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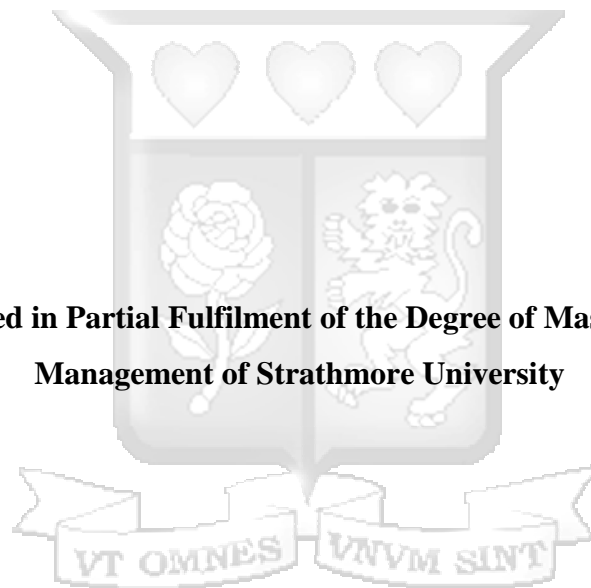
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**Determinants and Policy Framework for Competitiveness of Backpacking Tourism in
Kenya**

Eva Gatwiri Bundi

Reg. No: MPPM/101796/17

**A Dissertation Submitted in Partial Fulfilment of the Degree of Master of Public Policy and
Management of Strathmore University**



**Strathmore Business School (SBS)
Strathmore University, Nairobi, Kenya**

November 2021

DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge, the proposal contains no material previously published or written by another person except where due reference is made in the proposal itself.

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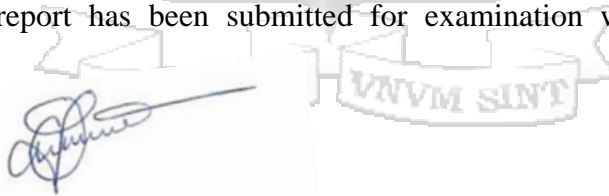


Eva Gatwiri Bundi

MPPM/101796/17



The research project report has been submitted for examination with my approval as the University Supervisor.



Signature.....Date.....11/11/2021.....

Dr. David Chiawo

Strathmore Business School (SBS)

Strathmore University

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I dedicate this project to my Dad, Mum and Cūcū.

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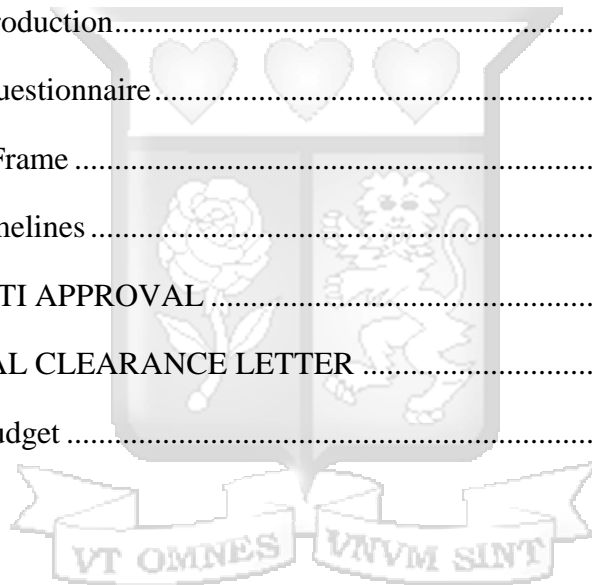


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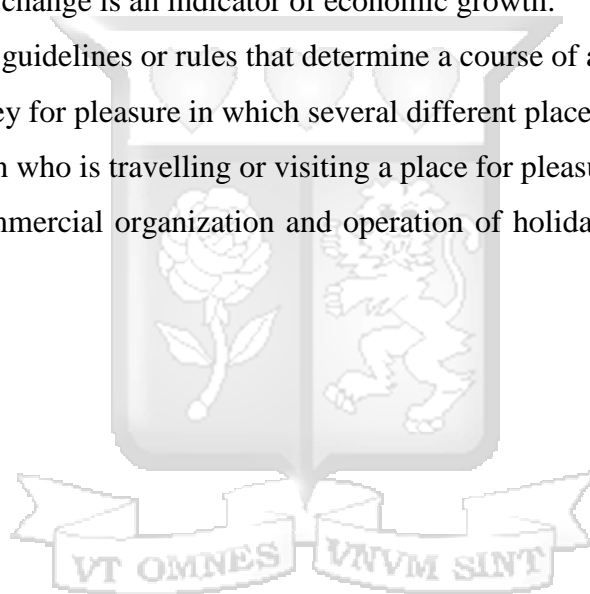


ABBREVIATIONS & ACRONYMS

CBK	Central Bank of Kenya
ERC	Ethical Review Committee
GDP	Gross Domestic Product
GoK	Government of Kenya
HTI	Human Tourism Indicator
ICT	Information Communication Technology
IPA	Importance-Performance Analysis
KNBS	Kenya National Bureau of Statistics
NTB	National Tourism Blueprint
NTOs	National Tourism Organisations
OECD	Organization for Economic Cooperation and Development
PDM	Porter's Diamond Model
PwC	PricewaterhouseCoopers LLP
SA	South Africa
SEA	South East Asia
SPSS	Statistical Package for Social Sciences
TRA	Tourism Regulatory Authority
TTCI	Travel & Tourism Competitiveness Index
UNWTO	United Nations World Tourism Organization
UoN	University of Nairobi
USA	United States of America
WTO	World Trade Organization

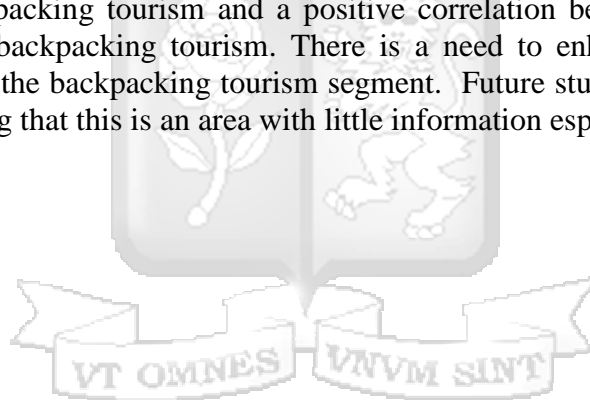
DEFINITION OF KEY TERMS

- Backpacking:** An independent, often international, low-budget way of travelling.
- Backpacker:** A traveler who engages in backpacking as a tourist.
- Competitive:** Relating to or characterized by competition.
- Determinant:** Something that controls or affects what happens in a particular situation.
- Gap:** A topic or area for which missing or insufficient information limits the ability to conclude a question
- GDP:** The total value of all goods and services produced in a country in a year. It is considered an important indicator of the economic strength of a country and a positive change is an indicator of economic growth.
- Policy:** A set of guidelines or rules that determine a course of action.
- Tour:** A journey for pleasure in which several different places are visited.
- Tourist:** A person who is travelling or visiting a place for pleasure.
- Tourism:** The commercial organization and operation of holidays and visits to places of interest.



ABSTRACT

Backpacking tourism has evolved globally but remains under exploited segment in Kenya. Countries with tourism-based economies deploy their comparative and competitive advantages to achieve competitiveness in the tourism sector. The general objective of this study was to assess the determinants and policy framework for competitiveness of backpacking tourism in Kenya through an exploratory survey research. Data collection was done using structured questionnaires from 38 respondents using a stratified random sampling design. The respondents came from staff in the national government tourism agencies, county government tourism departments, tourism research and education institutions, staff in backpacker hostels and members of tourism professional and industry bodies in Kenya. The descriptive analysis involved the use of frequencies, percentages, mean and standard deviation while inferential analysis involved the application of Pearson Correlation to determine the nature of the relationship between the determinants, policy framework and competitiveness of backpacking tourism. The results indicated that the best performing determinants of Kenya's competitiveness in backpacking tourism are the unique scenery, landscapes, national parks and reserves, quality and range of activities (nature-based, adventure, recreational), unique architecture, traditional arts and crafts in the destination and the friendliness of the locals towards tourists. There is a notable lack of government support for entrepreneurs in the backpacking tourism segment and poor government pricing policies (taxes, charges & exchange rates) to spur backpacking tourism. The correlation analysis results revealed that there was a positive correlation between the determinants and competitiveness of backpacking tourism and a positive correlation between policy framework and competitiveness of backpacking tourism. There is a need to enhance government policy interventions to promote the backpacking tourism segment. Future studies on a wider scope are recommended considering that this is an area with little information especially in Kenya.



CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter discusses the background and challenges of backpacking around the world as a tourism segment. The chapter also presents the statement of the problem, objectives, scope and significance of the study.

1.2 Background of the Study

Loker-Murphy and Pearce (1995) track the evolution of backpacking to three key motives; education for children of aristocrats, labour for the tramp class looking for labour around Europe during the Industrial Revolution and hitchhikers who would retreat to nature and engage in cultural and tourist activities by hitchhiking around the countryside. The availability of youth hostel accommodation and enhanced the ease of travel around Europe after World War II begun the institutionalisation of modern-day backpacking. From hitchhiking arose groups of youth travellers like hippies and drifters who are the most recent precursors of backpackers. Backpackers are now described as “budget-oriented independent travellers seeking lifestyle enhancement and travel as an agent of personal growth” (Rogerson, 2007). By definition, backpackers are adventurous, travel on a limited budget, can easily let down their guard, seek to immerse themselves in their host’s culture for more authentic experiences by the use of budget accommodation, longer stays, flexible itineraries and informal and unstructured holiday activities (Badu-Baiden, Boakye & Otoo, 2016; Markward, 2008; Ooi & Laing, 2010; Pitanatri & Pitana, 2019), and travel as far as they need to seek out novel experiences (Scheyvens, 2002).

Chen *et al.* (2020) note that backpacking has progressed over the last century, and buoyed by rapid globalisation, will remain an international tourism phenomenon. As such, it will remain to be a significant research topic for tourism researchers in the future. Hampton (2013) indicates that there has been a phenomenal growth of backpacker tourism from the overland routes to India in the 1960s, to present-day backpacker tourism across the developing world. South-East Asia is one of the oldest backpacker trails globally and has remained one of the most popular primary backpacker destinations (Hampton, 2013). Among the nations of South-East Asia, Thailand hosts the greatest number of backpackers while the United States of America is the

most visited backpacker destination, and France the most visited European destination as at 2017 (Brzózka, 2012).

South Africa is the most popular destination in Africa for backpackers (Kihara, 2015) and Cape Town is the leading destination for backpackers, mainly from Western Europe (Rogerson, 2013). Official South Africa government policy also acknowledges the importance of backpackers to the tourism economy (Grimstad, 2016). The Tourism White Paper (South Africa Dept. of Environmental Affairs, and Tourism, 1996) identifies backpackers as a new market niche to develop while the National Tourism Sector Strategy (Republic of South Africa: National Department of Tourism, 2011) continues the development and pursuit of the backpacker market. Visser (2003, 2004) studied the impact of backpacking tourism in South Africa and found that backpackers spent a higher proportion of their funds on local enterprises and visited regions mass tourists would not normally visit. The backpacker hostels and amenities they use are locally owned and managed with lower barriers of entry providing opportunities for locals to engage in the industry. These backpacking hostels also encourage the regeneration of urban spaces as service providers like eateries, entertainment providers. Other auxiliary service providers move closer to the hostels to provide services to the backpackers, making the areas more appealing and attracting even more investment.

There has been little research into backpackers globally until the nineties when the topic started to gain traction. Scheyvens (2002) asserts that low-income countries make deliberate efforts to shun backpack tourism. This gap allowed governments, especially of low-income countries to maintain the perception of backpackers as low-budget travellers of little benefit. This perception has been challenged by research in Australia which found that due to the longer duration of their stay, international backpackers spent more money than any other tourist segment. In 2017, Australia received 645,000 backpacker tourists with a total expenditure of AUD 4.53b (approx KES 338b), and an average spend of AUD5338 (KES 338,675) per backpacker (Barrow, 2017). Their impact spreads into the agriculture industry where they assist in the harvesting of produce, take up jobs that locals are unwilling to take for the same pay and participate longer as tourists in the local economy (Steen & Peel, 2015). Backpackers can contribute significantly to local economic development because they generally purchase more locally produced goods and services than other categories of tourists (Dayour *et al.*, 2016).

Backpacking in Kenya is acknowledged at some level although good information on backpacking in Kenya is hard to come by making planning a challenge. Chris (2020) noted that Kenya is not an easy budget travel destination ranking it closer to the bottom in comparison to the other countries they had backpacked. They further noted that getting around Kenya is often treacherous, but the biggest source of terror was the disregard most Kenyan drivers had for the rules of the road intended to keep them safe.

1.3 Statement of the Problem

Kenya remains an uncompetitive tourism destination, ranking 82nd on the Travel and Tourism Competitiveness Report while scoring below average in seven of the fourteen pillars measured (Calderwood & Soshkin, 2019). In an analysis done by Assaf and Dwyer (2013), Kenya's tourism industry had one of the highest declines in efficiency and productivity, caused in part by a lack of sound tourism policies, low tourism facility development funding, limited tourism offers, a volatile security situation, poor transportation systems, poor hotel service quality, low tourist spending, and overregulation of the sector. The National Tourism Blueprint 2030 (GoK (2017) acknowledges several reasons for the under-performance of the tourism industry including the lack of competitiveness of Kenya's tourism product and over-reliance on wildlife tourism. To overcome this challenge, the National Tourism Blueprint 2030 proposes improvements in Kenya's product offering by maintaining, improving and expanding existing products and source markets, diversifying into new markets, creating new products and encouraging niche segments like voluntourism and backpacking tourism. These measures are meant to increase the competitiveness of Kenya as a tourism destination in order to attract more and varied visitors.

A number of studies have been done to determine the competitiveness of different facets of Kenya's tourism industry. Nderitu (2012) studied the competitiveness of Kenya's tourism industry using the Porter Diamond Model to analyse the factors that influence firms. Tourism industry performance was negatively affected by government policies and regulations, poor infrastructure, high taxes, poor business climate, poor coordination between the industry stakeholders and a lack of impact in the industry by research institutions. Ndivo (2013) focused on the perceptions of hotel owners on Kenya's competitiveness for tourism investment and found that the cost of doing business, poor infrastructure, unfavourable government policies, corruption and insecurity reduce Kenya's competitiveness in this regard. However, these studies concentrate on factors that affect the firms in the tourism industry, while sampling hoteliers as one segment

of the supply-side stakeholders as respondents and measure only one determinant out of the many that are responsible for tourism competitiveness.

The lack of competitiveness of the Kenyan tourism sector has motivated this study and intends to generate information that can be used to formulate policies aimed at promoting the competitiveness through backpacking tourism. This study thus evaluates the determinants of Kenya's competitiveness as a backpacker's destination and the policy framework for competitiveness in the backpacking segment.

1.4 General Objective

To assess the determinants and policy framework for competitiveness of backpacking tourism in Kenya

1.4.1 Specific Objectives

- i. To establish the determinants of competitiveness of backpacking tourism in Kenya.
- ii. To determine the policy gaps in Kenya's competitiveness for backpacking tourism segment.
- iii. To establish the relationship between policy framework and destination competitiveness for backpacking tourism in Kenya

1.4.2 Research Questions

- i. What are the determinants of competitiveness of backpacking tourism in Kenya?
- ii. What are the policy gaps in Kenya's competitiveness in the backpacking tourism segment?
- iii. What is the relationship between policy framework and destination competitiveness for backpacking tourism in Kenya?

1.5 Scope of the Study

The study focused on backpacking tourism as a segment of tourism within Kenya. The study assessed the determinants that affect backpacking tourism and the policy framework to create competitiveness.

1.6 Significance of the Study

The study aims to fill the gap in research on backpacking tourism as a segment and the assessment of destination competitiveness of Kenya. The study will be instrumental in influencing policy to increase the competitiveness of Kenya's tourism industry in this potentially

economically viable segment. Policy makers within the tourism organisations and departments in the national and county governments will benefit from the data collected and policy recommendations offered from the conclusions derived at the end of the study. Backpacking hosteliars will also benefit from the recommendations generated to improve their competitiveness as firms and attract more backpacking tourists. Ultimately, the findings of the study also will contribute to the backpacking tourism and tourism competitiveness literature and research as a segment and may be useful to students and scholars in this area. The results will be disseminated by email and hard copy to tourism stakeholder organisation and backpacking hosteliars, accompanied by an executive summary that indicates the findings and proposed policy interventions.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed the relevant literature on assessing the competitiveness of backpacking tourism in Kenya. In addition, this chapter defined key concepts relevant to the study, presented the theory relevant to the study, presented a conceptual framework, outlined knowledge gaps identified and the empirical literature on which the study was based on. Finally, the study provided a summary of the literature review.

2.2. Theoretical Framework

A theoretical framework consists of existing theory or theories adopted by a study to support the relationship between the study's main concepts (Sekaran & Bougie, 2016). In order to address the objectives of this study, the Dwyer and Kim “Integrated Model” of Competitiveness was identified to anchor this research project.

2.2.1. The Dwyer and Kim “Integrated Model” of Competitiveness

The Integrated Model (Dwyer & Kim, 2003) combines elements of national and firm competitiveness of Porter’s Diamond Model with the factors of destination competitiveness from Ritchie and Crouch’s Destination Competitiveness Model (Hanafiah & Zulkifly, 2019). It enables the comparison between countries and industries within the tourism sector of a country (Dwyer & Kim, 2003). The determinants in the model are grouped under six factors; endowed resources are the natural and inherited resources found in a destination (climate, cleanliness, scenery) while created resources are those that a destination adds to enhance its attractiveness and increase its offering (heritage sites and museums, traditional arts, cuisine). The supporting factors are the public infrastructure systems that deliver service to the tourists and add value to the destination (communication and transport network, security, health-care facilities, hospitality of the locals, accessibility of the destination, ties to source markets). The situational conditions are the forces from within and without the destination that influence the destination through interaction in an interconnected environment (use of technology by firms to increase competitiveness, rivalry between firms in the industry). Destination management is the private and public organisations that are involved in the policy deployment, planning and management of the tourism sector in coordinating and representing tourism stakeholders, effectiveness of

National Tourism Organisations (NTOs) in destination positioning, marketing based on knowledge of competition products and human resource training that meets backpacker tourist needs. Finally the demand conditions are the push factors that draw a tourist towards a destination over another, highlighting the chosen destination's competitiveness (destination awareness, perception and preferences).

This model links competitiveness to the benefit that a competitive tourism industry brings to the residents, and its use of the destination's resources to this benefit in a causal relationship. Competitiveness is not an end in itself, but a means to the socio-economic end of national or regional prosperity (Kim & Lee, 2005). However, Mazanec *et. al* (2007) find that the Integrated Model categorises determinants of tourism destination competitiveness, whereas the model is designed to demonstrate a causal relationship between destination competitiveness and socioeconomic prosperity as the outcome of destination competitiveness. Dwyer and Kim (2003) noted that the factors that contribute to competitiveness and their outcomes in terms of improved living standards may differ depending on the level of development of a destination and acknowledge their model needs more research into how to cater for these differences.

The Integrated Model is also a good model to use to compare the performance of destinations (Hanafiah & Zulkifly, 2019) making it useful for the study. The model also incorporates the role of price competitiveness as one of the most important factors associated with the choice of backpackers in visiting a destination over another (Dwyer &, Kim 2003; Gooroochurn & Sugiyarto, 2005). It splits the "Core Resources" in the Ritchie-Crouch model into the "created" and "endowed (inherited)" resources to separate competitive and comparative advantages, which allows the measurement of the two as distinct but related resources in the study.

2.3 Tourism Competitiveness

Competitiveness refers to the competence of an organization or country to produce and sell products and services that meet the quality of the markets at the same or lower prices and maximize returns on the resources consumed in producing them (Maravilhas, 2015). Destination competitiveness has been defined by various authors as a destination's capacity to: maintain or improve its market position locally or globally (Atilla, 2016; d'Hautesserre, 2000; Hassan, 2000; Dupereyas and MacCallum, 2013), provide a better experience relative to its competitors (Vengesayi, 2003), balance value gained by tourists and residents against sustainable tourism

resource use (Dupereyas & MacCallum, 2013), improve the standard of living and prosperity of citizens (Crouch & Ritchie, 1999; Bahar & Kozak, 2007) and do so under free and fair market conditions (Heath, 2003, cited in Tsai et al., 2009), exploit its competitive advantages for the benefit of the tourism industry while creating prosperity for its residents without prejudice to future generations (Azzopardi, 2011) and enhance success of the tourism industry through increased tourist numbers and spending, resident income and employment while providing a good tourist experience (Ritchie *et al*, 2001; Dwyer *et al*, 2004).

The *destination* is one of the units of analysis in tourism competitiveness. Tourism is an export product that requires that the consumer goes to the destination, and must therefore attract the tourist through its characteristics which it enhances to distinguish itself amongst competing nations (Croes & Semrad, 2018). Novais (2018) argues that competitiveness in this regard is a measure of attractiveness, a product to experience, that offers what the tourist seeks as compared to other destinations, the positive value gained when the benefits are deducted from the costs of visiting a destination. Fernando & Long (2012, cited in Jayasuriya & Guoping, 2017) argue that competitiveness must then increase the economic performance of the destination, and most importantly, sustain this performance in the long term. Competitive tourist destinations deliver by transforming comparative advantage to competitive advantage through efficient management of tourism. Countries must leverage on their comparative advantages to attract visitors in light of the pressure from globalisation of tourism, improved information technology, increased tourist sophistication and higher expectations of standards (Hong, 2009). International tourism is estimated to be a major vehicle for economic development in industrializing countries in the twenty-first century and hence, countries with tourism-based economies must develop approaches for employing their comparative advantages to achieve competitive advantages (Hong, 2009).

Some of the fundamental elements such as supporting resources, destination management policy, and planning and development determinants, pricing factors were considered to enhance competitiveness in tourism (Crouch & Ritchie, 1999) which was further incorporated in the framework for destination competitiveness based on the Porter Diamond Model (Porter, 1990). Go & Govers (2000) focused on destination the quality of tourism experience, social, cultural, and environmental factors competitiveness, while Lauren & Maskim (2019) noted that transport infrastructure quality, ICT readiness, natural and cultural resources, price competitiveness, safety

and security, health, sanitation and hygiene were significant aspects for consideration by a tourist.

2.4 An Overview of Competitiveness of Backpacking Tourism

Backpackers are travellers who display a fondness for inexpensive accommodation, emphasis on meeting other people, make individually organized and flexible travel plans rather than short-term holidays and an emphasis on informal and participatory recreation activities (Costa, 2018). Backpackers are adventurous, letting down their guard as they seek to immerse themselves in their host's culture for more authentic experiences (Badu-Baiden et al., 2016). Backpackers strive to be socially active while on holiday, and are not primarily motivated by luxury and relaxation (Brochado et al., 2015). They are easily identified by the backpack they carry and the haggling behaviour for better deals to fit in with their reduced budget, using local transport to discover new places (Hampton & Hamza, 2010).

Several studies have acknowledged the economic advantages of backpackers. They spend more money and time at a destination (Rogerson, 2007), plus they are more willing to withstand hardships while travelling, unlike most mass tourists (Paris & Teye, 2010). They reduce foreign exchange leakage by use of the locally owned accommodation and services (Ooi & Laing, 2010) and help revitalise local culture through their engagement in authentic tourism experiences (Scheyvens, 2002). Their high risk appetite allows them to disregard travel advisories and perceptions of tourism areas as unsafe (Visser, 2003), and are trendsetters who open up tourism into the unknown and influence the behaviour of mass travellers into these new areas (Ooi & Laing, 2010) and spur urban redevelopment in cities where their presence is significant (Jarvis, 2004). Backpacking tourism is faced with challenges, including amongst others; lack of government recognition and support, crime, poor public transportation systems, lack of access to capital (Mograbi, 2007), inadequate marketing, lack of awareness and support at local government level and lack of effective industry associations (Rogerson, 2010, 2007). The cost of flights to the African continent is a major concern, which necessitates backpackers to combine their backpacking trip with other activities like volunteering to optimise the return on investment on a trip to Africa (Laythorpe, 2010).

The competitiveness of backpacking is enhanced by tourism attractions, promotion of the destinations, availability of infrastructure which enhances tourism satisfaction and therefore influences trust in a destination (Sannassee & Seetanah, 2015). Ritchie and Crouch (2003) laid

emphasis on the ability of a destination to increasingly attract and fulfil potential travellers; and further recognized the two traits as a solid basis for competitiveness. Price competitiveness is equally significant in the production of tourism services at an affordable rate that destination competitors ought to factor in which rises the market share (Dwyer & Kim, 2003). Gooroochurn and Sugiyarto (2005) argue that competitiveness is associated with infrastructural development in a country signified by the development of roads, airports, rail network, telecommunication systems, safety and security, communications and finance, easy access to improved sanitation facilities and access to drinking water. Additionally, the infrastructure ought to comprise of economical transport systems, with affordable hotels and youth hostels located near shops/supermarkets, nightclubs and restaurants (Nicolas et al., 2011).

The OECD (2010) recognises safety and security as a determinant that is a concern for travellers in the wake of the increasing threat of terrorism and geopolitical instability. Governments are developing new policies to address these threats including use of smart technology in travel documents simplifying entry/exit procedures to mitigate against the time that enhanced security procedures take to perform (OECD, 2010).

2.5 Determinants and Competitiveness of Backpacking Tourism

Tourism is one of the most important contributors to the GDP of world economies. The climate of any destination and perceptions of favourable weather often influence the destination choice. Weather influences the activities undertaken, how enjoyable an experience will be and provide the overall travellers' satisfaction and safety at a destination (Becken, 2010). Becken also notes that warm temperatures, clear waters and low health risks and hygiene and sanitation are vital environmental features that influence the choice of holiday destination for travellers, while health risks are the most important environmental features influencing the choice of holiday destination for tourists.

Tourism crisis is any occurrences that pose fears on the tourism industry and related business. The crisis damages the overall status of destinations regarding the perspective of safety, attractiveness and comfort by negatively affecting visitors' perceptions and leads to a downward trend in travel as well as tourism business by a reduction of traveller arrivals and expenditures (Sonmez et al., 1994). Terrorism and natural disaster are also considered to negatively and harmfully affect the travellers' choice of destination (Zhou, 2016). Political stability and political relations within and between countries significantly determine a destination's competitiveness in

backpacking tourism (Hall, 1996). Zhou (2016) notes that political instability decreases the travelling possibilities and backpackers prefer political stable countries more than unstable ones. According to Causevic and Lynch (2013), political risks of going to a particular destination affect the travellers' perceptions of the destination image and, thus, influence travellers' visits to it. War and political instability decreases the quantity of backpackers directly and as such backpackers end up cancelling their trips (Gartner & Shen, 1992).

Some tourists visit destinations with the desire to have a 'cultural' experience, while others experience culture as a by-product of their trip. The global wealth of traditions is inspires travel, with travellers seeking to engage with new cultures and to experience performing arts, handicrafts, rituals and cuisines. The cultural interaction spurred by such encounters prompts dialogue, builds understanding and fosters tolerance and peace (UNWTO, 2021). Cultural and language and religious differences can be seen as a motivator of travellers' decisions though they are sometimes regarded as worries and troublesome (Zhou, 2016). Cost is essential factor in backpacking. Backpackers are defined by their preference for budget accommodation and their trips limited by their budgets (Badu-Baiden et al., 2016). However, some backpacker segments like flashpackers will not be limited by cost of a destination because they would rather consider the travel experiences and fun they will have (Brochado et al., 2015). Increasing access to the Internet allows backpackers to access information about travel and tourism products while bypassing traditional intermediaries to create their own product packages (Lowrie, 2019).

2.6 Policy Framework and Competitiveness of Backpacking Tourism

A significant policy concern for any economy is to understand how they can strengthen the position of their backpacking tourism and remain competitive in the long run (Lowrie, 2019). Competitiveness is an all-embracing function for policymakers at local, regional and national levels, incorporating both the private and public sectors in order to generate successful policy outcomes. Akama (2002) indicated that the government's major mandate in the advancement of competitiveness in the tourism industry is in formulation of tourism policy framework, the operations and provisions of tourism and hospitality facilities and services that are impactful. He further indicated that, government intervention was necessary in order to allow for the protection and efficient management and utilization of tourism resources and attractions. Fourie (2009) also found that policy rules and regulations, price competitiveness, tourism infrastructure,

prioritisation of the tourism industry and regulatory framework were also found to be positively and statistically significant.

Taxes are mandatory contributions levied on individuals or corporations by a government entity whether local, regional or national (Kagan, 2021). Taxation plays a major role on the competitiveness of the tourism sector through costs borne by firms such as the suppliers of accommodation and tourists such as accommodation, transportation (visa/travel permits), cultural and game parks and reserves, and hike charges (Price Waterhouse Coopers, 2017). Further, Price Waterhouse Coopers (2017) established that reduced taxes on tourism can increase the competitiveness of travellers' destinations and bring wider economic benefits. Competitiveness in tourism is also influenced by factors like transportation costs which are affected by changing oil prices and exchange rates. It is debated that effective prices paid by tourists relative to those in competing destinations is a major factor influencing the tourism demand (Dwyer et al., 2004). Effective prices are determined by destinations' own prices, prices in competing destinations and exchange rate shifts. Government policies also have a significant effect on the price and in addition, changes in pricing policies such as taxes, charges and exchange rates can have significant impact on the tourism segment. Price competitiveness is a key component of the overall competitiveness of the tourist destination. Therefore, total tourist costs should include transport costs to and from the tourist destination and the amount spent during the visit, including accommodation, tour visits to game reserves and parks, food and beverages, entertainment (Radukic & Kostic, 2019).

The Revised National Tourism Policy (GoK, 2020) states that tourism growth will be sustained by the review and formulation of enabling policies, institutional reform and the necessary legal framework. The tourism industry functions within an established legal and regulatory framework which the actors in this industry are required to observe in the provision of their services. Authorities are essential as they strive to deepen and widen tourism by developing and implementing a regulatory framework that ensures equality, orderliness and high quality service in the industry (TRA, 2014). Lowrie (2019) stated that industry entrepreneurs and administrators should know the laws regarding tourism so as to promote employee welfare, ensure satisfactory service to visitors, manage exposure to risk and maintain compliance with laws to gain competitiveness.

Backpacker tourism is a global phenomenon and hence affected by the worldwide safety and security fears. Safety and security are significant to the tourism segment for both domestic and international travellers. Criminal and violent acts, political instability, wars and terrorist attacks, health threats and natural disasters aimed against tourists pose negative image for the tourist destination (Pera, 2017). Africa is perceived as unsafe as a travel destination because of civil wars, political instability, and tropical diseases (Adam, 2015). Kenya is more affected by the perception of insecurity than other tourism destinations like France, Egypt and Israel due to negative media publicity, poor destination imaging and little investment in public relation tools to ensure positive destination branding (GoK, 2020). Health fears are an important consideration when thinking about the travel destination and places that are linked to health risks, illnesses, diseases and hygiene related exposures are more likely to be avoided (Lepp & Gibson, 2011).

2.7 Empirical Literature

This section reviews studies that have been carried out on the determinants of competitiveness and policy gaps in competitiveness, analysing the variables from a global, regional and national perspective.

2.7.1 Determinants of Competitiveness of Backpacking tourism

Dayour *et. al* (2016) conducted an econometric analysis of the determinants of spending amongst backpacking tourists in Ghana and found that the greatest expenditure goes to food, beverages and accommodation. Motivation for travel played a key factor in influencing spending. Backpackers who were motivated to visit to enjoy the culture spent more on food and beverages than those who visited for rest and relaxation. Backpackers who stayed longer also visited more attractions. Sroyetch (2017) studied the competitors of Thailand as perceived by Australian backpackers. Through a structured survey measuring 19 destination attributes, the study found that there was a difference in the ranking of Thailand's competitors between first time visitors and repeat visitors. First time visitors considered Singapore as the alternative to Thailand while repeat visitors considered Indonesia as the best alternative to visit. Singapore was perceived as a safe destination while its price competitiveness was low. Indonesia was perceived as a destination providing a great culinary experience and a diverse tourism experience. Dayour (2013) studied the motivations of 184 backpackers visiting the Cape Coast-Elmina Conurbation and found that historical/cultural attractions, service delivery, ecological attractions, heritage, escape, and adventure were the main attractors for their visit to Ghana.

Kariuki (2015) studied the determinants of tourism affecting tourism inflow to Kenya using time series data from 1980-2013. Using inter-consumer demand theory, the study found showed that in the long-run, the per capita GDP of OECD countries positively affected international tourist arrivals to Kenya while insecurity negatively affected it. However, in the short-run, there was a negative relationship between insecurity and international tourist arrivals, causing a reduction in tourist arrivals and GDP earnings from tourism. Mutoni (2019) conducted a ten-year panel data analysis on the determinants of tourism demand in Africa and found that the most important were income level of the country being visited, health and political stability. Travellers want to visit a destination where their physical safety and health is not jeopardized, which makes wealthier African nations more attractive to them. Gooroochurn and Sugiyarto (2005) researched on the competitiveness indicators by measuring tourism competitiveness using eight main indicators; price, openness, technology, infrastructure, human tourism, social development, environment and human resources for 200 countries. The study found that the social and technology indicators have the most influence while the human tourism and environment indicators have the lowest. Price was also significant amongst destinations, creating an inverse relationship between price competitiveness and aggregate competitiveness of a destination.

Chambers (2010) conducted an exploratory study on the competitiveness of all-inclusive hotels & island destinations in the Caribbean. The study investigated the strategies that hotels use to compete, and the determinants that make their destination competitive. The study found that hotel professionals believed that employees are important in differentiating their all-inclusive hotels from other hotels in the Caribbean. The study also found that the natural resources like the environment and favourable weather are key to the competitiveness of one country over another within the Caribbean. Fourie (2009) studied the comparative advantage of the tourism industry of 147 countries using the Balassa Index. The study found that from twenty nine (29) African countries in the study, natural resources, air and sea transport, general safety and security (health of the population and civil liberties) positively affect the comparative advantage of their tourism sectors.

2.7.2 Policy Framework and Competitiveness of Backpacking Tourism

Sagwe (2010) studied the determinants of tourism destination competitiveness of Kenya against six other African countries by using panel data. The results indicated that per capita income, technological advancement and tourism openness had a positive effect on destination competitiveness. Additionally, the study found that tourism competitiveness can be enhanced

through policy measures that improve tourism openness, such as visa fee waivers and technological advancement. Ndivo & Manyara (2018) studied the role of public sector in Kenya's competitiveness as a tourism investment destination and found that entrepreneurship, legislation and regulation are most significant determinants while coordination, planning and stimulation are less significant to hotel investors.

Armenski et al. (2018) studied the role of industry and public stakeholders in improving destination competitiveness. By using confirmatory factor analysis (CFA) and exploratory factor analysis (EFA), the study found that there is a difference between perceptions of competitiveness between the two sets of stakeholders. The lack of coordination between the private and public sector impacts the competitiveness of Serbia as a destination, by keeping local tourism actors out of the opportunities for socio-economic benefits of tourism. Vengesayi et al. (2013) studied the impact of destination resources, support services and human factors on destination competitiveness of Zimbabwe by surveying 123 tourism business operators. Multiple regressions were used to investigate the relationship between destination resources, support services, human services and destination competitiveness. Destination support services and human resources related factors were found to be the primary determinants of destination competitiveness while destination resources were the secondary determinants.

2.8. Knowledge Gaps

There is empirical literature on the determinants of competitiveness of destinations around the world. This segment presented the research and findings done on the variables and the gaps that the study sought to fill. However, there was limited information on the competitiveness of Kenya's tourism and of tourist segments like backpacking.

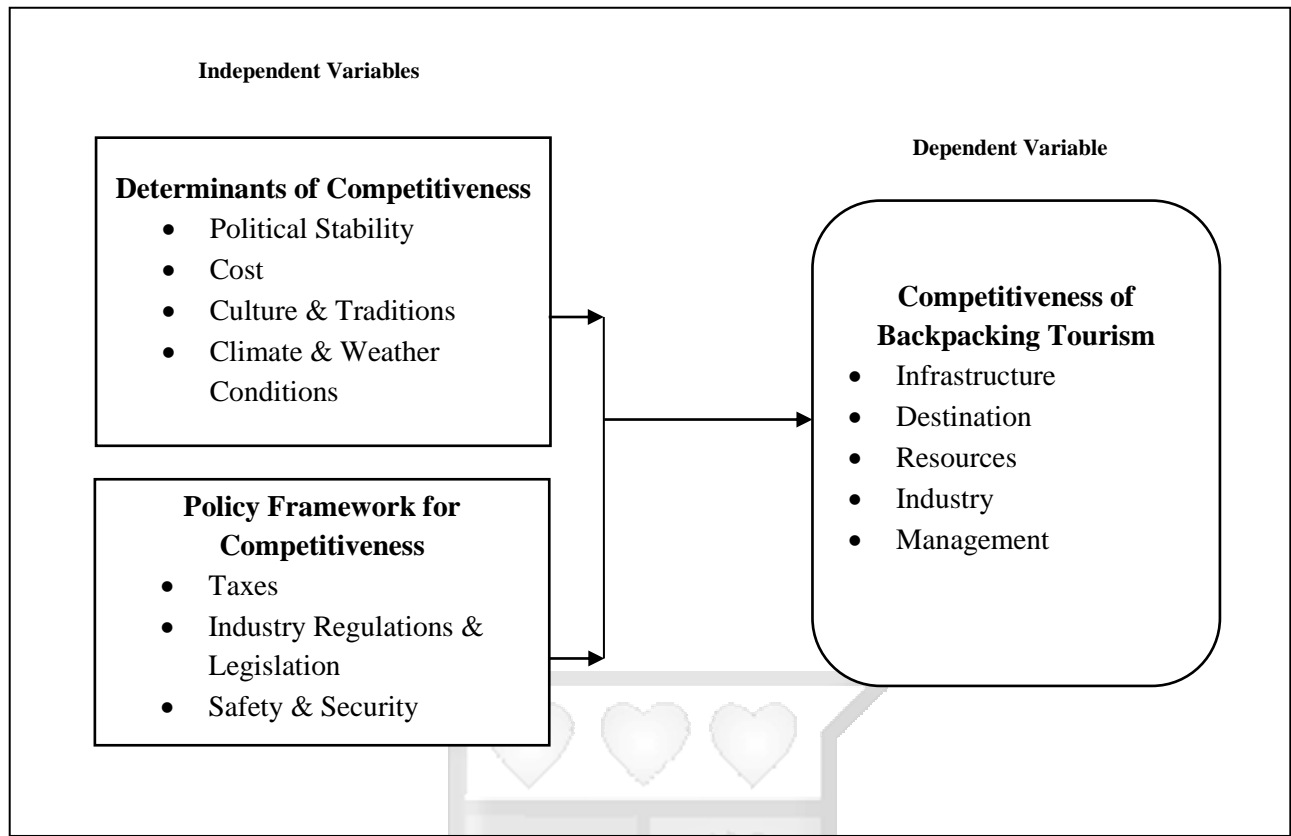
A study conducted by Gomezelj Omerzel (2011) on the importance of factors that influenced demand for tourism in Slovenia, surveyed tourism stakeholders by asking them to rank Slovenia against its main competitors and rate its performance against these countries using a Likert scale. The study findings revealed that while effort had been put in developing tourism infrastructure, other factors that involve developing competitive advantage like developing human resource, tourism products and management of the destination performed poorly. On the other hand, Dwyer *et al.* (2016) assessed the determinants of competitiveness by conducting an Importance-Performance Analysis (IPA) of Serbia in comparison with Serbia's three main competitors. The supply-side stakeholders were interviewed to determine the importance and performance of

determinants of tourism in Serbia based on the Integrated Model. The results showed that the destination importance of the determinants was rated higher than the performance of the same.

Additionally, Angeloni (2013) carried out a study on the competitiveness of Italy by adding “education system” as a determinant in destination management due to its importance in generating a skilled tourism workforce. The findings revealed that the decreasing enrolment in tourism based courses had a negative impact on the ability to meet tourism needs. The study further found that national governance was the greatest impediment to the competitiveness of the destination. The studies mentioned above were limited in scope because the focus was outside Kenya. Although the importance of tourism in the Kenyan economy is widely recognised, there are no empirical studies on competitiveness of backpacking tourism in Kenya.

2.9 Conceptual Framework

A conceptual framework is a postulated model that classifies the variables of the research into dependent, independent and moderating factors and highlighting their association (Bryman & Bell, 2015). For this study the dependent variable was competitiveness of backpacking tourism while the independent variables were the determinants and policy framework for competitiveness of backpacking tourism. The determinants of backpacking tourism refers to the features of the destination (Political Stability, Cost, Culture & Traditions, Climate & Weather Conditions) that influence the tourist to choose a destination over another, making it competitive. These are important because tourism is a unique export product which requires the customer to come to the destination. The policy framework for competitiveness are the measure by the public sector that manipulate the features of the destination to create competitiveness, including Taxes, Industry Regulations & Legislation, and Safety & Security. The competitiveness of backpacking tourism is measured by Infrastructure, Destination, Resources, Industry and Management that measure the competence of a country in producing and selling tourism products and services that meet the quality of the markets at the same or lower prices while maximizing returns on the resources consumed in producing them. The conceptualized connection between the main factors is as shown below in Figure 2.1.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section described the methodology that was used to conduct the research. This included the research design, target population, sample size and sampling procedure, research instruments; piloting, validity and reliability of research instruments, data collection and data analysis techniques plus ethical considerations in the study.

3.2 Research Design

Kothari (2013) defines research design as a key plan stipulating procedures and techniques for gathering and analysing the required data. The study used an exploratory survey research design to obtain relevant and specific evidence regarding the determinants of competitiveness of backpacking. The design was the best method to study backpacking tourism in Kenya as an area with little information available. Therefore, the information gathered was expected to give a real assessment of competitiveness of backpacking tourism in Kenya.

3.3 Target Population

A target population is defined as the overall group of elements of concern to be studied by the investigator (Kothari & Gaurav, 2014). The target population for the study comprised of different stakeholders from the tourism sector which included: 7 respondents from the national government tourism entities, 7 respondents from the county government tourism departments respectively, 29 respondents from the tourism research and education institutions, 10 from backpacker hostels and 1 from the tourism profession and industry bodies in Kenya. Table 3.1 below displays the target population.

Table 3.1: Target Population

Categories	Population	%	N
National Government Tourism Entities	40	17.9	7
County Government Tourism Departments	40	17.9	7
Tourism Research and Education Institutions	80	35.9	29
Backpacker Hostels	48	21.5	10
Tourism Professional and Industry Bodies	15	6.7	1
Total	223	100	54

Source: Author's compilation

3.4 Sample Size and Sampling Procedure

Rahi (2017) defines sampling as the process of selecting a segment of the population for investigation; a sample size thus refers to a subset of the population which gives the entire number of population elements from which data is to be actually collected.

3.4.1 Sample Size

The study conducted a stratified sampling design of the 54 employees comprising of national government tourism entities, county government tourism departments, tourism research and education institutions, backpacker hostels and the tourism professional and industry bodies drawn from different relevant tourism stakeholders in Kenya from an estimate of 223 respondents. The study adapted this technique to ensure that the target individuals from the selected tourism stakeholders were adequately represented in the study. This made the data collected more reliable, representative and correct.

3.4.2 Sampling Procedure

The study selected individuals from 5 tourism bodies comprising of the national government tourism entities, county government tourism departments, tourism research and education institutions, backpacker hostels and the tourism professional and industry bodies in Kenya using stratified sampling technique (ref table 3.1 above). These strata were identified because of their perceived significance by the researcher in backpacking tourism. Stratified sampling technique was also considered in selecting 54 respondents from the national government tourism entities and the county government tourism departments, the tourism research and education institutions, the backpacker hostels and the tourism professional and industry bodies in Kenya. These groups of individuals were selected because of their expertise in the tourism industry more so in backpacking. The study reviewed policy documents including the National Tourism Blueprint

(NTB), Travel and Tourism Competitiveness Report 2019, VISION2030, to identify gaps in the national tourism plans.

3.5 Research Instruments

Structured questionnaires were used to gather information from the selected tourism stakeholders. In order to quantify the data, the questionnaire consisted of both open and close ended questions. The close-ended questions measured the level of importance using a 5-point Likert scale (Kothari & Gaurav, 2014). The questions are adapted from various studies competitiveness studies that used the Dwyer and Kim “Integrated Model” of Competitiveness. In this case, the questionnaire technique was used because it was economical, had assurance of confidentiality, allowed standardized questions to be used, gave the respondents sufficient time to think about what to answer and was easy to answer (Nayak & Singh, 2015). The questionnaire was structured in four (4) major sections that comprised of: general information; determinants that contribute to competitiveness; policy framework and competitiveness of backpacking tourism.

3.5.1 Pilot Testing

According to Joppe (2000), pilot testing aims to establish the validity and reliability of the research instruments thus enhancing face validity. The pilot study purposed to detect early expected problems, reduce error possibility and examine the research process and protocol. It helped establish whether the study resources were adequate, including time, finances and materials. Piloting also offered assistance in identifying any confusing or misleading questions, ensuring that the objectives were achieved according to the study.

Piloting of the data collection tool was 10% of the total sample size (5 respondents) done to a selected group through random sampling; the respondents were required to answer the questions provided. The questionnaires were then analysed by the researcher to check whether the respondents filled in the questions with ease. If any problems were noted, the questions in the questionnaire were rephrased and returned to be filled again. The filled questionnaires were analysed again to ascertain that there was no problem in answering. This process was repeated until it was confirmed that the respondents filled in the questionnaires without difficulties or problems. Based on information collected from the pilot study, the validity and reliability of the research instruments was then assessed.

3.5.2 Validity of Research Instruments

Validity is the degree to which the questionnaire measures what is intended for measurement (Taherdoost, 2016). The research used content validity by submitting the questionnaire to the supervisor to rate each item's capacity in the tool and provided expert judgment to make it relevant to the research. Before the actual research, piloting the tool also allowed the researcher to solve questions that needed more clarity.

3.5.3 Reliability of Research Instruments

Reliability is the extent to which a questionnaire yields stable and consistent results (Taherdoost, 2016). Bryman and Bell (2015) define reliability as the consistency when applied repeatedly under comparable circumstances that an information collection instrument exhibits. Pre-testing was done to help determine the study questionnaire's reliability and consistency. Based on the conclusions of the pilot research, Cronbach's alpha was used to measure the internal consistency of the questionnaire items to assess its dependability. Cronbach's test is a measure of a test scale's consistency or reliability and is expressed as a number between 0 and 1 (Cronbach, 1951). According to Sekaran and Bougie (2016) any reliability index greater than 0.7 is considered to signify an acceptable level of instrument reliability, hence the reliability threshold for this study will be 0.7 and above.

3.6 Data Collection Procedure

Before the start of data collection, an introduction letter from the Strathmore University, Nairobi from the business school requesting permission to conduct research was provided to the study's selected target group. In order to reduce doubt and enhance cooperation, the questionnaires were accompanied by an informed consent note informing the respondents about the study's objectives. The consent note equally also guaranteed the participants' confidentiality of the data they provided and sought their approval to engage in the research. Where the respondents were not easily available, the researchers used the drop and pick technique to administer the questionnaire, so that the participants had adequate time to respond to the questionnaire. All questionnaires were then gathered immediately, checked for completeness and filed for safe custody pending analysis.

3.7 Data Analysis

Data analysis is a method in which the information gathered is reduced to a more controllable and convenient size, and in which the researcher can begin to define trends or patterns, apply statistical techniques and summarize information (Kothari & Gaurav, 2014). A 5-point Likert

rating scale was used to rate the determinants and policy framework for competitiveness of backpacking tourism. The primary data was generated from the responses to the questionnaire. The information gathered was edited by cleaning, coding, then entered the data into the SPSS software. Analysis was done using both descriptive and inferential statistics. Descriptive statistics was used to present a summary of the study in terms of the variables of interest using frequencies, percentages, means and standard deviations, presenting the findings in table format. In addition, inferential statistics was used to investigate the connection between the dependent (competitiveness of backpacking tourism) and independent variables (determinants of competitiveness and the policy framework for competitiveness). Inferential analysis was conducted using Bivariate correlation of Pearson to determine the nature of the connection between the independent variables and the dependent variable. Reliability testing was done using Cronbach's alpha to confirm stable and consistent results.

3.8 Ethical Considerations

The approval to conduct the study was sought from the Strathmore University, Nairobi from the School of Business. Permission was also sought from the Ethical Review Committee (ERC) and a research permit from National Commission for Science, Technology and Innovation (NACOSTI). Before gathering data, the informed consent of the participants was requested during data collection. The relevant participants were made aware that their involvement in the research was voluntary and that they were to sign an informed consent in order to agree to participate in the study. The confidentiality of the collected information was guaranteed to the participants as the data was obtained by the researcher; the questionnaires were secured safely after data collection. The researcher assured the respondents that all the information they provided was treated with utmost confidentiality and that their identity was protected. The researcher was bound to adhere to all ethical issues of honesty, truthfulness, privacy and anonymity, informed consent and voluntary participation. The researcher respected the intellectual property by honoring patents, copyrights, accrediting and acknowledgment of other contributions from various scholars and parties.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Questionnaires Response Rate

The study's targeted number of respondents was 54, out of whom 38 respondents correctly filled and returned their questionnaires, achieving a 70% return rate. According to Kothari (2014), a response rate of 70% and above is considered appropriate for data analysis and helps reduce sample biasness.

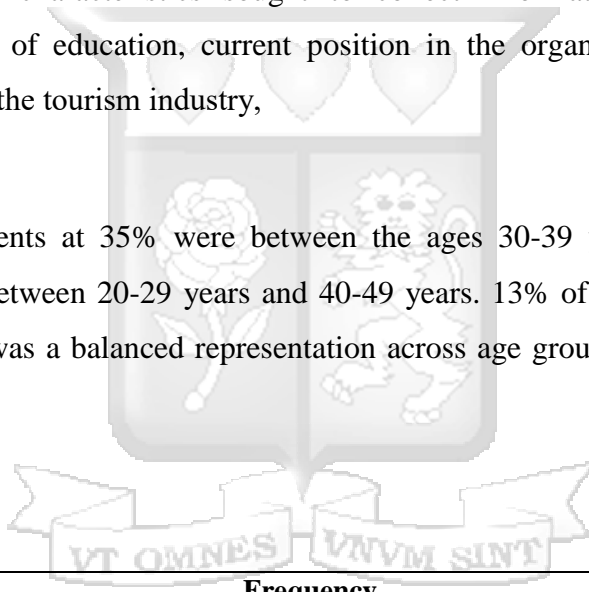
4.2 Demographic Characteristics

The study demographic characteristics sought to collect information on the age of the respondents, their levels of education, current position in the organization and the duration they've been involved in the tourism industry,

4.2.1 Age

Majority of the respondents at 35% were between the ages 30-39 years, while 26% of the respondents were aged between 20-29 years and 40-49 years. 13% of the respondents were 50 years and above. There was a balanced representation across age groups in achieving the study objectives.

Table 4.1: Age



Age	Frequency	Percent
20 - 29 years	10	26
30 - 39 years	13	35
40 - 49 years	10	26
50 years and above	5	13
Total	38	100

4.2.2 Current Level of Education

53% of respondents had attained a bachelor's degree, followed by 26% with a postgraduate degree (master's/doctorate). 13% and 8% of the respondents respectively had attained a high

school/vocational school and technical training college level of education. This showed high literacy levels of the respondents that assisted in achieving quality responses.

Table 4.2: Level of Education

Level of Education	Frequency	Percent
High School/Vocational School	5	13
Technical Training College	3	8
Undergraduate Degree (Bachelors)	20	53
Postgraduate Degree (Master's /Doctorate)	10	26
Total	38	100

4.2.3 Stakeholder Role

39% of respondents were from the public sector (national government, county government and tourism parastatals). Tourism professionals made up 24% and backpacker hosteliars made up 21%. 16% of the respondents were tourism education and research stakeholders. With majority of the respondents from the public sector achieving 39%, the responses could be relied on as accurate reflections of tourism policy.

Table 4.3: Stakeholder Role Involved In

Stakeholder	Frequency	Percent
Public Sector (National Govt / County Govt / Tourism Parastatal)	15	39
Tourism Professional	9	24
Tourism Education and Research	6	16
Backpacker Hostelier	8	21
Total	38	100

4.2.4 Current Position in the Organization

Majority of the respondents at 55% held positions as employees while 29% of the respondents were from the senior management level. 16% of the respondents constituted of the middle management level. This gave a good representation towards making deductions.

Table 4.4: Current Position in the Organization

Position	Frequency	Percent
Employee	21	55
Middle Management	6	16
Senior Management	11	29
Total	38	100

4.2.5 Duration Involved in the Tourism Industry

36% have been involved in the tourism industry between 1-5 years while 32% of the respondents had been involved between 6-10 years. 18% of the respondents have been in the tourism industry between 11-20 years while 8% have been involved between 21-30 years. Respondents between 31-40 years and those 50 years and above make up 3% of the respondents. Their experience assisted in getting quality feedback for the study's conclusions.

Table 4.5: Duration Involved in the Tourism Industry

Duration	Frequency	Percent
1 - 5 years	14	36
6 - 10 years	12	32
11 - 20 years	7	18
21 - 30 years	3	8
31 - 40 years	1	3
41 years and above	1	3
Total	38	100

4.3 Kenya's Main Competitors in the Backpacking Segment

According to respondents, the main competitors on Kenya in the backpacking tourism segment are Tanzania (31%), South Africa (17%) and Rwanda (15%). In addition, Uganda (8%), Morocco (5%) and Zambia (3%) follow as other backpacking competitors of Kenya while Zanzibar, Ethiopia, Dubai and Zimbabwe each form 2%. Other competitors of Kenya in the backpacking segment had 1% each, including Mozambique, Gambia, Tunisia, Namibia, India, France, Egypt, Nepal, Thailand, Australia, Colombia and Sri Lanka as presented in the table 4.6 below.

The respondents were asked to indicate three countries they consider to be the main competitors of Kenya in the backpacking industry. This created a total number of 96 responses which is greater than the respondent size of 38.

Table 4.6: The Top Three Countries as Competitors to Kenya

Competitors	Frequency	Percent
Tanzania	30	31
South Africa	16	17
Zanzibar	2	2
Mozambique	1	1
Rwanda	14	15
Gambia	1	1
Morocco	5	5
Tunisia	1	1
Zambia	3	3
Uganda	8	8
Namibia	1	1
India	1	1
Ethiopia	2	2
Dubai	2	2
France	1	1
Egypt	1	1
Nepal	1	1
Zimbabwe	2	2
Thailand	1	1
Australia	1	1
Colombia	1	1
Sri Lanka	1	1
Total	96	100

4.4 Determinants of Competitiveness of Backpacking Tourism

Determinants of competitiveness of backpacking scored an overall mean of 3.52 and a standard deviation of 0.935 which indicates there were no significant variations in the responses. The

determinants of competitiveness positively and significantly affected the competitiveness of backpacking tourism in Kenya.

In analysing individual determinants, most respondents agreed that Kenya has performed above average in terms of political stability of the backpacking destination scoring a mean of 2.95. However, the standard deviation of 1.089 indicates that there were significantly varying responses. There was a significant variation (SD = 1.052) of the responses in on the performance of the macroeconomic stability of the economy (economic growth, stable prices, low inflation). A mean of 3.03 indicates that Kenya performs above average in this determinant. Likewise, there was significant variation in determinants like ease/cost of obtaining entry visa (SD=1.025), the availability and volume of low-budget airlines to destination (SD=1.037), the price/cost of destination visit relative to other backpacking destinations (SD=1.005), quality of service offered by employees in the backpacking sector (SD=1.016), even as the determinants scored above average with means of 3.24, 3.29, 3.26 and 3.68 respectively.

Kenya also performs above average in the safety and security of backpacking tourists in destination (M= 3.55). There is relative consensus on this determinant amongst respondents with a standard deviation of 0.795. Respondents also agreed that Kenya performs above average by providing affordable and available accommodation/hostels for backpackers (M=3.66) and in providing quality and variety of food and hospitality services (M=3.95). Kenya performs well as a destination whose locals are friendly towards visitors (M=4.29) with a richness of history and cultural heritage of the destination (M=4.32) and climate and weather conditions conducive for backpacking tourism (M=4.50). However majority of respondents agreed that Kenya performs poorly in terms of corruption of police and public service (M=2.03). The results are captured in Table 4.7 below.

Table 4.7: Determinants of Competitiveness

Statements	Mean	Std. Dev.
Political stability of backpacking destination	2.95	1.089
Macroeconomic stability of the economy	3.03	1.052
Safety and security of backpacking tourists in destination	3.55	0.795
Corruption of police and public service	2.03	0.885
Ease/Cost of obtaining entry visa	3.24	1.025
Availability and volume of low-budget airlines to destination	3.29	1.037

Price/Cost of destination visit relative to other backpacking destinations	3.26	1.005
Affordable and available accommodation/hostels for backpackers	3.66	0.909
Quality of service offered by employees in the backpacking sector	3.68	1.016
Friendliness of the locals towards tourists	4.29	0.802
Quality and variety of food and hospitality services	3.95	0.804
Richness of history and cultural heritage of the destination	4.32	0.904
Climate and weather conditions conducive for backpacking tourism	4.5	0.83
Composite Mean and Standard Deviation (n=38)	3.52	0.935

4.5 Policy Framework for Competitiveness of Backpacking Tourism

The second objective of the study was to determine the policy gaps in Kenya's competitiveness for backpacking tourism segment. The policy framework positively affected the competitiveness of backpacking tourism with a mean of 2.90. A standard deviation of 0.984 indicates that there was not significant variation in the responses amongst respondents.

Respondents rated as slightly above average the policies for long-term development of backpacking tourism (M=2.76). In relation to the government offering support for entrepreneurs in the backpacking tourism segment, there was significance variance (SD=1.005) in the responses.. The statement also scored just above average at a mean of 2.55. On whether there was a conducive legal and regulatory framework for backpacking tourism, the respondents thought Kenya's performance was just above the mean (M= 2.89), and their responses varied significantly (SD = 1.110). Kenya does not have government pricing policies (taxes, charges & exchange rates) favourable for backpacking tourism as respondents rated the item as poor (M= 2.26). A standard deviation of 0.891 indicates consensus amongst respondents on this issue. Respondents rated Kenya's ability of destination to respond to occurrences of pandemics and disasters (M=2.84) and availability of information about the travel destination and the risks associated (M = 3.58) as above average. However, these two issues indicate high variance in responses with a standard deviation of 1.151 and 1.081 respectively.

Respondents rated the following factors as above average; Public sector investment in hospitality/tourism education and training for backpacking segment (M= 2.74), the destination's preparedness on safety and security for backpacking (M=3.26), responsiveness of law enforcement and justice system (M=2.92) and occurrence and prevalence of terrorist activity

(M=3.16), while maintaining a relative consensus amongst the items with their standard deviations all below 1. The results are presented in table 4.8 below.

Table 4.8: Policy Framework for Competitiveness

Statements	Mean	Std. Dev
Policies for long-term development of backpacking tourism	2.76	0.998
Government support for entrepreneurs in the backpacking tourism segment	2.55	1.005
Conducive legal and regulatory framework for backpacking tourism	2.89	1.11
Government pricing policies (taxes, charges & exchange rates) to spur backpacking tourism	2.26	0.891
Public sector investment in hospitality/tourism education and training for backpacking segment	2.74	0.921
Destinations preparedness on safety and security for backpacking	3.26	0.891
Responsiveness of law enforcement and justice system	2.92	0.85
Occurrence and prevalence of terrorist activity	3.16	0.945
Ability of destination to respond to occurrences of pandemics and disasters	2.84	1.151
Availability of information about the travel destination and the risks associated	3.58	1.081
Composite Mean and Standard Deviation (n=38)	2.9	0.984

4.6 Competitiveness of Backpacking Tourism

Competitiveness of backpacking tourism scored a mean of 3.79 and a standard deviation of 0.916 which indicates there were no significant variations in the responses. It establishes competitiveness of backpacking tourism as a significant aspect for consideration. Respondents provided the greatest variance in responses in the following statements; Quality health services, cleanliness, hygiene and sanitation of destination (M=3.53, SD=1.059), Effective coordination by Ministry of Tourism with backpacking tourism sector for tourism policy and development (M=3.11, SD=1.008), International awareness of destination as a backpacking destination (M=3.16, SD=1.079) Easy access to backpacking information and information services (M=3.26, SD=1.107). The mean score in each of those statements indicates above average performance in competitiveness of backpacking.

Respondents rated the performance of Kenya highest in the following areas; Quality of telecommunication network (M=4.03), Unique scenery, landscapes, national parks and reserves (M=4.47), Quality and range of activities (M=4.39), Variety of historical/heritage sites and

museums and culture-based attractions (M=4.47) and Unique architecture, traditional arts and crafts in destination (M=4.16). Respondents rated the performance of Kenya as above average in the following areas; Backpacking tourism “product” meets tourist preferences (M=3.71), Ease of access to destination by either Air, Road, Rail or Water (M=3.89), Quality of transportation network and transportation systems within the destination (M=3.87), Security and safety of backpacking tourists in destination (M=3.58), Use of information technology by backpacking enterprises to achieve competitive advantage (M=3.66), Well defined service delivery performance standards in the backpacking industry firms (M=3.58). The study results are shown in the table 4.9 below.

Table 4.9: Competitiveness of Backpacking Tourism

Statements	Mean	Std. Dev.
Backpacking tourism “product” meets tourist preferences	3.71	0.802
Ease of access to destination by either Air, Road, Rail or Water	3.89	0.953
Quality of telecommunication network (internet and telephone)	4.03	0.885
Quality of transportation network and transportation systems within the destination	3.87	0.811
Security and safety of backpacking tourists in destination	3.58	0.858
Quality health services, cleanliness, hygiene and sanitation of destination	3.53	1.059
Use of information technology by backpacking enterprises to achieve competitive advantage	3.66	0.994
Unique scenery, landscapes, national parks and reserves	4.47	0.862
Quality and range of activities (nature-based, adventure, recreational)	4.39	0.855
Variety of historical/heritage sites and museums and culture-based attractions	4.47	0.762
Unique architecture, traditional arts and crafts in destination	4.16	0.916
Well defined service delivery performance standards in the backpacking industry firms	3.58	0.793
Effective coordination by Ministry of Tourism with backpacking tourism sector for tourism policy and development	3.11	1.008
International awareness of destination as a backpacking destination	3.16	1.079
Easy access to backpacking information and information services	3.26	1.107
Composite Mean and Standard Deviation (n=38)	3.79	0.916

4.7 Inferential Statistics: Correlation Analysis

Correlation analysis by using Pearson Correlation coefficient was done to show the strength of relationships between the independent and dependent variable in the table 4.10 below. The

correlation matrix presented below reveals that there is a positive correlation between the determinants of competitiveness and competitiveness, implying that a unit increase in determinants of competitiveness increases competitiveness of backpacking tourism by 0.295 in Kenya. Similarly, there was a positive correlation between policy framework and competitiveness which implied that a unit increase in policy framework increases competitiveness of backpacking tourism by 0.285 in Kenya.

Table 4.10: Correlation Analysis

Variable		Competitiveness of backpacking tourism	Determinants of competitiveness	Policy framework for competitiveness of backpacking tourism
Competitiveness of backpacking tourism	Pearson Correlation	1	.295	.285
	Sig. (2-tailed)		.073	.083
	N	38	38	38
Determinants of competitiveness	Pearson Correlation	.295	1	.175
	Sig. (2-tailed)	.073		.294
	N	38	38	38
Policy framework for competitiveness of backpacking tourism	Pearson Correlation	.285	.175	1
	Sig. (2-tailed)	.083	.294	
	N	38	38	38

4.8 Reliability Test

According to (Li, 2016), reliability is the extent to which a questionnaire yields stable and consistent results. A construct composite reliability co-efficient (Cronbach alpha) of 0.7 or above, for all the constructs, was considered to be adequate for this study. As displayed in table 4.11, competitiveness of backpacking tourism was the highest with a reliability score of ($\alpha=0.879$) while policy framework for competitiveness of backpacking tourism had ($\alpha=0.866$). Lastly, determinants of competitiveness had ($\alpha=0.839$).

Table 4.11: Reliability Test

Variable	Number of Items	Cronbach Alpha Score	Conclusion
Competitiveness	15	.879	Reliable
Policy Framework for Competitiveness	10	.866	Reliable
Determinants of Competitiveness	13	.839	Reliable



CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter comprised of summary of the findings, discussions, conclusions, recommendations and areas for further study. The inferences and recommendations drawn were focused on addressing the purpose of the study which was to assess the competitiveness of backpacking tourism in Kenya.

5.2 Discussion of Findings

This segment discusses the key findings in relation to the main purpose of the study in order to generate deductions. The discussions were based on each study objectives as specified below.

5.2.1 Determinants of Competitiveness of Backpacking Tourism

Respondents indicated that friendliness of the locals towards tourists, richness of history and cultural heritage of the destination and climate and weather conditions conducive for backpacking tourism were most important as determinants of Kenya's competitiveness in backpacking tourism, while political stability of backpacking destination and Corruption of police and public service were the determinants where Kenya scored lowest, indicating a negative effect on competitiveness. These results were consistent with study outcomes of Becken (2010) that weather influences the activities undertaken, how enjoyable an experience will be and provides the overall travellers' satisfaction and safety at a destination. Becken (2010) also notes that warm temperatures, clear waters and low health risks, hygiene and sanitation were vital environmental features that influenced the choice of holiday destination for travellers. The results also corroborate Fourie (2009) findings that indicate that natural and cultural resources are Africa's biggest comparative advantage

Likewise, Dwyer & Kim (2003) said that political stability and governance, security and absence of violence, good climate and weather were the biggest considerations to backpacking and generally, tourism as a whole in Africa. Similarly, Mutoni (2019) states that travellers are more disposed to visiting a destination where their physical safety and health is not at risk making wealthier African nations more attractive to them. Additionally, the cost/price (visa, travel, and accommodation/hostel) was an essential factor in backpacking (Badu-Baiden *et al.*, 2016). They further state that price competitiveness is equally significant in the production of tourism services at an affordable rate than a destination's. The study also found that Kenya performs well

as a destination that offers favourable Price/Cost relative to other backpacking destinations. Viljoen et al, (2019) found that travellers to Africa are becoming more price-sensitive and posit that Africa should work to attract such tourists who include backpackers as alternative strategies to increase tourist numbers.

5.2.2 Policy Framework for Competitiveness of Backpacking Tourism

The policy framework significantly affected the competitiveness of backpacking tourism. The results show that availability of information about the travel destination and the risks associated and the destination's preparedness on safety and security for backpacking were the main areas where Kenya performed best while government pricing policies (taxes, charges & exchange rates) to spur backpacking tourism and government support for entrepreneurs in the backpacking tourism segment affected the policy framework negatively. Other indicator mean values were quite low in this variable, indicating a performance that is slightly above average and that more effort needs to be directed here.

This corroborates Akama (2012) who indicates that the government's intervention is necessary in formulation of tourism policy framework to allow for the efficient management and utilization of tourism resources and attractions. Government policies also have a significant effect on the price and in addition, changes in pricing policies such as taxes, charges and exchange rates can have significant impact on the tourism segment. Reduced taxes on tourism can increase the competitiveness of travellers' destinations and bring wider economic benefits (Price Waterhouse Coopers, 2017). Assaf and Dwyer (2013) found that Kenya's tourism industry had one of the highest declines in efficiency and productivity, caused in part by a lack of sound tourism policies and overregulation of the sector. The National Tourism Strategy 2013 – 2018 (Government of Kenya, 2012) acknowledges the expanding economic impact of the Youth Market internationally, but does not make express mention of any focus towards the segment. Conversely, Australia has put in place a favourable tax regime for young travellers on the Working Holiday Makers visa program which has increased tourist visitors and tax income from the working visitors (Steel & Peen, 2015). From 1993 to 1997, the Australian government injected AUD3 million to develop the backpacker market (Loker-Murphy and Pearce, 1995; Mograbi, 2007). In 1995, the Australian government launched the National Backpacker Tourism Strategy (Mograbi, 2007). In 2017, Australia received 645,000 backpacker tourists with a total expenditure of AUD 4.53b (approx KES 338b), and an average spend of AUD5338 (KES 338,675) per backpacker (Barrow, 2017).

Kenya also performed above average as a destination in terms of occurrence and prevalence of terrorist activity, Ability of destination to respond to occurrences of pandemics and disasters, Responsiveness of law enforcement and justice system. This corroborates Pera (2017) who notes that criminal and violent acts, political instability, wars and terrorist attacks, health threats and natural disasters aimed against tourists create a negative image for the tourist destination. Africa is perceived as unsafe as a travel destination because of civil wars, political instability, and tropical diseases (Adam, 2015).

5.2.3 Competitiveness of Backpacking Tourism

The results for the indicators in this variable were the highest amongst the variables as shown by the high mean of 3.79. This makes Kenya a relatively competitive destination for backpacking. Respondents indicated that Kenya's competitiveness in backpacking tourism comes from its comparative advantages like unique scenery, landscapes, national parks and reserves, the variety of historical/heritage sites and museums and culture-based attractions and the quality and range of activities (nature-based, adventure, recreational). Kenya's competitive advantages like international awareness of destination as a backpacking destination and effective coordination by Ministry of Tourism with backpacking tourism sector for tourism policy and development scored the lowest.

The quality infrastructure of port, rail, air and road transportation, ICT readiness, natural and cultural resources, price competitiveness, safety and security, health, sanitation and hygiene were significant aspects for consideration by a tourist (Lauren & Maskim, 2019), whereas Pavlic *et al.* (2011) found that tourists' satisfaction was considered a significant tool for increasing the competitiveness of tourist destinations. According to Lepp & Gibson (2011), health fears were an essential consideration when thinking about the travel destination and places that were linked to health risks, illnesses, diseases and hygiene related exposures were more likely to be avoided. Chambers (2010) study found that natural resources like the environment and favourable weather generated competitiveness of one country over another within the Caribbean. Sannasse & Seetanah (2015) found that competitiveness of backpacking was enhanced by the tourism attractions, promotion of the destinations and availability of infrastructure which enhanced tourism satisfaction therefore influencing trust in a destination.

5.3 Conclusions

From the study, the main determinants of Kenya's competitiveness in backpacking are the friendliness of the locals towards tourists, richness of history and cultural heritage as a destination, and the conducive climate and weather conditions for backpacking tourism. Corruption of police and public service affected competitiveness negatively. The policy indicators that support the competitiveness of the backpacking tourism segment are Kenya's preparedness on safety and security for backpacking and availability of information about the travel destination and the risks associated. Policy indicators where Kenya performed lowest are Government pricing policies (taxes, charges & exchange rates) to spur backpacking tourism, Government support for entrepreneurs in the backpacking tourism segment, public sector investment in hospitality/tourism education and training for backpacking segment and policies for long-term development of backpacking tourism. Competitiveness of backpacking tourism in Kenya is supported by the variety of historical/heritage sites and museums and culture-based attractions, the unique scenery, landscapes, national parks and reserves, the quality and range of activities (nature-based, adventure, recreational), the unique architecture, traditional arts and crafts in destination but hindered by a lack of effective coordination by Ministry of Tourism with backpacking tourism sector for tourism policy and development, and a lack of international awareness of destination as a backpacking destination. Policy framework for competitiveness remains the weak link to creating competitiveness of Kenya as a destination for backpacking tourism.

5.4 Recommendations

From the findings, the performance of Kenya as a backpacking destination can be improved by increasing government support for entrepreneurs in the backpacking segment, better government pricing policies to spur backpacking tourism and development of long term policies for the backpacking segment by enhancing coordination between the ministry of tourism and the backpacking tourism players. More marketing needs to be done to increase awareness about Kenya as a backpacking destination. Corruption by the police and public service should be tackled as it is the biggest impediment to the competitiveness of Kenya in backpacking tourism. Backpacking hosteliars should improve the quality of service and performance offered by employees and the firms and the backpacking tourism "product" to meet tourist preferences for even better performance.

5.5 Suggestions for Further Research

The study can be expanded to survey backpacker tourists as demand-side stakeholders in the backpacking segment. Comparative studies between the supply-side stakeholders and demand-side stakeholders should be undertaken to gauge the differences in responses on the determinants of competitiveness. The study can be expanded to compare Kenya against the top competitors who have been identified in the backpacking segment to better understand the weaknesses and strengths of Kenya as a backpacking destination.



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APPENDICES

Appendix I: Letter of Introduction

Eva G. Bundi

P. O Box 39339-00623 Nairobi

Tel: +254 721474428

Dear Respondent,

RE: REQUEST FOR PARTICIPATION IN RESEARCH STUDY

I am a student pursuing a **Degree of Master of Public Policy and Management at Strathmore University, Nairobi**. As part of my course work, I am conducting a research study on **“Determinants and Policy Framework for Competitiveness of Backpacking Tourism in Kenya”**. I would be grateful for your input as a stakeholder in the tourism economy in evaluating this phenomenon. I therefore request for your assistance by kindly providing information as per the guidelines in the questionnaire.

Your honesty in answering the questions is of great assistance. The data collected will be treated with utmost integrity and will be used only for the purpose of this research study. Your identity remains anonymous as you will not be requested to indicate your name.

By completing this survey, you agree that you have read and understood the information for this research project contained in this text. Your co-operation will be highly appreciated. Thank You.

Yours,

Eva G. Bundi

Appendix II: Research Questionnaire

This questionnaire is for collecting information on **Determinants and Policy Framework for Competitiveness of Backpacking Tourism in Kenya**. The information collected through this questionnaire will be treated with confidentiality and used for academic purposes only.

Kindly take a moment to answer all the questions as accurately as possible.

SECTION A: GENERAL INFORMATION

1. Kindly indicate your gender

- a) Male () b) Female ()

2. Kindly indicate your age

- a) 20 - 29 ()
b) 30 - 39 ()
c) 40 - 49 ()
d) 50 years + ()

3. What is the current level of education you have attained?

- a) High school/vocational school ()
b) Technical training college ()
c) Undergraduate degree (Bachelors) ()
d) Postgraduate degree (Master's /Doctorate) ()

4. Which stakeholder role are you involved in?

- a) Public Sector (National govt / County govt / Tourism parastatal) ()
b) Tourism Professional ()
c) Tourism Education and Research ()
d) Backpacker Hostelier ()

5. What is your current position in the organization?

- a) Employee ()
b) Middle Management ()
c) Senior Management ()

6. How long have you been involved in the tourism industry?

- a) 1- 5 years ()
b) 6 - 10 years ()
c) 11 - 20 years ()
d) 21 – 30 years ()
e) 31 – 40 years ()
f) 41 years + ()

7. Which **THREE (3) COUNTRIES** do you consider to be the **MAIN** competitors of Kenya in the backpacking segment?
-
-

SECTION B: DETERMINANTS THAT CONTRIBUTE TO COMPETITIVENESS

8. Below are statements that measure the determinants of competitiveness. Kindly rate how well Kenya has performed for each item (in making Kenya a competitive destination for backpacking tourism).

[(1) = Very Poor, (2) = Poor, (3) = Average, (4) = Good, (5) = Very Good]

Statements	Circle Appropriately
Political stability of backpacking destination (democratic, free and fair elections with no occurrences of election violence)	1 2 3 4 5
Macroeconomic stability of the economy (economic growth, stable prices, low inflation)	1 2 3 4 5
Safety and security of backpacking tourists in destination	1 2 3 4 5
Corruption of police and public service	1 2 3 4 5
Ease/Cost of obtaining entry visa	1 2 3 4 5
Availability and volume of low-budget airlines to destination	1 2 3 4 5
Price/Cost of destination visit relative to other backpacking destinations	1 2 3 4 5
Affordable and available accommodation/hostels for backpackers	1 2 3 4 5
Quality of service offered by employees in the backpacking sector	1 2 3 4 5
Friendliness of locals towards tourists	1 2 3 4 5
Quality and variety of food and hospitality services	1 2 3 4 5
Richness of history and cultural heritage of the destination	1 2 3 4 5
Climate and weather conditions conducive for backpacking tourism	1 2 3 4 5

SECTION C: POLICY FRAMEWORK FOR COMPETITIVENESS OF BACKPACKING TOURISM

9. Below are statements that assess the policy framework for competitiveness of backpacking tourism. Kindly rate how well Kenya has performed for each item (in making Kenya a competitive destination for backpacking tourism).

[(1) = Very Poor, (2) = Poor, (3) = Average, (4) = Good, (5) = Very Good]

Statements	Circle Appropriately
Policies for long-term development of backpacking tourism	1 2 3 4 5
Government support for entrepreneurs in the backpacking tourism segment	1 2 3 4 5
Conducive legal and regulatory framework for backpacking tourism	1 2 3 4 5
Government pricing policies (taxes, charges & exchange rates) to spur	1 2 3 4 5

backpacking tourism	
Public sector investment in hospitality/ tourism education and training for backpacking segment	1 2 3 4 5
Destination preparedness on safety and security for backpacking	1 2 3 4 5
Responsiveness of law enforcement and justice system	1 2 3 4 5
Occurrence and prevalence of terrorist activity	1 2 3 4 5
Ability of destination to respond to occurrences of pandemics and disasters	1 2 3 4 5
Availability of information about the travel destination and the risks associated	1 2 3 4 5

SECTION D: COMPETITIVENESS OF BACKPACKING TOURISM

10. Below are statements that measure the competitiveness of backpacking tourism. Kindly rate how well Kenya has performed for each item (in making Kenya a competitive destination for backpacking tourism).

[(1) = Very Poor, (2) = Poor, (3) = Average, (4) = Good, (5) = Very Good]

Statements	Circle Appropriately
Backpacking tourism “product” meets tourist preferences	1 2 3 4 5
Ease of access to destination by Air, Road, Rail or Water	1 2 3 4 5
Quality of telecommunication network (internet and telephone)	1 2 3 4 5
Quality of transportation network and transportation systems within the destination	1 2 3 4 5
Security and safety of backpacking tourists in destination	1 2 3 4 5
Quality health services, cleanliness, hygiene and sanitation of destination	1 2 3 4 5
Use of Information Technology by backpacking enterprises to achieve competitive advantage	1 2 3 4 5
Unique scenery, landscapes, national parks and reserves	1 2 3 4 5
Quality and range of activities (nature-based, adventure, recreational)	1 2 3 4 5
Variety of historical/heritage sites and museums and culture-based attractions	1 2 3 4 5
Unique architecture, traditional arts and crafts in destination	1 2 3 4 5
Well defined service delivery performance standards in the backpacking industry firms	1 2 3 4 5
Effective coordination by Ministry of Tourism with backpacking tourism sector for tourism policy and development	1 2 3 4 5
International awareness of destination as a backpacking destination	1 2 3 4 5
Easy access to backpacking information and information services	1 2 3 4 5

THANK YOU FOR YOUR PARTICIPATION

Appendix III: Sampling Frame

No.	National Government Tourism Entities	Population	%
1	Ministry of Tourism and Wildlife	5	2.24
2	Kenya Tourism Board	5	2.24
3	Tourism Regulatory Authority	5	2.24
4	Tourism Research Institute	5	2.24
5	Tourism Fund	5	2.24
6	Tourism Finance Corporation	5	2.24
7	Brand Kenya	5	2.24
8	Kenya Wildlife Service	5	2.24
	Total	40	17.94
	County Government Tourism Departments		
1	Nairobi County Government - Commerce, Tourism and Co-operatives	5	2.24
2	Mombasa County Government - Trade, Tourism and Investments	5	2.24
3	Kwale County Government - Tourism, Investment & ICT	5	2.24
4	Kilifi County Government - Trade, Tourism & Cooperative Development	5	2.24
5	Lamu County Government - Trade, Tourism and Industrialisation	5	2.24
6	Narok County Government - Tourism and Wildlife	5	2.24
7	Nakuru County Government - Trade, Tourism and Cooperatives	5	2.24
8	Kisumu County Government - Department of Tourism	5	2.24
	Total	40	17.94
	Tourism Professional and Industry Bodies		
1	Kenya Association of Hotelkeepers & Caterers	3	1.35
2	Association of Hotel Professionals Kenya	3	1.35
3	Kenya Coast Tourist Association	3	1.35
4	Kenya Association of Tour Operators	3	1.35
5	Kenya Tourism Federation	3	1.35
	Total	15	6.73
	Tourism Research and Education Institutions		
1	Strathmore University	4	1.79
2	University of Nairobi	4	1.79
3	Kenya Utalii College	4	1.79
4	Kenyatta University	4	1.79
5	United States International University - Africa	4	1.79
6	Moi University	4	1.79
7	Muranga University	4	1.79

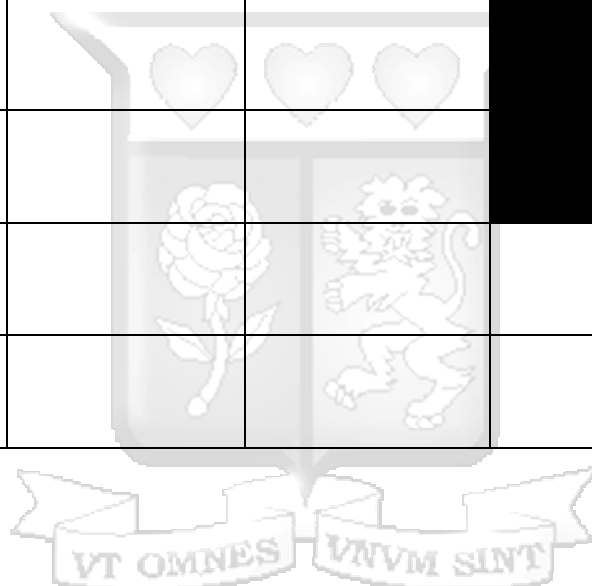
8	Technical University of Mombasa	4	1.79
9	Jaramogi Oginga Odinga University of Science and Technology	4	1.79
10	Karatina University	4	1.79
11	Rongo University	4	1.79
12	Maasai Mara University	4	1.79
13	University of Eldoret	4	1.79
14	Coast Institute of Technology	4	1.79
15	Eldoret Aviation Training Institute	4	1.79
16	Rongo University	4	1.79
17	University of Kabianga	4	1.79
18	Pioneer International Univeristy	4	1.79
19	Muranga University College	4	1.79
20	East Africa College of Commerce and Development Studies	4	1.79
	Total	80	35.87
	Backpacker Hostels		
1	Distant Relatives Ecolodge & Backpackers - Kilifi	2	0.90
2	Kidogo Nyumbani - Watamu	2	0.90
3	Merry Crab Cove - Kilifi	2	0.90
4	Diani Backpackers - Diani	2	0.90
5	Bidi Badu Beach Sports Hostel - Diani	2	0.90
6	Milimani Backpackers & Safari Centre -Nairobi	2	0.90
7	Manyatta Backpackers - Nairobi	2	0.90
8	Wildebeest Eco Camp - Nairobi	2	0.90
9	South Coast Backpackers - Diani	2	0.90
10	Khweza Bed & Breakfast - Downtown Nairobi	2	0.90
11	Mara Explorers Camp - Maasai Mara	2	0.90
12	Mombasa Backpackers (Tulia House) - Mombasa	2	0.90
13	Backpacker's Nirvana - Mombasa	2	0.90
14	Baitul Noor House - Lamu	2	0.90
15	Savannah Cottages - Shelly Beach Mombasa	2	0.90
16	The Beach Africa - Mombasa	2	0.90
17	Kisumu Backpackers Club - Kisumu	2	0.90
18	Dudu Villas and Lamu Backpackers - Lamu	2	0.90
19	Jambo House Guest House - Lamu	2	0.90
20	Sleepaway Cottages - Nakuru	2	0.90
21	Merry Crab Cove - Watamu, Mida Creek	2	0.90
22	Duara Flamingo Camp - Lake Elementaita	2	0.90
23	Kidogo Nyumbani Backpackers - Watamu	2	0.90
24	Kisumu Hostel	2	0.90

	Total	48	21.52
	Grand Total	223	100



Appendix IV: Project Timelines

Task	Period (Month)			
	September 2020 - Feb 2021	March - April 2021	April - May 2021	June - July 2021
Proposal Writing				
Approval of Proposal				
Data Collection, Analysis and Report Writing				
Submit Research Report Draft				
Research Report Revision				
Submission of Final Research Report				




APPENDIX V: NACOSTI APPROVAL

Republic of Kenya
National Commission for Science, Technology and Innovation

Ref No: **928349**

RESEARCH LICENSE

Date of Issue: **09/August/2021**




This is to Certify that Ms. Eva Gatwiri Bundi of Strathmore University, has been licensed to conduct research in Nairobi on the topic: Determinants and Policy Framework for Competitiveness of Backpacking Tourism in Kenya for the period ending : 09/August/2022.

License No: **NACOSTI/P/21/12195**

928349
Applicant Identification Number

Walter Mwangi
Director General
NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
INNOVATION

Verification QR Code



NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

APPENDIX VI: ETHICAL CLEARANCE LETTER



20th August 2021

Bundi Eva Gatwiri,
egbundi@gmail.com

Dear Ms Bundi,

RE: Determinants and Policy Framework for Competitiveness of Backpacking Tourism in Kenya

This is to inform you that SU-IERC has reviewed and **approved** your above **SU- master's** research proposal. Your application reference number is **SU-IERC1095/21**. The approval period is **20th August 2021 to 19th August 2022**.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-IERC.
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-IERC within 48 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-IERC within 48 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to SU-IERC.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke/> and also obtain other clearances needed

Yours sincerely,

for: Dr Virginia Gichuru,
Secretary; SU-IERC

Cc: Prof Fred Were,
Chairperson; SU-IERC



Ole Sangale Rd, Madaraka Estate. PO Box 59857-00200, Nairobi, Kenya. Tel +254 (0)703 034000
Email admissions@strathmore.edu www.strathmore.edu

Appendix VII: Project Budget

Item	Cost (Kshs)
Printing	5,000.00
Transport	12,000.00
Accommodation	15,000.00
Airtime	2,000.00
Miscellaneous	5,000.00
Total	39,000.00

