TO INVESTIGATE FACTORS INFLUENCING THE DEMAND FOR DOMESTIC TOURISM IN KENYA: A SURVEY OF TOURISTS’ HOTELS IN NYERI COUNTY

SHARON WANJIRU MUGO
D53/NYI/PT/21994/2010

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Kenyatta University

May, 2012
DECLARATION

I declare that this research is my original work and has not been submitted to any other university or institution of higher learning for the award of a degree. Other people’s ideas or thoughts cited are duly acknowledged.

Signature ___________________________ Date 04/06/2012

Sharon Wanjiru Mugo, D53/NYI/PT/21994/2010

This project report has been submitted for examination with my approval as the student’s supervisor.

Supervisor ___________________________ Date 05/06/2012

Muchemi Anne

Lecturer: Business Administration Department, School of Business, Kenyatta University

This project report has been submitted for examination with my approval as the department chairman

Chairman ___________________________ Date ________________

Mr. Shadrack K. Bett

Business Administration Department, School of Business, Kenyatta University
DEDICATION

This research is dedicated to my family: James and Bruce.
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LIST OF ABBREVIATIONS

GDP – Gross Domestic Product

WTO – World Tourism Organization
DEFINITION OF TERMS

Tourism – the activities of a person travelling outside his or her usual environment for less than specified period of time whose main purpose of travel is other than for exercise of an activity remunerated from the place visited (WTO, 1991).

Domestic tourism – this is traveling within one’s country by the residents for the purposes of leisure and relaxation. It may involve either overnight stays or day visits.

Tourist – a person who travels to another place outside his usual place of residence for more than 24 hours either for leisure or business. The time of stay may range from one night to any time but less than a year.

Domestic tourist – A tourist who travels to destinations within her country of residence.

Excursionist/same-day visitor – visitors who begin and end their visit from the same base (home or holiday base) within the same 24-hour period.
The tourism industry is one of the leading economic activities in Kenya ranking second after agriculture. The industry, however, is greatly affected by various types of turbulence in the destination countries and different seasons in source countries. There is therefore, the need to cushion off the effects of seasonality of this industry through strengthening of the domestic tourism. In Kenya, domestic tourism has not been as successful as international tourism since its demand has been lower. What then influences the demand for this type of tourism? This study investigated the factors influencing demand for domestic tourism in Kenya using a survey of tourist’s hotels in Nyeri County. It focused on the influence of demographic factors, economic factors, social-cultural factors and geographic factors on demand for domestic tourism. The researcher reviewed previous literature carried out by other researchers on related areas and developed a conceptual framework to show the relationship between the independent variables and dependent variable of the study. The researcher then collected data from all 32 tourists’ hotels in Nyeri County using questionnaires. The collected data was analyzed using descriptive statistics and the data was presented in form of frequency tables, charts and bar graphs. Findings of the research have showed that the independent variables had significant influence on the dependent variable. The researcher recommends that all the necessary efforts should be made to raise domestic tourism to a level where it matches the international tourism in prestige and revenue as well as cushioning it off from sensitivity to threats and seasonality from the international source markets. This is the level where the domestic tourist is equal to her international counterpart in all treatments.
1.1 Background of the Study

According to World Tourism Organization (2007), tourism is the world's largest industry, with over 10% of global Gross Domestic Product directly related to tourism activities involving hundreds of millions of people in international as well as domestic travel each year. The World Tourism Organization estimated that there were 842 million international travelers in 2006, which represents almost 12% of the world's population. Tourism is the principal export for one third of developing countries where, it brings relatively powerful consumers that are potentially an important market for local entrepreneurs. It is also an engine for local sustainable economic development as it represents a very significant economic opportunity for many local communities. Due to declining long-haul travel costs, increasing holiday entitlements, changing demographics and strong consumer demand for exotic international travel, there have been a significant growth of tourism in the emerging economies (World Tourism Organization, 2006)

The sector offers an alternative economic activity to primary and secondary industries, especially if there is a lack of development choices for emerging markets. Telfer & Sharpley (2008), observe that tourism may have an impact on the environment, economy, sociocultural and political systems, which means that the government and planners have to make critical decisions on the trade-offs to be made when developing tourism. Many of the trade-offs mean that tourism will be created in one location at the expense of another. This is what Telfer & Sharpley (2008) refer to as the “tourism dilemma”.
Tourism, anywhere in the world, can only be sustained by a strong foundation on the domestic front. If Kenya had a solid domestic tourism base, adverse effects such as those occasioned by travel advisories from the overseas source markets could not be damaging. The Ministry of Tourism has therefore, turned its focus on the domestic tourism not only as a short term measure to mitigate the current situation, but also as a strategy for the long term. In its strategic plan, the Ministry has comprehensively covered domestic tourism and the promotion activities that need to be carried out.

After the post election violence was over, Kenya launched domestic tourism plan which was meant to encourage hospitality among people through promotion of cultural interaction and enhance national healing and reconciliation among the different communities. Since then, domestic tourism has become a significant form of tourism in Kenya where it is found that it can cushion off the tourism industry during low seasons of international tourist arrivals. With the aggressive promotion of the domestic sector, local tourism business is expected to increase significantly as Kenyans disposable income gradually increases. However, encouraging this vital sector can be a challenging task not withstanding that the tourist’s product in Kenya is well designed for local tourists.

To bring domestic tourism at par with international tourism in Kenya, however, there need to be more implementation of the proposed strategies in the long term plan. For a long period now tourism has been viewed as more of an international affair and not a domestic affair. This mentality among majority of the Kenyans could have been the major cause of the unbalanced weight of attention accorded to these two types of tourism.
1.1.1 Hotels in Nyeri County

Nyeri County has a great variety of hotel accommodation to suit all budgets and tastes of both domestic and international tourists. There are 39 tourists’ hotels in Nyeri County where some of the hotels are located within the major towns of Nyeri, Karatina and Murang’a while others are located in the Aberdare and Mt. Kenya national parks respectively. The hotels are classified into different star rates according to the facilities and services offered. The classification is carried out by the Ministry of Tourism and Wildlife which is mandated to do so. The hotels include: Green Hills, Outspan, Aberdare Country Club, Starbucks, Alliance Naro Moru – River Lodge, the Ark, Treetops hotel, Batian Grand hotel, Mt Kenya Leisure Lodge, Central hotel, Ibis, Mountain Rock Bantu just to mention a few.

1.2 Statement of the problem

Kenya has depended more on the international tourism market than the domestic tourism market over the years. This is a volatile situation in the tourism industry since the international market is highly sensitive to seasons in the home countries and any real or perceived threats in the destination country. Bad publicity and increasing competition from other tourists’ destinations have had an adverse impact on the earnings of the tourism industry in Kenya. According to Rebecca Nabutola, the former permanent secretary in the ministry of Tourism, this situation demands a fresh approach on domestic tourism. She lamented that the tourism industry in Kenya has not placed the domestic tourist at par with his international counterpart, whereby the players in the industry place the international tourist higher than his domestic counterpart. Due to this preference, there have been more attractive packages tailor-made for the international tourists as compared to the domestic tourists. The international tourists are able to bargain for these
packages and they end up paying less than the domestic tourists who may not buy the whole package since they are not tailor-made for them.

The perception that the international tourists are superior to the domestic tourists makes the latter lose the appeal of visiting destinations within the country. This reduces the number of domestic tourists in the country since a sizeable portion of them can afford to visit destinations outside the country. The ones who cannot afford may prefer to engage in other exciting activities which are not related to tourism. This leads to international tourists outnumbering the domestic tourists hence more reliance on international market by the players in the industry thus becoming a cycle. The consequences of this cycle are heavily experienced by the industry players during the low season or when the industry is faced by such challenges as terrorism threats, travel bans, political uncertainties and bad publicity. The international tourists being very sensitive to such challenges avoid the destination, leading to loss of expected income and jobs in the tourism industry.

The industry can tap from the local market during such low seasons but better promotion strategies need to have been put in place long before the season. This means that domestic tourism should be promoted to a level where it can sustain the industry during such seasons. There is, therefore, an urgent need to develop a better framework to operationalize the domestic tourism industry. The framework should focus on the needs of the domestic market, thus designing products and delivering them in a way that meets the taste of the local people. The framework should aim at creating and stimulating demand among the local people to participate in domestic tourism. This will first require an extensive and intensive research on the factors that influence the appeal of the domestic market. It is against this problem of low domestic tourism participation compared to international participation that the study seeks to investigate the factors that influence demand for domestic tourism in Kenya.
1.3 General Objective

The purpose of this study was to investigate the factors that influence demand of domestic tourism in Kenya.

1.4 Specific Objectives

The study aimed at achieving the following objectives:

i. To establish the influence of demographic factors on demand for domestic tourism in Kenya.

ii. To establish the influence of economic factors on demand for domestic tourism in Kenya.

iii. To find out how social cultural factors influence demand for domestic tourism in Kenya.

iv. To determine how geographic factors influence demand for domestic tourism in Kenya.

1.5 Research Questions

i. How do demographic factors influence demand for domestic tourism in Kenya?

ii. How do economic factors influence demand for domestic tourism in Kenya?

iii. How do social cultural factors influence demand for domestic tourism in Kenya?

iv. How do geographic factors influence demand for domestic tourism in Kenya?

1.6 Significance of the study

The findings of this study were expected to provide accurate information to all tourism industry players that include:

**The government** - The research would help the government in the formulation and development of future strategic plans for the industry. To promote domestic tourism, the government would be able to address the factors that influence demand for domestic tourism which in return, would increase the demand for domestic tourism.
Tourism service providers - The study would provide valuable information regarding the factors influencing demand for domestic tourism. The players would therefore, be able to identify the areas that need to be improved in order to encourage more domestic visitors. It would further help the industry in dealing with the challenge of tourism seasonality which leads to wide fluctuations in the number of tourists visiting the country. The research would help the stakeholders in implementing initiatives that promote domestic tourism in the country.

Customers - Both existing and potential customers would be enlightened and made to appreciate the importance of the existing and potential tourist’s attractions to them and the future generations hence the need to conserve and preserve them.

Future Researchers - The study would provide valuable information regarding the factors influencing demand for domestic tourism in Kenya to the researchers who may want to conduct a different study in the same area. The study would also contribute to the general body of knowledge and form a basis for further research study.

1.7 Scope of the study
The study focused on the managers of all the 39 tourists’ hotels in Nyeri County. However, only 7 managers did not return the questionnaires. Nyeri County was used as a representative of all other counties in the country. While any other county in the country would have been picked, the researcher opted for Nyeri County based on conversancy and convenience purposes.
1.8 Limitations of the study

The researcher encountered the following limitations during the study:

i. The managers took longer time to return the questionnaires than planned.

ii. Seven respondents out of the 39 engaged in the study did not return the questionnaires.
2.1 Introduction

This chapter presents the concept of domestic tourism and captures critical review on past theories by other researchers on the area of domestic tourism. From the literature review, the researcher will be able to develop a conceptual framework where the relationship between the independent variables and the dependent variable is shown.

2.1.1 Tourism

Weaver David & Lawton Laura (2006) observes that there is no single definition of tourism to which everyone adheres to. Of the many definitions that have been put forward over the years some are universal and can be applied to any situation, while others fulfill some specific purpose. Many tourism players establish working definitions that satisfy their own specific requirements and circumstances. Holloway et al (2009) define tourism in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home.

The international organization responsible for tourism, the World Tourism Organization (1991) defines tourism as the activities of persons travelling to and staying in places outside their usual environments for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Goeldner & Ritchie (2003), define tourism as the sum of the processes, activities and outcomes arising from the interactions among tourists, tourism suppliers, host governments, host
communities, origin governments, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing tourists and other visitors.

2.1.2 Tourist

Beaver A. (2005) defines a tourist as a temporary visitor staying at least 24 hours, whose purpose could be categorized as leisure (whether for recreation, health, sport, holiday, study or religion), or business, family, mission or meeting.

**Domestic tourist** - any person regardless of nationality, resident in a country and who travels to a place in the same country for not for than one year whose main purpose of visit is other than following an occupation remunerated from within the place visited (Page and Connell 2009).

2.1.3 Domestic Tourism and International Tourism

Page and Connell (2009), define domestic tourism as tourist travel within one’s own country.

Weaver D. & Lawton L, (2006), defines a domestic tourist as a person who travels beyond his usual environment but within his usual country of residence. On the other hand an international tourist is a person who travels beyond his usual environment and outside the country of residence. Middleton Victor et al (2009) add that domestic tourists are visitors who travel and stay overnight within the boundaries of their own country while international tourists are visitors who travel to and stay in countries other than their normal country of residence for less than a year. Domestic tourism comprises of visitors who stay overnight and a very much larger number who take day visits from their homes.
2.1.4 Types of Domestic Tourists

2.1.4.1 Business tourists

Business people travel to destinations for work reasons e.g. to attend conferences and events, exhibitions and meetings. The aspect of these business people travelling to the business destinations within the country where they spend more than 24 hours makes them domestic tourists. Such destinations which seek to attract this market will need to have venues large enough to accommodate large numbers of conference delegates with state-of-the-art audio-visual equipment. In other words, they need to embrace technology in its totality (Page and Connell, 2009).

2.1.4.2 Families

Family holidays and visiting friends and relatives (VFR) are important contributors to the domestic tourism markets. Parents will look for leisure sites or holiday camps and leisure parks with leisure facilities such as swimming pools for the children as well as evening entertainment for the adults and child minding services (Middleton et al 2009).

2.1.4.4 Individuals

The travelers are more adventurous and motivated by a desire to experience something new. Different individuals are motivated by different attractions and therefore the destination managers should endeavour to satisfy these varying needs of the domestic tourists. The destinations that target this market should package together a set of natural or built attractions into a consistent special interest theme used as a selling point to differentiate themselves from competitor destinations (Middleton et al 2009).
2.1.4.5 Groups

In tourism, a group comprises of ten or more people travelling together either for leisure or academic activities e.g. peer picnics or school trips respectively. A group will want to do things together most likely to bring the cost down and to have fun as a group.

2.2 Theoretical Literature Review

In the theoretical literature, the researcher reviews theories that are relevant to domestic tourism performance and explains the applicability of these theories in the study.

2.2.1 Maslow’s Hierarchy Model and Tourist Motivation

Maslow’s hierarchy model is based on the principle of ranking of individual needs, based on the premise that self-actualization is a level to which people should aspire (Page Stephen, 2007). If the lower needs in the hierarchy are not fulfilled then this will dominate human behaviour. Once these needs are satisfied, an individual is motivated by the needs of the next level of the hierarchy. Cooper et al (1993), notes that Maslow identified “deficiency or tension reducing motives” and “inductive or arousal-seeking motives”, thus making the model applicable to both work and non-work contexts, such as tourism and leisure. In reality human needs are not hierarchical since some may occur simultaneously and therefore the model is not necessarily ideal. However, it emphasizes on the development needs of the people with individuals striving towards personal growth and this is understandable in a tourism context.

Maslow’s work has been developed since 1950s when work on specific motivations beyond the concept of needing “to get away from it all”. For example “push” factors that motivate individuals to seek a holiday have been researched and compared with “pull” factors e.g. promotion by tourists’ resorts which act as attractors (Page Stephen, 2007). Tourism is unique in
that it involves real physical escape reflected in travelling to one or more destination regions where the leisure experience transpires thus a holiday trip allows changes that are multi-dimensional: place, pace, lifestyle, behaviour and attitude. This allows a person to temporarily withdraw from many of the environments affecting the day-to-day existence (Leiper, 1984).

2.2.2 Demand and Supply in Tourism

Demand in tourism is the basis upon which visitors choose and pursue a range of opportunities in their leisure time. Hall and Page (2002:60) state that, ‘an understanding of tourism demand is a starting point for the analysis why tourism develops, who patronizes specific destinations and what appeals to the client market

Pearce (1995 as cited in Page and Connell 2009) acknowledges that the scale and volume of domestic tourism worldwide exceed that of international tourism, though it is often viewed as the poorer partner in the compilation of statistics. It is difficult to understand demand in a domestic context because most domestic statistics tend to underestimate the scale and volume of flows, certain aspects of domestic movements being sometimes ignored in official sources. The visits to friends and relatives, the use of forms of accommodation other than hotels i.e. campsites and travel by large segments of a population from towns to countryside are not for the most part included. WTO (2007) supports this by arguing that there are relatively few countries that collect domestic travel and tourism statistics especially visits to attractions.

Although the demand patterns generated for a particular region within any specific country are unique to that area, the same set of external demand determinants affect individual operators such as hotels, tour operators, airlines and attractions (Middleton Victor et al, 2009). The main determinants of demand for travel and tourism include economic factors and comparative prices,
demographic factors, geographic factors, social cultural factors and access to personal transport. Others include government policies, media communications, technology, ecological factors, and political factors.

Tourism markets also respond to changes in the supply of products and the capacity of supply meaning that demand and supply interact. Weaver David & Lawton Laura (2006), the tourism manager attempts to produce an exact match between the supply and the corresponding demand for a product because all other things being equal, resources that are not fully used will result in reduced profits. In achieving the equilibrium, two main cost components are taken into account, that is, the fixed cost and the variable costs.

Demand for tourism related services such as accommodation is usually difficult to predict given the complexity of the destination or product decision making process and the uncertainty factor. To achieve a better understanding and thus a higher level of control of the demand portion of the supply/demand equation, the tourism manager must identify the daily, weekly, seasonal and long term patterns in demand.

2.3 Empirical Literature

Two broad categories of factors influencing domestic tourism are discussed: the first category includes personal and family influences, including age, stage in the family lifecycle and gender issues. The second category is about social and situational influences which include the domestic tourism and work relationship, social class and income issues.
2.3.1 Demographic Factors

Middleton Victor, et al (2009), identifies demographic factors as the main population characteristics that influence demand for travel and tourism. These include age, income levels and social class, gender, family size, education and mobility, population increase and life expectancy.

2.3.1.1 Age

Weaver and Lawton (2006), state that age consideration is a popular criterion used in demographic segmentation since it can have a significant bearing on consumer behaviour. According to Page and Connell (2009), variations in domestic tourism participation are strongly related to age and this is evident in the style in which many tour operators segment their holiday products by age. Research has shown that those aged 16-24 and over 65 are more likely not to have a holiday than other age groups and one of the main constraints for both groups is limited income. The retired population generates the largest proportion of domestic holidays. Tourism participation is seen as a wage-earning symbol of adulthood for young people as young adulthood is a time to experiment, to develop confidence in one’s own identity, to establish independence, to broaden horizons and to experience relationships, and as such, tourism can provide a useful outlet for such needs. By the time of old age, there is an inevitable reduction in an individual’s physical and mental facilities and as such a reduction in the more active holiday pursuits.

2.3.1.2 Income Levels and Social Class

Cooper et al (2008) states that income levels of the local people exert important influences upon both the level and nature of tourism demanded by an individual since tourism is an expensive
activity that demands a certain threshold of income before participation is possible. Cooper argues that gross income gives little indication of the money available to spend on tourism – rather, it is discretionary income that provides the best indicator: that is, the income left over when tax, housing and the basics of life have been accounted for.

Page and Connell (2009), indicate that the availability of the necessary finance is perhaps the most obvious variable influencing tourism demand. Income and expenditure are closely linked and it is possible to examine this relationship through statistics on economic trends and tourism activities in any country. As prices rise, demand reduces; similarly, if incomes rises and prices remain the same, then demand increases. Distribution of incomes: income generation is likely to influence domestic tourists visiting touristic sites in their own country. A skewed income distribution i.e. where there are relatively few wealthy and many poor households, is likely to limit the proportion of people who can afford to travel. In wealthier countries, a more equal income distribution among the citizens may result in a high overall level of tourism demand and a willingness to spend on tourism products by the domestic tourists.

Lumsdon (1997:42) as cited in Weaver and Lawton suggests that social class is ‘considered as one of the most important external factors, assessed primarily by occupation and level of income’. However, social class is an awkward concept in that there are numerous dimensions associated with power, money, prestige, culture and background. Statistical data suggest that professional occupations enjoy more active leisure activities. As tourism is price elastic i.e. a small price increases may result in many people seeking cheaper alternatives. On the other hand, as incomes are synonymous with occupational groups, these classifications have an influence on the domestic tourism patterns.
Subjective judgements associated with the upper, middle or working classes may also affect the nature and type of holiday as well as other aspects of life. Tourism destinations have traditionally been associated with certain social groupings and marketers are often charged with repositioning a destination as part of a wider tourism strategy.

On the other hand, those who do not participate in domestic tourism are more numerous among the lower income groups and also, added to this are the differences in the patterns of domestic demand within a country. Unemployment, tourism activity is not evenly distributed across all the social groups or geographically within a country.

2.3.1.3 Education and Mobility

Cooper C. et al (2008), argue that the level of educational attainment is an important determinant of travel propensity as education broadens horizons and stimulates the desire to travel. They argue that the better educated an individual is, the higher the awareness of travel opportunities and the higher the chances to information the individual is accessible for instance the media, advertising and promotions as provided by tourism stakeholders.

Personal mobility has also an important influence on travel propensity with regard to domestic holidays. The car is a dominant recreational tool for both international and domestic tourism as it provides door-to-door freedom, can carry tourism equipment and has an all-round vision for viewing. Therefore, ownership of a car stimulates travel for pleasure at all times (Cooper C, et al, 2008).
2.3.1.4 Gender

Page and Connell (2009), gender as an influence in tourism decision-making has not been widely researched on. Much on gender-related tourism concentrates on the employment patterns focusing on women as producers rather than consumers (Pritchard 2004). Clarke and Critcher (1985) argue, in the context of leisure participation that women have less leisure time than men, undertake fewer leisure activities and spend a higher proportion of their time and around the home and family. If this is accepted, then there are implications for gender to be an issue in tourism participation and motivation. For the women who have the responsibility for household organization and childcare, a self-catering holiday may not fully provide a means of escape from the home environment when this is an important motivator. On the other hand, if tourism is a family ritual, then it means all family members participate (Gladwell and Bedini 2004).

Tourism has witnessed the empowerment of women and the rise of the lone female traveler as Kinnaird and Hall (2004), argue women’s travel is often associated with high, mystical destinations or voluntary environmental work or just getting away from a career. Pritchard (2004) contends, the tourism industry is failing to meet the needs of female consumers, particularly business and lone travelers as tourism products are mostly promoted on family or couple basis. Men and women experience a different socialization process in leisure and this affect tourism behaviour, but Foo et al (2004) found out that women are more likely to take a passive role in strange environments than men and that men pursue a wider range of leisure opportunities in unfamiliar environments.
2.3.2 Economic Factors

Middleton et al. (2009), argue that the influence of economic variables in supporting tourism growth is obvious for leisure and holiday travel, but developed and growing economies also sustain large numbers of visits away from home for business purposes of all kinds. Weaver and Lawton (2006), indicate that the most economic factors associated with increased tourism demand is affluence. In general, the distribution and volume of tourism increases as a society becomes more economically developed and greater discretionary household income becomes more available.

Cooper C, et al (2008), argues a society level of economic development is a major determinant of the magnitude of tourism demand because the economy influences so many critical and interrelated factors. As a society moves towards high mass consumption stage, a number of important processes occur where the balance of employment changes from work in the primary sector (agriculture, fishing, forestry) to work in the secondary sector (manufacturing goods) and the tertiary sector (tourism). As this process unfolds, an affluent society emerges and the percentage of the population who are economically active increases from less than a third in the developing world to half or more in high mass consumption stage. With progress and as discretionary incomes, more demand for consumer goods and leisure pursuits such as tourism also increases.

2.3.2.1 Price

Middleton V, et al (2009), price represents cost to customers in terms of money, time and effort, is relative to their spending power and reflects the economic determinants for tourism demand. There is convincing evidence in tourism that in the short run, the price of a firm's products, or
the perceived price of a destination compared with those of competitors is the most important determinant governing the volume of demand.

Page and Connell (2009), the relationship between price and demand is an inverse one, where higher prices result in lower demand and vice versa, therefore tourism suppliers such as in the accommodation and transport sector may price their products independently. The demand for tourism is also influenced by other forms of expenditure associated with the holiday. While tourists are sensitive to the cost of a holiday and changes in price, a reduction may result in the perception of a lower quality product.

2.3.2.2 Personal Incomes

Page and Connell, (2009), the availability of the necessary finance is the most obvious variable influencing tourism demand. Incomes and tourism expenditure are linked and it is possible to examine this relationship through statistics on economic trends and tourism activity in any country. Tourism is considered price elastic, which means that consumers are sensitive to a price rise, where as prices rise, demand reduces, similarly, if incomes rise and price remain the same, then demand increases.

2.3.2.3 Distribution of Incomes

Income distribution is likely to affect demand. A skewed income distribution, where there are relatively few wealthy and many poor households, there is likely to limit the proportion of people who can afford to participate in domestic tourism. Research has shown that, there is a greater propensity for domestic tourism among the higher occupational and income groups. Those not participating in domestic tourism are more numerous among the lower income groups. As with
other aspect in the society i.e. unemployment, tourism activity is not evenly distributed across all social groups or geographically within a country (Page and Connell, 2009).

2.3.2.4 Value of Currency/Exchange Rate

Page and Connell (2009) a country’s exchange rate has a far reaching influence on tourism demand and is highly susceptible to exchange rate fluctuations that can alter the cost of a holiday. The potential consequences of changes in exchange rates are immediately acted upon by the tourism industry and travelers alike. Crouch (1994) as cited in Page and Connell (2009) identified the impact of unfavourable exchange rate to include less travel, a reduction in expenditure of length of stay and a reduction in spending by tourists.

2.3.3 Social Cultural Factors

Middleton et al (2009), indicate the general attitudes and behaviour of people towards holiday travel compared with other leisure products claiming their interest, time and money. Attitudes generally reflect the ideas, beliefs, aspirations and fears that people hold about their lives. Attitudes toward travel and tourism are subsets of wider views about peoples’ desired quality of life and how to achieve it. They vary according to different national cultures, the places people live and they are reflected and stimulated by the popular media. Attitudes can also be influenced by effective promotion and marketing is always most effective when it works with the grain of changing social attitudes and stimulate purchase.

Holloway C, et al (2009), states that people develop attitude towards destination where attitude is a mix of people’s emotional feelings about the destination and the rational evaluation of its merits, both of which together will determine whether or not to consider it a possible venue for
holiday. Theorists suggest that an individual’s lifestyle in general can be measured by looking at their activities- attitudes, interest and opinions about a given destination (A-I-O model).

2.3.4 Geographic Factors

Fyall et al. (2008), states that there can be no doubting the crucial role that tourist attraction has in the development and success of tourism destinations. At the most basic level, the tourist product work to attract tourists to an area while many also operate in a much broader sense as agents of change, social enablers and major income generators. Fyall et al. (2008), states that there can be no doubting the crucial role that tourist attraction has in the development and success of tourism destinations. At the most basic level, the tourist product work to attract tourists to an area while many also operate in a much broader sense as agents of change, social enablers and major income generators. Holloway C, et al (2009) chosen travel destinations is the outcome of factors such as distance, convenience and how much it costs to reach the destination by the domestic tourists. Differing climates in the destination areas will also result in variations in the kinds of travel demand.
2.4 Conceptual Framework

Demographic Factors
- Age
- Income Level & Social Class
- Education & Mobility
- Gender

Economic Factors
- Price
- Personal income
- Distribution of incomes

Social Cultural Factors
- Beliefs
- Attitude
- Tradition
- Religion

Geographic Factors
- Accessibility
- Topography
- Climate

Independent Variables

Demand for Domestic Tourism
- Number of domestic tourists

Political Stability

Intervening Variable

Dependent Variable

Figure 2.1: Conceptual Framework of the Independent Variables, intervening variable and Dependent Variable
CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter discusses research methodology that was used in the study. It focuses on the target population and the procedure of collecting data. The instruments used in collection of data are discussed and justified. It also focuses on the analysis and presentation of data.

3.2 Research Design

The research design was a descriptive survey. The study was highly descriptive in nature as it facilitated collection and in-depth analysis of data. Gray (2001) emphasizes the use of descriptive research method being a process of data collection in order to answer questions concerning the current status of the subjects being studied. This method is preferred because it makes enough provision for protection against bias and maximizes reliability (Kothari, 2003). The findings from the tourist’s hotels in Nyeri County were generalized and applied in all the hotels Kenya.

3.3 Population of the Study

There were 39 tourists’ hotels in Nyeri County and the target respondents were each manager of the 39 hotels.

3.4 Research Instruments

Mugenda and Mugenda (1999), suggest the use of questionnaires while undertaking research. Collection of data was done by use of questionnaires since they were objective. They were also more convenient to both the researcher and the respondents. The questionnaires contained both closed-ended and open-ended questions.
3.5 Validity and Reliability

Validity is defined as the accuracy and meaningfulness of inferences, which are based on the research results (Mugenda & Mugenda, 1999). In other words, validity is the degree to which results obtained from the analysis of data actually represents the subjects under study. According to Borg and Gall (1989), validity is the degree to which a test measures what it purports to measure. Borg and Gall argue that content validity of an instrument is improved through expert judgement. Hence the variables and data collection instruments were scrutinized by experts mainly my supervisors who ascertained their validity.

3.6 Data Collection Procedure

The researcher contacted managers in the tourists' hotels for an appointment with them. One questionnaire was issued to the manager in each hotel. The manager was given sometime to fill the questionnaire and collected later in the day.

3.7 Data Analysis and Presentation

The researcher used descriptive methods to analyze the data collected. The frequency, mean and mode of a given phenomena was analyzed and the information presented using different methods including frequency tables, percentages, pie charts and graphs. Discussions were then made based on the presented information.
CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF RESULTS

4.1 Introduction

This chapter presents the findings of the study according to the data collected from the respondents. The findings are presented in percentage tables, pie charts and graphs.

4.2 Response Rate

The researcher gave 39 questionnaires, 32 were returned, while 7 were not returned. This represents a response rate of 82% as shown in the table below: This response rate was considered adequate in this study.

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Cadre</th>
<th>Questionnaires administered</th>
<th>Questionnaires Returned</th>
<th>Percentage Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Managers</td>
<td>39</td>
<td>32</td>
<td>82%</td>
</tr>
</tbody>
</table>

Source: (Researcher, 2012)

4.2 Background Information

On the background information, the researcher enquired on the name of the hotel facility which was optional for the managers to indicate, classification as done by the Ministry of Tourism, the bed capacity, the ownership of the hotel and for the period the facility has been in existence.
4.2.1 Hotel Classification

As part of the background information, the study sought to know the classification of the tourist’s hotels as carried out by the Ministry of Tourism and whether the rating plays a role in determining the number of domestic tourists visiting the hotel facility. The findings of the study are shown in the pie chart below.

Figure 4.0: Classification of Tourist’s Hotels

![Classification of Tourist's Hotels Pie Chart]

Source: (Researcher, 2012)

It was revealed that majority of the tourist’s hotels in Nyeri County are either classified as one star or are unclassified. This was represented by 28%. The study also revealed that 3-star and 2-star hotels are not many as represented by 22% respectively. There are no 4-star and 5-star tourist’s hotels in Nyeri County as revealed by the study. This could have been as a result of the facilities and services offered by the owners of the tourist’s hotels that make the hotels not qualified to be classified at 4 or 5 stars.
4.2.2 Bed Capacity

The researcher sought to establish the bed capacity of the tourist’s hotels in Nyeri County. The findings showed that majority of the tourist’s hotels have a bed capacity of between 41-60 beds. This was represented by ten tourist’s hotels out of the thirty nine hotels. Tourist’s hotels with bed capacity of between 61-80 and 81-100 were 5 each while hotels with a bed capacity of between 0 – 20 were two only. The study also found out that there are only three tourist’s hotels with a bed capacity of over 100 beds. This information is represented in the graph below.

Figure 4.1 Bed Capacity

Source: (Researcher, 2012)

4.2.3 Type of Business Ownership

On the background information of the tourist’s hotels, the researcher sought to establish the type of ownership of the tourist’s hotel which could influence the number of domestic tourists using the hotels’ facilities. It was established that 47% of the tourist’s hotels were sole proprietorship type, while 19% were owned in partnership where two or more individuals pooled resources
together and established the hotel as a business. 34% of the tourist’s hotels were companies owned while none of the 32 tourist’s hotels were faith-based represented by 0% of the whole population. The table below shows the percentages of different types of ownership of the tourist’s hotels.

Table 4.2 Type of Business

<table>
<thead>
<tr>
<th>Type of business</th>
<th>Number of Tourist’s Hotels</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole Proprietorship</td>
<td>15</td>
<td>47</td>
</tr>
<tr>
<td>Partnership</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>Faith-based</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Others</td>
<td>11</td>
<td>34</td>
</tr>
</tbody>
</table>

Source: (Researcher, 2012)

4.2.4 Age of Tourist’s Hotel

As part of the background information, the researcher sought to know the age of the tourist’s hotels and whether age plays a significant role in attracting the number of domestic tourists visiting such establishments. The findings of the study are as represented by the pie chart below.
It was revealed that majority of the hotel facilities are between 21-34 years as represented by 34%, while those between ages 0-10 years and those that have been in existence for over 30 years were eight hotels each and were represented by 25% each. The remaining 5 hotel facilities have been in existence for between 10-20 years as represented by 16%.

### 4.2.5 Number of Tourists

The researcher sought to establish the number of both domestic and international tourists who visited the hotel facilities in the last one year. The findings showed that 54% were domestic tourists as compared to 46% of the tourists were international.
4.3 Demographic Factors

The main demographic factors included age, influence of children, income levels, social class, education level and gender. This is presented in the graph below:

**Figure 4.3: Demographic Factors**

![Graph showing the influence of different demographic factors on tourism demand](image)

Source: (Researcher, 2012)

This study revealed that the income level of the local people was the leading factor in determining the number of domestic tourists. Upto 20% of the domestic tourists who took part in tourism activities are shown to have done so because their income was high enough to allow them participate in tourism. It was followed by children who play a big role in influencing families to participate in domestic tourism as represented by 19%. Social class of the local people had an influence on domestic tourism as the study revealed as presented by 17%. On the other hand, age and gender had a minimal influence on the demand of domestic tourism as
represented by 12% and 11% respectively. In conclusion, income levels and children have a major influence on the demand of domestic tourism in Kenya.

4.4 Economic Factor

On economic factors, the researcher studied prices of tourism products, income levels, and exchange rate of the Kenyan shilling against other major world’s currencies. The researcher considered the role the factors played on the demand of domestic tourism in Kenya. She determined the strength of each economic factor and the results were as represented below:

4.4.1 Prices of tourism products

The study showed that 20 out of the 32 respondents studied agreed that prices of tourism products reduced the demand for domestic tourism. This represented 63% of the respondents. This sensitivity to tourism prices could be as a result of either low income among the local people or inhibitive prices of the tourism products. Figure 4.4 represents this finding.

Figure 4.4: Prices of Tourism Products

![Prices of Tourism Products](image_url)

Source: (Researcher, 2012)
These findings could also be attributed to the high cost of living as a result of the high inflation in the country. However, 37% of the respondents disagreed that the prices of tourism products did not reduce the demand for tourism products.

4.4.2 Income Levels

The researcher asked the respondents whether domestic tourism was limited to the high income earners alone and the response was as shown in the chart below:

Figure 4.5: Income levels

![Pie chart showing income levels](image)

Source: (Researcher, 2012)

More than half of the respondents disagreed with the statement. About 53% of the respondents disagreed that domestic tourism is a reserve for the rich only. This implied that even the middle and low income earners would still participate in domestic tourism. However, the respondents agreed that as income increased the demand for domestic tourism increased also. This was true at all levels of income earning. Upto 91% of the respondents agreed that increase in income increased the demand for domestic tourism, with 47% of them strongly agreeing with the
statement. Only 5% disagreed with 2% of them strongly disagreeing with the statement. About 4% neither agreed nor disagreed. This information is represented by the graph.

**Figure 4.6: Changes in income levels**

![Graph showing changes in income levels](image)

Source: (Researcher, 2012)

### 4.4.4. Strength of the Kenyan Shilling

Almost half of the respondents (46%) did not know whether the fluctuations of the Kenyan shilling in the money market had an effect on the demand for domestic tourism. This could be attributed to limited knowledge about the money market and its operations. About 31% of the respondents agreed that as the Kenyan shilling appreciated against the other currencies, the demand for domestic tourism increased. The other 23% of the respondents disagreed with the statement. From these results, it is therefore true that the strength of the Kenyan shilling against other currencies is important in the promotion of domestic tourism.
4.5 Social Cultural Factors

Under this heading, the researcher sought to establish the influence of social cultural factors such as beliefs, attitudes, modernity and religion on the demand for domestic tourism. Of the four social cultural factors studied, modernity had the highest influence on the demand for domestic tourism. It had about 29% influence on demand for domestic tourism, meaning that 29 out of every 100 domestic tourists were influenced to participate in tourism by modernity. Religion of the local people followed in influencing the demand for domestic tourism with 27%, while attitude and beliefs of the local people on tourism activities had 25% and 19% respectively. This information about the influence of the social cultural factors on the demand for domestic tourism is represented by the pie chart below:

Source: (Researcher, 2012)
These findings showed that all the four social cultural factors studied had a significant effect on the demand for domestic tourism as shown by the significant percentages in the chart above.

4.6 Geographic Factors

Under geographical factors, the researcher sought to establish the influence of four factors namely, accessibility of the tourist attractions, topography of the land where the attraction is located, proximity of the attraction from the market and the climate of tourists' sites.

The researcher found out that the four factors discussed in the study had a significant influence on the demand for domestic tourism in Nyeri County. Accessibility of the tourist’s attractions had the highest influence (at 28% of the respondents) on the demand for domestic tourism products in the County, while climate of the area came second with 25%. Proximity of the
attraction from the domestic source market and topography of the land where the attraction was situated followed with 24% and 23% respectively as indicated in the figure below.

**Figure 4.9: Geographic Factors**

![Bar Graph](image)

Source: (Researcher, 2012)

Individual geographic factors and their influence on the demand for domestic tourism in Nyeri County are discussed below.

**4.6.1 Accessibility of the tourist attractions**

About 84% of the respondents agreed that accessibility of the tourist attraction increased the number of domestic tourists visiting that attraction. This was very significant given that 46% of those who agreed did so strongly. Only 8% of the respondent disagreed with the statement while the rest did not know whether accessibility influenced the demand for domestic tourism or not.

The study finding on the accessibility of the tourist attractions is represented in figure 4.9 below:
Source: (Researcher, 2012)

4.6.2 Topography of the tourist’s destination

Over half of the respondents (53%) agreed that the topography of the land where the attraction was located determined the number of domestic tourists visiting that attraction. A significant percentage of the respondents did not know whether topography of the land had an impact on the number of domestic tourists in a given area. However, 16% of the respondents disagreed with the statement with half of them strongly opposed to the statement. This implies that majority of the local people would prefer an easy topography like gentle slopes to difficulty topography like a highly dissected one. This information is represented in the graph below on figure 5.0.
4.6.3 Proximity to Attraction

About 54% of the respondents agreed that the nearer the attraction to human settlement, the higher the number of domestic tourists visit the attraction. While 31% of the respondents did not know whether the proximity of an attraction had an effect on the demand for domestic tourism, the other 15% disagreed with the statement. These results show that nearness of an attraction to the source market favours that particular market. This could be attributed to the logistical issues involved in long distance travelling which also raise the cost of participating in domestic tourism. The costs incurred in visiting an attraction near the place of residence are less. The 15% who disagreed could have done so due to the familiarity of the attraction. They could have a feeling that they have not participated in a tourism activity since the site is very familiar to them. The response in percentage is represented in the graph below:
4.6.4. Climate of the Attraction’s Area

Source: (Researcher, 2012)
The study showed that climate significantly influenced the demand for domestic tourism in Nyeri County as 84% of the respondents agreed with the statement. Only 8% of the respondents disagreed with the statement since the other 8% neither agreed nor disagreed. The area of study is usually cold in some parts of the year while hot in other parts of the year. This could be the reason why climate affected the number of domestic tourists visiting the area. To conclude, accessibility had a major influence on the demand for domestic tourism.
5.1 Summary of Major Findings

Majority of the hotels in Nyeri County are classified as one star tourist’s hotels while an equal number of them are unclassified and majority of them are owned by individual entrepreneurs. As these hotels increased in rating, the number of domestic tourists decreased compared to their international counterparts. The study also showed that all the independent variables namely demographic, economic, social cultural and geographical factors significantly influenced the demand for domestic tourism in Nyeri County. On the respondents’ assessment, the domestic tourism industry was rated average meaning that a lot needed to be done to improve the current position of the industry.

5.2 Conclusions

All the independent variables i.e. demographic factors, economic factors, social cultural factors and geographic factors had a relationship with the dependent variable i.e. demand for domestic tourism.

Demographic Factors

Under demographic factors, more old people may have participated in tourism activities in Nyeri County, given that they may have earned and made some savings for a period of time. These people may also have more time to participate in tourism activities since they may have retired from their jobs. This is unlike the young people who are occupied in for much of their time at their work place. In terms of responsibilities, the people in their advanced ages may have fewer
responsibilities because their children could be grownups. On income levels, people in all income levels participate in domestic tourism in one form or the other. However, as income increases, the demand for domestic tourism increases as people want to engage in a variety of tourism activities at different attraction sites and facilities. Income level also is a major determinant of a social class of people, and these social groups for instance ‘chamas’, partying groups and friends may regularly participate in tourism activities such night outs, retreats and picnics.

The number and age of children in a family may play a vital role in the choice of a tourism destination and the activities engaged into. For instance, school going children may limit the family trips to only during the school holidays. Infants on the other hand may limit the activities engaged into to indoor ones since they may not be exposed to extreme weather conditions. The level of education contributes to participation in domestic tourism as it broadens horizons and stimulates the desire to travel. As one climbs the education ladder, the more he/she becomes aware about different attractions and opportunities to travel and therefore increased to participating in tourism activities. These people are also exposed to a lot of information from the media, social networks, advertising and promotions as provided by tourism stakeholders.

Mobility of the local people has also an important influence on the demand for domestic tourism. For instance people who own cars are likely to participate in one form of tourism or the other since they are likely to travel from one destination to the other.

**Economic Factors**

On economic factors, high prices of tourism products reduce the demand for domestic tourism. As the prices increase, people sought other alternatives of relaxation which do not fall under tourism. High inflation rates in the economy raise the cost of living which in turn reduces the
demand for tourism activities since people spend much of their money on acquiring the basic needs. They may also spend much of their time in other income generating activities to complement their basic income, thus leaving no time for domestic tourism. In essence tourism is a luxurious activity and people only participate in it after meeting all their basic needs.

**Social Cultural Factors**

Beliefs and attitude of the local people towards tourism do not reduce the demand for domestic tourism. The people’s beliefs and attitude towards tourism favour their participation, meaning they are ones that encourage participation in tourism activities. This is because much of the old beliefs and attitudes that were not in favour of domestic tourism have been replaced by modernity. Such modern issues like globalization, gender equality, social networks and human freedoms have encouraged more local people to participate in tourism. Modernity among all other social cultural factors has influenced more people into domestic tourism thus raising the demand for domestic tourism products. Modernity in this case therefore, can be considered to be a departure from the traditions of the local people to a new school of thought where domestic tourism is not only accepted but also encouraged.

**Geographic Factors**

On geographic factors, the accessibility of a tourist attraction is vital in determining the number of people that visit that attraction. Accessible destinations receive more tourists than inaccessible ones. Such destinations like the mountain tops may require advanced skills and equipment which may limit many would-be tourists from accessing them. Other destinations like parks where there are passable roads are visited more frequently and by a large number of people. This also applies to the topography of the land where extremely rugged terrains may not favour frequent visits by the local people. Proximity of an attraction site from the local market influences the number of
domestic tourists in an area where attraction sites near settlements are more visited than those far from the settlements. This can be attributed to the less costs involved in visiting near destinations compared to the far ones. Finally, areas with favourable weather conditions are more frequented by local tourists than sites with extreme weather conditions such as very cold or very hot conditions. Climate may also contribute to seasonality of domestic tourism where there are more tourists during some weather conditions and fewer tourists during other weather conditions.

5.3 Recommendations
Awareness about the existence of various tourists’ attractions in an area is a key element in its promotion as a tourist destination. The players in the tourism industry should therefore create awareness among the local people about the existing attractions to create the demand for them. Further, tourism education would be important in promotion of domestic tourism where it is offered in schools and colleges as well retraining of the players in the industry through seminars and workshops. Emphasis on the need for the participation of the local people in the tourism activities would also be vital in promoting domestic tourism.

There is also need to improve accessibility to tourist’s destination areas through development of reliable infrastructure such as passable roads, airstrips and communications means to and inside the tourist destinations. This would ease travelling to the destinations thus encouraging more people to visit the places. Packaging of the tourism products into a tailor made, appealing and affordable package would be important in raising the demand for domestic tourism, in that buying of the package would be cheaper than buying the individual products differently.
The players in the industry should ensure that domestic tourists receive equivalent services for same prices as their foreign counterparts. A feeling of discrimination in the tourism industry where the foreign tourists may seem to receive superior services at equal prices with domestic tourists may lower the demand for tourism products among the local people.

Finally, all necessary efforts should be made to raise domestic tourism to a level where it matches the international tourism in prestige and revenue, as well as cushioning it off from sensitivity to threats and seasonality from the international source markets. This is the level where the domestic tourist is equal to her international counterpart in all treatments.

5.4 Areas for Further Research

More research should be carried out to find out the factors influencing demand for domestic tourism. This could shed more light on the demand for domestic tourism and the measures that need to be put in place so that domestic tourism can be at par with her international counterpart. A similar study need to be carried out in other tourism facilities like travel agencies, tour companies, ranches and conservancies and the Kenya Wildlife Service to give more information on how the service sector can be improved.
REFERENCES


The Manager,

Name of Hotel: __________________________

Thro’

KENYATTA UNIVERSITY

NYERI CAMPUS

Dear Sir/Madam,

RE: AUTHORITY TO CONDUCT RESEARCH

I am a student at Kenyatta University undertaking a master degree in Business Administration and it is a requirement for me to conduct an academic research before I graduate. As such, I will be conducting research on the “Factors Influencing the Demand for Domestic Tourism in Kenya”. I have chosen your organization as one of the respondents during the research.

Through this letter, I kindly request you to fill in the questionnaire that is attached here. I wish to assure you that the information obtained will be used for academic purposes only and that it will be treated with utmost confidence.

Thank you in advance,

Sharon Wanjiru Mugo (0720-439758)

D53/NYI/PT/21994/2010
Appendix I: Questionnaire

Section A: Background Information

1. Name of hotel (optional)

2. Classification

3. Bed capacity

4. Ownership

   Sole proprietorship [ ]

   Partnership [ ]

   Faith - based organization [ ]

   Others, specify

5. Age of the facility

   Below 10 years [ ]

   10 -20 [ ]

   21 - 30 [ ]

   Over 30 years [ ]

6. a) How many international tourists visited the hotel last year? ________________

   b) How many domestic tourists visited the hotel last year? ________________
 Factors Influencing the Demand for Domestic Tourism in Kenya (Nyeri County)

Scale where:

1= Strongly Disagree 2= Disagree 3= Neither Agree nor Disagree 4= Agree 5= Strongly Agree

Section B : Demographic Factors

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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Young people aged between 18-35 participate in domestic tourism than those aged 35 years and above</td>
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</tr>
<tr>
<td>2. Children have an influence on family trips to domestic tourism destinations</td>
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<tr>
<td>3. Income levels of Kenyans influences the number of domestic tourists</td>
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<tr>
<td>4. Social groups of Kenyans influences the number of domestic tourists</td>
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</table>
5. Education has an influence on the number of domestic tourists.

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6. Gender plays a vital role on the demand of domestic tourism in Kenya

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**Section C: Economic Factors**

1. High prices in the tourism industry significantly reduce the demand for domestic tourism

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2. As incomes increase, the demand for domestic tourism increases.

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3. Only high-income earners participate in domestic tourism

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4. Strength of the Kenyan shilling against other major world’s currencies raises the demand for domestic tourism

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**Section D: Social Cultural Factors**

1. Beliefs of the local people reduces the demand for domestic tourism

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2. Attitude of the local people towards tourism hinders lowers demand for domestic tourism

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</table>
3. Departure from traditions has boosted the demand for domestic tourism

4. Participation in religious activities increases the number of local people visiting an area.

### Section E: Geographic Factors

1. Accessibility to tourist’s attractions boost the demand for domestic tourism in Kenya

2. Topography of an area enhances accessibility to tourist’s attraction sites.

3. Nearness of an attraction site to settlement increases the number of people visiting it

4. Climatic condition of an area determines the number of domestic tourists in the area
SECTION F

How would you rate the current performance of domestic tourism in Kenya?

Poor □  Good □  Average □  Very Good □

In your own opinion, what measures should be taken to improve domestic tourism in Kenya?

i. ........................................................................................................................................

ii. ........................................................................................................................................

iii. .......................................................................................................................................... 

iv. .......................................................................................................................................... 

v. ...........................................................................................................................................
Appendix II: List of Respondents

1. White Rhino Hotel
2. Green Hills Hotel
3. Outspan Hotel
4. Treetops Hotel
5. Westwood Hotel
6. Aberdare Country Club
7. Sangare Tented Camp
8. The Ark
9. Central Hotel
10. Ibis Hotel Nyeri
11. Eland Hotel
12. Mountain Palace Hotel
13. Batian Grand Hotel
14. Starbucks Hotel Karatina
15. Naro Moru River Lodge
16. Blue-line Hotel
17. Mount Kenya Leisure Lodge
18. Bantu Mountain Lodge
19. Sere Enkang
20. Ibis Hotel Karatina
21. Maru A Hotel
22. Maru B Hotel
23. Mpeta Guest House
24. Rhino Watch Hotel
25. Naro Moru Safari Camp Hotel
26. Paresia Hotel
27. Beavers Guest Hotel
28. Naro Moru Mountain View Hotel
29. Sharbeen Hotel
30. Choma Village Hotel
31. Itara Garden Hotel
32. Ivory Hotel
33. Wind Lodge
34. Fig Tree Hotel Othaya
35. Imperial Hotel
36. Africana Hotel
37. Unity Hotel
38. Ivory Coast Hotel
39. Highway Hotel