Jacobson et al. (2009), such facilities include sharrows that are shared markings on the roads, which increase the sense of safety for cyclists. The descriptive analysis suggests that cycling becomes more assuring when such amenities are put in place than other factors such as the perceptions of the road network and physical attraction. In fact, the model used to predict cycling tourism indicated that only the perceptions of cycling facilities are the only significant predictor of cycling tourism,  $p < .001$ .

Improving cycling amenities within the city of Nairobi would increase cycling tourism by an average of 7.5%. These findings resonate with the CBI Ministry of Foreign Affairs (2018) contention where safety is assured by the traffic length and density when there are shared bicycle ways. While the aesthetic appeal in physical features and road networks is critical in the tourism sector, providing both of these factors in a city environment may not be possible.

The benefits of creating cycling amenities, according to (Simonsen, Jørgensen, & Robbins, 1998), includes economic benefits in terms of individual savings; impacting social change and helping societies embrace the aspects of social change that come with cycling (Weed, 2012); and importantly reducing the carbon footprint per person when hydrocarbon powered vehicles are not used, (Reintinger, Berghammer, & Schmude, 2016). Assuming that these benefits will arise immediately, however, is a wrong approach and a lack of deep understanding of cycling tourism's role.

## **5.2 Conclusions**

The study findings led to the following conclusions:

- i.** The basic cycling facilities available in Nairobi and its environs are inadequate. To enjoy the benefits of cycling tourism, including economic benefits, environmental benefits, and socio-cultural benefits, priority should be set on creating cycling facilities instead of the much more costly physical attraction and road networks. These could be improved later.
- ii.** The existing physical attraction sites in Nairobi County and its surroundings to motivate cycling tourism were adequate to attract local and international cycling tourism. Therefore, this was an important aspect which the government can build on as well as exploit to promote cycling tourism
- iii.** The study also concludes that the least important sites to attract cycling tourism in Nairobi County were archaeological sites and monuments, while the most important were traditional settlements, landmarks, historical sites, landscapes and picturesque.

### **5.3 Recommendations**

The study findings led to the following recommendations:

- i. There is a need for the Ministry of Tourism (MOT) together with other government agencies to work together with the national and county government of Nairobi to improve the existing basic facilities as well as develop more to attract cycling tourism in the country.
- ii. Given the importance of the availability of cycling facilities in growing the demand of cycling tourism, the study recommends the Ministry of Tourism (MOT) together with other government agencies to work together with the national and county government of Nairobi to invest towards improving the existing facilities as well as developing more of these facilities in Kenya to attract more cycling tourists in the country
- iv. Since the existing physical attraction sites in Kenya to motivate cycling tourism were adequate to attract cycling tourism both locally and internationally, the government can build on this as well as exploit to promote cycling tourism. They can focus on marketing cycling tourism vigorously based on the important physical attractions that is landmarks, historical sites, landscapes and picturesque.
- v. Given that the existing road network was not satisfactory in promoting cycling tourism, the study recommends the need for the government to enhance the development of the existing road networks and its characteristics to attract cycling tourism. Traffic, road slopes, signage and cycling pavements can be improved.

### **5.4 Areas for Further Study**

The study focused on the factors leading to growth of cycling tourism in Nairobi. The contextual focus was narrowed to Nairobi and its environs. Further research can expand the contextual focus to other regions other than Nairobi. Other research can also focus on other factors other than the three interrogated in this study. Additionally, there is a need to adopt mixed methodology where Key Informant Interviews can be conducted with some representatives from the Ministry of Tourism Kenya to get in-depth information on the growth of cycling tourism.

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**APPENDICES**

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**Appendix 1: List of Tour Operators in Nairobi City County**

#	NAME OF ESTABLISHMENT	LOCATION	EMAIL	CONTACT
1	SALEVA AFRICA TOURS LTD	SYOKIMAU	<a href="mailto:info@salevafrica.co.ke">info@salevafrica.co.ke</a>	0721 527605
2	BENROSO SAFARIS LTD	RONGAI	<a href="mailto:info@benrososafaris.co.ke">info@benrososafaris.co.ke</a>	0720 092309
3	BLUERANGE CONNECT LTD	ENTERPRISE RD	<a href="mailto:info@bluerangeconnect.com">info@bluerangeconnect.com</a>	020 6532030
4	LIFE NATURE SAFARIS	EASTERN BYPASS	<a href="mailto:peter.liech@gmail.com">peter.liech@gmail.com</a>	0720 614558
5	FAVOUR TOURS AND SAFARIS LTD	UTAWALA	<a href="mailto:info@favourwildlifesafaris.com">info@favourwildlifesafaris.com</a>	0722 540859
6	SCENIC TREASURES LIMITED	3RD PARKLANDS RD	<a href="mailto:info@scenictreasures.com">info@scenictreasures.com</a>	0705 876549
7	SHARK ADVENTURES LTD	KAMITI RD	<a href="mailto:thesharkadventures@gmail.com">thesharkadventures@gmail.com</a>	0729 903857
8	PITA SAFARIS LIMITED	PORTAL PLACE	<a href="mailto:info@pitasafaris.com">info@pitasafaris.com</a>	0721 342232
9	PEMBE MBILI EXCURSIONS LTD	KITENGELA	<a href="mailto:info.pembembili@gmail.com">info.pembembili@gmail.com</a>	0721 322092
10	GOLDEN HOLIDAYS AND TRAVEL LTD	TAUSI CLOSE	<a href="mailto:info@ghntc.com">info@ghntc.com</a>	0790 706231
11	RAYLENE TOURS AND TRAVEL	NGARA RD	<a href="mailto:africa@raylenesafaris.com">africa@raylenesafaris.com</a>	0722 624445
12	AFRICA ENDORSED LTD	69 BANDA LANE	<a href="mailto:safaris@africaendorsed.com">safaris@africaendorsed.com</a>	0722 257770
13	MBWEHA TRIANING TRAILS	KER & DOWNEY	<a href="mailto:info@andreasfoxsafaris.com">info@andreasfoxsafaris.com</a>	0733 334408
14	AFRICAN ENCOUNTER TRAVEL LTD	TIGONI	<a href="mailto:sean@actsafrica.com">sean@actsafrica.com</a>	020 2034197
15	SAUNDERS SAFARIS LTD	KER & DOWNEY	<a href="mailto:howard@howardsaunders.com">howard@howardsaunders.com</a>	0724 252606
16	SHAUN MOUSLEY SAFARIS LTD	KER & DOWNEY	<a href="mailto:mousleyshaun@gmail.com">mousleyshaun@gmail.com</a>	0705 716736
17	AFRICA BORN SAFARIS LIMITED	KER & DOWNEY	<a href="mailto:info@africa-born.com">info@africa-born.com</a>	0733 334408
18	SAWASAWA AFRICA LTD	NGARA RD	<a href="mailto:accounts@sawasawafrica.com">accounts@sawasawafrica.com</a>	0733 380888
19	SAWASAWA AFRICA LTD	NGARA RD	<a href="mailto:accounts@sawasawafrica.com">accounts@sawasawafrica.com</a>	0733 380888
20	KENIA TOURS AND SAFARIS LTD	ROYAL OFFICES	<a href="mailto:kenia@africaonline.co.ke">kenia@africaonline.co.ke</a>	0707 641677
21	MARCHINGTON SAFARIS	MOI AVENUE	<a href="mailto:marchingtonsafaris@gmail.com">marchingtonsafaris@gmail.com</a>	0721 125247
22	THE AFRICA TRAVEL BOUTIQUE LTD	KAREN	<a href="mailto:theafricatravelboutique@gmail.com">theafricatravelboutique@gmail.com</a>	0715 509882
23	INFINI AFRICA SAFARI	RUARAKA	<a href="mailto:zoe@infiafrica.com">zoe@infiafrica.com</a>	0728 309380
24	TIM MELESI SAFARIS LTD	KER & DOWNEY	<a href="mailto:timmelesi@gmail.com">timmelesi@gmail.com</a>	0722 701574
25	TAMIMI KENYA LTD	LANGATA	<a href="mailto:office@tamimi.com">office@tamimi.com</a>	0733 400290
26	SETH-SMITH INVESTMENT	KAREN	<a href="mailto:msethsmith@gmail.com">msethsmith@gmail.com</a>	0722 739239
27	SWIFT HORSE SAFARI LTD	RUARAKA	<a href="mailto:swifthorsesafari@hotmail.com">swifthorsesafari@hotmail.com</a>	0728 309380
28	MADUKHA TOURS AND AFARIS LTD	WINDSOR HOUSE	<a href="mailto:info@mymadukha.com">info@mymadukha.com</a>	0737 831893
29	CUPSTONE TRAVEL LTD	UNIAFRIC HOUSE	<a href="mailto:sales@cupstonetravel.com">sales@cupstonetravel.com</a>	0720 900311
30	TOUR PLAN LIMITED	WESTLANDS	<a href="mailto:info@tourplan.co.ke">info@tourplan.co.ke</a>	0702 240240
31	ECO ADVENTURES LIMITED	LANAGATA RD	<a href="mailto:eco-adventures@africa.co.ke">eco-adventures@africa.co.ke</a>	020 2229651
32	HOLIDAY BAZAAR LIMITED	RING ROAD	<a href="mailto:jinal@holidaybazaar.com">jinal@holidaybazaar.com</a>	0722 774444
33	CHAMS ADVENTURES LTD	KILIMANI RD	<a href="mailto:cchamwanda@chamsadventures.com">cchamwanda@chamsadventures.com</a>	0721 666592
34	APOLLO TOURS AND TRAVEL LTD	GARDEN ESTATE RD	<a href="mailto:info@apollotours.com">info@apollotours.com</a>	011 1220229
35	GAMEWATCHERS SAFARIS LTD	GIGIRI	<a href="mailto:operations@gamewatchers.co.ke">operations@gamewatchers.co.ke</a>	0723 690841

36	PORINI SAFARI CAMPS LTD	VILLAGE MARKET	<a href="mailto:operations@gamewatchers.co.ke">operations@gamewatchers.co.ke</a>	0723 690841
37	PORINI ALLURING AFRICA LTD	VILLAGE MARKET	<a href="mailto:operations@gamewatchers.co.ke">operations@gamewatchers.co.ke</a>	0723 690841
38	MOUTI TOURS AND TRAVEL LTD	KIBERA RD	<a href="mailto:moutitours@gmail.com">moutitours@gmail.com</a>	0722 684138
39	LATALPA ADVENTURES LTD	AGIP HOUSE	<a href="mailto:latalpaadventure@gmail.com">latalpaadventure@gmail.com</a>	0724 584057
40	TULIVU SAFARIS LIMITED	MPAKA RD	<a href="mailto:ruth@tulivusafaris.com">ruth@tulivusafaris.com</a>	0733 333181
41	EXPRESS TRAVEL GROUP LTD	LANGATA RD	<a href="mailto:info@expresstravelgroup.com">info@expresstravelgroup.com</a>	0722 204251
42	TRAVEL 'N STYLE LTD	ELDAMA PARK	<a href="mailto:info@travelinstyle.co.ke">info@travelinstyle.co.ke</a>	020 3742742
43	TRAVEL 'N STYLE LTD	NARA HOUSE	<a href="mailto:info@travelinstyle.co.ke">info@travelinstyle.co.ke</a>	020 6005240
44	DUNDAS SAFARIS LTD	KER & DOWNEY	<a href="mailto:seandundas2@yahoo.com">seandundas2@yahoo.com</a>	0724 252606
45	LUXURY EXPEDITIONS LIMITED	KER & DOWNEY	<a href="mailto:info@luxury-expeditions.com">info@luxury-expeditions.com</a>	0724 840382
46	BIG FOOT ADVENTURES LIMITED	ADAMS MINIMALL	<a href="mailto:info@bigfoot-adventures.com">info@bigfoot-adventures.com</a>	0722 972374
47	AFRICA PATHFINDER SAFARIS LTD	LIMURU RD	<a href="mailto:africapathfindersafaris@gmail.com">africapathfindersafaris@gmail.com</a>	0720 580240
48	QUAY AFRICA TRAVEL LTD	KAREN	<a href="mailto:peter@quayafrika.co.ke">peter@quayafrika.co.ke</a>	0710 344780
49	BIG FIVE TOURS AND SAFARIS LTD	MUGUGA RD	<a href="mailto:bigfive@kenyaweab.com">bigfive@kenyaweab.com</a>	020 445081
50	OL TOME SAFARIS LTD	MARULA MANOR	<a href="mailto:serian@serian.com">serian@serian.com</a>	0735 566237
51	SAFARILINE DEFERNDER TOURS LTD	WESTLANDS RD	<a href="mailto:safarilinetours@gmail.com">safarilinetours@gmail.com</a>	0725 587699
52	NATURE'S WONDERLAND SAFARIS LTD	PORTAL PLACE	<a href="mailto:info@natureswonderlandsafaris.com">info@natureswonderlandsafaris.com</a>	0722 987544
53	AARDWOLF AFRICA ADVENTURE SAFARIS LTD	KAHAWA SUKARI AVENUE	<a href="mailto:info@aardwolfafricasafaris.com">info@aardwolfafricasafaris.com</a>	0722 716977
54	WORLD LIGHT MISSIONS TRAVEL	BANANA	<a href="mailto:worldlightmissiontravel@gmail.com">worldlightmissiontravel@gmail.com</a>	0722 763991
55	ONSAFARI KENYA LTD	JAMES GICHURU RD	<a href="mailto:safaris@onsafarikenya.com">safaris@onsafarikenya.com</a>	0715 614796
56	KIBOKO KENYA SAFARIS LTD	MOMBASA RD	<a href="mailto:inso@kibokokenyasafaris.com">inso@kibokokenyasafaris.com</a>	0727 792619
57	CHELO MAGICAL ADVENTURES	KEEKOROK RD	<a href="mailto:chelomagicaladvtld@gmail.com">chelomagicaladvtld@gmail.com</a>	0727 113300
58	ABSOLUTE VANTAGE LIMITED	KAREN	<a href="mailto:info@absolutevantage.com">info@absolutevantage.com</a>	0715 980988
59	GLOBETROTTER AGENCY LTD	PARK SUITES	<a href="mailto:info@globetrotter.co.ke">info@globetrotter.co.ke</a>	0705 425100
60	SHAYA SAFARIS TOUR AND TRAVEL	INTERNATIONAL HOUSE	<a href="mailto:shayasafais@gmail.com">shayasafais@gmail.com</a>	0711 748661
61	LET'S GO TRAVEL LTD	THE HUB-KAREN	<a href="mailto:info@letsgosafari.com">info@letsgosafari.com</a>	0722 331899
62	PALBINA TRAVEL LTD	GREEN HOUSE, NGONG RD	<a href="mailto:info@palbinatravel.com">info@palbinatravel.com</a>	0709 863000
63	CROWN TOURS AND CAR HIRE LTD	PEPONI PLAZA	<a href="mailto:info@crowntours.net">info@crowntours.net</a>	0736 608904
64	CHARLESTON TRAVEL LTD	THE ADDRESS, WAIYAKI WAY	<a href="mailto:info@ke.fcm.travel">info@ke.fcm.travel</a>	020 4266000
65	PRIVATE SAFARIS E.A LTD	OILIBYA PLAZA	<a href="mailto:info.ke@privatesafaris.com">info.ke@privatesafaris.com</a>	020 3607000
66	KAMPUR ENTERPRISES	CHURCH RD	<a href="mailto:info@kampurtraveldiaries.com">info@kampurtraveldiaries.com</a>	0723 715524
67	ASILIA KENYA LIMITED	LAVINGTON	<a href="mailto:lucy@asiliaafrica.com">lucy@asiliaafrica.com</a>	0717 388514
68	GO AFRICA TRAVEL LTD	ARGWINGS KODHEK RD	<a href="mailto:goafricatavel@live.com">goafricatavel@live.com</a>	0711 499996
69	DIWAKA TOURS AND TRAVEL LTD	MURANGA RD	<a href="mailto:info@diwakasafaris.com">info@diwakasafaris.com</a>	020 2685134
70	EXPLORE-SAFARIS BY TUFAYN LTD	OLE SERENI RD	<a href="mailto:info@explore-safaris.com">info@explore-safaris.com</a>	0722 963555
71	EXPEDITION KENYA SAFARI LTD	MOKTAR DADDAH ST	<a href="mailto:info@expeditionkenyasafari.com">info@expeditionkenyasafari.com</a>	0718 880009

72	ESCAPADES LTD/1207	KAREN PARK	<a href="mailto:info@kilimacamp.com">info@kilimacamp.com</a>	020 208747
73	MINI CABS AND TOURS CO. LTD	ALMONT PARK, CHURCH RD	<a href="mailto:inquiries@micato.co.ke">inquiries@micato.co.ke</a>	020 4445220
74	POLARIS SAFARI AND TOURS LTD	EAASTLAND HOTEL	<a href="mailto:africapolaris@gmail.com">africapolaris@gmail.com</a>	0768 028130
75	CHARLESTON TRAVEL LTD	JKIA	<a href="mailto:customerseervice@ke.fcm.travel">customerseervice@ke.fcm.travel</a>	020 4266000
76	ELIND SAFARIS LTD	WINDSOR HOUSE	<a href="mailto:elindsafaris2020@gmail.com">elindsafaris2020@gmail.com</a>	0720 366303
77	NAPPET TOURS AND TRAVEL LTD	DULDUL PHASE 1, MOMBASA	<a href="mailto:info@nappetafrica.com">info@nappetafrica.com</a>	0727 214024
78	CROWNED EAGLE SAFARIS LTD	KRISHNA CENTRE	<a href="mailto:sales@crowneaglesafaris.com">sales@crowneaglesafaris.com</a>	0724 999508

## Appendix 2: List of Travel Agency in Nairobi City County

	NAME OF ESTABLISHMENT	LOCATION	EMAIL	CONTACT
1	SALEVA AFRICA TOURS LTD	SYOKIMAU	<a href="mailto:info@salevafrica.co.ke">info@salevafrica.co.ke</a>	0721 527605
2	FARU TOURS AND TRAVEL LTD	CORNER HSE, NGONG RD	<a href="mailto:info@farusafaris.com">info@farusafaris.com</a>	0796 089019
3	BENROSO SAFARIS LTD	RONGAI	<a href="mailto:info@benrososafaris.co.ke">info@benrososafaris.co.ke</a>	0720 092309
4	BLUERANGE CONNECT LTD	ENTERPRISE RD	<a href="mailto:info@bluerangeconnect.com">info@bluerangeconnect.com</a>	020 6532030
5	LIFE NATURE SAFARIS	EASTERN BYPASS	<a href="mailto:peter.liech@gmail.com">peter.liech@gmail.com</a>	0720 614558
6	FAVOUR TOURS AND SAFARIS LTD	UTAWALA	<a href="mailto:info@favourwildlifesafaris.com">info@favourwildlifesafaris.com</a>	0722 540859
7	EAST AFRICAN ORNITHOLOGICAL SAFARIS LTD	ARGWINGS KODHEK RD	<a href="mailto:info@originsafaris.info">info@originsafaris.info</a>	020 204269516
8	SUNSHINE ADVENTURE AFRICA LTD	WOOD AVENUE PARK	<a href="mailto:sunshineafrica@hotmail.com">sunshineafrica@hotmail.com</a>	0720 441997
9	SCENIC TREASURES LIMITED	3RD PARKLANDS RD	<a href="mailto:info@scenictreasures.com">info@scenictreasures.com</a>	0705 876549
10	SHARK ADVENTURES LTD	KAMITI RD	<a href="mailto:thesharkadventures@gmail.com">thesharkadventures@gmail.com</a>	0729 903857
11	PITA SAFARIS LIMITED	PORTAL PLACE	<a href="mailto:info@pitasafaris.com">info@pitasafaris.com</a>	0721 342232
12	PEMBE MBILI EXCURSIONS LTD	KITENGELA	<a href="mailto:info.pembembili@gmail.com">info.pembembili@gmail.com</a>	0721 322092
13	GOLDEN HOLIDAYS AND TRAVEL LTD	TAUSI CLOSE	<a href="mailto:info@ghntc.com">info@ghntc.com</a>	0790 706231
14	RAYLENE TOURS AND TRAVEL	NGARA RD	<a href="mailto:africa@raylenesafaris.com">africa@raylenesafaris.com</a>	0722 624445
15	AFRICA ENDORSED LTD	69 BANDA LANE	<a href="mailto:safaris@africaendorsed.com">safaris@africaendorsed.com</a>	0722 257770
16	MBWEHA TRIANING TRAILS	KER & DOWNEY	<a href="mailto:info@andreasfoxsafaris.com">info@andreasfoxsafaris.com</a>	0733 334408
17	AFRICAN ENCOUNTER TRAVEL LTD	TIGONI	<a href="mailto:sean@actsafrica.com">sean@actsafrica.com</a>	020 2034197
18	SAUNDERS SAFARIS LTD	KER & DOWNEY	<a href="mailto:howard@howardsaunders.com">howard@howardsaunders.com</a>	0724 252606
19	VALLEYLAND SHELTERS AND TOURS LTD	KIMATHI HOUSE	<a href="mailto:valleylandtours@gmail.com">valleylandtours@gmail.com</a>	0741 404220
20	SHAUN MOUSLEY SAFARIS LTD	KER & DOWNEY	<a href="mailto:mousleyshaun@gmail.com">mousleyshaun@gmail.com</a>	0705 716736
21	AFRICA BORN SAFARIS LIMITED	KER & DOWNEY	<a href="mailto:info@africa-born.com">info@africa-born.com</a>	0733 334408
22	SAWASAWA AFRICA LTD	NGARA RD	<a href="mailto:accounts@sawasawafrica.com">accounts@sawasawafrica.com</a>	0733 380888
23	SAWASAWA AFRICA LTD	NGARA RD	<a href="mailto:accounts@sawasawafrica.com">accounts@sawasawafrica.com</a>	0733 380888
24	KENIA TOURS AND SAFARIS LTD	ROYAL OFFICES	<a href="mailto:kenia@africaonline.co.ke">kenia@africaonline.co.ke</a>	0707 641677
25	MARCHINGTON SAFARIS	MOI AVENUE	<a href="mailto:marchingtonsafaris@gmail.com">marchingtonsafaris@gmail.com</a>	0721 125247
26	THE AFRICA TRAVEL BOUTIQUE LTD	KAREN	<a href="mailto:theafricatrabvelboutique@gmail.com">theafricatrabvelboutique@gmail.com</a>	0715 509882
27	INFINI AFRICA SAFARI	RUARAKA	<a href="mailto:zoe@infiafrica.com">zoe@infiafrica.com</a>	0728 309380
28	TIM MELESI SAFARIS LTD	KER & DOWNEY	<a href="mailto:timmelesi@gmail.com">timmelesi@gmail.com</a>	0722 701574
29	TAMIMI KENYA LTD	LANGATA	<a href="mailto:office@tamimi.com">office@tamimi.com</a>	0733 400290
30	ELITE TRAVEL SERVICES LTD	PIO GAMA PINTO RD	<a href="mailto:admin@elitetravel.co.ke">admin@elitetravel.co.ke</a>	0711 077000
31	SETH-SMITH INVESTMENT	KAREN	<a href="mailto:msethsmith@gmail.com">msethsmith@gmail.com</a>	0722 739239
32	SWIFT HORSE SAFARI LTD	RUARAKA	<a href="mailto:swifhorsesafari@hotmail.com">swifhorsesafari@hotmail.com</a>	0728 309380
33	MADUKHA TOURS AND AFARIS LTD	WINDSOR HOUSE	<a href="mailto:info@mymadukha.com">info@mymadukha.com</a>	0737 831893
34	AFRICAN OUTBACK SAFARIS	KAMPUS TOWERS, UNIVERSITY	<a href="mailto:info@africanoutbacksafaris.com">info@africanoutbacksafaris.com</a>	0722 636346
35	CUPSTONE TRAVEL LTD	UNIAFRIC HOUSE	<a href="mailto:sales@cupstonetravel.com">sales@cupstonetravel.com</a>	0720 900311
36	TOUR PLAN LIMITED	WESTLANDS	<a href="mailto:info@tourplan.co.ke">info@tourplan.co.ke</a>	0702 240240
37	BUSH AND SIGHTS SAFARIS LIMITED	WILSON AIRPORT	<a href="mailto:bushandsightsafaris@gmail.com">bushandsightsafaris@gmail.com</a>	0722 606885

38	PEARL MARA EXPEDITION 53 TOURS LTD	THE STABLES, KAREN	<a href="mailto:expeditionmara@gmail.com">expeditionmara@gmail.com</a>	0717 908241
39	ECO ADVENTURES LIMITED	LANAGATA RD	<a href="mailto:eco-adventures@africa.co.ke">eco-adventures@africa.co.ke</a>	020 2229651
40	HOLIDAY BAZAAR LIMITED	RING ROAD	<a href="mailto:jinal@holidaybazaar.com">jinal@holidaybazaar.com</a>	0722 774444
41	CHAMS ADVENTURES LTD	KILIMANI RD	<a href="mailto:cchamwanda@chamsadventures.com">cchamwanda@chamsadventures.com</a>	0721 666592
42	APOLLO TOURS AND TRAVEL LTD	GARDEN ESTATE RD	<a href="mailto:info@apollotours.com">info@apollotours.com</a>	011 1220229
43	GAMEWATCHERS SAFARIS LTD	GIGIRI	<a href="mailto:operations@gamewatchers.co.ke">operations@gamewatchers.co.ke</a>	0723 690841
44	PORINI SAFARI CAMPS LTD	VILLAGE MARKET	<a href="mailto:operations@gamewatchers.co.ke">operations@gamewatchers.co.ke</a>	0723 690841
45	PORINI ALLURING AFRICA LTD	VILLAGE MARKET	<a href="mailto:operations@gamewatchers.co.ke">operations@gamewatchers.co.ke</a>	0723 690841
46	ELEPHANT INTERNATIONAL CO. LTD	GALANA RD	<a href="mailto:782022853@gg.com">782022853@gg.com</a>	0736 804862
47	WHERE TO STAY EAST AFRICA LTD	CARA HOUSE, KAREN RD	<a href="mailto:kimani@mykoolala.com">kimani@mykoolala.com</a>	0722 627472
48	LATALPA ADVENTURES LTD	AGIP HOUSE	<a href="mailto:latalpaadventure@gmail.com">latalpaadventure@gmail.com</a>	0724 584057
49	TULIVU SAFARIS LIMITED	MPAKA RD	<a href="mailto:ruth@tulivusafaris.com">ruth@tulivusafaris.com</a>	0733 333181
50	EXPRESS TRAVEL GROUP LTD	LANGATA RD	<a href="mailto:info@expresstravelgroup.com">info@expresstravelgroup.com</a>	0722 204251
51	TRAVEL 'N STYLE LTD	ELDAMA PARK	<a href="mailto:info@travelnstyle.co.ke">info@travelnstyle.co.ke</a>	020 3742742
52	TRAVEL 'N STYLE LTD	NARA HOUSE	<a href="mailto:info@travelnstyle.co.ke">info@travelnstyle.co.ke</a>	020 6005240
53	DUNDAS SAFARIS LTD	KER & DOWNEY	<a href="mailto:seandundas2@yahoo.com">seandundas2@yahoo.com</a>	0724 252606
54	LUXURY EXPEDITIONS LIMITED	KER & DOWNEY	<a href="mailto:info@luxury-expeditions.com">info@luxury-expeditions.com</a>	0724 840382
55	BIG FOOT ADVENTURES LIMITED	ADAMS MINIMALL	<a href="mailto:info@bigfoot-adventures.com">info@bigfoot-adventures.com</a>	0722 972374
56	INTO ADVENTURE SAFARI LTD	NCM HOUSE, TOM MBOYA ST	<a href="mailto:info@intoadventuresafaris.com">info@intoadventuresafaris.com</a>	0794 589996
57	DYER CONSERVATION AND SAFARIS LTD	KAREN	<a href="mailto:dyerconservation.safaris@gmail.com">dyerconservation.safaris@gmail.com</a>	0708 449275
58	QUAY AFRICA TRAVEL LTD	KAREN	<a href="mailto:peter@quayafrika.co.ke">peter@quayafrika.co.ke</a>	0710 344780
59	BIG FIVE TOURS AND SAFARIS LTD	MUGUGA RD	<a href="mailto:bigfive@kenyaweb.com">bigfive@kenyaweb.com</a>	020 445081
60	SOUTHERN CROSS SAFARIS LTD	THE WATERMARK, NDEGE RD	<a href="mailto:safaris@southerncrosskenya.com">safaris@southerncrosskenya.com</a>	0708 070311
61	OL TOME SAFARIS LTD	MARULA MANOR	<a href="mailto:serian@serian.com">serian@serian.com</a>	0735 566237
62	SAFARILINE DEFERNDER TOURS LTD	WESTLANDS RD	<a href="mailto:safarilinetours@gmail.com">safarilinetours@gmail.com</a>	0725 587699
63	NATURE'S WONDERLAND SAFARIS LTD	PORTAL PLACE	<a href="mailto:info@natureswonderlandsafaris.com">info@natureswonderlandsafaris.com</a>	0722 987544
64	AARDWOLF AFRICA ADVENTURE SAFARIS LTD	KAHAWA SUKARI AVENUE	<a href="mailto:info@aardwolfafricasafaris.com">info@aardwolfafricasafaris.com</a>	0722 716977
65	WORLD LIGHT MISSIONS TRAVEL	BANANA	<a href="mailto:worldlightmissiontravel@gmail.com">worldlightmissiontravel@gmail.com</a>	0722 763991
66	ONSAFARI KENYA LTD	JAMES GICHURU RD	<a href="mailto:safaris@onsafarikenya.com">safaris@onsafarikenya.com</a>	0715 614796
67	KIBOKO KENYA SAFARIS LTD	MOMBASA RD	<a href="mailto:inso@kibokokenyasafaris.com">inso@kibokokenyasafaris.com</a>	0727 792619
68	CHELO MAGICAL ADVENTURES	KEEKOROK RD	<a href="mailto:chelomagicaladvltd@gmail.com">chelomagicaladvltd@gmail.com</a>	0727 113300
69	ABSOLUTE VANTAGE LIMITED	KAREN	<a href="mailto:info@absolutevantage.com">info@absolutevantage.com</a>	0715 980988
70	STAR OF EAST AFRICA TRAVEL LTD	SIFA TOWERS-LENANA RD	<a href="mailto:starofeatravel@gmail.com">starofeatravel@gmail.com</a>	0715 617166
71	GLOBETROTTER AGENCY LTD	PARK SUITES	<a href="mailto:info@globetrotter.co.ke">info@globetrotter.co.ke</a>	0705 425100
72	MARIO HOLIDAYS LIMITED	AMEE ARCADE, PARKLANDS R	<a href="mailto:bookings@mariotours.com">bookings@mariotours.com</a>	0794 518323
73	SHAYA SAFARIS TOUR AND TRAVEL	INTERNATIONAL HOUSE	<a href="mailto:shayasafais@gmail.com">shayasafais@gmail.com</a>	0711 748661
74	LET'S GO TRAVEL LTD	THE HUB-KAREN	<a href="mailto:info@letsgosafari.com">info@letsgosafari.com</a>	0722 331899
75	PALBINA TRAVEL LTD	GREEN HOUSE, NGONG RD	<a href="mailto:info@palbinatravel.com">info@palbinatravel.com</a>	0709 863000
76	CROWN TOURS AND CAR HIRE LTD	PEPONI PLAZA	<a href="mailto:info@crowntours.net">info@crowntours.net</a>	0736 608904
77	CHARLESTON TRAVEL LTD	THE ADDRESS, WAIYAKI WAY	<a href="mailto:info@ke.fcm.travel">info@ke.fcm.travel</a>	020 4266000
78	KAMPUR ENTERPRISES	CHURCH RD	<a href="mailto:info@kampurtraveldiaries.com">info@kampurtraveldiaries.com</a>	0723 715524

79	ASILIA KENYA LIMITED	LAVINGTON	<a href="mailto:lucy@asiliaafrica.com">lucy@asiliaafrica.com</a>	0717 388514
80	GO AFRICA TRAVEL LTD	ARGWINGS KODHEK RD	<a href="mailto:goafricatavel@live.com">goafricatavel@live.com</a>	0711 499996
81	DIWAKA TOURS AND TRAVEL LTD	MURANGA RD	<a href="mailto:info@diwakasafaris.com">info@diwakasafaris.com</a>	020 2685134
82	EXPLORE-SAFARIS BY TUFAYN LTD	OLE SERENI RD	<a href="mailto:info@explore-safaris.com">info@explore-safaris.com</a>	0722 963555
83	ESCAPADES LTD/1207	KAREN PARK	<a href="mailto:info@kilimacamp.com">info@kilimacamp.com</a>	020 208747
84	MINI CABS AND TOURS CO. LTD	ALMONT PARK, CHURCH RD	<a href="mailto:inquiries@micato.co.ke">inquiries@micato.co.ke</a>	020 4445220
85	CHARLESTON TRAVEL LTD	JKIA	<a href="mailto:customerseervice@ke.fcm.travel">customerseervice@ke.fcm.travel</a>	020 4266000
86	ELIND SAFARIS LTD	WINDSOR HOUSE	<a href="mailto:elindsafaris2020@gmail.com">elindsafaris2020@gmail.com</a>	0720 366303
87	NAPPET TOURS AND TRAVEL LTD	DULDUL PHASE 1, MOMBASA	<a href="mailto:info@nappetafrica.com">info@nappetafrica.com</a>	0727 214024
88	CROWNED EAGLE SAFARIS LTD	KRISHNA CENTRE	<a href="mailto:sales@crowneaglesafaris.com">sales@crowneaglesafaris.com</a>	0724 999508

### Appendix 3: Letter of Introduction

**Murenzi Abubakar Mugambi**  
School of Tourism and Hospitality  
Strathmore University  
P.O BOX 59857-00200  
Nairobi  
08-13-2021

**The Human Resource Manager**

**Nairobi**

Dear Sir /Madam,

**RE: RESEARCH QUESTIONNAIRE ON THE ASSESSMENT OF FACTORS LEADING TO GROWTH OF TOURISM CYCLING IN NAIROBI COUNTY AND ITS SURROUNDINGS.**

I am Murenzi Abubakar Mugambi, a 4<sup>th</sup> year Bachelor of Tourism management student at Strathmore University. As school policy, it is mandatory for all 4<sup>th</sup> year students to undertake a research project, which is a requirement for graduation. Therefore, I am doing a research project on “Assessment of Factors Leading to Growth of Tourism Cycling in Nairobi County and its Surroundings”.

I have chosen your firm as one of my sample studies and I would highly appreciate your kind assistance in providing me with the relevant information pertaining to my research. The information shared through the questionnaires filled will be treated with the level of confidentiality that it deserves and will not be used for any malicious intent towards your establishment. It shall only be used for academic purposes that have been initiated by the university.

Your time and information will be highly appreciated.

Thank you.

Yours sincerely,

Signature



Murenzi Abubakar Mugambi,  
099357.

**Appendix 4: Research Questionnaire**

**ASSESSMENT OF FACTORS LEADING TO GROWTH OF TOURISM CYCLING IN NAIROBI COUNTY AND ITS SURROUNDINGS.**

This questionnaire is conducting a research on Assessment of Factors Leading to Growth of Tourism Cycling in Nairobi County and its surroundings.

I would like to collect data from your organization and your views into the research problem. All the information collected in this study is confidential. This questionnaire has three sections. Kindly take a few minutes to fill in the following questions. Your response will be highly appreciated.

**SECTION A: DEMOGRAPHIC INFORMATION**

1. What is the type of your organization?

Tour Operator

Travel Agents

2. For how long has the firm operated?

Less than 5 Years

Between 5-10 Years

More than 10 Years

3. Does the firm offer cycling tourism as product?

Yes

No

4. If no. Explain your answer above

.....  
.....  
.....

**SECTION B: DETERMINANTS OF DEVELOPMENT OF CYCLING TOURISM**

This section reviews some of the determining factors for the growth of cycling tourism in Nairobi County. Please respond to the questions appropriately.

4. How can you rate the status of the available basic cycling facilities in Nairobi County?

- Not available
- Inadequate
- Adequate

5. Please rate the importance of the following facilities for the development of cycling tourism. Indicate where (1 = Not Important, 2 = Less Important, 3 = Moderately Important, 4 = Important, 5 = Very Important).

Facility	1	2	3	4	5
Cyclist accommodation					
Biking roads					
Road maps					
Signage display boards					
Cycle tracks					
Picnic and camping places					
Tourist Information offices					

6. What are your recommendations for improvement of the existing facilities to enhance growth of cycling tourism in Nairobi County?

.....  
 .....  
 .....

7. How can you rate the presence of physical attraction sites to boost the demand for cycling tourism in Nairobi County?

- Not available
- Inadequate
- Adequate

8. Please rate the importance of the following attractions for the growth of cycling tourism. Indicate where (1 = Not Important, 2 = Less Important, 3 = Moderately Important, 4 = Important, 5 = Very Important).

Sites	1	2	3	4	5
Landmarks					
Historical sites					
Archaeological sites					
Monuments					
Landscapes					
Traditional settlements					
Picturesque					

9. Indicate specific landmarks under the following headings

Landmarks	Historical sites	Monuments	Landscapes	Traditional settlements

10. How can you rate the satisfaction with the existing road network to support cycling tourism in Nairobi County?

- Not satisfactory
- Satisfactory
- Very Satisfactory

11. How can you rate the condition of the existing road network for cycling tourism in Nairobi County?

- Not satisfactory
- Inadequate
- Adequate

12. Please rate the importance of the following road characteristics for the growth of cycling tourism. Indicate (1 = Not Important, 2 = Less Important, 3 = Moderately Important, 4 = Important, 5 = Very Important).

Road Characteristics	1	2	3	4	5
Traffic flow					
Speed					
Proportion of tracks					
Quality of pavements					
Signing					
Road slopes					

13. Suggest areas to be improve in the road networks to enhance growth of cycling tourism in Nairobi County?

.....  
 .....  
 .....

14. Identify challenges faced the growth of cycling tourism in Nairobi County?

.....  
 .....  
 .....

**Thank you for your time**

**Appendix 5: Turn it in Report**

**Appendix 6: Time Plan**

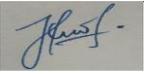
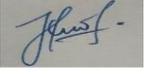
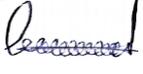
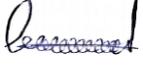
<b>Month</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
<b>Activity</b>								
Building of the proposal								
Submission of the proposal								
Data collection								
Data analysis								
Submission of final report project								

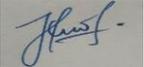
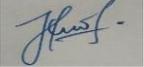
**Appendix 7: Project Supervision Progress Sheet**



SCHOOL OF TOURISM AND HOSPITALITY  
 BACHELOR OF SCIENCE IN TOURISM/HOSPITALITY MANAGEMENT  
 BTH 4203: RESEARCH PROJECT SUPERVISION PROGRESS SHEET

Student Name: Murenzi Abubakar Mugambi      Reg. No.: 099357

#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	Student
1	-11/02/21	<b>Chapter 1</b> Discussing topics to consider for the research project and determining a target population whereby it gives a clue on how I will be able to collect data. Determining the respondents based on the topic of the research		
2	-01/04/21	Guidelines of templates to assist in building the proposal Referencing Guidelines as well and formatting styles		
3	-08/04/21	In text Citations using word 16 Citing sources from (apart from the assigned asterisks): <ul style="list-style-type: none"> <li>• Journal Article</li> <li>• Book</li> <li>• Provided APA format materials</li> <li>• How to generate references with document guides.</li> </ul> Word formats such as paragraphs, line spacing, page breaks		
4	-21/05/21	<b>Chapter 1: Background</b> Corrections and review of draft 3 and 4: <ul style="list-style-type: none"> <li>• Adjusting the title</li> <li>• Review on chapter one with more corrections to do on problem statement in relation with the topic</li> <li>• Identifying and modifying research objectives and questions</li> <li>• Justification and scope review and why it was necessary to carry out this study</li> </ul>		

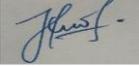
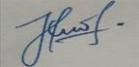
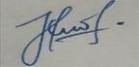
#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	Student
5	-30/05/21	<p>Problem statement in which identifies issues related to the research and why it is necessary for the study to be explored in relation to the topic.</p> <p>Preview of the research objectives and research questions.</p>		
6	-30/06/21	<p>Review of Research proposal</p> <ul style="list-style-type: none"> <li>• Research objectives</li> <li>• Research questions</li> <li>• Scope and limitations to the study</li> </ul>		



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Student Name: Murenzi Mugambi Abubakar Reg. No.:  
 099357 Page No. 2

#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	Student
7	02/07/21	<b>Corrections in chapter one</b> <ul style="list-style-type: none"> <li>Slight change to the topic</li> <li>Corrections on the research objectives and questions and changes on the scope and the justification of the research study.</li> </ul>		
8	7/07/21	Submission of Chapter 1 for review Corrections to research proposal and reviews while applying the corrections for more research proposal draft 4 in chapter one		
9	22/07/21	Corrections and review of draft 3 and 4: <ul style="list-style-type: none"> <li>Adjusting the title</li> <li>Review on chapter one with more corrections to do</li> <li>Identifying and modifying research objectives and questions</li> </ul> Justification and scope review		
10	27/07.21	Submission of chapter 2 <b>Literature Review</b> for review draft 4: <ul style="list-style-type: none"> <li>Identifying and expanding on the research objectives to build more on the concepts</li> <li>Emphasis on using present past tense or present continuous</li> <li>Revision on theoretical framework</li> </ul> Conceptual framework analysing by using PowerPoint		

11	03/08/21	<p>Correction and Review of Research proposal <b>Chapter 2</b></p> <ul style="list-style-type: none"> <li>• Literature review using direct concepts from the research objectives</li> <li>• Additional publications and it should not be limited in this case tourism cycling but also leisure</li> <li>• More material from established catalogues for newer publications</li> <li>• Authors that were already cited by actual researchers in a published study</li> <li>• Headings formats guidelines for different chapters</li> <li>• Correction on the conceptual framework</li> </ul>		
11	06/08/21	<p>Correction on Literature Review</p> <ul style="list-style-type: none"> <li>• Authors that were already cited by actual researchers in a published study with more articles from different catalogues</li> <li>• Headings formats guidelines for different chapters</li> <li>• Additional Correction on the conceptual framework</li> </ul>		
12	11/08/21	<p>Submission of chapter 3 for review</p> <ul style="list-style-type: none"> <li>• target population</li> <li>• sampling size from credible establishments</li> <li>• Data collection procedure discussions and method of data collection</li> </ul>		



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Student Name: Murenzi Mugambi Abubakar  
 Page No.3

Reg. No.: 099357

#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	Student
13	13/08/21	Review on the proposal and corrections. Guidelines on data collections such as letter of introduction format and purposeful sampling approach, surveys, and the authenticity and its justification.		
14	18/08/21	<ul style="list-style-type: none"> <li>• Review on the Questionnaire by aligning the questions to be received by the respondents to further the study.</li> <li>• Received templates on changing the research proposal into a research project report.</li> <li>• Guidelines on Chapter four and Chapter 5 going through the templates that applies in relation to the findings and if it justifies the study</li> </ul>		
14	19/08/21	<ul style="list-style-type: none"> <li>• Research Project Report Corrections Draft 2</li> <li>• Table of Contents format correction</li> <li>• Headings format corrections</li> <li>• Appendices review and correction</li> <li>• Turnitin Format</li> <li>• Chapter 4: Captions review and corrections</li> </ul>	