THE EFFECTIVENESS OF EXHIBITION EVENTS IN PROMOTING THE TOURISM INDUSTRY IN NAIROBI CITY COUNTY, KENYA

BY

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T129/25651/2013

A THESIS SUBMITTED IN FULFILLMENT FOR THE AWARD OF THE DEGREE OF MASTER OF SCIENCE IN TOURISM MANAGEMENT IN THE SCHOOL OF HOSPITALITY, TOURISM AND LEISURE STUDIES OF KENYATTA UNIVERSITY

FEBRUARY, 2019
DECLARATION

Declaration by the Candidate

This thesis is my original work and has not been presented for a degree award in any other University.

Signature __________________________ Date____________________

Mesa Juliet Magoma – T129/25651/2013

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DEDICATION

To my dear husband Shem Okiomeri and children Seibath Sam and Beila Kwamboka: thank you for your understanding, support and unconditional love throughout the study period.
ACKNOWLEDGEMENT

I give thanks to God Almighty for the strength and good health throughout the study period. My heartfelt gratitude goes to my loving parents Mr. Zablon Mesa and Mrs. Eunice Mesa and my dear siblings for their concern, encouragement, and support towards this noble course.

Special thanks to my supervisors Dr. Alice Nzioka and Ms. Jane Bitok for their invaluable guidance. I would also like to thank Dr. Teresa Kinuthia for her guidance when overseeing my corrections; your input was of great value. My gratitude goes to my friends Elvine Kwamboka and Innocent Ngare, your encouragement and support kept me going. I am sincerely grateful and I wish you well in all your endeavors.

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**ABBREVIATIONS AND ACRONYMS**

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<tr>
<td>AIME</td>
<td>Asia Pacific Incentive and Meetings Expo</td>
</tr>
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<td>AMEX</td>
<td>Africa MICE Expo</td>
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<td>DMO</td>
<td>Destination Marketing Organization</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>GoK</td>
<td>Government of Kenya</td>
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<td>IAEE</td>
<td>International Association for Exhibition and Events</td>
</tr>
<tr>
<td>ICCA</td>
<td>International Congress and Convention Association</td>
</tr>
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<td>ICT</td>
<td>Information and Communications Technology</td>
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<td>KICC</td>
<td>Kenyatta International Convention Centre</td>
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<td>KNBS</td>
<td>Kenya National Bureau of Statistics</td>
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<td>KTB</td>
<td>Kenya Tourist Board</td>
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<td>MICE</td>
<td>Meetings, Incentives, Conferences and Exhibitions</td>
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<tr>
<td>MKTE</td>
<td>Magical Kenya Trade Expo</td>
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<tr>
<td>NACOSTI</td>
<td>National Council of Science, Technology and Innovation</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organization</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package of Social Sciences</td>
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<tr>
<td>UAE</td>
<td>United Arab Emirates</td>
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<tr>
<td>UNWTO</td>
<td>United Nations World Tourism Organization</td>
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<tr>
<td>USD</td>
<td>US Dollar</td>
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<td>WTTC</td>
<td>World Travel &amp; Tourism council</td>
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OPERATIONAL DEFINITION OF TERMS

Conferences  Participatory Meetings for the purposes to exchange views, fact-finding, or convey a message on specific topics regarding some area of interest

Exhibitions  Marketing events where companies and organizations display their promotional materials, products or services.

Meetings  Gathering by a number of people in for a specific purpose

Attributes  A characteristic quality of a place or something that makes it unique

Destination  The geographic region that has public facilities, tourist attraction, interrelated society, and complementary services for the realization of tourism

Effectiveness  The potential for something to produce successful and desired results

Exhibitor  Someone who displays items of interest for people to see at an exhibition

Expectations  The feeling and the strong belief that something good will happen

Events  These are organized occasions such as meetings, seminars, conventions, exhibitions, and other special events.
ABSTRACT

The study sought to determine the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County, Kenya. Kenya’s leisure tourism has suffered suppressed performance due to insecurity challenges and negative travel advisories resulting in decline on tourism revenues and visitor numbers. Thus the need to focus on harnessing the full potential of tourism especially by targeting exhibition events segment to aid in the county’s tourism promotion. The objectives of the study included to: determine the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County; investigate the motivational factors that influence exhibition event participation and how they influence tourism industry promotion in Nairobi City County; examine the main attributes that influence exhibition events participation and their role in tourism industry promotion to Nairobi City County and to determine the influence of exhibition event participation experience on the participants’ overall satisfaction to Nairobi City County. The study used a cross-sectional descriptive design. The study population comprised of all exhibition events participants in Nairobi City County with the use of a sample size of 384. The study was carried out in Nairobi City County, specifically at KICC, the Sarit Expo Centre, and Radisson Blu Hotel. Data collection was by the use of questionnaires and interview schedules. The collected data were processed and analyzed using means, frequencies, averages, percentages, standard deviations, content analysis and chi-square. The Results from the study were presented in graphs, tables, and charts. Study findings indicated that exhibition events are held monthly, quarterly, biannually and annually and they attract participants from all over the world. Majority of the respondent agreed that exhibition events are an effective tool for promoting the tourism industry. The exhibition events can be used to create additional tourism demand, increase visitor numbers, and stimulate travel for lots of people. They can also create country’s tourism brand awareness and as means to advertise a country’s tourism offering. From the findings, the respondents indicated generating sales, gaining competitive advantage, identifying potential customers, education benefits networking, and gathering information for future purchases as the main motivations for attending exhibition events. Destination safety and security, market coverage of the exhibition, venue accessibility and location, destination image and attractions were cited as the main attributes influencing exhibition participation. The study concluded that exhibition events have the potential of being used in promoting the tourism industry in Nairobi City County. To be successful in attracting events tourism, there is a need for the destination to develop and maintain up to standard infrastructure and facilities and also ensure the safety and security of its customers. To remain competitive the study recommends that: tourism marketers should harmonize the communication mix and embrace wholesomely the use of new technologies especially the use of social media together with exhibition events marketing to promote the tourism industry; the government in collaboration with the private sector need to work on event venues available in the destination and ensure they conform to international standards to enable the industry to meet the expected demand.
CHAPTER ONE: INTRODUCTION

This chapter looked into the background of the study, statement of the problem, the purpose of the study, research objectives, research hypotheses, significance of the study, limitations of the study and the conceptual framework.

1.1 Background of the Study

Travel and Tourism is one of the largest and fastest growing economic activities significant to most countries in the world (World Tourism Organization, 2017). Despite the unpredictable uncertainties and ever-increasing terrorist attacks, political instability, to health pandemics, the travel and tourism industry is still resilient (Crotti and Misrahi, 2015). According to Du, Lew and Ng (2016), the industry has been instrumental in economic and social development worldwide, with benefits such as opening up countries for trade, business, capital investment and job creation.

In the globe, the tourism industry contributed 3.7% to Gross Domestic Product and supported (1,137,000 jobs) 9.0% of total employment in the year 2017 (World Travel & Tourism Council, 2018). In Africa, the industry contributed USD177.6 billion to Gross domestic product and directly supported 9,297,000 jobs (2.6% of total employment) in 2017 (WTTC, 2018). In Kenya, the industry’s total contribution to Gross domestic product was KES 682.0 billion (9.8%) and supported (1,072,500 jobs) 9.2% of total employment in 2016 (WTTC, 2017).

In the tourism industry, Meetings, Incentives, Conferences and Exhibitions (MICE) tourism is the fastest and largest growing segment of the modern tourism sector. It is a special tourism market that holds out great promises for the continued growth of the
The segment is considered one of the advantageous international tourism markets, being tapped into as a measure for national building, destination marketing and economic development (Andrades and Dimanche, 2017). Horner and Swarbrooke (2016) observed that the growing role of events in tourist offers is as a result of the increasing interest in travel related to participation in a specific event.

In Kenya, Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism is being promoted as part of the key areas of economic development sectors for realizing the country’s Vision 2030 (Waweru and Jebotip, 2016). Maingi, Odunga, Belsoy and Nthinga (2011), also acknowledged that MICE tourism can be used as an alternative tourism strategy for the development and diversification of the tourism industry in Kenya. Mihajlović (2017) also stated that within MICE tourism is a vital and fast-growing sector that has a significant interaction with the tourism industry.

According to the International Congress and Convention Association (ICCA, 2015), Kenya has been rated the most preferred conference tourism destination in Africa second after South Africa and position 56 globally. The ranking is a boost to Kenyan tourism industry that has had suppressed performance due to terrorist attacks, putting pressure on visitor numbers and tourism revenues (Kenya National Bureau of Statistics, 2016). Cirikovic (2014) observed that tourism destinations are faced with stronger competition due to the highly complex environment and globalization. Therefore, there is a need for new methods and ways to help in the achievement of a sustainable competitive advantage and it’s through business tourism. Cucculelli and Goffi (2016) argues that a tourism
destination is deemed truly competitive when it has the capacity to increase its tourism revenues and increasingly attract visitors in a sustainable way.

According to the Global Association of the Exhibition Industry (UFI, 2014), there are approximately 31,000 exhibitions taking place annually in the globe. According to its statistics France, the USA, Germany, Italy, and China, are the top five countries in terms of total indoor exhibition space. The Regional exhibition space available in Europe, North America, Asia, S. America, Middle East, and Africa is 48%, 24%, 20%, 4%, 2%, and 2% respectively. The African continent controls only 2% of the exhibition space in the globe, this shows that the continent is yet to exploit fully the benefits of the exhibition industry. This means that Kenya has to put in place proper strategies to be able to benefit from the 2% market share that Africa enjoys to be able to realize its vision.

According to Kariuki (2016), the developed countries have seen significant growth in the exhibition industry and the countries termed as developing are also beginning to claim their share. There is no doubt that Kenya is enjoying the market’s benefits to the economy. The country played host to local and international exhibition and trade show events that attracted exhibitors and visitors from across the globe. An example is the seventh edition Magical Kenya Travel Expo (MKTE), organized by the Kenya Tourism Board in September 2017. The event hosted overseas source markets and brought together travel agents, tour operators and hoteliers (Magical Kenya, 2017).

Jin and Weber (2013) observed that exhibitions are being extensively and increasingly used as an important part of marketing strategies. According to Rogers and Davidson (2015), exhibition events normally happen for a few days to a week and generate a high level of demand for travel, catering and accommodation and other hospitality services in
the host cities. These events can be used to boosting visitor numbers and destination appeal through developing a distinctive selling proposition that sets apart the destination from its competition (Pike and Page, 2014). This is because they are made up of a market segment of people motivated and interested to travel to attend events, in which they later become tourists (Getz, 2008).

Promoting exhibition events is crucial in communicating to potential visitors about the destination’s tourism product and services, thereby increasing the demand for the tourism industry (Benur and Bramwell, 2015). Therefore, a destination that wishes to realize the full potential of its tourism industry should make use of exhibition events as a potential promotional strategy (Zetiu and Bertea, 2015). The above background forms a basis on which the study seeks to find out the effectiveness of exhibition events as a tool for tourism industry promotion in Nairobi City County, Kenya.

1.2 Statement of the Problem

Kenya’s tourism industry is the most diverse and biggest in East and Central Africa and second largest foreign exchange earner. It has different tourism offerings including a range of niche products such as the meetings, incentives, conferences, and exhibition segment (Oxford Business Group, 2016). However, according to the economic survey 2016 carried out by the Kenya National Bureau of Statistics, the performance of the tourism sector was observed to be declining.

The number of international tourist arrivals decreased by 11.2 percent, with tourism earnings decreasing by 2.1 percent in 2013 (KNBS, 2014). The number of international tourist arrival in the year 2014 reduced by 11.1 percent, with tourism earnings declining
by 7.3 percent (KNBS, 2015). Similarly, in 2015 the international tourist arrivals decreased by 12.6 percent, with tourism earnings declining by 2.9 percent (KNBS, 2016).

The hotel market declined by 7.1% in the year 2014, and there was a decrease in bed-nights occupancy from 6,281.6 thousand in 2014 to 5,878.6 thousand in 2015 (KNBS, 2016). The sector’s suppressed performance was mainly due to insecurity challenges mainly associated with terror attacks and negative travel advisories putting pressure on visitor numbers and tourism revenues (Forster, 2015). Therefore, an effort is needed to promote Nairobi City County’s tourism industry, to recoup the tourist numbers and increase tourism revenues.

Table 1.1: International Visitor Arrivals by Purpose of Visit, 2011-2017

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<tr>
<td>Holiday</td>
<td>1,319,900</td>
<td>1,219,100</td>
<td>1,103,800</td>
<td>976,900</td>
<td>844,800</td>
<td>962,600</td>
<td>991,700</td>
</tr>
<tr>
<td>Business</td>
<td>232,100</td>
<td>236,100</td>
<td>190,200</td>
<td>166,900</td>
<td>158,600</td>
<td>180,000</td>
<td>198,700</td>
</tr>
<tr>
<td>Transit</td>
<td>72,900</td>
<td>91,800</td>
<td>86,100</td>
<td>89,200</td>
<td>66,400</td>
<td>71,500</td>
<td>84,900</td>
</tr>
<tr>
<td>Other</td>
<td>198,000</td>
<td>163,800</td>
<td>139,500</td>
<td>117,500</td>
<td>110,700</td>
<td>125,600</td>
<td>173,500</td>
</tr>
<tr>
<td>Total</td>
<td>1,822,900</td>
<td>1,710,800</td>
<td>1,519,600</td>
<td>1,350,400</td>
<td>1,180,500</td>
<td>1,339,700</td>
<td>1,448,000</td>
</tr>
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However, the tourism sector shows resilience despite the numerous challenges it’s facing. The sector for the first time since the year 2012, showed improvement as earnings went up by 17.8% from KES 84.6 billion in the year 2015 to KES 99.7 billion in the year 2016. Similarly, international visitor arrivals rose in number by 13.5% to 1,339.7 thousand in
2016 (KNBS, 2017). The international conferences held increased in number by 4.1% from 218 in 2015 to 227 in 2016. Likewise, the number of local conferences held increased by 17.4% from 3,199 in 2015 to 3,755 in 2016.

These improvements could be attributed to security improvement, aggressive marketing in the international and domestic markets. This is also as a result of Nairobi City County hosting successful high-profile international conferences such as; the sixth Tokyo International Conference on African Development and the fourteenth session of the United Nations Conference on Trade and Development. These events resulted in 13.5 percent improvements on the overall growth of international visitor arrivals to 1,339.7 thousand in 2016 (KNBS, 2017). However, more efforts are needed in promoting Kenya’s tourism industry and enhancing Nairobi City County’s image as a preferred tourist destination to the world.

Despite the size and impact of the exhibition industry, there is limited research on this particular segment as most researches related to the MICE tourism are mostly focused on the conventions or meetings industry (Jin and Weber, 2013). Studies done on exhibitions have mostly dealt with trade show performance, focusing on the exhibitors and organizers perspectives and the effectiveness of exhibitions as an organizational marketing communication tool (Situma, 2012; Kellezi, 2014). Rogerson (2015) observed that most countries in Africa’s tourism policies on destination development and marketing are focused mainly at leisure tourism and overlook the significance and potential of business tourism.
Leisure tourism in Kenya is being impacted by the current global perceptions of the country’s security situation, therefore, the exhibition segment has a great potential to help diversify the country’s tourism offering (Oxford Business Group, 2016). Etiosa (2012) also adds that, due to the increasing competitiveness amongst tourists destinations, promotion of exhibition events can be used as a measure for economic development, destination marketing, and nation-building. This presents a need for research on the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County, Kenya.

1.3 The Purpose of the Study
This study was motivated by the rising prominence of the exhibition industry especially in Kenya and targeted to examine the effectiveness of exhibition events, towards tourism industry promotion in Nairobi City County, Kenya.

1.4 Objectives of the Study
1.4.1 General Objective
To examine the effectiveness of exhibition events as a method of tourism industry promotion in Nairobi City County Kenya

1.4.2 Specific Objectives
1 To determine the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County
2 To investigate the motivational factors that influence exhibition event participation and how they influence tourism industry promotion in Nairobi City County
3 To examine the main attributes that influence exhibition events participation and their role in tourism industry promotion to Nairobi City County
4 To determine the influence of exhibition event participation experience on the participants’ overall satisfaction to Nairobi City County

1.5 Research Hypotheses

The study had the following hypothesis:

$H_1$ There is a significant relationship between exhibition events participation and tourism industry promotion in Nairobi County

$H_2$ There is a significant relationship between participants’ demographics and participation in tourism and leisure activities in Nairobi County

1.6 Justification and Significance of the Study

The tourism industry is a crucial sector in the country’s economy and one of the sectors through which Kenya can achieve its economic development goals. Despite the decline in visitor numbers and tourism revenues in Kenya, the tourism industry still draws many tourists. Therefore, there is a need for Nairobi City County to include exhibition events in its tourism industry promotion strategy.

Whilst Kenya’s tourism sector is driven largely by safari visitors, the MICE tourism is a lucrative form of tourism whose potential has not been fully exploited. Thus the County of Nairobi needs to focus on harnessing the full potential of MICE tourism and especially targeting exhibition events in its tourism industry promotion.

Results of this study will have great implications to the government of Kenya and particularly the Ministry of Tourism, Kenya Tourism Board, and Kenyatta International Convention Centre as well as the exhibition industry stakeholders in Nairobi County, Kenya. The findings will give insights on how the government can align tourism and
major events strategies to promote the tourism industry growth. The stakeholders in the exhibition industry will gain insights into this sector. This will enable them to formulate effective strategies to enable them achieve their business objectives in this competitive market segment. To academia, the study contributes greatly to the existing literature as well as form a base for future research on the topic.

1.7 The Scope of the Study

The study focused on the effectiveness of exhibition events in promoting the tourism industry. The study was carried out in Nairobi City County with data collection at live exhibition events that were held at KICC, The Sarit Centre and Radisson Blu Hotel. The study was delimited to exhibition managers, exhibitors, and visitors attending exhibition events in Nairobi City County.

1.8 Limitations of the Study

Kenya’s tourism industry’s business sector comprises of Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism. However, the study scope was only limited to the exhibition event segment and its effectiveness in promoting the tourism industry in Nairobi City County. The findings of this study may therefore not be generalized on the whole MICE tourism sector and to other counties in Kenya. Therefore, further research covering all Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism segments can be done in Nairobi City County and other Counties. This will help determine how these events can be used to promote the tourism industry in Kenya. The study encountered the limitation of there being no database for the exhibition market; this could be due to there being no convention and visitors bureau in Kenya. However, this
limitation was overcome by using relevant data from published tourism reports to create statistics that were used for the study.

1.9 Conceptual Framework

![Conceptual Framework Diagram]

Figure 1.1: Conceptual Framework

Source: Developed by Researcher, (2018)

The study was based on the interrelation of different variables and their interactions. The start point is the exhibition events participation as the independent variable. The tourism industry promotion, as the dependent variable, and destination attribute and participants’ satisfaction, and expectations as the moderating variables.

Ahani (2013) cited that, participation in exhibition events is considered an important aspect of promoting sales in business. It presents an opportunity for companies to achieve their marketing goals and to consolidate their position in the market. The marketing and academic practitioners recognize exhibitions as a vital marketing tool, which can considerably influence the destination’s capacity to remain competitive in the global
business market (Kellezi, 2014). Promotion is a critical element in tourism marketing and it’s important in improving its competitive advantages (Pike and Page, 2014).

Cirikovic (2014) also cited that, promotion is intended to provide support for the placement of products in the tourism market, and to create awareness about them and most importantly to position them in the market place. According to Petrova (2014), exhibition events play a special role in the promotional mix as exhibitors provide the necessary information through the various communication techniques to customers. The events can encourage tourism development and eventually become a crucial marketing tool while increasing the destination’s attractiveness and competitiveness (Connell, Page and Meyer, 2015). Therefore, it is important to have the exhibition events as a fundamental part of the marketing communication strategy (Kellezi, 2014).

Destination attributes are very critical for event planners and the host destination and they form the main factors which predominantly influence a person’s expectation of that destination (Kim, 2014). These attributes are the fundamental motivations for particular traveling behavior and play a vital role in understanding tourist decision-making process as well as assessing their expectations and satisfaction (Pratminingsih, Rudatin and Rimenta, 2014). Understanding the visitors’ motivations to participate in exhibition events is important for better planning, promotion and positioning of the event as well as meeting the visitors’ expectations and satisfaction (Matejevic, Wallrabenstein and Ristic, 2014). Therefore, Nairobi City County tourism industry marketers need to have a thorough understanding of event participants travel motivations. This will enable them to develop effective marketing strategies that will ensure customer satisfaction.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction
This chapter reviewed the literature relating to the theoretical and empirical underpinnings concerning the exhibition events in tourism industry promotion. The chapter covered the theoretical framework, the empirical review and finally the summary of literature gaps.

2.2 Theoretical Framework
The study adopted the motivational theory and competitiveness theory.

2.2.1 The Motivation Theory
Motivation has received attention from tourism academics due to its significance in product development, market segmentation, advertising and positioning (Avgousti, 2012). Due to the importance of understanding travel motivation decision-making process, various theories have been developed to explain why travelers choose a destination. A useful and generally accepted theory used to examine travel motivation is the motivation theory of push and pull factors (Yousefi and Marzuki, 2015).

The idea behind this theory is that people are pushed to travel by internal forces and a pulled from external forces putting into consideration various destination attributes (Michael, Wien and Reisinger, 2017). The push factors are related to the desire to travel such as the desire to escape and relax, prestige, exploration, social interaction and education (Baniya and Paudel, 2016). The pull factors are related to the destination’s qualities such as the natural scenery, cultural attractions, destination infrastructure, and the destination safety and quality. They stimulate and attract travelers to a specific
destination (Leong et al., 2015). According to Caber and Albayrak (2016), the advantage of approaching travel motivations from the view of the push and pull factors is to understand the importance of destination attributes as part of travel motivational factors and in understanding tourists’ behavior.

It is also important to understand the event tourism experience holistically from travel motivations as this influences participants’ future behavior (Stylos, Vassiliadis, Bellou and Andronikidis, 2016). According to Panfiluk (2015), the growing role of events in tourist offers is the result of the increasing interest in travel related to participation in a specific event. Thus, participation in the event becomes one of the main motivations for tourist travel to a region (Whitfield, Dioko, Webber and Zhang, 2014). In this case, the motivation theory is useful for tourism marketers to examine the trends in travel motivation. This will enable them in the planning and presenting a wide array of attractions and tourist services that meet travelers’ needs (Horner and Swarbrooke, 2016).

2.2.2 The Competitiveness Theory

Competitiveness is one of the commonly used concepts in the national policy strategies and frameworks especially when discussing growth (Voinescu and Moisoiu, 2015). The tourism industry is often viewed as a significant engine for the economic development and growth of most countries (Meyer, de BRUYN and Meyer, 2017). Ekin and Akbulut (2015) observed that, with the rapid growth in the tourism industry, competitiveness has a critical has a critical impact on a destination’s tourism performance.

According to Dimoska and Trimcev (2012), competitiveness is the ability of a destination to remain competitive through satisfying customer expectations. Angelkova, Koteski, Jakovlev and Mitrevska (2012) stated that to sustain competitiveness, the tourism
destinations need to continually improve their tourism offerings. Therefore, determining destination competitiveness is vital in maintaining a favorable market position of a destination compared to its competitors (Hanafiah, Hemdi and Ahmad, 2016).

A tourism destination is dimed truly competitive when it can increasingly attracting visitors while providing them with memorable satisfying experiences (Kim, 2014). To be able to compete effectively in the market, tourism destinations need to adapt to the changing market trends through the use of effective marketing strategies (Vellas, 2016). As tourism destinations are faced with stronger competition due to a highly complex environment and globalization. There is a need for new methods and ways to achieve a sustainable competitive advantage and it’s through business tourism (Cirikovic, 2014).

Dragicevic, Jovicic, Blesic, Stankov and BosKovic (2012) cited that within business tourism, the exhibition segment plays a significant role in enhancing and promoting a destination’s competitiveness. Armenski, Dwyer and Pavlušković (2018), supported that linking product development and marketing is essential in enhancing the destinations’ tourism appeal as well as strengthening its competitive position. Therefore, the planning and promotion of tourism destinations should be guided by a careful analysis of the destinations’ development strategies and competitive factors (Dwyer, Dragićević, Armenski, Mihalič and Knežević Cvelbar, 2016). Therefore, this study adopted the competitiveness theory. This is because exhibition events are crucial tourism motivators and are vital in increasing the destination’s attractiveness and competitiveness (Connell et al., 2015).
2.3 Empirical Review

2.3.1 Overview of Events Tourism

Events are well planned special celebrations by different private organizations or public institutions, organized for business purposes (Etiosa, 2012). These events include “MICE” tourism an acronym which includes Meetings, Incentives Conferences, and Exhibitions (Sumithra and Mishra, 2016). According to Song, Li and Cao (2017), globalization has affected world tourism and this has led to increased competition between established and emerging destinations. As a result, cities and regions have turned into events as an important strategy for attracting visitors, improving destination image, providing a boost to the tourism sector (Oklobdzija, 2015).

According to Panfiluk (2015), events have gained popularity as tourism motivators due to the increasing interest of people getting involved and directly participating in specific events. Getz and Page (2016) also noted that the hosting of events have become popular as destinations are seeking to position themselves in the changing global tourism markets. The events help to draw more tourists to a destination mostly during the off-peak seasons and in return increasing its tourism capacity and contributing to general place marketing (Gorchakova, 2017).

Connell et al. (2015) also observed that events attract many visitors, increase the average length of stay and encourage participants to return for leisure and hospitality activities. This is because they consist of a segment of people that are more motivated and interested to travel to attend the events in which they in return become tourists (Getz, 2008). The benefits and advantages of event tourism come from the revenues generated from conference facilities, catering, accommodation, leisure, entertainment, and
transport. This is because most participants attending meetings are people with more disposable income (Rogers and Davidson, 2015).

Kuusik, Nilbe, Mehine and Ahas (2014) indicated that events can be used as destination’s promotional activities, as they have a lasting impact in destination marketing and the ability to create repeat visitation. Disegna and Osti (2016) also cited that repeat visitors to a destination should not be underrated as they spend more on shopping, local transport, and hotel accommodation. The above-reviewed literature shows that events tourism is very crucial in accomplishing key tourism goals and an important marketing strategy in a destination. Therefore, the tourism industry marketers of Nairobi City County need to embrace the use of events as an effective long-term strategy towards tourism marketing and promotion to be able to tap the full potential of the tourism industry.

2.3.2 The Marketing Communication Channels

According to Hainnen and Karjaluoto (2017), marketing communication comprises of the activities and strategies that are used in reaching out target markets with the desired messages that will trigger buying decisions. Therefore, effective communication is very important to the tourism industry, as developing a product or service for the market is not enough for a company to succeed.

The success of the tourism industry just like that of any other industry depends on the effective communication about tourism offering to its consumers (Liu and Chou, 2016). Marketing communication in tourism takes a special place in informing the existing and potential consumers about available and new tourism products and services (Tölkes, 2018). The main marketing communication channels used in the tourism industry are direct marketing, advertising, personal selling, public relations, sales promotion, event
marketing, and internet marketing (Camilleri, 2018). These communication channels are explained below.

Advertising is the common and most influential marketing communication channel that has a great potential of attracting broad masses of people (Keller, 2009). The forms of advertisement include television, newspapers, email, radio, interactive consumer websites, promotional letters, magazines, and outdoor advertising. According to Avraham and Ketter (2016), advertising as one of the major marketing communication channels in the field of tourism is determined by the features of the tourist product and the advertising itself. Tourism is a service industry and unlike the traditional goods industries need development of informative advertisements that have a great ability to persuade existing and potential tourists to make a purchase (Park and Nicolau, 2015).

According to Shamout (2016), sales promotions includes a broad range of activities that are geared towards increasing the value of the initial product or service for a given period of time and directly influence consumers’ purchasing behavior. The sales promotion instruments in the tourism industry include travel intermediaries and company personnel who sell products and services to the customers (Vasilev, 2018).

According to Shamsan and Otieno (2015), the public relations department works towards creating a long-term relationship and a favorable image of an organization in the minds of its consumers and stakeholders. The importance of public relations has increased in many businesses and in the tourism industry, most tourism businesses spend half the money allocated to advertisement purposes on public relations (Jakovljević, 2009). The reason for this lies in the fact that public relations is a powerful tool and can sometimes have more influence on a potential client than advertising (Vasilev, 2018).
Direct marketing is used by companies to reach individual consumers directly as opposed to other communication channels (Keller, 2009). According to Todorova (2015), direct marketing plays a critical role in stimulating first purchases, increasing sales volumes, and developing lasting customer relationships. This type of marketing includes a personal presentation, direct mail marketing, telephone marketing, and internet marketing.

Exhibition events are one of the oldest communication channels that are growing in significance in international marketing literature (Räisänen and Backman, 2013). The exhibition events are being acknowledged as an important marketing tool with the potential to affect a destination’s ability to succeed in competing in the rapidly changing business environment (Dwyer et al., 2016). According to Engblom (2014), exhibition events are a vital marketing tool as participation depends on the integration of various marketing communication tools. They include advertising, social media, direct mail, and printed media. Thus, integration of the various communication tools available to the promotional manager is vital to reaching the destination’s marketing objectives (Turner, 2017).

Online marketing has gained popularity as many companies market their products and services over the Internet (Hanninen and Karjaluoto, 2017). According to Tripathi (2017), the internet has revolutionized the state of marketing and promotion and can be used effectively to boost market performance and create a competitive advantage for businesses. Navío-Marco, Ruiz-Gómez and Sevilla-Sevilla (2018), also agreed that due to advancement in new technology, a growing number of people are using online search engines, to search for information that forms the basis of their purchase decision-making.
Personal selling is one of the main communication channels that normally involve face to face interactions that are used in line with the other elements of promotion (Todorova, 2015). It is used more in business to business platforms with the aim of finding people interested in the product and demonstrating it to them (Terho, Eggert, Ulaga, Haas and Bohm, 2017). The forms of personal selling include guiding in the purchase process and providing after-sales service to give good customer service and gain customer satisfaction.

The tourism industry is an information-intense industry and the internet has changed the way tourists search for information, which enables them to make a purchase decision (Kumar, Kumar and Mishra, 2015). To be successful the tourism industry promoters need to fully embrace technology. This is because it impacts the accessibility and distribution of tourism information and influences the tourism destination image creation (Assante, Sukalakamala, Wen and Knudson, 2014). This is important and will help them to communicate customer value, build up customer relationships and accomplish the industry’s marketing objectives.

2.3.3 The Significance of Exhibition Events to the Tourism Industry.

The exhibition industry is a flourishing industry in the globe and its rapid development has had a considerable positive impact on destinations development (Jin and Weber, 2016). The exhibition events are important for conducting business on the national and international level. The organizers attract as many participants as possible as by trying to arranging exhibitions in various industries and businesses (Vdovichena, 2014). According to Le and Karlsson (2017), exhibition events continue to increase in
prominence and are held almost every day with almost all sectors and industries participating.

These events are short integrated promotion campaigns which allow reaching an important mass of potential consumers and enabling different promotional materials dissemination to an interested audience (Neacsu, 2014). According to Engblom (2014), the main aim of exhibitions is to inform customers about available products and services within an industry. They help stimulate travel interest for lots of people and are thus considered as part of business tourism.

Many cities and countries are now allocating considerable resources towards the developing, supporting and attracting major events as a strategy to increase visitor numbers and expenditure (Getz and Page, 2016). This is because these events are increasingly significant tourism motivators that play a prominent role in destination development, marketing and competitiveness (Mair, 2015). Chiu et al. (2016) added that these events stimulate travel for lots of people, create brand awareness, and act as image-makers for both business and leisure travel.

The exhibition sector is a high-value sector that promotes exports and imports, and in return generates added value to other service sectors such as tourism, accommodation, and transport (Lee and Kang, 2014). The exhibitions have potentially grown to place marketers, attractions, and destination image-makers and can be used to enhance a destination’s tourism industry (Jin, Weber and Bauer, 2013). Menon and Edward (2013) also cited that exhibition events take place almost every day and should be promoted in a destination. This is because they reinforce customer relationships, create awareness in
new prospects, enable sales of products and services as well as establish prospects and vendors relationships.

According to Etiosa (2012), exhibition events have a lasting impact on destination marketing as well as the ability to generate repeat visits to a particular destination. They should not be underrated as repeat visitors spend more on local transport, shopping and hotel accommodation as well as generate positive word-of-mouth. These events generate a considerable supply and demand in a specific area and are an important way by which tourism destinations can tackle low tourist demand (Rodríguez, Reina and Rufin, 2015). If hosted and managed successfully, they can promote regional development, expand the visitor economy, provide media exposure and stimulate tourism and leisure activities (Richards, 2017). It is therefore important for Nairobi city county tourism marketers to assess the value of exhibition events in destination marketing.

In today’s competitive market, exhibition events are an important marketing and promotional tools that offer companies an opportunity to achieve their marketing goals and objectives (Ahani, 2013). According to Getz and Page (2016), these events can be used as a good promotional tool for the tourism industry as they can attract attendees from different parts of the globe. According to Horner and Swarbrooke (2016), these events can be viewed both as a contributor to business tourism and as a way of promoting the tourism industry as a whole. Han and Verma (2014) also noted that the exhibition events have a direct spin-off in demand for hotel accommodation, flights, restaurants, and entertainment.

The events taking place in a given destination should be well planned, developed and established as a catalyst for further development, tourist attractions and image builders of
the destination (Etiosa, 2012). The events need to be planned and organized in a way that provides recognition in the market and make destinations have an advantage over their competition (Getz and Page, 2016). Therefore, every destination wanting to become an attractive tourism destination should put in place a strategy that will optimize the full potential of event tourism (Gębarowski, 2014). Thus, the need to investigate the use of exhibition events, as a tool to promote the tourism industry in Nairobi County.

### 2.3.4 Exhibition Events and their Effectiveness in Tourism Industry Promotion

According to Rodríguez et al. (2015), the exhibition events generate a concentrated supply and demand in a specific area regularly. Getz and Page (2016) also cited that, competition; technological advancement, and audience fragmentation has led tourism destinations to find new ways of achieving their marketing. This has brought about the importance of marketing communication and companies are changing from mass communication towards direct marketing; hence the rapid growth being experienced in the exhibition industry (Kitchen and Tourky, 2015). Therefore, to remain competitive as well as reach a wider target market, Nairobi City County tourism marketers need to promote the tourism products and services.

Promotion is a mix of methods that are important in helping businesses communicate with new and existing customers about their products and services (Nour and Almahirah, 2014). In the tourism industry, promotion is very critical in attracting more tourists to a destination and in improving its competitive advantages (Pike and Page, 2014). The main promotional methods used include advertising, internet marketing, personal selling, events marketing, public relations, sales promotions, and direct marketing (Armstrong, Adam, Denize and Kotler, 2014).
Promotion is geared towards providing support for the placement of tourism products and services in the market and creating awareness about them by transmitting clearly defined messages (Cirikovic, 2014). According to Oklobdžija (2015) destinations develop and promote events to attract more tourists especially in the off-peak seasons. Also to increase the tourism capacity of the destination, foster a positive destination image, and contribute to general place marketing. Therefore, exhibition events have a role to play in enhancing Nairobi City County’s tourism industry attractiveness and competitiveness.

The marketing and academic practitioners recognize exhibitions as a vital marketing tool, which can considerably influence the destination’s capacity to remain competitive in the global business market (Kellezi, 2014). Connell et al. (2015) add that exhibition events attract potential tourists to a destination, encourage tourism development, and eventually increase the destination’s attractiveness and competitiveness.

According to Menon and Edward (2013) among the tools of promotion being used by firms of industrial marketing, exhibitions rank second after personal selling, direct mail and print advertising. This is because, they have the potential of being used as an efficient and effective marketing channel to announce new products, create new sales, and interact face to face with people (Gottlieb, Brown and Ferrier, 2014).

According to Petrova (2014), the exhibition events play a special role in a promotional mix as exhibitors provide the necessary information through the various communication techniques to customers. The customers in return participate in spreading the received information through the word of mouth. Esfidani, Vahabzadeh and Tajalli (2012) indicated that tourism exhibition events present a place where the tourism capacities and strengths of a country link.
From the reviewed literature, it’s agreed that the exhibition events play a crucial role in promoting an industry’s goods and services. This means that destinations can achieve their promotional goals in the tourism industry by integrating exhibition events in their marketing strategies. This will enable them to attract more visitors and successfully compete in the tourism markets. Thus, the current study aims to investigate how exhibition events can be used to promote the tourism industry in Nairobi City County, Kenya.

2.3.5. Destination Attributes which Influence Exhibition Events Participation

Destination attributes are different elements that attract travelers to a destination and are commonly used to measure tourists’ expectations of a destination (Ragavan, Subramonia and Sharif, 2014). Destination attributes are crucial and they form the main components that describe the various aspects of a country’s image, which influences a person’s expectation of that destination (Stylos et al., 2017). According to Kim (2014), destinations are comprised of various attributes that significantly affect individuals’ destination choice. In the tourism industry, destination attributes are the key characteristics of a given tourism destination and include attractions, activities, amenities, accessibility, and accommodations (Truong and King, 2009). Thus, they should be well promoted as they play a critical role in maintaining a destination’s competitive edge (Kim, 2014).

Several studies have focused on various destination attributes of importance to meeting planners when selecting destinations for business events (Hayat, Severt, Breiter, Nusair and Okumus, 2014). Huo (2014) observed that meeting planners perceived event facilities, venue accessibility, quality of service, safety and security and destination attractions as the most important attributes in destination selection. Whitefiel et al. (2014)
identified the most important attributes determining exhibition participation as destination safety and security, quality infrastructure, destination image, promotional appeal, and destination accessibility.

Jin et al. (2013) also identified accessibility, exhibition facilities, city leisure environment, local support and policies as important for a destination to be competitive as exhibition host. According to Pan, Lee and Tsai (2014), the destination attributes affect expected delegates’ decision to travel or participate in an event and they attract tourists to the destination. Therefore, the destination could compete globally in hosting MICE events by having sufficient convention, exhibitions, and meeting room facilities and accessibility to the event site (Jin and Weber 2013). Thus to be successful, the County of Nairobi needs to provide MICE tourism participants with overall quality, affordability, and recreational activities before, during and after the meeting event.

These studies presented varied combinations of destination attributes important in making a destination an effective MICE tourism destination. From the reviewed studies on destination attributes, six elements were most identified and on which this study was based. They include the destination safety and security, destination leisure environment, promotional appeal, destination accessibility, infrastructure, and recreation facilities and destination image and attractions. Therefore, there is a need for the County of Nairobi to build competitive MICE infrastructures and facilities. It also needs to enhance its overall security as well as a good promotional strategy to be able to compete globally in hosting MICE events.
2.3.6 Motivational Factors that Influence Exhibition Participation

Travel Motivations are the factors that create a desire in an individual to travel and choose a particular destination (Hoang, Quang, Phuong and Ha, 2016). In the tourism industry, travel motivations comprise of those attributes which cause a person to participate in tourist activity to attain expected satisfaction (Cohen, Prayag and Moital, 2014). The travel motivation topic has gained great attention from tourism academia in a bid to understand factors that influence customers’ travel decision-making (Wong, Cheung and Wan, 2013).

In exhibition events, there are three distinct participants, the exhibitors, exhibition event organizers, and visitors. The exhibition organizers plan the event, markets it to attract the exhibition visitors that fit exhibitor’s audience. Second are the exhibitors who are primarily focused on enhancing sales, creating positive publicity, gaining competitive advantage, networking and fulfilling corporate social responsibility (Petrova, 2014). Third, are the visitors who are the principal customers of both the exhibition event organizers and exhibitors are motivated heavily by educational goals and to seek a unique experience (Jin and Weber, 2016).

According to Han and Verma (2014), exhibition participants have various reasons for attending specific exhibitions and they as well have objectives to accomplish in the shortest time possible. The basic objective of participating in exhibitions is to facilitate interaction between the exhibitors and visitors to achieve a favorable business outcome (Sarmento and Simões, 2018). Lee and Kang (2014) noted that most exhibitors primarily target meeting current and potential customers and prioritize creating business outcomes as their principal motivations.
From the reviewed literature it is clear that business event travelers are motivated to visit destinations for a combination of business and leisure related reasons. It is thus, evident that motivators for participating in the exhibition event are associated with the opportunity for education, networking and business activities. As well as the opportunities for leisure travel such as sightseeing and seeking recreation experience. Hence, the need to carry out the study to understand travel motivations and how they can aid in the identification of clearly defined market segments and designing customized promotional programs for Nairobi City County.

2.3.7 Participants’ Expectations and Satisfaction

Customer expectations are service reference points developed based on previous experiences with the service, from hearing about the service from others and the service provider’s advertisement and promotions (Dabholkar, 2015). According to Hoang et al. (2016) customers tend to develop expectations based on their previous experiences, from hearing about the services from others and based on service providers’ promotions. Thus, knowledge of customer expectations is important in providing an understanding of how the customer defines service quality and satisfaction (Lu, Berchoux, Marek and Chen, 2015).

According to Zhao, Lu, Zhang and Chau (2012), customer satisfaction ensures firms achieve their desired results, reinforces positive attitudes towards a brand and is the cheapest means of promotion. Demirgunes (2015) stated that satisfaction is achieved when a customer compares the actual performance of products and services with the expected performance. The customer is satisfied when the performance meets expectations and they become dissatisfied if the performance is below expectations
(Wong and Dioko, 2013). Therefore, it should be the goal of any service company to increase customer satisfaction by continuously improving service quality to increase customer satisfaction. This is because satisfied customers have positive behavioral intentions, greater willingness to pay and higher future return intentions (Hult, Morgeson, Morgan, Mithas and Fornell, 2017).

Satisfaction is the most essential component for the sustainable development of the tourism industry (Fan and Suh, 2014). According to Cohen et al. (2014), tourist satisfaction is part of consumer behavior and is influenced by activities at tourist destinations, modes of transport, attractions, shopping, and tourist locations. Tourists’ satisfaction is based on the comparison of their pre-travel expectations and images about the destination and their post-travel experiences about their desires, expectations, and needs at the destination (Aliman, Hashim, Wahid and Harudin, 2016). Therefore, a thorough knowledge about customer expectations is critical for a successful tourism industry in Nairobi City County.

2.4 Summary of Literature Gaps

The Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism is a fast-growing sector that has positive synergies with tourism regarding tourism destination development and marketing. The reviewed literature shows that events are being used as an important strategy for attracting more people to a destination. They in return increase the tourism capacity and contribute to general place marketing. In this regard, exhibition events need to be hosted and managed successfully in Nairobi City County to be able to stimulate tourism development, expand the visitor economy and provide media exposure.
There have been many kinds of research done in the past on MICE tourism which are mainly focused on the convention and meetings industry and limited research on the exhibition industry segment (Jin and Weber, 2013). The exhibition events contribute to destination regeneration, reduced seasonality, as well as helps in tourism product diversification. Despite the size and impact of the exhibition industry in the globe, there is limited research done in Kenya focusing mainly on exhibition events. Therefore, this study sought to investigate the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County, Kenya.
CHAPTER THREE: METHODOLOGY

3.1 Introduction
The chapter covered the research methodology that was used for the study towards meeting the stated objectives. It discussed the research design, study area, target population, sampling techniques, sample size, research instruments, pre-testing, validity and reliability, data collection techniques, data analysis and the logistical and ethical consideration of research.

3.2 Research Design
The study adopted a cross-sectional descriptive research design. The research design was considered appropriate as it was relatively quick and easy to obtain data. It also captures information based on the objectives at a specific point in time, from a pool of participants (Levin, 2006). The design enabled the researcher to describe the respondents’ views on the effectiveness of exhibition events as a tool for tourism promotion in Nairobi City County. The design also facilitated the exploration of relationships between the independent and dependent variables that were identified for the study, assisted in obtaining and analyzing information.

3.3 Study Area
The study was carried out in Nairobi County the capital city of Kenya, and the country’s main MICE destination. Nairobi City County is home to thousands of Kenyan businesses and the regional headquarters of several international organizations and companies. The County serves as the main business hub for East and Central Africa, and it attracts a wide-range of visitors from around the world, as well as from within the region (World Bank, 2010). Nairobi City County is preferred for exhibition events due to its location, its
business-oriented nature and the availability of high standard infrastructure, accommodation and exhibition facilities. Being a cosmopolitan city, it enjoys robust economic activities and is in a better position to attract a high end exhibition events and visitors from all over the world.

According to the International Congress and Convention Association (ICCA) statistics report on country and city rankings, Kenya held some meetings as shown in table 3.1. The county of Nairobi hosted 13 meetings as compared to 17 meetings held in Kenya in the year 2017 (ICCA, 2018).

<table>
<thead>
<tr>
<th>Year</th>
<th>Kenya</th>
<th>Nairobi</th>
<th>Mombasa</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>17</td>
<td>13</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>2016</td>
<td>18</td>
<td>13</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>2015</td>
<td>18</td>
<td>13</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2014</td>
<td>19</td>
<td>17</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>2013</td>
<td>38</td>
<td>24</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>2012</td>
<td>29</td>
<td>22</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: ICCA Country and City Rankings, (2018)

3.4 Target Population

The population under study comprised of all participants attending exhibition events in Nairobi City County, Kenya. The population targeted specifically, the exhibitors and visitors attending exhibition events in three venues in the county including KICC, the Sarit Expo Centre, and Radisson Blu Hotel. The population was perceived infinite as the specific number of exhibition events participants in the county was difficult to establish a specific number could not be identified from the tourism statistics available. Statistics available concerning MICE tourism has information only on conference tourism and no
specific information on the exhibition segment. However, the trend on the number of international and local delegates on conference tourism is as indicated in table 3.2

Table 3.2: Statistics on Local and International Conference Delegates to Kenya

<table>
<thead>
<tr>
<th>Number of Delegates</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of international delegates</td>
<td>40,109</td>
<td>77,848</td>
<td>71,620</td>
<td>101,599</td>
<td>64,167</td>
</tr>
<tr>
<td>Number of local delegates</td>
<td>401,809</td>
<td>432,998</td>
<td>465,116</td>
<td>532,674</td>
<td>623,749</td>
</tr>
<tr>
<td>Total</td>
<td>441,218</td>
<td>510,846</td>
<td>536,736</td>
<td>634,273</td>
<td>687,916</td>
</tr>
</tbody>
</table>

Source: (KNBS, 2013 and 2018)

3.5 Sample Size

The formula of by Yamane (1967) was used to determine the sample size for the study.

Where \( n \) = Sample size, \( N \) = Population size and \( e \) = level of precision which is 0.05%

\[
n = \frac{N}{1+N(e)^2}
\]

There are no clear statistics on the exhibition events participants in Nairobi County. Due to the difficulty of obtaining the exact statistics of exhibition participants, the study used statistical information from the Kenya economic survey report statistics on business delegates. From the statistical data, the sample size for the study was determined by figure (687,916) of the conference delegates for the year 2017 as shown in Table 3.2

\[
n = \frac{687,916}{1 + 687,916 (0.05)^2} = 384 \text{ respondents}
\]
3.6 Sampling Techniques

The study used purposive sampling to select the leading exhibition events venues in Nairobi County. Simple random sampling was employed in the selection of exhibitors and customers. It allowed every sample element of the entire population of interest to be randomly chosen minimizing biases. The total calculated sample size was proportionately distributed across the three venues.

Due to the difficulty in obtaining the appropriate total figures of exhibitors and exhibition visitors participating in exhibition events in each venue, the figures of a number of exhibition events hosted in each venue in the year 2016 was obtained from the respective venues and was used to distribute the sample size. Kenyatta International Conference Centre hosted a majority of exhibition events in the year 2016 totaling 44, followed by The Sarit Expo Centre at 16 and lastly the Radisson Blu Hotel at 6 exhibition events.

Table 3.3: Sample Distribution

<table>
<thead>
<tr>
<th>Venue</th>
<th>Exhibition Events Hosted in 2016</th>
<th>Estimated Sample Proportion</th>
<th>Allocated Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenyatta International Conference Centre</td>
<td>44</td>
<td>0.67</td>
<td>257</td>
</tr>
<tr>
<td>The Sarit Expo Centre</td>
<td>16</td>
<td>0.24</td>
<td>92</td>
</tr>
<tr>
<td>Radisson Blu Hotel</td>
<td>6</td>
<td>0.09</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>66</strong></td>
<td>1</td>
<td><strong>384</strong></td>
</tr>
</tbody>
</table>

There was a total of 66 exhibition events hosted across the three venues in the year 2016 as shown in figure 3.3. The proportions of the samples were calculated and the KICC hosted 0.67, followed by The Sarit Expo Centre at 0.24 and Radisson Blu Hotel hosted 0.09. Therefore out of the total 384 respondents, 257 respondents were from KICC, 92
respondents from The Sarit Expo Centre and lastly 35 respondents from Radisson Blu Hotel

3.7 Research Instruments
This study employed the use of researcher administered questionnaires and interviews schedules to obtain data.

3.7.1 Questionnaires
The main instruments that were utilized for data collection were the questionnaires administered to the exhibitors and visitors attending exhibition events. The questionnaires allowed the researcher to gather a large amount of information in a short time period from a large number of people and in a cost-effective way (Johnson, Onwuegbuzie and Turner, 2007). The questionnaires used both open and closed-ended questions, designed specifically for each target group. The questionnaires had five sections, section I contained respondents’ general information. Section II contained specific information. Section III contained questions on what motivates the respondents to participate in exhibition events. Section IV had questions relating to the effectiveness of exhibition events in tourism promotion. Section V contained questions about the attributes that influence exhibition participation.

3.7.2 Interview Schedules
Personal interviews were carried out to help gather firsthand information from six key informants. The key informants were representatives in charge of tourism marketing from the Ministry of Tourism and the Kenya Tourism Board, the exhibition manager at KICC, as well as the exhibition organizers at The Sarit Expo Centre, Crown Plaza Hotel and Radisson Blu Hotel in Nairobi City County. The interview schedules followed a semi-
structured format with a great focus on the informants’ expertise. They enabled the researcher to gather in-depth information concerning, the effectiveness of exhibition events in tourism promotion and the national strategies put in place to ensure long term growth of the exhibition industry in the country (Appendix 3). The research instrument construction ensured that questions were relevant to the research objectives and that they yielded significant information for answering the research questions.

3.8 Pre-testing of the Research Instruments

The research instruments were pre-tested to determine reliability, in two live exhibition events that were selected before the main study and the findings were omitted in the main study. According to Degu and Yigzaw (2006), pre-testing helps reduce the sampling error and increases the questionnaires response rate. Thirty respondents participated in the pretest; this included one manager, one exhibition organizer and twenty-eight exhibition participants. The pre-test questionnaires and interview scheduled were then be analyzed to check if the research instruments needed any amendments. After the pretest amendments were made to the instruments ensuring the relevance of the instruments during actual data collection.

3.9 Validity and Reliability of Research Instruments

Validity was used to establish whether the content of the research instruments measured what they purported to measure. Validity is carried out to test the appropriateness of the instruments for answering the research questions and it’s improved by use of expert judgment (Mohamad, Sulaiman, Sern and Salleh, 2015). Validity was determined by discussing the research instrument with the researcher’s supervisors, to help validate their appropriateness. The supervisors’ observation and insights were then used to guide in the
revision of the research instruments. The research instruments were pre-tested to determine reliability. Reliability is the extent to which the results and processes can be able to be replicated and give consistent results (Leung, 2015). Cronbach’s Alpha Coefficient (2004) was used to determine the reliability of the instruments. The research instruments were considered reliable for the study basing on a Cronbach’s Alpha coefficient of 0.8 (Cho and Kim, 2015). This is because the closer the Cronbach’s Alpha coefficient is closer to 1.0, the greater the internal consistency of the variables.

3.10 Data Collection Techniques
This study employed both secondary and primary data collection techniques. The Primary data was gathered from the field by the use of questionnaires. The researcher administered questionnaires to exhibitors and visitors attending exhibition events at the KICC, the Sarit Expo Centre and Radisson Blu Hotel. Interview schedules were also conducted on purposively selected exhibition managers and organizers with in-depth knowledge in the field of exhibitions. Secondary data was gathered from published and unpublished literature on exhibitions from the university library and the internet.

3.11 Data Analysis
The data collected was processed and analyzed using both the quantitative and qualitative techniques. Quantitative data were analyzed using Statistical Package for Social Sciences (SPSS) and the qualitative analysis methods analyzed the qualitative data. Descriptive statistics were analyzed using calculations based on means, frequencies, averages, percentages, and standard deviations. Content data analysis was utilized to analyze data from the open-ended questions and personal interviews data. Inferential statistics of chi-square was used to measure the relationship between variables. Data was presented on
graphs, pie charts and tables to depict the real situation and to enhance the ease of understanding the information.

Table 3.4: Summary of Data Analysis Techniques

<table>
<thead>
<tr>
<th>Research Objectives</th>
<th>Data Analysis</th>
</tr>
</thead>
</table>
| 1. To determine the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County | Descriptive analysis  
Inferential statistics: Chi-square  
Content analysis |
| 2. To investigate the motivational factors that influence exhibition event participation and how they influence tourism industry promotion in Nairobi City County | Descriptive analysis  
Content analysis |
| 3. To examine the main attributes that influence exhibition events participation and their role in tourism industry promotion to Nairobi City County | Descriptive analysis  
Content analysis |
| 4. To determine the influence of exhibition event participation experience on the participants’ overall satisfaction to Nairobi City County | Descriptive analysis |

3.12 Logistical and Ethical Considerations

For this study to be carried out, the researcher obtained permission for authority to research from the board of postgraduate school of Kenyatta University and the National Commission for Science, Technology, and Innovation (NACOSTI). Permission was also sought from the management of the venues where research was conducted. The ethical considerations of carrying out research were highly observed and the respondents were assured of anonymity and confidentiality of the information they provided.
CHAPTER FOUR: FINDINGS AND DISCUSSION

4.1 Introduction

The purpose of the study was to determine the effectiveness of exhibition events as a tool for tourism promotion in Nairobi City County. This chapter presents the results and discussion of the analyzed data directed by the study objectives and stated hypothesis. It focuses on the general information, followed by the results of the objectives.

4.2 Response Rate

The study targeted two categories of respondents, the exhibitors and exhibition visitors. The researcher observed that there are usually more visitors than exhibitors participating in exhibition events. The study resolved to use a ratio of 1:2 to enable distribution of questionnaires; this was with the assumption that for every exhibitor, there are two visitors. The sample size for the study was 384 respondents and when the ratio was applied, questionnaires were distributed to 128 exhibitors and 256 visitor respondents respectively. Out of the 384 questionnaires dispersed to potential respondents, 343 questionnaires were fully-filled and valid giving a response rate of 88% deemed adequate for data analysis. Mugenda and Mugenda (2003) stated that a response rate of 50% is adequate, 60% is good and 70% above is rated very well.

4.3 Demographic Variables

Respondents’ demographic characteristics were based on two key demographic variables of gender and age that were used for all respondents.
4.3.1 Respondents’ Age

The respondents were asked to indicate their age as per the age brackets. Majority of the respondents 46.1% in the study were found to be between the ages of 28-37 years, followed by those of the ages between 38-47 years which accounted 23.0%, those of 18-27 years (19.5%), 48-57 years (10.2%) and finally those over 57 years 1.2% as shown in table 4.1.

Table 4.1: Distribution of Respondents by Age and Gender

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>%</th>
<th>Female</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-27 years</td>
<td>47</td>
<td>21%</td>
<td>20</td>
<td>17%</td>
<td>67</td>
<td>20%</td>
</tr>
<tr>
<td>28-37 years</td>
<td>107</td>
<td>47%</td>
<td>51</td>
<td>44%</td>
<td>158</td>
<td>46%</td>
</tr>
<tr>
<td>38-47 years</td>
<td>49</td>
<td>22%</td>
<td>30</td>
<td>26%</td>
<td>79</td>
<td>23%</td>
</tr>
<tr>
<td>48-57 years</td>
<td>20</td>
<td>9%</td>
<td>15</td>
<td>13%</td>
<td>35</td>
<td>10%</td>
</tr>
<tr>
<td>Above 57 years</td>
<td>4</td>
<td>2%</td>
<td>0</td>
<td>0%</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>227</strong></td>
<td><strong>66.2%</strong></td>
<td><strong>116</strong></td>
<td><strong>33.8%</strong></td>
<td><strong>343</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The findings indicated that the exhibition participants were from the age of 18 years onwards. Majority of the respondents were in the ages of 28-37 years (46.1%), followed by those of 38-47 years (23%), those between 18-27 years (19.5%) and those between 48-57 years (10.2%). The findings indicated that the exhibition event participants are mainly above the age of 18 years and are distributed across all age groups to above 57 years.

The results are similar to those of Lee and Palakurthi (2013) where the respondents’ age group ranged from 18 years to over 50 years. However, for the study, most respondents belonged to the age group of 28-37 years (46.1%). The results imply that most exhibition
events are attended by people of between the ages of 18-47 years. The tourism industry promoters should respond appropriately by promoting tourist products that appeal to this age brackets. The findings agree with those of Wangari (2015) who indicated that youth travel has been identified as one of the largest segment of global tourism that has considerable potential for future growth within tourism.

4.4 Respondents’ Gender
The findings in Table 4.1 indicated that the male exhibition participations were more than the female participants with a proportion of 66.2% compared to 33.8% female. The findings imply that exhibition events have more male participating than female participants in the study area. The results of this study disagree with those of Lee and Palakurthi (2013), whose results indicated that more females participate in exhibition events than male participants.

However, despite the difference, both the male and female participants play a significant role in events tourism. Research by Rabin (2014) also supports that women are traveling more and making more decisions when it comes to their leisure travel and other types of travel. Therefore, Nairobi City County tourism industry marketers need to recognize the gender-based niche market and promote tourism products and services that appeal to each gender.

4.5 The Communication Channels Supporting Exhibition Participation
The study sought to find out the communication channels through which visitors found out about the exhibition events they visited as shown in table 4.2. These findings will be important especially to destination marketers as they will be well informed on the popular channels through which participants gather exhibition event information before
participating. This will enable them to formulate clear promotional strategies that are well targeted.

From the results, majority 35.1% (n=228) of the exhibition visitors who responded indicated that they knew about the exhibition through social media, the online search engines was second at 22.8%, followed by television and radio advertisements at 21.1%. Word of mouth, newspapers, and billboards had the lowest responses at 7.9%, 7.0%, and 6.1% respectively.

Table 4.2: Exhibition Information Sources

| Marketing Communication Channels           | Frequency | Percentage (%)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>80</td>
<td>35%</td>
</tr>
<tr>
<td>Online search engines</td>
<td>52</td>
<td>23%</td>
</tr>
<tr>
<td>Television and radio advertisement</td>
<td>48</td>
<td>21%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>18</td>
<td>8%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>16</td>
<td>7%</td>
</tr>
<tr>
<td>Billboards</td>
<td>14</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>228</td>
<td>100</td>
</tr>
</tbody>
</table>

The study observed that social media, online search engines, and television and radio advertisements are the common communication channels used by participants when making purchase or travel decision. The findings of this study agree with Navío-Marcó et al. (2018) who stated that, with the advancement of technology, a growing number of people are using the online search engines to search for information.
Hanninen and Karjaluoto (2017) also support that, digitization is shaping the traditional ways in which consumers and businesses interact with each other. For instance, the mobile market in Kenya has maintained an upward trend and the number of mobile subscriptions is 41.0 million. The population that has access to internet services is at 30.8 million subscriptions in the year 2017 (CA, 2017). This represents a great opportunity for the economy and especially the tourism sector in Kenya.

![Figure 4.1: Estimated Number of Internet Users and Internet Penetration](image)

Source: CA, Operators’ Returns.

This could be due to the rapid developments of the internet, where a large number of online platforms have been developed that provide a variety of information consumers. Tripathi (2017) indicated that the internet has revolutionized the state of marketing, advertising, and promotion, and if effectively used can boosts market performance and create a competitive advantage for businesses. Therefore Nairobi City County marketers
in the tourism industry need to take advantage of this marketing communication channel and use it to effectively communicate with their customers as well as remain competitive.

4.6 Respondents’ Company Sector

The study sought to find out the sectors from which the exhibiting companies operate. Majority 20.9% of the respondents indicated they were from the building and construction sector, those operating in the printing and packaging came second with 13.9% while those in the hospitality and tourism sector came third with 13%. The other exhibitors who responded to the questionnaire were from the industrial and machinery at 11.3%, IT & Electronics at 10.4%, consumer and household at 8.7%, education 7.8% and lastly medical and pharmaceuticals and agriculture with 7% each.

The results imply that exhibition events attract participants from almost all industries and business sectors and can be used to promote the tourism industry in Nairobi County. The findings agree with those of Le and Karlsson (2017) who indicated that exhibition events continue to increase in prominence and are held almost every day with almost all sectors and industries participating. Vdovichena (2014) also support that these events are important for conducting business on the national and international level, and they attract as many participants as possible.
Table 4.3: Distribution of Respondents by Company Sectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building and construction</td>
<td>24</td>
<td>21%</td>
</tr>
<tr>
<td>Printing &amp; Packaging</td>
<td>16</td>
<td>14%</td>
</tr>
<tr>
<td>Hospitality and tourism</td>
<td>15</td>
<td>13%</td>
</tr>
<tr>
<td>Industrial and machinery</td>
<td>13</td>
<td>11%</td>
</tr>
<tr>
<td>IT &amp; Electronics</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td>Consumer and household</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>Education</td>
<td>9</td>
<td>8%</td>
</tr>
<tr>
<td>Medical and pharmaceuticals</td>
<td>8</td>
<td>7%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>8</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>115</td>
<td>100%</td>
</tr>
</tbody>
</table>

The hospitality and tourism sector also participates in exhibition events. From the findings, the sector was third with 13% in terms of the exhibiting companies. According to Esfidani et al. (2012) tourism exhibition events presents a place where the tourism capacities and strengths of a country link. Jin et al. (2013) also observe that the hospitality and tourism exhibition events bring together the travel agents, tour operators, hoteliers, destination managers, and other services providers. Therefore, the tourism exhibition events need to be held at regular intervals, to encourage regular attendance by the local and international participants to promote the tourism industry in Nairobi City County.

4.7 Exhibition Events Participation

The study sought to find out how often the exhibitors and visitors participate in the exhibition events. Majority of the respondents 79.3% indicated that they do participate in
exhibition events regularly while 20.7% indicated that they do not participate in exhibition events regularly as shown in figure 4.4. This implies that the exhibition event participants participate in exhibition events regularly.

Figure 4.2: Regularity of Exhibition Participation

The findings agree with a study done by Kellezi (2014) who cited that, competition is intense in the tourism industry and different marketing strategies are being developed to increase the market share. By this, the use of exhibition events is one of the surest ways to gain a competitive advantage. Therefore, Nairobi City County tourism industry marketers should make effective use of these events as they can derive numerous tourism benefits.
4.7.1 Frequency of Exhibition Participation

The research sought to find out how often the exhibitors and visitors participate in the exhibition events and the results are as presented in figure 4.3.

![Chart showing frequency of exhibition participation](chart)

Figure 4.3: Frequency of Exhibition Participation

The results show that majority 39.6% of exhibitors take part in exhibitions annually, followed by 33.3% who participate bi-annually, 20.4% quarterly and 6.7% monthly. Results from the exhibition visitors indicate that majority 38.4% participate in exhibition events bi-annually, followed by 28.3% who participate annually, 24.0% quarterly and 9.3% monthly. The findings imply that the respondents participate in exhibition events monthly, quarterly, biannually and annually. The results agree with those of Menon and Edward (2017) that, exhibition events take place almost every day and the exhibitors and visitors find time to take part in exhibition participation.
From the findings, it’s clear that the exhibition event participants participate in the exhibition events more than once. This implies that many exhibition events participants are repeat visitors to Nairobi County. According to Kuusik et al. (2014), events generate repeat visits and have a long term effect on destination marketing and can be used as the free sampling method in destination marketing. Therefore the tourism industry destination marketers in Nairobi county need to tap into this lucrative market as these events have the capacity and potential to derive numerous tourism benefits.

### 4.7.2 Distribution of Participants by Place of Origin

![Figure 4.4: Participants Place of origin](image)

The results show that a majority of exhibitors 42.2% came from the Asian countries, 30.9% Europe, 11.7% Africa and lastly 15.2% from America. For the exhibition visitors, the majority were from Africa at 49.6%, followed by 26.3% Asia, 15.4%, Europe and 8.7% America. The findings indicate that exhibition events in Nairobi County attract participants from different parts of the globe with the majority being Asian countries and
Europe also contributing a significant. These findings agree with Getz and Page (2016) who indicated that exhibition events can be used as a good promotional tool for the tourism industry, as they are able to attract attendees from different parts of the globe.

Form the interviews respondent A pointed out that:

“Kenya is a member of Meetings Africa and the country not only hosts several exhibition events that promote foreign-made products. The country actively participates in foreign county exhibitions such as the Worldwide Exhibition for Incentive Travel, Meetings, and Events (IMEX) and World Travel Market Exhibitions”. The respondent added that:

“The hosting of exhibition events in Kenya has allowed foreign goods to be brought into the country on preferential terms. This is usually reciprocated when Kenyan firms exhibit in these foreign countries. Kenya has also realized the importance of being present on the worldwide market and especially at important trade fairs and events to advertise the country’s tourism offer”.

This means that if well marketed and executed the exhibition events can draw both the international and local participants to a destination and in return positively impact the tourism industry. Therefore, the tourism destination marketers need dedicated marketing campaigns that are directed at the local and domestic markets as these will contribute to the branding and image formation of the destination.

4.8 Exhibition Events as Tool for the Tourism Industry Promotion

The main objective of the study was to determine the effectiveness of exhibition events in promoting the tourism industry.

4.8.1 Perception on the use of Exhibition Events in Tourism Promotion
The study sought to establish whether exhibition events led to tourism promotion. According to the study findings, a majority 84% of the respondents agreed that exhibition events are an effective tool for promoting the tourism industry while a small proportion of respondents 16% disagreed with this.

Figure 4.5: Perception of the use of Exhibition Events in Tourism Promotion

From the result, it can be concluded that majority of the respondents view exhibitions as an effective tool that can be used to promote the tourism industry.

These results agree with those of Ahani (2013) who indicated that exhibition events are an important marketing and promotional tools. They play an important role in today’s competitive market as they offer companies an opportunity to achieve their marketing goals and objectives. Esfidani et al. (2012) also add that if correctly performed and held along with well-thought marketing strategy and purposeful promotional programming, they are very likely to attract customers of the target market. Respondent D from the interviews also posited that:
“Marketing is essential and for Nairobi City County to be successful in communicating its brand to the market, promotional activities have to be undertaken”. To be successful in promoting the tourism industry especially during exhibition events, respondent E observes that:

“Tour operators come to the exhibition events mainly to present their business cards and brochures to the participants. This should also be emulated by the Nairobi City County destination marketers where they can have a stand at the exhibition events where they can showcase the country’s tourism offering”. Therefore to succeed in the tourism industry the tourism industry marketers in Nairobi City County need to have well thought out marketing strategies. This can be through the use of exhibition events in the tourism industry promotion.

4.8.2 Exhibition Events as a Tool for Tourism Promotion

It was important to find out what the exhibition event participants thought of the exhibition events as a tool for promoting the tourism industry. Based on a five likert scale continuums, respondents were asked to rate the following statements with 5 being strongly agree, 4 agree, 3 neutral 2 disagree and 1 strongly disagree respectively as shown in Table 4.5. The researcher used the mean score to interpret the findings for easy understanding.
Table 4.5: Rating on the Effectiveness of Exhibition Events in Tourism Promotion

<table>
<thead>
<tr>
<th>Indicator of Effectiveness</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates additional demand for tourism products and services.</td>
<td>194</td>
<td>94</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>288</td>
<td>4.67</td>
<td>0.47</td>
</tr>
<tr>
<td>Increase visitor numbers.</td>
<td>185</td>
<td>97</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>288</td>
<td>4.62</td>
<td>0.541</td>
</tr>
<tr>
<td>Stimulate travel for a lot of people.</td>
<td>176</td>
<td>93</td>
<td>6</td>
<td>8</td>
<td>5</td>
<td>288</td>
<td>4.48</td>
<td>0.818</td>
</tr>
<tr>
<td>Creates a country’s tourism brand awareness.</td>
<td>96</td>
<td>155</td>
<td>10</td>
<td>18</td>
<td>9</td>
<td>288</td>
<td>4.08</td>
<td>0.947</td>
</tr>
<tr>
<td>Advertises a country’s tourism offerings</td>
<td>95</td>
<td>150</td>
<td>16</td>
<td>16</td>
<td>11</td>
<td>288</td>
<td>4.05</td>
<td>0.976</td>
</tr>
<tr>
<td>Use as attractions and image markers of a tourism destination.</td>
<td>96</td>
<td>135</td>
<td>34</td>
<td>16</td>
<td>7</td>
<td>288</td>
<td>4.03</td>
<td>0.946</td>
</tr>
<tr>
<td>Provides information on country’s tourism products and services.</td>
<td>78</td>
<td>140</td>
<td>24</td>
<td>21</td>
<td>25</td>
<td>288</td>
<td>3.78</td>
<td>1.176</td>
</tr>
</tbody>
</table>

According to the findings creating additional demand for the tourism and hospitality products and services had the highest mean score strength of (4.67). Increasing visitor numbers followed with a mean score strength of (4.62). Then stimulates travel for lots of people came third with a mean score strength of (4.48). Exhibition’s effectiveness in creating country’s tourism brand awareness came fourth with a mean score of (4.08), followed closely by the effectiveness of exhibition events as means to advertise a country’s tourism offering with a mean score of (4.05). Exhibition events’ effectiveness
in being attractions and image makers of a tourism destination scored (4.03) and Exhibition’s effectiveness in providing information about a country’s tourism products and services had a mean score of (3.78).

This implies that exhibition events can be used to creating additional tourism demand, increase visitor numbers, and stimulates travel for lots of people. They can also be used to create Nairobi City County’s tourism brand awareness as well as advertise a country’s tourism offering. These findings agree with those of Oklobdžija (2015) who states that destinations develop and promote events to attract more tourists, especially in the off-peak seasons. They are also used to increase the tourism capacity of the destination, foster a positive destination image as well as general place marketing. In agreement to the above interview respondent C cited that:

“Exhibition events provide a forum for interaction for trade purposes and this helps in building the country’s brand and raises the profile of the destination”. Respondent E also pointed out that:

“These events are considered an important international activity for many destinations who wish to increase their market share, and Kenya has not been left behind”. Therefore, for Nairobi City County to become an attractive tourism destination, it should use exhibition events as a tool to promote its tourism industry.

The interviewees were asked about the strategies put in place to enhance the effective use of exhibition events in promoting the tourism industry in Nairobi City County. To this, the respondents suggested numerous strategies. For instance, respondent A posited that
“The County of Nairobi through the government could enhance the effectiveness of exhibition events in promoting the tourism industry by investing in the expansion of the exhibition space by building more exhibition halls”. It was also established that exhibition events’ effectiveness could be enhanced by having tailor-made packages for visitors. In this accord, respondent C pointed out that: “Destination promoters need to study the requirements of the exhibition participants and make tourism packages in response to their expectations. This could encourage more spending from the participants and hence bring more money to the economy”.

4.8.3: Participation in Tourism and Leisure Activities
The study sought to find out whether the exhibition events participants found time for the tourism and leisure related activities, during or after the exhibition event.

Figure 4.6: Exhibitors’ Participation in Tourism and Leisure Activities
According to the findings, a majority (84.3%) of the respondents participate in tourism and leisure activities while attending exhibition events at the destination and 15.7% of the respondents indicated that they do not participate. The findings imply that exhibition participants find time during the exhibition event to engage in tourism and leisure activities in Nairobi City County.

The findings agree with Horner and Swarbrooke (2016) who stated that business tourists represent a high spending segment and they become leisure tourists when the working day is over. Their families also accompany them on business or extend their business trip to incorporate a relaxing holiday after their work is finished.

Table 4.6: Exhibitors' participation in Tourism and Leisure Activities

<table>
<thead>
<tr>
<th>Tourism and leisure activities</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return on another occasion for tourism purposes</td>
<td>38</td>
<td>39%</td>
</tr>
<tr>
<td>Excursions after the exhibition event</td>
<td>25</td>
<td>26%</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
<td>21%</td>
</tr>
<tr>
<td>Combine the event with a holiday</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>97</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The results in table 4.6 are for the exhibitors who agreed that the exhibition event destination offers them an opportunity to engage in tourism and leisure related activities. From the results, return on another occasion for tourism purposes had the highest response at 39%, then engaging in excursions after the exhibition event came second with
26%. The other respondents indicated that they do engage in shopping for curios and artifacts at 21 and finally 14.6% indicated that they combining the event with a holiday.

This implies that apart from coming to exhibit their products and services, some exhibitors find time to engage in tourism and leisure activities and that means a boost to the tourism industry. The findings agree with Rogers and Davidson (2015) who stated that although the main purpose for business travelers is to attend a MICE event, they usually prefer to visit some of the local attractions.

4.8.3.1: Tourism and Leisure Participation by Exhibition Visitors

The findings from the visitor respondents indicated that majority 53.8% participate in tourism and leisure activities at the destination during exhibition events, while 46.2% did not.

Figure 4.7: Visitors' Participation in tourism and leisure activities
The study also sought to find out, how the exhibition visitors who indicated yes engaged in tourism and leisure activities and the results are presented in Table 4.7.

Table 4.7: Visitors’ Participation in Tourism and leisure activities

<table>
<thead>
<tr>
<th>Tourism and leisure activities</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return on another occasion for tourism purposes</td>
<td>76</td>
<td>61.8%</td>
</tr>
<tr>
<td>Excursions after the exhibition event</td>
<td>29</td>
<td>23.6%</td>
</tr>
<tr>
<td>Shopping and visiting friends</td>
<td>10</td>
<td>8.1%</td>
</tr>
<tr>
<td>Combine the event with a holiday</td>
<td>8</td>
<td>6.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>123</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From the findings, a majority 61.8% of the exhibition visitors indicated to returning on another occasion for tourism purposes and 23.6% indicated that they engage in excursions after the event. Combining the event with a holiday and shopping activities and finding time after the events to visit friends scored 6.5% and 8.1% respectively. The results imply that apart from visiting the exhibition events, exhibition visitors do find time to engage in tourism and leisure related activities. The views of respondent B agree with the findings that:

“The exhibitors spend averagely six days in the destination. They come to the destination two days early before the exhibition day, and leave one or two days after the exhibition event is concluded. This could mean that the exhibitors can use the extra two days before
or after the exhibition event to engage in tourism-related activities”. Respondent C pointed out that:

“It is beneficial for a meeting industry destination to be well known as a leisure tourism destination. This is closely related to the image building of the destination, which is very important for the MICE industry to be successful”.

Therefore to be successful in the domestic and international markets, Nairobi County needs to use the exhibition events as an approach that will facilitate the global expansion.

**Hypothesis 1: There is a significant relationship between exhibition events participation and the effectiveness of exhibition events in tourism promotion in Nairobi County**

The first hypothesis was tested between exhibition events participation and the effectiveness of exhibition events in tourism promotion. The test was to enable the researcher to find out whether there was a significant relationship. The chi-square results indicated that the p-value between the exhibition events participation and the effectiveness of exhibition events in tourism promotion was less than the significance level of 0.05 at($X^2= 176.85, df=1, p=0.000$) as shown in table 4.12.

Table 4.8: Chi-Square Test on Exhibition Events Participation and the Effectiveness of Exhibition Events in Tourism Promotion

<table>
<thead>
<tr>
<th>Value</th>
<th>Df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>176.857&lt;sup&gt;a&lt;/sup&gt;</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>172.060</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>147.522</td>
<td>1</td>
<td>.000</td>
</tr>
</tbody>
</table>
The findings indicated a significant positive relationship between exhibition events participating and the effectiveness of exhibition events as a tool for tourism promotion. Therefore the hypothesis was accepted and the conclusion was that there is a significant and positive relationship between exhibition events participation and the effectiveness of exhibition events in tourism promotion.

The results agree with those of Getz and Page (2016) who stated that exhibitions can be used as a good promotional tool for the tourism industry, as they are able to attract attendees from different parts of the globe. They influence a destination’s attractions, accommodation, transport, and ancillary services enhancing the destination offer, and in return expanding the tourism capacity and potential beyond the focus on leisure tourism.

Table 4.9: Chi-Square Test on Exhibition Events Participation and Increased Visitor Numbers

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>8.460a</td>
<td>3</td>
<td>.037</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>8.332</td>
<td>3</td>
<td>.040</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>4.392</td>
<td>1</td>
<td>.036</td>
</tr>
</tbody>
</table>

Exhibition participation was analyzed across increased visitor numbers and the results in Table 4.13 indicated a significant relationship between exhibition participation and increased visitor numbers ($X^2=8.460$, df=3, p=0.037).

The probable explanation of this result is that, as exhibition participants increase during exhibition events, there is an increase in visitor numbers. These results concur with those of Connell et al. (2015), who observed that events are important tourism motivators.
They attract visitors, increase the average length of stay and encourage participants to return for leisure and hospitality activities.

Table 4.10: Chi-square Test on Exhibition Events Participation and Stimulating Travel for a Lot of People

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>25.885^a</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>16.756</td>
<td>4</td>
<td>.002</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>10.347</td>
<td>1</td>
<td>.001</td>
</tr>
</tbody>
</table>

Exhibition events participation was analyzed across the effectiveness of exhibition events in stimulating travel for a lot of people and the results showed a significant relationship ($X^2=25.885, \text{df}=4, \text{p}=0.000$) as shown in table 4.10.2. This could be due to the use of other marketing communication tools such as social media, the internet and television and radio advertisements by exhibition organizers and marketers to reach a wide market segment. Therefore, it can be concluded that exhibition events attract many exhibitors and visitors thus stimulating travel for a lot of people.

Table 4.11: Chi-Square Test on Exhibition Event Participation and Exhibitions as Attractions and Image Makers of a Tourism Destination

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>7.999^a</td>
<td>4</td>
<td>.092</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>7.776</td>
<td>4</td>
<td>.100</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>4.016</td>
<td>1</td>
<td>.045</td>
</tr>
</tbody>
</table>
A chi-square test between exhibition participation and exhibitions as attractions and image makers of a tourism destination showed no significant relationship between the two ($X^2=7.999$, df=4, $p=0.92$). However, these results contradict with the study of Getz and Page (2016) who indicate that when events are developed and marketed as tourist attractions, they enter the realm of place marketing. They continue to state that due to their significance in economic and social terms, the competition to host them has become fierce as destinations see them as an opportunity to attract tourists.

Table 4.12: Chi-Square Test on Exhibition Participation and Creating Additional Demand for the Tourism and Hospitality Products and Services.

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>4.339a</td>
<td>1</td>
<td>.037</td>
</tr>
<tr>
<td>Continuity Correction</td>
<td>3.427</td>
<td>1</td>
<td>.064</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>4.073</td>
<td>1</td>
<td>.044</td>
</tr>
</tbody>
</table>

Chi-square results on exhibition participation and creating additional demand for the tourism and hospitality products and services shows a positive relationship ($X^2=4.339$, df=1, $p=0.037$). The results show that there is a significant relationship between exhibition events participation and creating additional demand for tourism and hospitality products and services.

The results imply that as people come to participate in exhibitions, there is an increase in demand for tourism and hospitality products and services such as accommodation, entertainment, and leisure activities. These results agree with Kresovic (2015), who indicated that exhibitions usually last for a few days to a week and are an important and increasing sector within business tourism. They generate a high level of demand for
travel, catering, and accommodation in the host city as well as stimulate travel for visitors and exhibitors. This implies that if well planned and executed, exhibition events are a crucial tool that can be used by the county of Nairobi in promoting its tourism sector.

Table 4.13: Chi-square test on Exhibition Events Participation and Creating a Country’s Brand Awareness.

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>10.265</td>
<td>4</td>
<td>.036</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>8.122</td>
<td>4</td>
<td>.087</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.178</td>
<td>1</td>
<td>.673</td>
</tr>
</tbody>
</table>

Despite the popularity of event marketing, many companies are still not sure whether events can influence marketing outcomes effectively. However from the results $X^2=10.265$, df=4, $p=0.036$, there is a positive significant relationship between exhibition events participation and exhibition events being an effective tool in creating a country’s brand awareness.

The results are in agreement with Zarantonello and Schmitt (2013), who states that event marketing has been viewed as valuable in generating awareness for the brands and corporate images. Therefore, with the acceleration of world economic integration and the development of information technology, establishing brands as intangible assets is good for enhancing a country’s tourism image thus forming a unique competitive advantage.
Table 4.14: Chi-Square Test on Exhibition Events Participation and Exhibition Events on Advertising a Country’s Tourism Offering

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>7.388a</td>
<td>4</td>
<td>.117</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>8.700</td>
<td>4</td>
<td>.069</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.062</td>
<td>1</td>
<td>.803</td>
</tr>
</tbody>
</table>

A chi-square test on exhibition participation and the effectiveness of exhibition events on advertising a country’s tourism offering findings are, ($X^2 = 7.388$, df=4, p=0.117). The findings indicate that there was no significant relationship between exhibition event participation and exhibition events as a tool to advertise a country’s tourism offering (p=0.117).

However, the result disagree with those of Esfidani et al. (2012) who believed that exhibition events and more especially the tourism exhibition are the solution for sustainable development. This is because when countries attend exhibitions, they not only introduce their capacity and their tourism attractions but also tend to create a mutual relationship between the tourists. Therefore if correctly performed and held, along with strategy and purposeful programming, exhibition events are likely to succeed in advertising a country’s tourism offering.
4.15: Chi-square test on Exhibition Participation across Providing Information on a Country’s Tourism Products and Services

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>0.886a</td>
<td>4</td>
<td>0.927</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>0.936</td>
<td>4</td>
<td>0.919</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>0.000</td>
<td>1</td>
<td>0.995</td>
</tr>
</tbody>
</table>

Chi-square results on exhibition participation across exhibition events as an effective tool for providing information on a country’s tourism products and services. The findings indicated that there is no significant relationship between exhibition participation and exhibition events as a tool that provides information about a country’s tourism products and services ($X^2 = 0.886$, df = 4, p = 0.927).

The findings agree with those of Chiu et al. (2016) who stated that exhibition events stimulate travel for lots of people, create brand awareness, and can advertise a country’s tourism offering. Thus, for Nairobi County to improve the attractiveness of its tourist offers, it should focus on the strategic planning of exhibition events in order to realize the full potential of the tourism industry.

4.9 The Motivational Factors Influencing Exhibition Participation

Motivation is one of the driving force used to interpret tourist behavior and some aspects such as involvement, perception, and satisfaction (Leong et al., 2015). Therefore, understanding the motivational factors of exhibition participants is important for the
destination’s competitive advantage and for exhibition organizers to be able to establish their marketing strategies.

**4.9.1: Firm’s Motivational Factors for Participating in Exhibitions**

Different companies have different objectives for participating at exhibition events. Exhibitors and exhibition visitors were asked the main motivational factors that cause them to participate in exhibition events and the results are presented in table 4.16 and table 4.17.

Table 4.16: Firm’s main motivational factors for participating in exhibitions

<table>
<thead>
<tr>
<th>Motivational factors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate sales</td>
<td>104</td>
<td>27.30%</td>
</tr>
<tr>
<td>Gain a competitive advantage</td>
<td>91</td>
<td>23.88%</td>
</tr>
<tr>
<td>Build relationships with distributors and customers</td>
<td>67</td>
<td>17.59%</td>
</tr>
<tr>
<td>Identification of potential customers</td>
<td>61</td>
<td>16.01%</td>
</tr>
<tr>
<td>Track new trends in the sector</td>
<td>34</td>
<td>8.92%</td>
</tr>
<tr>
<td>Find new distribution channels</td>
<td>24</td>
<td>6.30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>381</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

From the findings, majority 27.30% of the respondents indicated that their firms’ main objective for participating in exhibition events was to generate sales. Gain a competitive advantage at 23.88%, build relationships with distributors and customers at 17.59% and identification of potential customers 16.01%. Finding new distribution channels and tracking new trends in the sector had the lowest response of 6.30 and 8.92% respectively.
The findings imply that exhibition events are crucial for they help in generating sales, gaining competitive advantage and identifying potential customers. The findings agree with those of Petrova (2014), who stated that when participating in exhibition events, exhibitors are primarily focused on enhancing sales, creating positive publicity, and gaining competitive advantage. Therefore, Nairobi County tourism industry promoters should make strategic decisions regarding exhibition participation and understand how to exploit the full potential of these events for making a worthwhile return on marketing investments.

4.9.2: The Visitors’ Motivational Factors for Participating in Exhibition Events
The study sought to find out the motivational factors that influence exhibition visitors to participate in exhibition events, with the main goal of trying to understand what motivates them to choose to visit the destination.

The findings indicate the main motivational factors as networking opportunities 19.70%, to stay abreast with new technologies 17.80%, to assess new products and services 15.80% and for educational benefits 15.30%. Getting discounts, gathering information for future purchases and meeting specialists had the least motivation at 9.80%, 10.70%, and 10.90% respectively.
Table: 4.17: Visitors’ Motivational Factors for Exhibition Participating

<table>
<thead>
<tr>
<th>Motivational factors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking opportunities</td>
<td>176</td>
<td>19.70%</td>
</tr>
<tr>
<td>Stay abreast of current technologies</td>
<td>159</td>
<td>17.80%</td>
</tr>
<tr>
<td>Assess new products and developments</td>
<td>141</td>
<td>15.80%</td>
</tr>
<tr>
<td>Educational benefits</td>
<td>137</td>
<td>15.30%</td>
</tr>
<tr>
<td>Meeting specialists</td>
<td>98</td>
<td>10.90%</td>
</tr>
<tr>
<td>Gather information for future purchases</td>
<td>96</td>
<td>10.70%</td>
</tr>
<tr>
<td>Get discounts and special promotions</td>
<td>88</td>
<td>9.80%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>895</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The findings imply that exhibition visitors are mostly motivated to attend these events for networking, staying abreast with new technologies, assessing new products and services and for education benefits. The findings are in line with those of Lee, and Kang (2014) who indicated that the participants’ objectives for attending exhibitions are, for networking purposes, to view certain products and services, to acquire certain information on trends, companies, and product launching. Therefore, to encourage more customers to attend exhibitions, it is important for exhibitors to improve their understanding of the motivations that underpin decisions to attend exhibitions.

4.10 Destination Attributes that Influence Exhibition Events Participation

The study sought to identify the most important attributes that influencing exhibition attendance for both the exhibitors and visitors. This is because attendees’ have become
increasingly dependent upon both information on and their perceptions of fundamental exhibition attribute to make their attendance decisions (Jin and Webber, 2016).

Table 4.18: Attributes that Determine Firms’ Exhibition Events Participation

<table>
<thead>
<tr>
<th>Main Attributes</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination safety and security</td>
<td>87</td>
<td>23.90%</td>
</tr>
<tr>
<td>Reputation of the exhibition</td>
<td>77</td>
<td>21.20%</td>
</tr>
<tr>
<td>Destination image and attraction</td>
<td>63</td>
<td>17.30%</td>
</tr>
<tr>
<td>The past performance of exhibitions</td>
<td>61</td>
<td>16.80%</td>
</tr>
<tr>
<td>The profile of the visitors</td>
<td>33</td>
<td>9.10%</td>
</tr>
<tr>
<td>Participation cost of the exhibition</td>
<td>27</td>
<td>7.40%</td>
</tr>
<tr>
<td>The date of the exhibition</td>
<td>16</td>
<td>4.40%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>364</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The results found out the factors that influence the exhibitors most when choosing to exhibit are the destination’s safety and security 75.7%, then the reputation of the exhibition 67.0%, destination image and attraction 54.8% and the past performance of the exhibition 53.0%. The date of the exhibition, the participating cost and the profile of visitors were indicated to be the least factors that influence firms to exhibit at exhibitions at 13.9%, 23.5%, and 28.7% respectively.

Based on the outcome, destination safety and security, the reputation of the exhibition and destination image and attractions were cited as the influencing factors that exhibitors
look at when choosing to exhibit at a destination. The findings agree with Whitfield et al. (2014) who cited the most important attributes for exhibition attendance are destination safety and security, attractiveness of the destination, reputation of the destination and the standard of local infrastructure. The interviewees also identified: “Security of the destination, easy accessibility, good infrastructure, good marketing activities, and international relations as crucial for Nairobi County to be a leading MICE destination”.

Table 4.19: Factors that Influence Visitors’ Exhibition Events Participation

<table>
<thead>
<tr>
<th>Attendance attributes</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue accessibility and location</td>
<td>196</td>
<td>23.30%</td>
</tr>
<tr>
<td>Destination safety and security</td>
<td>177</td>
<td>21.10%</td>
</tr>
<tr>
<td>Infrastructure and recreation facilities</td>
<td>151</td>
<td>18.00%</td>
</tr>
<tr>
<td>Destination's leisure environment</td>
<td>122</td>
<td>14.50%</td>
</tr>
<tr>
<td>Attracted by the theme</td>
<td>99</td>
<td>11.80%</td>
</tr>
<tr>
<td>Market coverage of the exhibition</td>
<td>95</td>
<td>11.30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>840</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 4.11 indicate that venue accessibility and location is the factor that most influences the visitors from attending an exhibition event 88.7%. Destination safety and security is the second most influencing factor when choosing to attend exhibition event at 80.1% followed by destination infrastructure and recreation facilities at 68.3%. The exhibition visitors indicated that market coverage and being attracted by theme were the least influential factors when choosing to attend an exhibition event at 43.0% and 44.8% respectively. From the results, it is observed that venue accessibility and location,
destination safety and security, destination infrastructure and recreational facilities are most considered by visitors choosing to attend a given exhibition.

The findings agree with those of Tan et al. (2017) who indicated that, for a tourist destination to develop sustainably, safety and security is one of the essential components that can help boost the tourism activities in the new millennium. Therefore, the County of Nairobi needs to improve their infrastructure to enhance accessibility and also ensure a high level of safety and security for their visitors.

4.11 Exhibition Participants’ Satisfaction Level

The respondents for the study were asked to rate their satisfaction level with their experiences of exhibition events attended and the destination in general and the results are discussed as shown in figure 4.8. This was very important as satisfied exhibition participants, can turn into good destination ambassadors as well as have future return intentions which will greatly benefit the destination.

![Figure 4.8: Exhibition Participants’ Satisfaction Level](image-url)
The findings indicated that majority, 47% of the respondents felt satisfied, 43.6% felt that their experience was good, 5.2% felt their experience was excellent and finally 4.2% felt that their experience was poor. These findings are supported by Khuong and Ha (2014) who cited that, while destination expectations are formed by visitors’ past experience, tourist information and promises of destination marketers; tourists’ real experiences are based on what they see, feel and achieve at the destination. Therefore destination marketers need to understand visitor’s expectations and adjust their marketing and promotional messages to deliver quality services.

**H2 There is a significant relationship between participants’ demographics and participation in leisure activities in Nairobi County.**

The third hypothesis was to find out the significant relationship between the participants’ demographics (age and gender) and participation in tourism and leisure activities.

Table 4.20: Chi-Square Tests on Age and Participation in Leisure Activities

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>12.064</td>
<td>4</td>
<td>.017</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>11.863</td>
<td>4</td>
<td>.018</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>6.676</td>
<td>1</td>
<td>.010</td>
</tr>
</tbody>
</table>

A chi-square test was carried out to test the hypothesis. The chi-square findings on age across participation in tourism and leisure activities ($\chi^2 = 12.02$, df= 11.86 and $p=0.017$, indicated a significant relationship between age and participation in tourism and leisure activities. The results imply that all age groups participate in tourism and leisure activities before, during or after the exhibition event. The tourism destination marketers, therefore,
need to focus on developing competitive marketing strategies tailored to emphasize the leisure experiences of all age groups. This is because understanding the various needs and expectations of all age groups will in a big way aid in market segmentation.

Table 4.21: Chi-square results of gender across participation in tourism and leisure activities

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>21.068</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>Continuity Correction b</td>
<td>19.995</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>20.779</td>
<td>1</td>
<td>.000</td>
</tr>
</tbody>
</table>

The, was ($X^2 = 21.07$, df= 1, p= 0.000) as shown in table 4.21. This implies that, both the male and female participants find an opportunity to engage in tourism and leisure activities before, during and after the exhibition events. Therefore, the alternative hypothesis was accepted and a conclusion was made that there was a significant relationship between gender and participation in tourism and leisure activities.

The findings were in agreement with those of Sabina and Nicolae (2013), who indicated that the total expenditure for tourism activities is equal among men and women. They continue to cite that, gender differences are important for tourist destinations regarding to visitor quality. It is therefore important for tourism marketers to understand the travel experiences of both men and women. This will help them make marketing strategies that will ensure high service quality and satisfaction.
CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

This chapter has a summary of the findings, the conclusion and recommendations and suggestions for further research.

5.2 Summary of Findings

Kenya’s tourism industry has been identified as one of the major national development sectors for realizing the country’s Vision 2030 (GoK, 2013). As efforts are being made to boost the tourism industry in the country, the tourism promoters need to identify areas with growth potential. MICE tourism is the largest and fastest growing segment of the modern tourism industry and a special market that holds out great potential for the growth of the tourism industry.

The exhibition events part of MICE tourism comprises one of the promotional strategies that can be used to promote the tourism industry. The study sought to find out the effectiveness of exhibition events in promoting the tourism industry in Nairobi City County. The study adopted a cross-sectional descriptive design and targeted the participants of exhibition events in Nairobi City County. The study sample size was 384 respondents and 343 questionnaires out of 384 were valid and used for data analysis.

The findings indicated that the majority of respondents agreed that exhibition events can be used as an effective tool for promoting the tourism industry. The results indicated that exhibition events can be used to create additional tourism demand, and increase visitor numbers. They can also stimulate travel for lots of people, create country’s tourism brand awareness and as a means to advertise a country’s tourism offering. The findings also showed that majority of the respondents participate in leisure activities apart from
attending exhibition events. Further findings indicated that the participants do return on another occasion for tourism purposes, some engage in excursions after the exhibition while others indicated combining the event with a holiday.

The findings indicated that the majority of the participants especially exhibitors’ main objectives for participate in exhibition events were to generate sales and gain competitive advantage. Build relationships with distributors and customers, and track new trends were also cited as important. Findings from the exhibition event visitors indicate that their main motivational factors were, the networking opportunities, to stay abreast with new technologies, assess new products and services and educational benefits.

Findings showed destination safety and security, destination image and attraction, were the influencing factors that exhibitors look at when choosing to exhibit at a destination. Findings from the exhibition visitors indicated that venue accessibility and location, destination safety and security, the destination infrastructure and recreation facilities as the most influential factors.

The findings indicated that the majority of respondents were satisfied with their experiences of exhibition events attended and the destination in general. These were very important as satisfied exhibition participants, can turn into good destination ambassadors and are likely to return in future to the destination.

5.3 Conclusions

The study found out that exhibition events have the potential of being used as an effective tool for promoting the tourism industry. These events can be used effectively to, create additional demand for the tourism and hospitality products and services, stimulate travel
for a lot of people, and can be used to increase visitor numbers. Therefore, tourism destination marketing organizations need to advertise and promote their tourism offering alongside exhibition events. This is to influence exhibition participants to engage in tourism activities besides participating in exhibition events.

Exhibitors and visitors participate in exhibition events with various motives. Therefore, understanding motivational factors of these participants is important for exhibition organizers to be able to establish their marketing strategies accordingly.

When making travel decisions, destination safety and security, destination image and attractions, and destination infrastructure and recreation facilities are considered crucial factors by participants. Therefore tourism destinations need to ensure the safety of their customers as they participate in exhibitions and also engage in tourism activities. The destination’s infrastructure and recreation facilities should be developed and maintained up to standard to ensure the visitor expectations and satisfaction are met.

Exhibition events act as key drivers of demand and act as image makers for both business and leisure travel. It can be concluded that the exhibition events are crucial and they contribute to buoyant economy and can be used as a tourism promotional method in destination marketing.

5.4 Recommendations

5.4.1 Recommendation for Policy

The study recommends the ministry of tourism and the relevant stakeholders to implement the exhibition convention and visitors’ bureau in Kenya. This is to enable access to real statistics on the exhibition industry in Nairobi City County and Kenya as a
whole. The bureau will also help determine the number, adequacy, and capacity of existing venues and to establish expected future demand for those venues to enable the industry to meet the expected demand.

The study recommends that during an exhibition event, a stand be set specifically to showcase the county’s tourism offering to participating exhibitors and visitors. This will ensure public relations activities are directed to target markets during an exhibition.

The government in collaboration with the private sector needs to seriously work on the type of venues that are available in the destination. It should ensure that the venues conform to international standards as well as determine clients’ expectations regarding the existing and emerging trends in the exhibition industry.

5.4.2 Recommendation for Practice

The study recommends to tourism marketers to harmonize the marketing communication and embrace wholesomely the use of new technologies especially the use of social media together with exhibition events marketing to promote the tourism industry and remain competitive in the market. The study recommends exhibition marketers to include tourism packages to international exhibition events to attract many exhibition participants from different countries across the globe. This could be through including tourism add-ons for participants such as city tours, and sightseeing activities as part of the program.

5.4.3 Recommendation for Further Research

A study can be done including all the elements of MICE tourism and how they can be used to promote the tourism industry in Kenya. A study can be replicated to other upcoming MICE counties in Kenya such as Naivasha and Mombasa.
6.0 REFERENCES


Appendix 1: Introduction Letter

Dear Participant,

My name is Juliet M. Mesa a Student Pursuing a Master’s degree in Tourism Management at Kenyatta University. Presently I am collecting data for my thesis on the topic: The Effectiveness of Exhibition Events in Promoting the Tourism Industry in Nairobi City County. I humbly request you to respond to my questions to enable me to complete this study successfully. The data will be collected purely for academic purposes only; your responses will be greatly appreciated. Thank you for your cooperation.

Sincerely,

Juliet Magoma Mesa,
Masters Student
Department of Tourism Management
Kenyatta University.
Appendix 2: Questionnaire for Exhibitors

Section I: General Information (Please Tick Where Appropriate)

1. Gender: Male [ ] Female [ ]

2. Age in years

   18-27 [ ] 28-37 [ ] 38-47 [ ] 48-57 [ ] above 57 years [ ]

Section II: Specific Information

3. What sector does your company belong to? (Please tick where appropriate).
   
i. Hospitality and tourism [ ]
   
ii. Building and construction [ ]
   
iii. Medical and Pharmaceutical [ ]
   
iv. Consumer and household [ ]
   
v. Industrial and machinery [ ]
   
vi. IT and electronics [ ]
   
vii. Agriculture [ ]
   
viii. Other ........................................................................................................

4. Do you participate in exhibitions regularly? Yes. [ ] No. [ ]

5. How often do you participate? Monthly [ ] Quarterly [ ] Annually [ ]

6. Besides exhibitions, what are the other communication techniques that you use?
   
i. Television and radio advertisements [ ]
ii. Billboards [ ]

iii. Social media [ ]

iv. Online search engines [ ]

v. Newspaper [ ]

Section III: Motivational Factors for Participating in Exhibition Events

7. What are the firm’s main motivations for participating in exhibition events?

i. Generate sales [ ]

ii. Track new trends in the sector [ ]

iii. Find new distribution channels [ ]

iv. Gain competitive advantage [ ]

v. Identification of potential customers [ ]

vi. Build relationships with suppliers, distributors, and customers. [ ]

vii. Others……………………………………………………………………………………………………

Section IV: Exhibitions as a Tool for Tourism Promotion

8. Are exhibition events an effective tool for promoting the tourism industry?

Agree [ ] Disagree [ ]
9. How do you agree to the following statements? (Please tick).

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<tbody>
<tr>
<td>Increase visitor numbers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stimulate travel for a lot of people.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can be used as attractions and image markers of a tourism destination.</td>
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<tr>
<td>Create additional demand for tourism and hospitality products and services.</td>
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<tr>
<td>Advertises a country’s tourism offerings.</td>
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<tr>
<td>Creates a country’s tourism brand awareness.</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Provides information on the country’s tourism products and services.</td>
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</table>

Others........................................................................................................................................

10. Does the destination offer you an opportunity to explore other tourism and leisure activities? (Please tick)

Yes [ ] No [ ]

11. How do you engage in tourism and leisure activities? (Tick where appropriate).

i. Combine the event with a holiday. [ ]

ii. Return on another occasion for leisure purposes. [ ]

iii. Excursions after the exhibition event. [ ]

iv. Others..............................................................

.................................................................................
Section V: Attributes Influencing Exhibition Events Participation

12. Which of the following attributes influence your attendance at exhibition events? (Please tick).

i. The past performance of exhibitions [ ]

ii. Market coverage of the exhibition [ ]

iii. The profile of the visitors [ ]

iv. The Reputation of the exhibition [ ]

v. Participation cost of the exhibition [ ]

vi. The date of the exhibition [ ]

vii. Destination safety and security [ ]

viii. Destination image and attractions [ ]

ix. Others………………………………………………………………………………………………………………

13. Kindly rate your overall satisfaction with the exhibition event experience and the destination as a whole (tick where appropriate)

Excellent [ ]  Good [ ]  Satisfactory [ ]  Poor [ ]
Appendix 3: Questionnaire for Exhibition Visitors.

Section I: General Information (Please Tick Where Appropriate)

1. Gender:   Male [ ]                     Female [ ]

2. Age in years
   18-27 [ ]   28-37 [ ]   38-47 [ ]   48-57 [ ]   above 57 [ ]

Section II: Specific Information

3. How did you come to know about this exhibition event? (Please tick)
   i. Word of mouth [ ]
   ii. Television and radio advertisements [ ]
   iii. Billboards [ ]
   iv. Social media [ ]
   v. Online search engines [ ]
   vi. Newspaper [ ]

4. Do you participate in exhibition events regularly? Yes [ ] No [ ]

5. How often do you participate? Monthly [ ]    Quarterly [ ]    Annually [ ]

Section III: Motivational Factors for Participating in Exhibition Events (Please Tick Where Appropriate)

6. What are main motivational factors for participating in exhibition events? (Please tick)
   i. Assess new products and developments [ ]
   ii. Stay abreast of current technologies [ ]
   iii. Get discounts and special promotions [ ]
   iv. Networking opportunities [ ]
v. Educational benefits [ ]

vi. Meeting specialists [ ]

vii. Others………………………………………………………………………………………………

Section IV: Exhibitions as a Tool for Tourism Promotion

7. Are exhibition events an effective tool for promoting the tourism industry?

Agree [ ] Disagree [ ]

8. How do you agree to the following statements? (Please tick).

<table>
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<tbody>
<tr>
<td>Increase visitor numbers.</td>
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<td>Stimulate travel for a lot of people.</td>
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<td>Can be used as attractions and image markers of a tourism destination.</td>
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<tr>
<td>Create additional demand in tourism and hospitality products and services.</td>
<td></td>
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</tr>
<tr>
<td>Advertises a country’s tourism offerings and make the product widely known.</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creates a country’s tourism brand awareness.</td>
<td></td>
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</tr>
<tr>
<td>Provides information on the country’s tourism products and services.</td>
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<td></td>
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</tbody>
</table>

9. Does the destination offer you an opportunity to explore other tourism and leisure activities? (Please tick)

Yes [ ] No [ ]


   i. Combine the event with a holiday. [ ]

   ii. Return on another occasion for leisure purposes. [ ]
iii. Excursions after the exhibition event. [ ]

iv. Others……………………………………………………………………………………………………………………………………

Section V: Attributes Influencing Exhibition Events Participation

11. Which of the following attributes influence your attendance at exhibition events? (Please tick where appropriate).

   i. Attracted by the theme. [ ]
   ii. Market coverage of the exhibition. [ ]
   iii. Venue accessibility and Location [ ]
   iv. Destination safety and security [ ]
   v. Destination’s leisure environment [ ]
   vi. Infrastructure and recreation facilities [ ]
   vii. Others……………………………………………………………………………………………………………………………

12. Kindly rate your overall satisfaction with the exhibition event experience and the destination as a whole (tick where appropriate)

Excellent [ ] Good [ ] Satisfactory [ ] Poor [ ]
Appendix 4: Interview Schedule for Event Organizers and Managers

1. How effective are exhibition events as a promotional tool for Kenya’s tourism industry?

2. What benefits do exhibition events bring to Nairobi County, Kenya?

3. What are the most important attributes which influence exhibition events attendance and how are they related to tourism promotion?

4. What are the key factors that make Nairobi County a leading MICE destination in Kenya?

5. What are strategies put in place to enhance the effective use of exhibition events in promoting the tourism industry in Nairobi County?
Appendix 5: Map of Nairobi County
Appendix 6: NACOSTI Research Permit

THIS IS TO CERTIFY THAT:
MS. JULIET MAGOMA MESA
of KENYATTA UNIVERSITY, 129-618
ruaraka, has been permitted to conduct
research in Nairobi County

on the topic: EFFECTIVENESS OF
EXHIBITION EVENTS IN PROMOTING
TOURISM IN NAIROBI COUNTY KENYA

for the period ending:
13th June, 2018

[Signature]

Applicant’s
Signature

[Signature]

Director General
National Commission for Science,
Technology & Innovation

[Signature]

Applicant’s
Signature

[Signature]

Director General
National Commission for Science,
Technology & Innovation
Appendix 7: Kenyatta University Research Authorization

FROM: Dean, Graduate School
TO: Magoma Mesa
C/o Tourism Management Department.

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

This is to inform you that Graduate School Board, at its meeting of 19th April, 2017, approved your Research Proposal for the M.Sc. Degree entitled “Effectiveness of Exhibition Events in Promoting Tourism in Nairobi County, Kenya”.

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking forms per semester. The form has been developed to replace the Progress Report Forms. The Supervision Tracking Forms are available at the University’s Website under Graduate School webpage downloads.

Thank you.

HARRIET ISABORE
FOR: DEAN, GRADUATE SCHOOL

CC: Chairman, Tourism Management Department

Supervisors:

1. Dr. Alice Nzioka
   Department of Hospitality
   Kenyatta University

2. Ms. Jane Biwok
   C/o Department of Tourism Management
   Kenyatta University