



Strathmore
UNIVERSITY

**FACTORS AFFECTING THE GROWTH OF DOMESTIC TOURISM IN NAIROBI,
KENYA**

NAOMI NASIMIYU WAFULA
100544

A Research Project submitted in partial fulfilment of the requirements for the degree of Bachelor
of Science in Tourism Management

SCHOOL OF TOURISM AND HOSPITALITY
STRATHMORE UNIVERSITY
JULY 2020

DECLARATION

This project is my ORIGINAL work and has not been presented for a degree in any other University.

SIGNED _____ DATE _____

NAOMI NASIMIYU WAFULA

100544

This project has been submitted for review with my approval as University Supervisor.

Signed _____ DATE _____

Supervisors Name

Lecturer/ ~~Senior Lecturer/ Professor~~

School of Tourism and Hospitality

Strathmore University

ACKNOWLEDGEMENT

I would like to express my gratitude to the Almighty God for taking me this far and enabling me to carry out the study smoothly. A special thanks to all those who provided their support during my research study period and for the feedback and encouragement.

Special thanks to my supervisor Dr. Fredrick N. Oduori for the insightful conversations during the development of ideas in this proposal and the guidance throughout the study

ABSTRACT

The study was conducted on the residents of Nairobi from April 2020 to march 2021. The main aim of the study was to analyse the factors affecting the growth of domestic tourism. The research focused on economic, political and social factors affecting the growth of domestic tourism. Data was collected by administering questionnaire to the middle class earners. The findings stated that the factors that affects their participation in domestic tourism vary from person to person but most are affected by prices and rates. The findings also identified the government as the main stakeholders of domestic tourism and have the power to publicize the residents and get massive numbers of domestic tourism. Considering the community members in planning also will help in increasing the number of domestic tourist by a larger percent. This study will help in the planning of domestic tourism participation considering the fact that the number of international tourist has reduced due to corona virus hence the country will have to survive on domestic tourism.

Table of Contents

DECLARATION	2
ACKNOWLEDGEMENT	3
ABSTRACT	4
CHAPTER ONE	7
INTRODUCTION	7
1.1 Background Information	7
1.2 Problem Statement.....	8
1.3 General Objective	8
1.4 Research Questions	9
1.5 Specific Objectives	9
1.6 The significance of the study	9
CHAPTER TWO	11
LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Domestic Tourism	11
2.3 Economic Factors	11
2.3.1 Pricing.....	12
2.3.2 Income	12
2.3.3 Marketing strategies	12
2.3.4 Cost	13
2.4 Social factors	13
2.4.1 Education	13
2.4.2 Residence area	14
2.4.3 Age	14
2.4.4 Lack of holiday culture	14
2.5 Political Factors	15
2.5.1 Corruption.....	15
2.5.2 Poor governance	15
2.5.3 Political instability	15
2.6 Conceptual framework	16
CHAPTER THREE	17
RESEARCH METHODOLOGY	17

3.1	Introduction	17
3.2	Research Design	17
3.3	Population and sampling	17
3.4	Data collection method.....	18
3.5	Research Quality and Participants	18
3.6	Data Analysis.....	19
CHAPTER FOUR		20
DATA ANALYSIS AND PRESENTATION		20
4.1	Introduction	20
4.2	General Information	20
4.2.1	Demographics	20
4.2.2	Domestic Tourism Information.....	21
4.2.3	Favorite destinations within the country for residents	22
4.3	Findings	25
	Specific objectives.....	25
4.3.1	To determine the political factors affecting the growth of domestic tourism.	25
4.3.2	To determine the social factors affecting the growth of domestic tourism.....	26
4.3.3	To determine the economic factors affecting the growth of domestic tourism.	29
	31
CHAPTER FIVE		32
DISCUSSION, CONCLUSION AND RECOMMENDATION		32
5.1	Introduction	32
5.2	Summary	32
5.3	Discussion.....	32
5.4	Summary of the findings.....	32
5.5	Conclusions	33
5.6	Recommendations	34
REFERENCES		35
Appendix 1; Questionnaire		37

CHAPTER ONE

INTRODUCTION

1.1 Background Information

Domestic tourism involves the residents of a given country travelling only within the economic territory of the country of reference for a period of less than a year for leisure and other purposes as defined by World Tourism Organization (Manono & Rotich, 2013). Third world countries have acknowledged tourism as a remarkable factor to the development of the economy. In such countries, international tourism has first priority as it generates larger percentage of foreign exchange contributing to the development of one's country. On the other hand, domestic tourism has been disregarded and attention driven to international tourism therefore measure the performance of tourism depending on the international arrivals and the income it produced (Kihima, 2015).

Third world countries have a high dependency rate on international tourism, therefore, have put strategies to promote international tourism and ignore the great potential domestic tourism has in a destination (Ndlovu & Nyakunu, 2005). Kenya highlighting and focusing mostly on the international arrivals gives a perception that it is a host destination having no space and insignificant of local tourism (Kihima, 2015). The income earned by the locals of Kenya is lower when compared to that of international tourist. For example in China, the tour agents give high expectation with low satisfaction to those who can afford the price (Li & Pearce, 2016). Tourists who are not satisfied will not recommend the place to friends and they will leave a negative feedback of the area with a one star criticizing the place (Seyidov & Adomaitienė, 2017).

Developed countries have carried out studies and it is evident that domestic tourism contributes 70% of the 60% generated revenue from the tourism sector and international tourism generates 30% (Ndlovu & Nyakunu, 2005). Kenya as a tourist destination can therefore promote domestic tourism for the economic growth and accrue more benefits. According to the Kenya Tourism Policy 2008, the future of tourism in Kenya in becoming a sub-sector lies in the domestic tourism through education and awareness to the public. The Kenya Tourism Board launched magical Kenya campaigns to promote domestic tourism by making the attractions affordable to the citizens'

at least once per year (Omare, 2016). The aim of this campaign was to promote patriotism among individuals by partaking in domestic tourism and appreciate the beautiful scenery of their own country.

1.2 Problem Statement

Countries acclaimed as destination hotspots for international tourists have several times higher numbers of domestic tourists compared to that of international tourists, Agra, India received 1.4 million international tourists and 7 million domestic tourist in 1997 on the other side Brazil international tourists numbers declined due to security threats but the domestic tourism increased (Omollo, 2008). This calls for an immediate action in identifying the factors that are behind the growth of domestic tourism before the numbers start declining.

Agricultural commodities prices has been tailed off over the years, this led to a shortfall in foreign exchange earnings which prompted the public and the private services to make enormous investments in other sectors like tourism as a substitute of foreign exchange earnings to rectify the deficit (Omare, 2019). This has worked out well for the last 40 years because of the huge product diversity the country possess in tourism. However, corona pandemic has affected the travel and tourism industry and a lot of effort and time is required to convince international tourist that travelling outside their country to other destinations is safe. The study investigates the factors affecting to the growth of domestic tourism in Kenya highlighting the meagre efforts, which calls for new strategies in marketing and promotion. Therefor needs to act immediately and invest on domestic tourists as an alternative to retain its economic status.

East African countries are operating without quality research on domestic tourism due to finite writings, out of 100 students taking a course in tourism and hospitality in Kenyatta University, only 3 did research on domestic tourism (Kihima, 2015). The study explores on the factors affecting the growth of domestic tourism with the aid to issue a structure for the development of domestic tourism with an aim of increasing the numbers with a huge margin because of the corona pandemic.

1.3 General Objective

The general objective of the study is to analyze the factors affecting the growth of domestic tourism.

1.4 Research Questions

- i. What are the economic factors affecting the growth of domestic tourism?
- ii. What are the social factors affecting the growth of domestic tourism?
- iii. What are the political factors affecting the growth of domestic tourism?

1.5 Specific Objectives

- i. To determine the political factors affecting the growth of domestic tourism
- ii. To determine the social factors affecting the growth of domestic tourism.
- iii. To determine the economic factors affecting the growth of domestic tourism

1.6 The significance of the study

The study seeks to point out the factors that affects the residents and hinders them from carrying out domestic tourism highlighting all the social, environmental and economic factors. Domestic tourism is a topic that is under-researched in Kenyan universities; international tourism and tourism as a general topic are researched frequently. This is evident where out of 100 undergraduate students in Kenyatta university taking a bachelor's degree in tourism and hospitality, only 3 did a research under domestic tourism (Kihima, 2015). Due to the finite writings, international tourism remains the primary factor.

There is an assumption that the only difference between domestic tourism and international tourism is the participants (Kihima, 2015). The study states other differences that create insight on domestic tourism and the declining numbers. The unforeseeable future urges for the development and growth for domestic tourism in reference to the covid19 pandemic. The research will provide recommendations that will be useful when strategizing the policies and plans to woo the residents to partake in domestic tourism consistently.

Government efforts to woo more locals to take part in domestic tourism has a very narrow achievement as revealed by studies and reports by media (Omare, 2016). The research provides the factors that will help the government to increase the number of domestic tourism by aligning the factors and synchronize them with the products, desire and the ability of residents in participating. This will help all the stakeholders in the tourism sector to respond to the needs of the domestic tourists separately with that of the international tourists.

The research also addresses the challenges that domestic tourists face and provide solutions to the declining number of tourists. In response to covid19, the research will enable the tourism sector in Kenya to progress with business despite the closure of airports. Improving domestic tourism will boost the economy of the region and country at large because tourism has linkages with other businesses either direct or indirect, the transport, communication, safety and other developments will come along with it.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will present literature on tourism and domestic tourism as a whole. It focuses on the factors that have led to the slow growth of domestic tourism faced by domestic tourism when visiting destinations and the challenges they face.

2.2 Domestic Tourism

In third world countries, tourism is identified as a productive contributor to the economy. As quoted by (Omare, 2016), the World Travel Tourism Council (WTTC) indicates that domestic tourism and international tourism contributes ten percent of the Global Domestic Product (GDP) and employment. (Karoki, 2011) agrees with this and adds that 9 percent out of the 10 percent GDP constitutes of formal employment. Domestic tourism is still significant to the economy even if the domestic spending is low (Kabote, 2014). As much as it contributes largely to the economy, (Mustafa Dr., 2012) urges that domestic tourism is still considered less profitable because it does not give rise to foreign currency when compared to inbound tourism.

According to the Kenya Vision 2030 as quoted by (Karoki, 2011) tourism has many linkages in other sectors like agriculture, entertainment, banking, wildlife and handicrafts among others and can therefore create employment and generate wealth. This is because, (Rogerson, 2015) domestic tourist tend to purchase and engage in goods and services that are produced by the locals in large number hence supporting other small-scale businesses. Domestic tourism will help hotels in the country that are not five star to continue with business and generate more jobs (Kabote, 2014). Domestic tourism supplements international tourism during the off-peak seasons (Ngari & Macharia EBS, 2017)

2.3 Economic Factors

Economic factors are factors that have effect to the economy like income, tax and other government activities. The factors that mostly affect participation in tourism are economic factors (Omare, 2019)

2.3.1 Pricing

In third world countries, international tourism is the primary focus therefore forcing the prices to shoot up past the affordability of residents (Kabote, 2014). According to Kabote, the decline of domestic tourism in developing countries is due to poor pricing strategies because the prices have increased beyond residents' affordability. He emphasizes that the issue has to be addressed before the situation becomes uncontrolled. For instance, Zimbabwe has a different charging system where the locals pay the cheapest amount, their neighbors' pay a moderate fee and international tourists pay the highest (Kabote, 2014).

For instance, in China a survey conducted shows that the high prices of product packages that are priced by tour agents is a put-off to the domestic tourists who cannot purchase such products (Li & Pearce, 2016). The survey explained how tour packages are primarily for international tourists forcing domestic tourists to purchase products they will not consume and neglect the tourists with a limited budget.

2.3.2 Income

(Omare, 2019) Income is the key economic factor that affects one's participation in tourism. He further expounded on how decrease in disposable income leads to decrease in outbound tourism and vice versa. Local participation in visiting the parks relies on the income they earn (Manono & Rotich, 2013). According to him, the entrance fee for Nairobi National Park is at Ksh 500 for Kenyan citizens which is only affordable to residents with over Ksh 20,000 a month and individuals with no jobs and those whose earnings are from hand to mouth might not get a chance to visit the park. Both authors agree that income is a prime factor in participation of tourism

2.3.3 Marketing strategies

Marketing a destination has a great potential in promoting and improving the areas appeal to increase domestic tourism (M. Ndivo & N. Waudu, 2012). Kenya has a diversity of attraction both natural and cultural attractions. According to (Osei & Gbadamosi, 2011). Kenya and beaches but comes after South Africa and Egypt. (Omare, 2019) adds by stating that beach and wildlife are mature products and end up attracting huge numbers. He emphasizes that this makes other products either developing or are completely left untouched.

Besides wildlife and beaches, the country has historical sites, museums, ceremonies, architecture, sports, adventure, festivals, events, arts and crafts, folklore and conferences among others. Despite the diversity the country has, two products are only marketed and sold by the tour agents which include; beach tourism and wildlife tourism of about 6 to 8 national park and game reserves (M. Ndivo & N. Waudo, 2012). This is supported by (Omare, 2016) who states that Kenya Tourism Board (KTB) has no strategies for promoting domestic tourism and its best in promoting international tourism hence they should come up with a different body like the Kenya Tourist Development Cooperation (KTDC) to promote domestic tourism.

2.3.4 Cost

A survey conducted in Sydney shows that travel cost and parking fees influences participation in domestic tourism (Omare, 2019). This is evident that the income earned by locals is too low to meet the travel expenses to a far destination within the country. Most individuals they travel to the upcountry to bond and spend time with families and friends during December holidays a peak season with high travelling and accommodation cost. They opt for travelling upcountry because it is less costly compared to visiting an attraction site and spending a night or more there (Mariki, 2012).

To do a tour circuit or a wildlife safari comfortably, one needs to rent a car or have his own car. People who can easily access a car are the one doing domestic tours in large numbers because attraction game parks and game reserves requires one to be in a car before doing a wildlife safari (Omare, 2016).

2.4 Social factors

Social factors are factors that affect how people and groups influence each other on consumer behavior.

2.4.1 Education

Education has effect on the domestic tourist depending on the specialization, (Omare, 2016) added that education increases the urge to travel the world and exposure awareness. For example, an individual studying environment will automatically love nature and will make frequent visits to the national park (Osei & Gbadamosi, 2011). A survey conducted showed that 67 % of the

respondents supported the need to introduce domestic tourism topics in education for an impactful awareness (Ngari & Macharia EBS, 2017). Individuals participating in cultural tourism are highly educated and earn a high income (Omare, 2016).

(Mariki, 2012) the low numbers is associated with lack of formal education. He explains how formal education increases the chances of accessing information and staying in the upfront therefor-securing employment and raising income. (Manono & Rotich, 2013) agrees with them stating that chances of citizens who did not reach secondary school visiting parks is very low whereas those with higher education are more interested and would love to explore as part of their learning.

2.4.2 Residence area

According to (Omare, 2016), place of residence has impact on participation of tourism. He agreed with other authors that people living in urban areas are more likely to participate in tourism activities because most urban areas are attraction sites and calls for the need of “stay-day” participation. Individual in rural areas rarely participate in tourism activities because of the distance between them and the tourists destinations. (Omare, 2016) explains the cost of transport and the ease of movement influencing participation. This is due to the poor road structures, inaccessibility of airports and airstrips and lack of modernized rails.

2.4.3 Age

Younger people are more likely to participate in domestic tourism compared to older people therefore making age a factor that affects participation in tourism (Omare, 2016). Omare further explains that this is because of the energy level. (Manono & Rotich, 2013) agrees with him stating that young people are more energetic and are explores in terms of education and having new experiences besides what they are aware of.

2.4.4 Lack of holiday culture

According to (Omollo, 2008) the absence of a holiday culture is due to the perceived high prices for tour packages. The Kenya Wildlife service opens for the locals on public holiday at a reduced price (Manono & Rotich, 2013). He suggests that more activities should be included on public holidays to encourage participation of locals by creating awareness through means that can reach all Kenyans despite the social classes for example road sign boards and radios. Both authors agree

that there is a possibility for a lack of holiday culture that could probably be caused by high prices of the tourism products. The reducing of prices during national holidays increases the participation of domestic tourism (Omare, 2016).

2.5 Political Factors

2.5.1 Corruption

Corruption is a major problem in developing countries where individuals who get high position seats in leadership use it as a stepping-stone to squander public money to become rich because of greed (Osei & Gbadamosi, 2011). Most of the time is spend in solving and investigating corruption cases and theft instead of coming up with new strategies that benefit the economy of the country including tourism.

2.5.2 Poor governance

Poor governance causes tension and affect the economy of the country making it to lag behind economically causing poverty (Kareithi, 2003). This affects domestic tourism indirectly causing low incomes earned by residence. (Mustafa Dr., 2012) states that domestic tourism is considered less profitable because it does not give rise to foreign currency, which therefor leads to poor allocation of resources. Kareithi supported that poor governance will make the wrong choices especially when allocating funds in the development of the country. Kenya requires investment in the development of other attractions, accommodation and infrastructure (Osei & Gbadamosi, 2011). The authors agree that good governance should be able to know what developments are required for creation of employment and improving their living standards and disposable income.

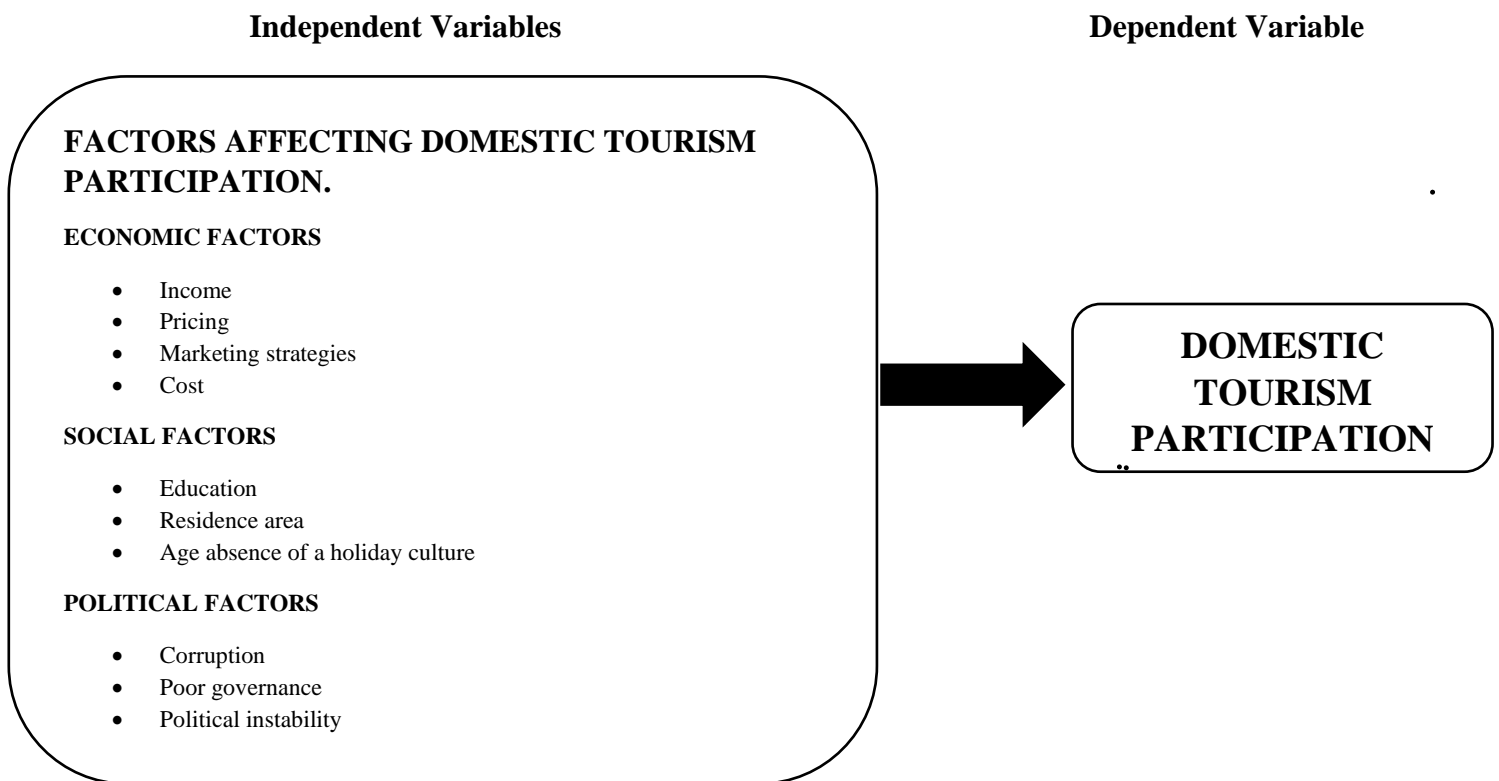
2.5.3 Political instability

Political instability among other factors affects participation in domestic tourist as agreed by (Mariki, 2012); (Omare, 2019); (Seyidov & Adomaitiené, 2017). The authors agree that political instability affects most African countries. I agree with them because Kenya is one of the countries greatly affected by political instability especially the 2007 post-election violence that led to loss of property and lives bringing tension among residents therefore scaring away tourists due to tribalism, fights and destruction of property, which includes products and services for tourism consumption. However, the political instability can be controlled because it is manmade as those in power gear it.

2.6 Conceptual framework

The conceptual framework shows the relationship between domestic tourism participation and the factors affecting the growth of domestic tourism. It provides the needs of domestic tourist and factors affecting their participation in domestic tourism. Factors affecting the growth of domestic tourism are the independent variable as they are subjected to cause change to other variables within the research, which is the number of domestic tourism participation. Therefore, the domestic participation is the dependent variable since it is used to measure the effect of the independent variable. The factors are then broken down into social factors, political factors, and economic factors. All these factors inform the stakeholders on the factors to consider when coming up with policies and marketing strategies for a productive sustainable domestic tourism.

Figure 2.1: Conceptual framework



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The objective of this chapter is to expound on the research design, population and sampling, data collection method and analysis of data. The study investigates on the causes of the low numbers of domestic tourism by answering the research questions to meet the objectives.

3.2 Research Design

The descriptive research design with quantitative techniques will be used to collect authentic information to validate the study. This is the best research design for this research topic as it describes the research study exactly as it is and it addresses the questions of who, where, what and how of a population. The perception of different individuals will be collected by asking them questions, collect the response direct from them and put their response into consideration without being biased.

Since the research design investigates on one or more variables, it will determine the relationship between factors affecting the growth of domestic tourism, the lack of a holiday culture and the perception of residents on domestic tourism in Kenya. The respondents will answer questionnaires and give their opinions and attitude on domestic tourism. The information will be used to assess the main factors that have led to the slow growth of domestic tourism in Kenya.

3.3 Population and sampling

3.3.1 Population

According to the 2019 Nairobi county acting secretary Pauline Kahiga , there is a total of 12,034 employees working for the city (29th January 2019). Considering there are 17 sub counties within Nairobi, Our research will focus on one sub county (Westlands) because of proximity to Central business center. Our population will therefore come to 723 employees. Tourism, travel and hotel industries like transport, parks, hotels and any attraction sites are exceptions since they have a holiday culture. This is evident as most tour companies give their workers complimentary benefits like free trips while others lower the rates for their employees as part of their work benefit and

motivation. The population of the study are middle earners within Nairobi central business working in the four industries.

3.3.2 Sampling Design and Sample Size

Simple random will be used for sampling as it gives every individual in the population an equal chance of selection. The aim of sampling is to grasp an understanding of some of the characteristics and attributes of the entire population based on the features of the sample of interest. The sample size is 100 employees .

The number will be appropriate for the study taking into consideration the individuals who will not cooperate. This will therefore ensure that the data collected will be suitable even with a few individuals not responding hence filling the gap and allowing the remaining number to be relevant for the study.

3.4 Data collection method

The method of data collection is primary data collection, which will involve use of online questionnaires to the research population of middle earners. Questionnaires will be used to interview the population on their opinions and attitudes towards domestic tourism. The questionnaires will be in soft copy form due to the corona pandemic. The questionnaires are flexible and can accommodate large groups because of ease in distribution because and a lot of information can be collected through them without biasness. Most of the questions will be close ended question that are easy and straight forward so that the response collected will be within the study area for easy analysis and practical response.

The questionnaire will be self-administered to allow respondents fill by themselves without any form of manipulation. The questionnaire will be structured in two sections; (1) Section A; containing questions on general information, (2) Section B; covers objective one which is the economic factors, objective two which is the social factors and lastly objective three which is the political factors.

3.5 Research Quality and Participants

Two aspects are used to determine research quality; the reliability and validity of the findings and of the research techniques used. Reliability is the magnitude to which consistency exists in the study result over time. Therefore, this study embraces descriptive and explanatory as a research

design and uses techniques like questionnaire and secondary data collection methods that aids in yielding sound result for reliability and generalization for future reference. In addition, this research will preserve credibility to assess whether or not the representation of data fits the opinions of the participants studied, and if the findings hold true.

The respondents will not be subjected to any form of harm while maintaining dignity. The administration will involve a short briefing on the aim of the questionnaire for clarity, which will also include a short interview highlighting that the research is anonymous and optional participation. To facilitate the operations of data collection, the following will be presented to the respondents for identification:

1. A letter from the university that will be used for introduction and the cause of the visit
2. The school identification card for verification

3.6 Data Analysis

Data analysis is the understanding and interpretation of the data collected systematically for a valid and reliable information. The data collected will be analyzed through descriptive analysis on Google forms response data. Central tendency measures will be used to analyze the data by calculating the mean mode and the median for easy understanding. The information will also be compared with previous researchers for relevance and differences that will be noted.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

The general objective of the research was to examine the factors affecting the growth of domestic tourism in Nairobi, Kenya. This chapter presents the findings of the study and the analysis. The findings were presented using the frequency tables, pie charts and graphs and the data summarized into percentages, frequencies, mean standard deviation and correlation. Out of the 100 questionnaires distributed, 63% was the response rate.

4.2 General Information

This section contained questions on the gender, age, level of education, monthly income of the respondent and if they have any knowledge on domestic tourism.

4.2.1 Demographics

The distribution of respondents in terms of gender was 64 individuals where 60.9%, which is 39 were females where as 39.1% which is 25 were male as shown in figure.

Gender

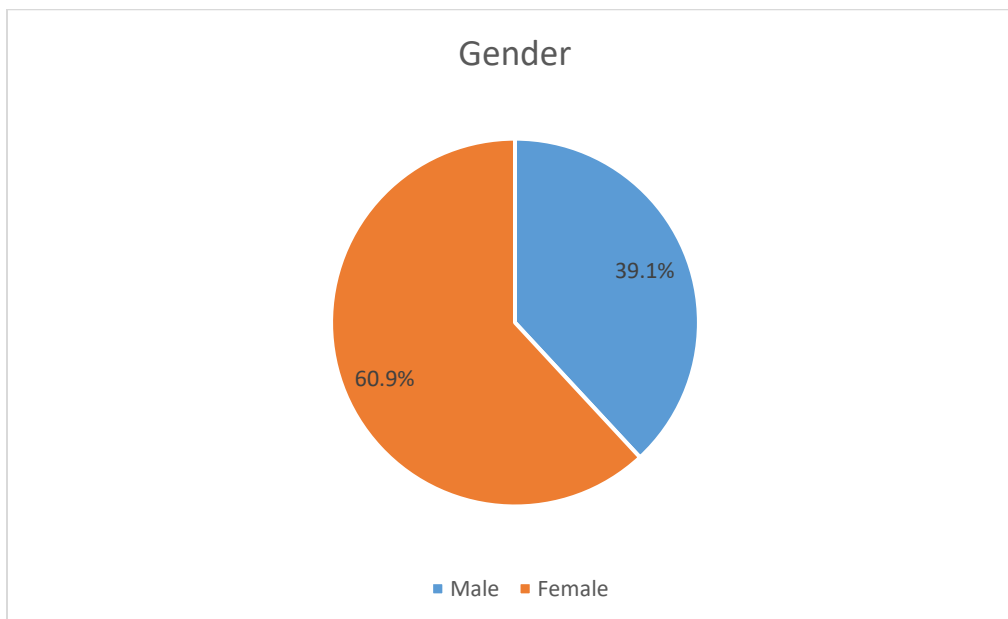


Figure 4.2 Gender

60.9% - Female

39.1% - Male

4.2.2 Domestic Tourism Information

This is the general information on domestic tourism; it includes information on domestic tourism participation and respondents knowledge on domestic tourism. Majority of the respondents have participated on domestic tourism, a representation of 78.1% while 21.9% have not participated in domestic tourism. On the other hand, 79.7% have knowledge on domestic tourism, 17.2% are not sure, if the information they have is correct and 3.1% do not have knowledge on domestic tourism. This is demonstrated in figure 4.3 and figure 4.4 respectively.

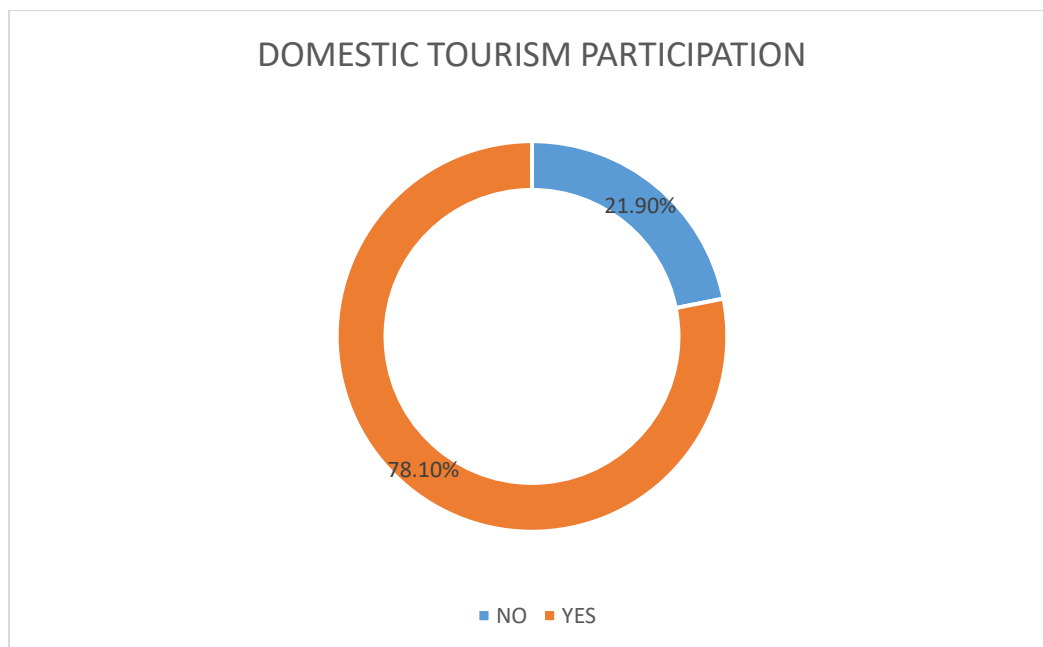


Figure 4.3 Domestic Tourism participation

No- 21.90%

Yes- 78.10%

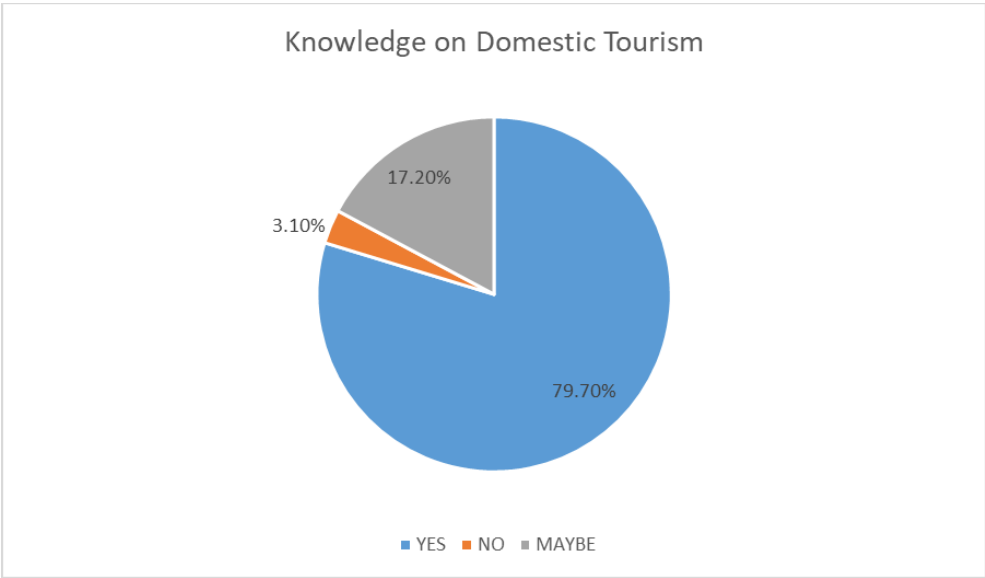


Figure 4.4

Yes-79.7%

No- 3.10%

Maybe-17.2%

4.2.3 Favorite destinations within the country for residents

The respondents were to provide information on their favorite/dream destinations within the country and whether they have visited the area. Their response is as shown in the figure 4.5.

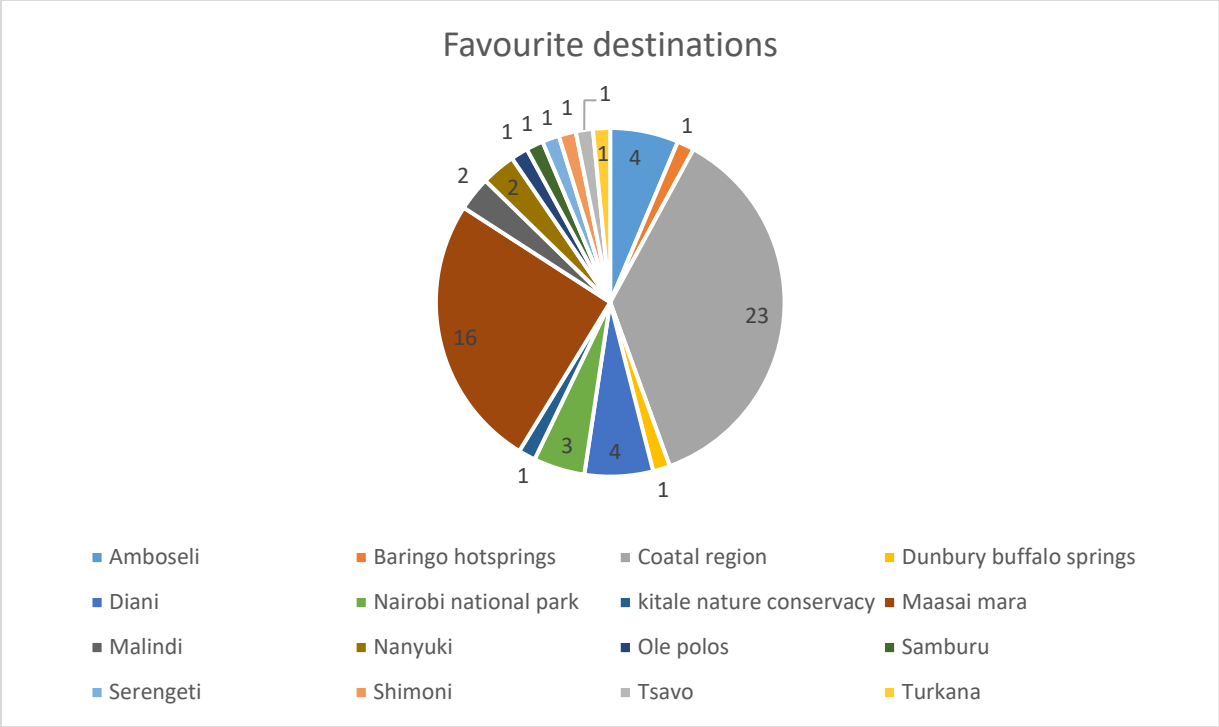


Figure 4.5

Amboseli -4

Baringo hots springs-1

Coastal region- 23

Dunbury buffalo springs-1

Diani- 4

Nairobi national park 3

Kitale nature conservancy- 1

Maasai mara-16

Malindi-2

Nanyuki-2

Ole polos-1

Samburu-1

Serengeti-1

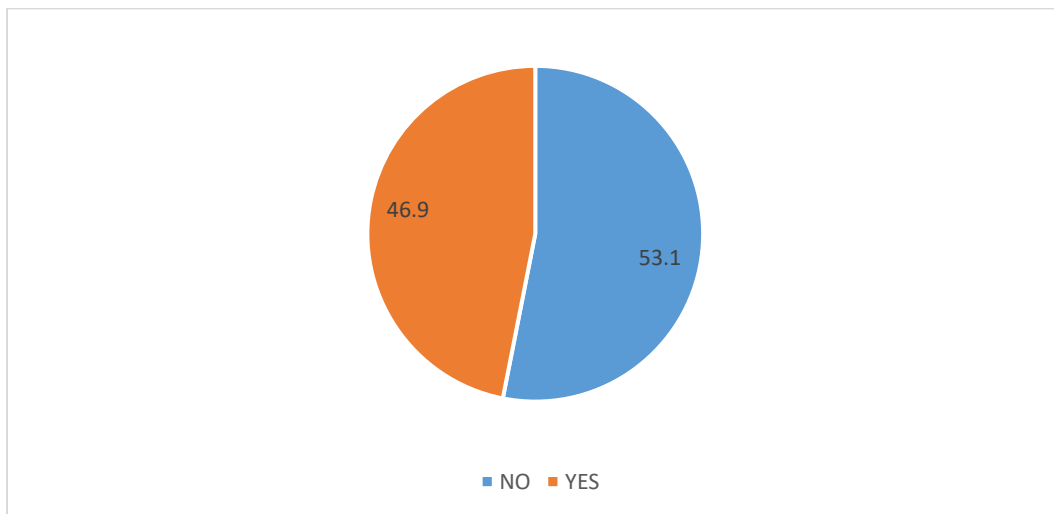
Shimoni-1

Tsavo- 1

Turkana-1

From the above information the respondents were asked if they have ever visited the above named region and 53.1% [34] said NO while 46.9% [30] said YES as shown in figure 4.6

Figure 4.6



4.2.4 The importance of domestic tourism to the economy of the country.

The respondents were requested to express their opinion concerning the importance of domestic tourism to the economy of the country. The response were as shown in figure 4.7.

Extremely Important- 34 (53.1)

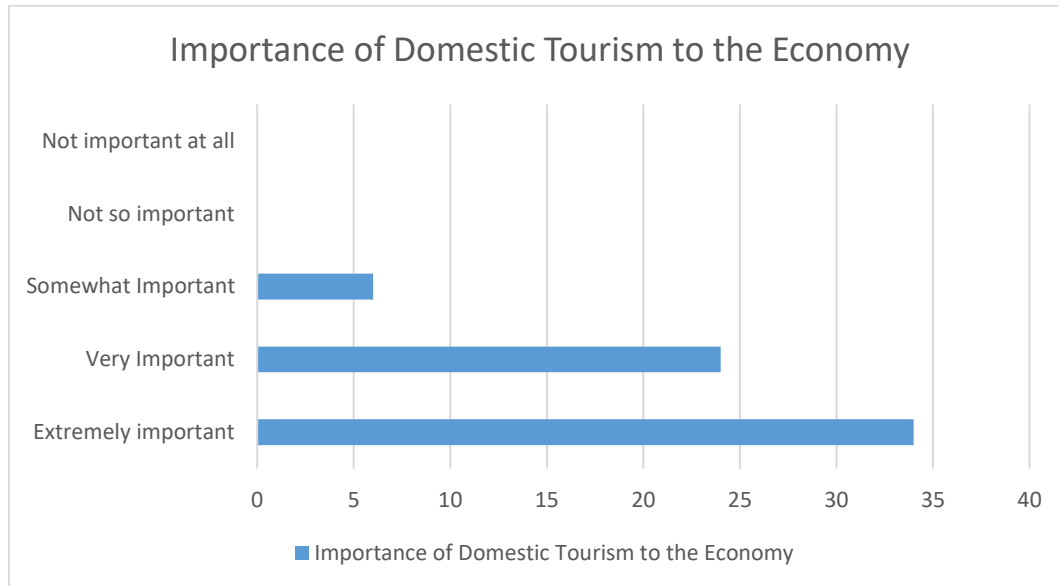
Very important- 24 (37.5%)

Somewhat important- 6 (9.4)

Not so important- 0

Not important at all- 0

Figure4.7



4.3 Findings

Specific objectives

4.3.1 To determine the political factors affecting the growth of domestic tourism.

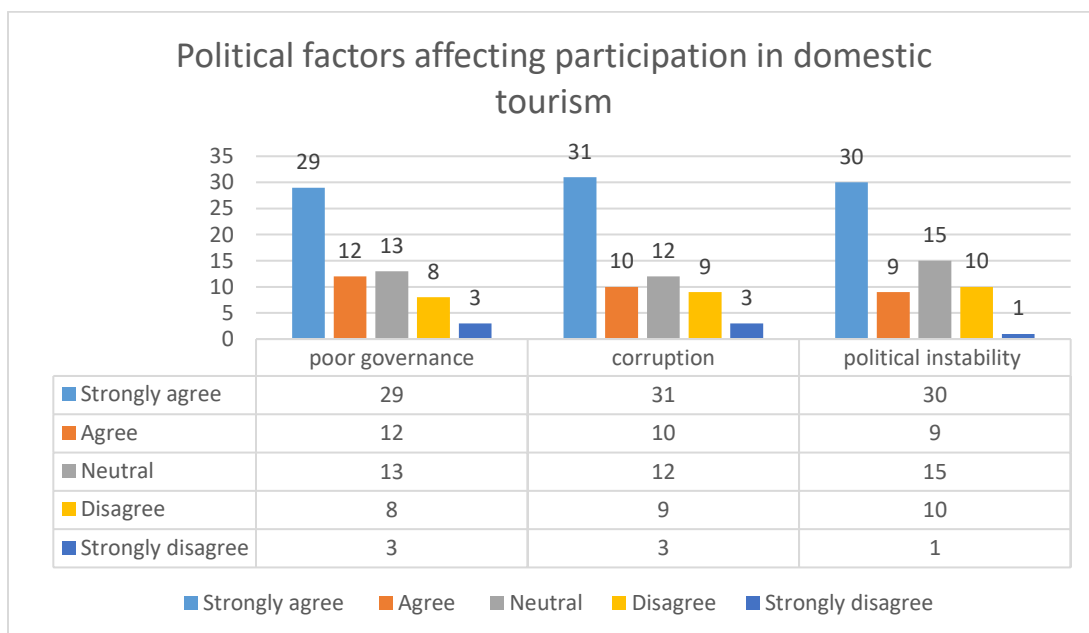


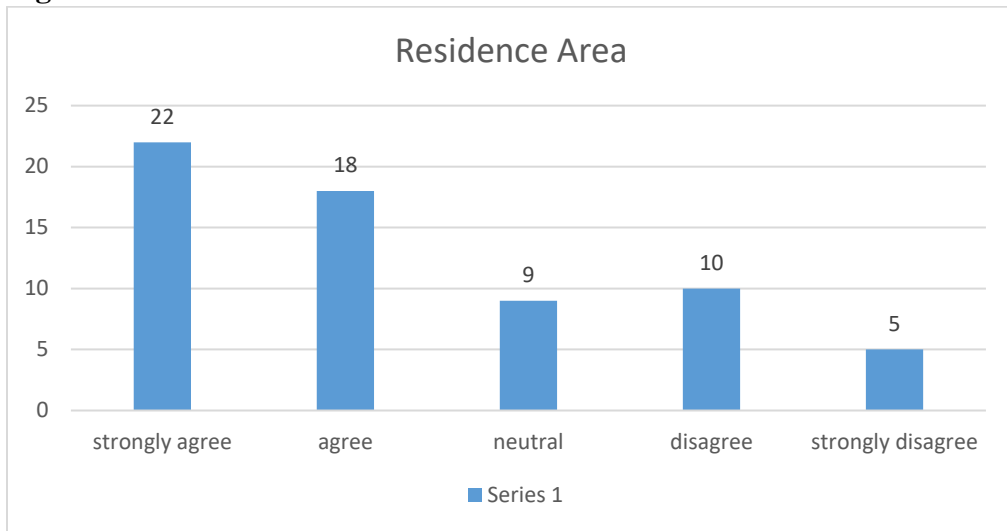
Figure 4.8

The respondents were requested to give their suggestions on the government should do concerning political factors to improve political factors and they gave these were their suggestions. Try to legislate more on domestic tourism especially regarding the protection of wild life. Reduce taxes and improve infrastructure. Tighten the security of the country to ensure all places have security. Discourage tribalism and discrimination. Lower prices for citizens. Deal with corruption. Teach and employ more people on domestic tourism. Create stability politically. Political stability in the country that would encourage people to travel to any part of the country without fear. Give relevant bodies to work independently when it comes to tourism. The government should focus on bringing its citizens together to avoid political instabilities. Proper governance. Regulate prices to prevent over-exploitation. Maintain political stability during electioneering period. Come up with so many enticing activities of different cultures that will attract people from neighboring counties to come and see. The government should distribute resources as needed so that counties may develop and attract more local tourists. They should also do peace campaigns so that it would be safe for tourists. Cut off transportation and hotel expenses. Hotels are very expensive, their price mostly target international tourists and not locals. Formulate a robust legal framework, and ensure adherence to the rule of law to guarantee stability. Support the youths who are so creative and talented in Kenya. Create more awareness about domestic tourism. Improve in policies relating to domestic tourism. There should not be many restrictions for local tourists when visiting a place. Remove government officials from hoarding public lands especially in tourism areas.

4.3.2 To determine the social factors affecting the growth of domestic tourism.

The social factors have been identified and therefore we need to effectively review this and know to what extent these factors affects their participation in domestic tourism. Which factors affect your participation in domestic tourism?

Figure 4.9



The respondents gave their highest level of education

Figure 5.0

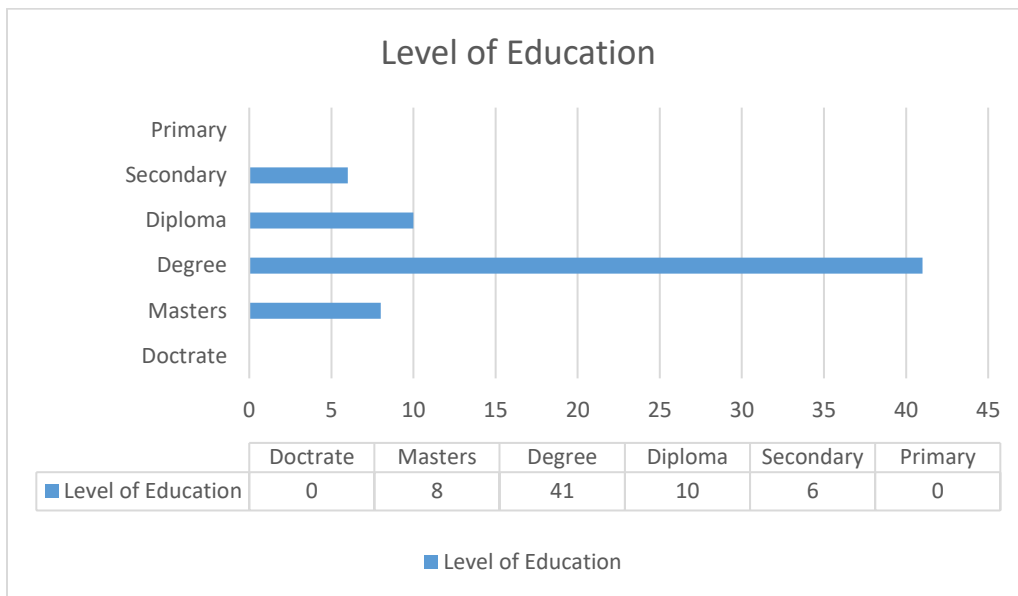
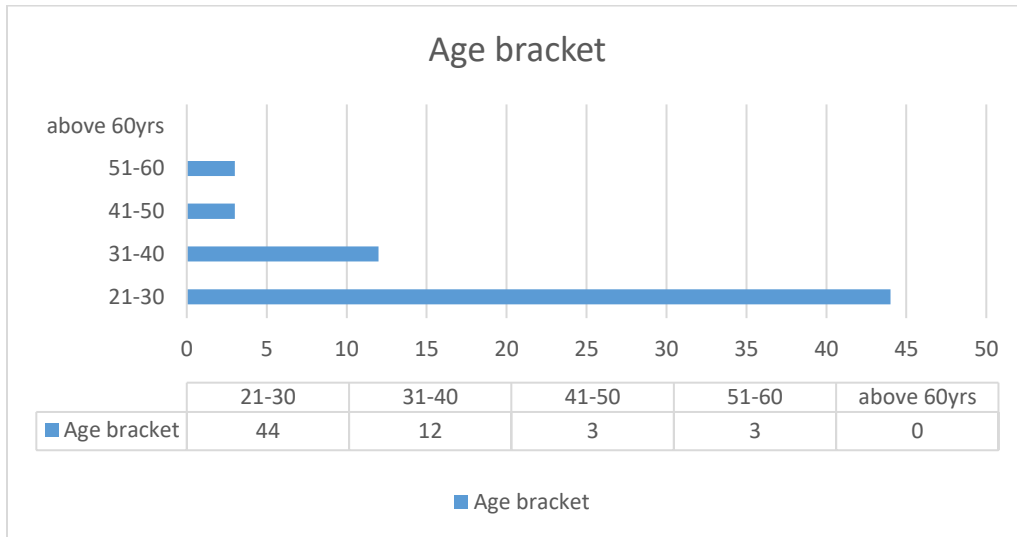


Figure 5.1



The respondents were asked if they have a holiday culture in the organization they work with and their response was as shown in figure 5.2. They were then asked to give the frequency of their holidays in the organization.

Figure 5.2

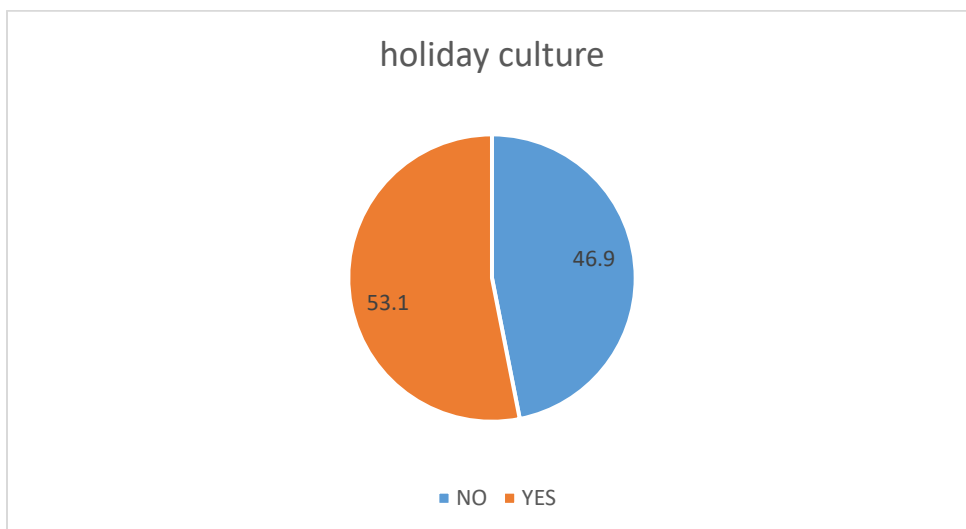
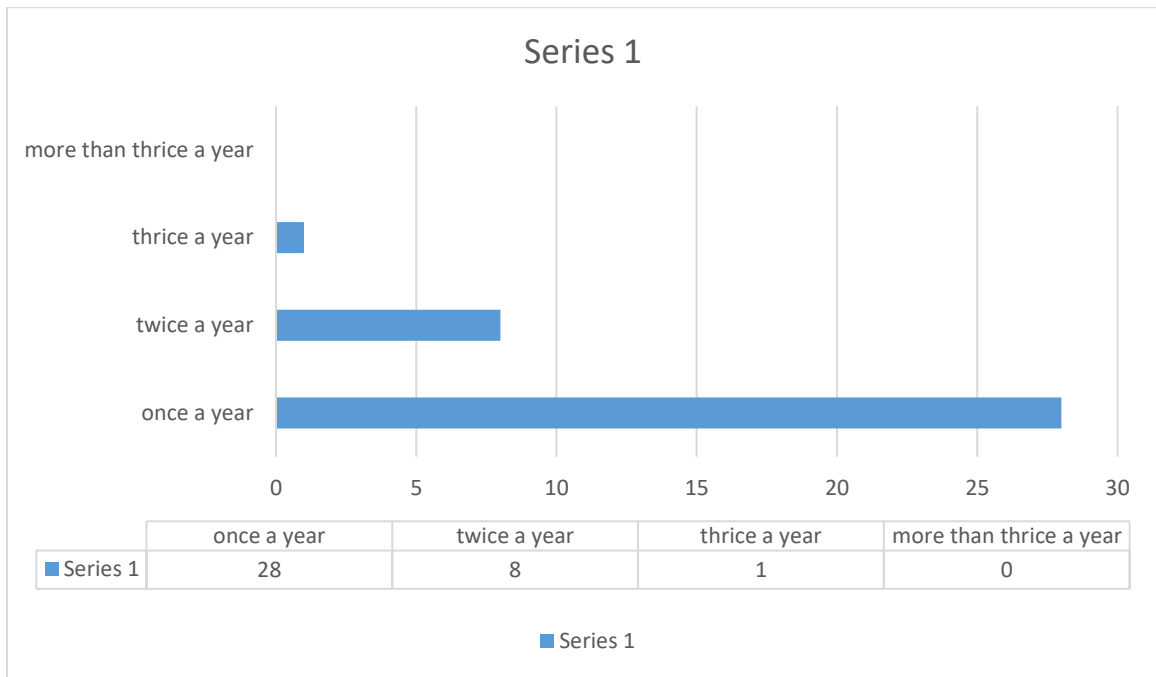


Figure 5.3



4.3.3 To determine the economic factors affecting the growth of domestic tourism.

Figure 5.4

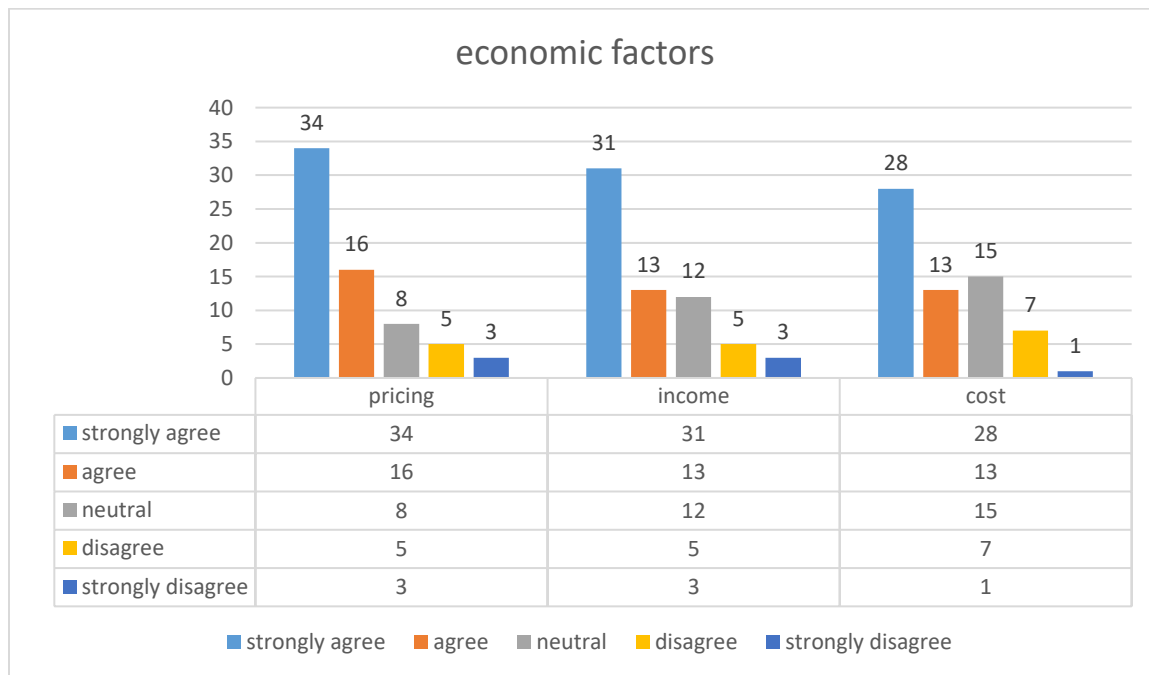


Figure 5.5

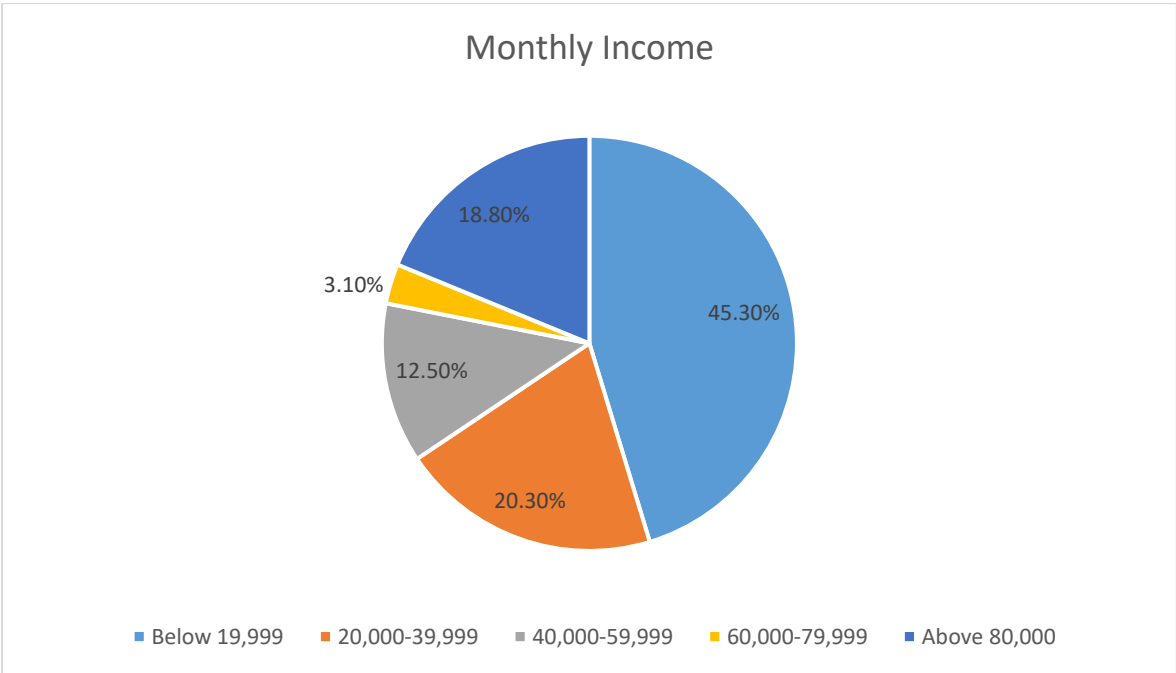
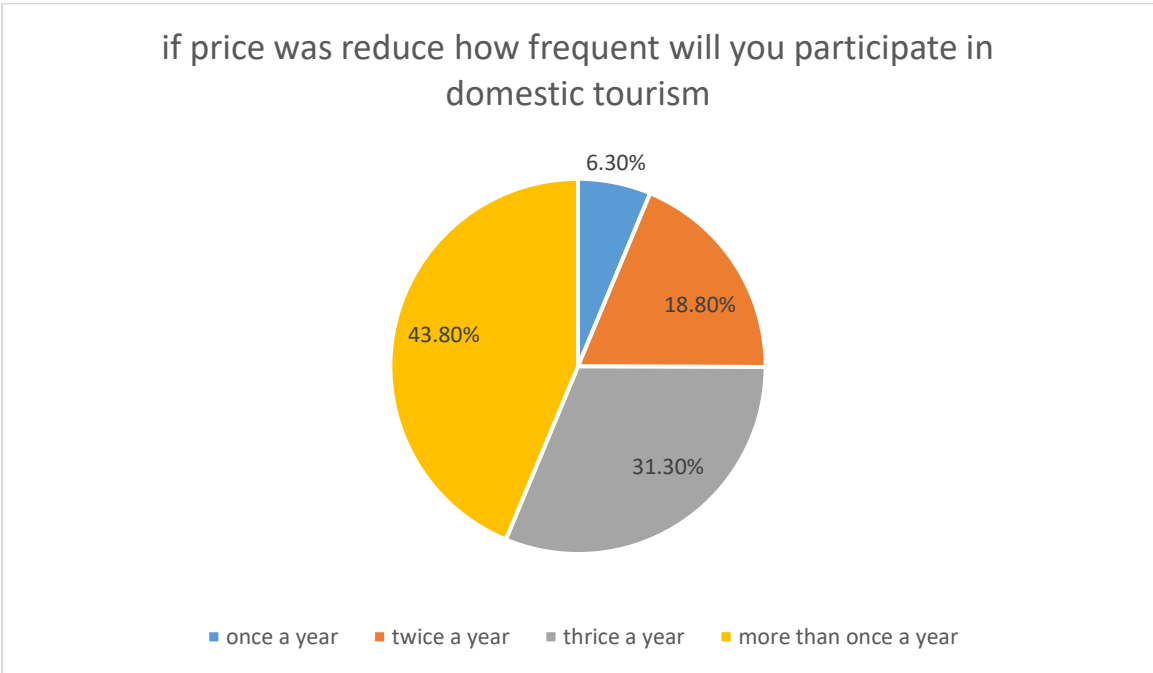
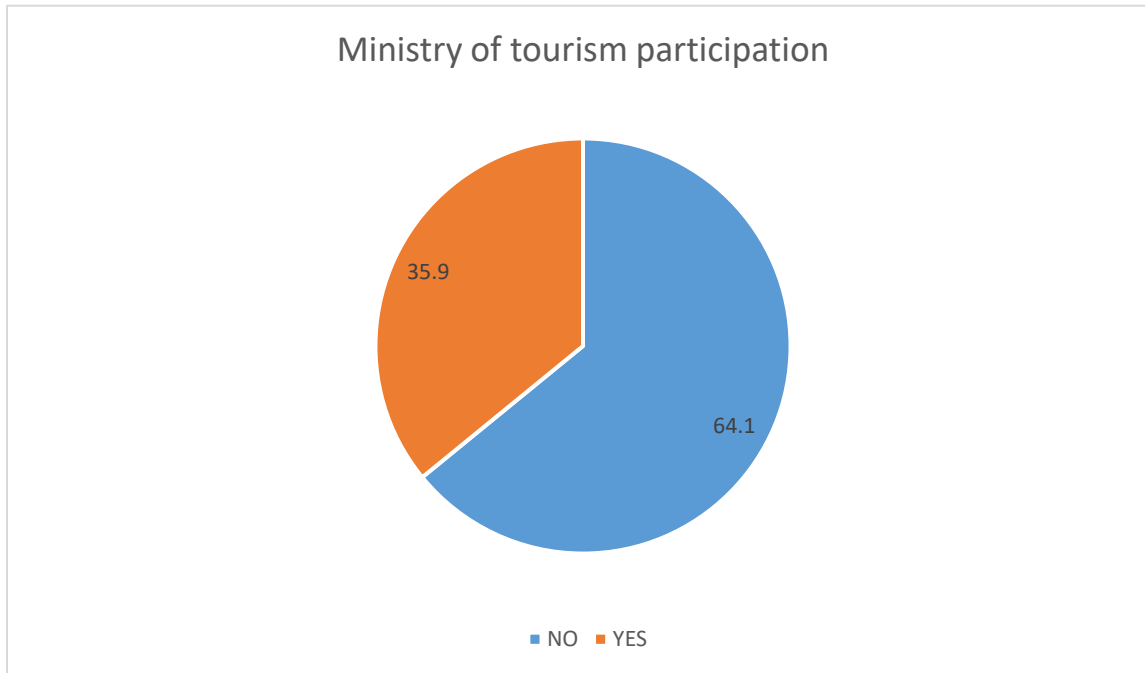


Figure 5.6



Do you think the ministry of Tourism is doing enough marketing and advertisements on domestic tourism?

Figure 5.7



The respondents gave their thoughts on what they think the ministry of tourism should do concerning marketing domestic tourism. The ministry should work with government to lower the cost of transport to allow middle and low class to participate in domestic tourism. Diversify and embrace different cultures especially the minority ones. Advertise our own domestic tourism by lowering the costs for adventuring this will enhance easy and fast growth of domestic tourism. Set up county tourism boards. Advertising on billboards. Market domestic tourism separately and reduce the price by a larger percent for residents. Internet marketing, point of sales marketing and storytelling. Tailor make communication to resonate with common mwananchi and pricing should be affordable. Hotels should collaborate with transport i.e. flights, buses and give discounts to those travelling to their destinations. Collaborate and adapt the private ways of advertising. Reducing prices especially during holidays to encourage people to participate in the process. Appoint more ambassadors and give them good incentives or as a full time job so that we can see results through performance. More adverts, include local influencers to market the industry. Organize roadshows and walk to some villages to identify potential destinations. Political stability. Let them use movies and documentaries. Community involvement. Local marketing-in local radio stations. Discounts would be nice to entice residents. Musicians should be allowed to shoot there videos at a cheaper price in Kenyan hotels or this beautiful scenery around Kenya. If they can look pleasing on videos people would love to visit those places. Sensitize people through advertisements on social media such as Facebook, twitter and Instagram. They should use channels that even common mwanainchi will see and create interest. Give incentives to more people to sample local tourism.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter represents a summary of the findings, conclusions and recommendations of the data previously presented in the last chapter. The primary objective was to establish the factors affecting the growth of domestic tourism in the Nairobi, Kenya.

5.2 Summary

The general objective of the study was to analyze the factors affecting the growth of domestic tourism. Background of the study was carried out by reviewing literature material written by other authors on the same topics. Quantitative technique was the research design used. Various employee/employers were able to respond to the questionnaire, 65 individuals responded to the questionnaire. In summary, both the economic, political and social factors have impact on the participation of domestic tourism therefor affecting the growth of domestic tourism.

5.3 Discussion

The research project had three questions

- i. What are the economic factors affecting the growth of domestic tourism?
- ii. What are the social factors affecting the growth of domestic tourism?
- iv. What are the political factors affecting the growth of domestic tourism?

5.4 Summary of the findings

The findings indicate that the all this factors have impact on the growth of domestic tourism. From the analysis, we could see that the respondents have knowledge on domestic tourism and consider it very important to the economy. These factors hinders their participation. The respondents have their dream destinations within the country and the ones that have not visited these destinations say it is because of these factors especially the economic factors. It was noted that most of the respondents agreed that if the price will be reduced they will take part in domestic tourism more than thrice a year.

The prices on participation are too high to enable them partake in domestic tourism. That is why most of them do not take part in domestic tourism and if they do it is once a year. The cost of participation is also high because their disposable income could not allow them to take part in domestic tourism. Most respondents highlighted the fact that our attraction centres mostly targets international tourists when you look at their prices. The respondents did not agree with the marketing strategies used by the ministry of tourism to market domestic tourism. They noted that the same strategies are the ones used to market international tourism and therefore calls for different board for marketing domestic tourism with different strategies while using locals as the ambassadors.

On the social factors age, education and residence area also affect them. Most of the respondents were aged 20 to 31 with their highest level of education being bachelors. They have participated mostly on education and adventure tourism. From the literature review, we had also indicated that educated people are most likely to partake in domestic tourism especially in education and adventure so that they can enhance their knowledge. Most organisation do not have a holiday culture. This has affected the numbers of participation because the residents are too busy at their work place. The organisations that have a holiday culture, most of them do it once a year.

On political factors, corruption, political instability and poor governance have also affected them. They highlighted the fact that there is tribalism in the country which is caused by the leaders has led to division. No one wants to go to experience the culture of another. Poor governance has led to corruption in the country that they end up misusing funds allocated to tourism developments that later makes the prices to go high.

5.5 Conclusions

The study concluded that domestic tourism is very important to the economy considering the fact that covid has affected the whole world. Therefore, the government must concentrate on domestic tourism because it has a great potential in improving the economic status of the country. It also concluded that there are ways to ensure that domestic tourism participation increases rapidly for the benefit of the country. The rates should be lowered to meet the disposable income of middle earners. Education promotes domestic tourism as it enlightens the knowledge and understanding of domestic tourism hence promoting education is promoting domestic tourism. the political

factors are caused by the leaders on top that ends up disadvantaging the residents of the country therefore hinders the participation of domestic tourism.

5.6 Recommendations

The government should promote peace in the country and encourage patriotism. The ministry of tourism should have tourism boards at county levels and encourage community participation. The rates and prices should be lowered for residents to encourage massive participation. The ministry of tourism should come up with different marketing strategies for domestic tourists. The community members and residents to be educated and create awareness on the importance on domestic tourism. Organisations and employers to help in promoting domestic tourism by implementing a holiday culture in their work place.

REFERENCES

- Kabote, F. (2014). *Pricing and domestic tourism performance in Zimbabwe, School of Hospitality and Tourism*. 3(2), 1–12.
- Kareithi, S. (2003). Coping with declining tourism in Kenya. *PPT Working Paper No. 13*, (13). Retrieved from [http://195.130.87.21:8080/dspace/bitstream/123456789/440/1/Coping with declining tourism, examples from communities in Kenya.pdf](http://195.130.87.21:8080/dspace/bitstream/123456789/440/1/Coping%20with%20declining%20tourism,%20examples%20from%20communities%20in%20Kenya.pdf)
- Karoki, A. W. (2011). *a Critical Analysis of Domestic Tourism Promotion in Kenya*. (August).
- Kihima, B. O. (2015). Domestic Tourism in Kenya : Trends , Initiatives and Practices. *The East African Review*, 50(May), 22–39. Retrieved from <https://journals.openedition.org/eastafrica/289>
- Li, J., & Pearce, P. (2016). Tourist scams in the city: challenges for domestic travellers in urban China. *International Journal of Tourism Cities*, 2(4), 294–308. <https://doi.org/10.1108/IJTC-09-2016-0024>
- M. Ndivo, R., & N. Waudu, J. (2012). Examining Kenya's Tourist Destinations? Appeal: the Perspectives of Domestic Tourism Market. *Journal of Tourism & Hospitality*, 01(05). <https://doi.org/10.4172/2167-0269.1000103>
- Manono, G., & Rotich, D. (2013). *Seasonality Effects on Trends of Domestic and International Tourism : A Case of Nairobi National Park , Kenya*. 3(1), 131–140.
- Mariki, S. (2012). Wildlife-Based Domestic Tourism In Tanzania: Experiences From Northern Tourist Circuit. *Ethiopian Journal of Environmental Studies and Management*, 4(4), 62–73. <https://doi.org/10.4314/ejesm.v4i4.8>
- Mustafa Dr., M. H. (2012). Improving the contribution of domestic tourism to the economy of Jordan. *Asian Social Science*, 8(2), 49–61. <https://doi.org/10.5539/ass.v8n2p49>
- Ndlovu, J., & Nyakunu, E. (2005). *Strategies for Developing Domestic Tourism : a Survey of Key*.
- Ngari, E., & Macharia EBS, D. (2017). Factors Influencing Participation in Domestic Tourism Among Public Sector Employees: a Case of Civil Servants in Manyatta Sub-County, Kenya. *Kenya. International Academic Journal of Information Sciences and Project Management*, 2(2), 75–86. Retrieved from http://www.iajournals.org/articles/iajispm_v2_i2_75_86.pdf
- Omare, M. (2016). *The Factors That Affect Kenyan Domestic Tourist From Visiting Tourism Facilities In kenya : Case Of Nairobi , Mombasa and Nakuru Towns*. (March), 1–137. Retrieved from http://library.kisiiuniversity.ac.ke:8080/xmlui/bitstream/handle/123456789/254/Domestic_tourism_%285%29.PDF?sequence=1&isAllowed=y
- Omare, M. (2019). Socioeconomic factors hindering domestic tourism consumption in Kenya: The case of Nakuru, Mombasa and Nairobi towns. *African Journal of Hospitality, Tourism and Leisure*, 8(3), 1–18.

Omollo, A. L. (2008). *An Analysis of the Factors Inhibiting the Growth of Domestic Tourism and the Level of Awareness About Domestic Tourism Amongst Middle Level Income Employees in Kenya : the Case Study of Nairobi City*.

Osei, C., & Gbadamosi, A. (2011). Re-branding Africa. *Marketing Intelligence and Planning*, 29(3), 284–304. <https://doi.org/10.1108/02634501111129257>

Rogerson, C. M. (2015). Restructuring the geography of domestic tourism in South Africa. *Bulletin of Geography*, 29(29), 119–135. <https://doi.org/10.1515/bog-2015-0029>

Seyidov, J., & Adomaitienė, R. (2017). Factors Influencing Local Tourists' Decision-making on Choosing a Destination: a Case of Azerbaijan. *Ekonomika*, 95(3), 112–127. <https://doi.org/10.15388/ekon.2016.3.10332>

Appendix 1; Questionnaire

Please answer the questionnaire by putting a tick [v] where appropriate or by writing in the space provided.

SECTION A

General Information

1. What is your gender?

a) Male []

b) Female []

2. What is your age bracket? (Tick one)

a) 20-25 []

b) 26-31 []

c) 32-37 []

d) 38- 42 []

e) 43- 48 []

f) 49-54 []

g) 55-60 []

h) Over 60 years []

3. What is your highest level of education?

a) Doctorate []

b) Masters []

c) Bachelor []

d) Diploma []

e) Secondary []

4. Which of these describes your personal monthly income?

Below 25,000

25,000-45,000

45,000-65,000

65,000- 85,000

Above 85,000

5. Do you have knowledge about domestic tourism?

YES

NO

SECTION B

Domestic tourism is the type of tourism where residents of one country travelling within their own country but outside their usual environment for less than a year.

6 .Have you ever participated in any form of domestic tourism?

YES

NO

If YES list the type of domestic tourism do you participate in or have you participated in? (Education, recreation, adventure etc.)

7 To what extent do you think domestic tourism is important to the economy of the country?

Extremely important

Very important

Somewhat important

Not so important

Not important at all

8 Do you have a holiday culture in the organization you work with?

YES

NO

If YES how frequent do you go for holidays in your organization?

Once a year

- Twice a year
- Thrice a year
- More than thrice a year

9 Which factors affect your participation in domestic tourism? Tick [v] the boxes. [1-Strongly agree 2-Agree 3-Neutral 4-Disagree 5-Strongly Disagree]

FACTOR 1 2 3 4 5

Pricing

Income

Cost e.g. transport

Residence area

Poor governance

Corruption

Political instability

10 From the above what do you think the government should do concerning the political factors to improve domestic tourism

11 Do you think the ministry of Tourism is doing enough marketing and advertisements on domestic tourism?

- YES
- NO

If NO suggest any marketing strategies that can be used to advertise domestic tourism.

12 If the price for domestic tourism was reduced, would you participate in domestic tourism?

YES

NO

13 Which are your favorite destination/which is your dream destination within the country? (Give only one)
