AN INVESTIGATION INTO FACTORS THAT HINDER
DOMESTIC TOURISM IN KENYA: CASE OF MERU REGION

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An investigation into factors that hinder

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DECLARATION

This project report is my original work and has not been presented for degree work in any University.

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ABSTRACT

This study examined the factors that hinder domestic tourism in Meru region, with a view of addressing the hindrances in order to improve domestic tourism in Kenya. The study investigated a sample of cross-section of the tourist stakeholders, and through separate questionnaires obtained data from respondents consisting of managers of hotels and lodges, and tour operating firms, government officials, Kenya Wildlife Services officials, resident tourists and local residents.

The broad objectives of the study was to establish the factors that hinder Kenyan residents from visiting tourist facilities in Meru region. The study aimed at identifying facilities and services offered to tourists in the region, the cost of the facilities and services and how they affect tourism in the region. It also sought to establish the state of infrastructure and security at the national parks and how these factors affect domestic tourism. By shedding light on the factors that hamper domestic tourism, the study will assist the government and other industry stakeholders in coming up with practical measures to address the obstacles with a view to increasing Kenyan participation in domestic tourism.

A sample of 63 respondents from tourist industry players in the region was selected using purposive, cluster and random sampling methods. A structured questionnaire with both closed and open-ended questions was used to collect data from the respondents. A total of 43 respondents field the questionnaires from which data was extracted for
analysis. Qualitative and quantitative methods were used to analyse data and make statistical inferences, presentations and conclusions.

The study findings indicated that the major factors hindering domestic tourism are lack of awareness of the existing tourist facilities and poor infrastructure, especially roads leading to major tourist attractions. It also revealed the existence of diverse tourist attractions in the region which can appeal to a wide cross-section of Kenyans. The study also found that the tourist facilities in the region are adequate and affordable by the local tourists.

The study concluded that the government and tourist industry stakeholders need to address the hindrances pointed out in order to improve domestic tourism. These include construction and maintenance of roads to the park, provision of cheaper transport to the national park, creation of awareness of the attractions and sensitizing the local communities on the value of tourism and the need to conserve national resources for posterity. If these measures are taken then domestic tourism would improve, leading to creation of employment, and generation of income for regional and national development.
DEDICATION

I dedicate this project to my late mother Martha Kambura M'Rarama who sacrificed so much for my early education, to my late father Joseph Kathurima M'Rarama who motivated me to study up to undergraduate level, and to my loving wife Elizabeth Kanana Rarama who has encouraged me and supported me throughout my post graduate programme. To these three people in my life, I give thanks and Glory to God.
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Further, I am thankful to Dr. R. Bagine and Mr. George Muriuki both of Kenya Wildlife Services headquarters for facilitating my data collection at KWS field stations in Meru region. I am also grateful to Messrs. Maina and Marangu of KWS station in Meru, and the Meru National Park, respectively. To all those who accepted to be interviewed and gave time and information, I say thank you all. Finally, I am grateful to Mr. Caleb Waganagwa for typesetting and making necessary corrections on the draft report. I also record my deep appreciation to Messrs. Meme and J.M. Kiome for their assistance during my data collection. To these and many others not mentioned, I say thank you for any kind assistance which enabled me to complete this project.
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<td>Agricultural Society of Kenya</td>
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<tr>
<td>DTC</td>
<td>Domestic Tourism Council</td>
</tr>
<tr>
<td>GoK</td>
<td>Government of Kenya</td>
</tr>
<tr>
<td>IDS</td>
<td>Institute of Development Studies</td>
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<tr>
<td>KATO</td>
<td>Kenya Association of Tour Operators</td>
</tr>
<tr>
<td>KICC</td>
<td>Kenyatta International Conference Centre</td>
</tr>
<tr>
<td>KIPPRA</td>
<td>Kenya Institute of Public Policy Research and Analysis</td>
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<tr>
<td>KITE</td>
<td>Kenya International Tourist Exhibition</td>
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<td>KTB</td>
<td>Kenya Tourist Board</td>
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<td>KTDC</td>
<td>Kenya Tourist Development Corporation</td>
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DEFINITION OF TERMS.

Unless otherwise specified, the definitions are as understood by the researcher from Oxford English Dictionary and as applied in local context.

**Banda:** This is a Kiswahili word ordinarily used to describe a temporary shelter or accommodation facility. The term 'banda' is generally used to describe a low cost accommodation facility provided by Kenya Wildlife Services in parks for the low income tourists.

**Consumer:** In reference to tourism, the consumer refers to a visitor who travels to a tourist destination and uses tourist facilities and services such as transport services, hotel accommodation for a fee.

**Domestic Tourism:** For the purpose of this study domestic tourism is defined as the travel within Kenya by residents for leisure, holiday or recreation.

**Game Park:** Refers to an area set apart where wild animals are confined away from human activity for conservation, control and protection against human destruction. In Kenya game parks and national reserves are set apart by an Act of Parliament and are protected by the Kenya Wildlife Services.
Lodge: This refers to an accommodation facility located in a national park or game reserve.

Infrastructure: This refers to the basic physical facilities like roads, water and electricity which are a prerequisite for development of other economic activities and services.

Local Tourist: This refers to a Kenyan traveling from one part of Kenya to another and staying at least 24 hours or overnight in a region whose journey is for the purpose of leisure, holiday, recreation or business.

Local Resident: For the purpose of this study, the term refers to a person whose usual place of residence is within the proximity of a tourist attraction.

Meru Region: Refers to the area consisting of three administrative districts namely Meru South, Meru Central and Meru North in the Eastern Province of Kenya.

Tourist Attraction: Refers to any thing or feature that draws tourists to their desires or interests, and includes culture, floral and fauna, scenery or wildlife.

Tour Operator: Refers to an individual or organization that caters for and offers information and assistance in planning and operating transport for tourists in various hotels and lodges and car hire. For the purpose of this study, tour operator refers to a member of the Kenya Association of Tour Operators.
Tourist Facility: Refers to an establishment such as hotel, lodge or restaurants that is built for tourist comfort and convenience.

Tourist Product: This refers to the human experiences which include services to satisfy the needs of the tourists, hospitality, and the involvement of the tourist in the production process.
CHAPTER ONE
INTRODUCTION

1.1 Background to the Study

Although the term tourism probably dates only from the nineteenth century, the phenomenon itself goes far back in history. Defined broadly as travel for recreation, one author suggests that there were pleasure tours in ancient Greece to the oracles and festivals in the great religious centers of Delphi, Olympia and Epidaurus (Loise Turner and John Ash, 1975). The World Tourist Organization (WTO) defines a domestic tourist as any person residing in a country who travels to a place within the country, outside his/her usual place of residence, other than the exercise of the activity remunerated within the area visited. (Research International, 2002).

A Kenyan resident who travels from his usual place of residence to another part of the country for holiday, game viewing or sampling other community’s culture would be engaging in domestic tourism. Kenya’s beach tourism developed from vibrant domestic tourism by the white settler community who started visiting the coastal town of Malindi in 1930s (Migot-Adhola, Mkangi and Mbindyo 1982). This led to the creation of basic infrastructure using local resources and personnel upon which international tourism was established. Kenyan residents should therefore take advantage of the government investment in infrastructure and tourist facilities, and develop a culture of tourism.

Kenya established a Domestic Tourist Policy in 1984, to encourage residents to travel locally, especially during the low season for international tourism. The central objective of this policy was to even out the seasonal pattern of international tourism, thereby
preserving jobs year-round. To enforce the new policy the government established Domestic Tourism Council (DTC) with membership drawn from the public and private sectors of tourism. The other objectives of the DTC are promotion of national unity and integration, allowing local people to share in the government investment in tourism infrastructure, increasing investment from domestic tourism, redistribution income across the country; and conserving foreign currency by having Kenyans visiting the country rather than traveling abroad (Sinclair 1990).

Domestic Tourism Council introduced National Tourism Exhibitions (NTE) in 1989 to create awareness in domestic tourism, offer local market cheap holiday and propagate the value of domestic tourism to the general public. Kenya Wildlife Services (KWS) was also established in 1989 to curb poaching and insecurity in the national parks, while Kenya Tourist Board (KTB) was established in 1996 to market Kenya locally and internationally. The foregoing policy measures have not translated to substantial domestic tourism as would be expected.

In the last one decade, the country experienced unprecedented slump in international tourism, which led to drastic decline in government revenue and loss of jobs for Kenyans in hotel and tourism industry. The adverse effect of the volatility of international tourism on the economy has led to government policy to increasingly emphasize on domestic tourism, in order to sustain tourism industry in the long-term. This study contributes to the search for the ways in which domestic tourism can be improved.
Kenya has remarkable tourist attractions which range from beautiful scenery wildlife sanctuaries, attractive beaches and hospitable people. These attractions are found in all parts of Kenya giving the country great potential for vibrant domestic tourism. Meru region has a variety of tourist attractions which include Mt.Kenya Forest Reserve, Meru National Park and good economic base with tourist class hotels and lodges. Mt. Kenya provides good opportunity for mountain climbing and scenery viewing. The mountain provides snow and ice scenery while the slopes provides moorland scenery. The forested slopes are inhibited by plenty of game and birds and a variety of indigenous trees, fauna and flora. Meru National Park became world famous when Elsa the lioness was returned to the wild, the story told in Joy Adams book ‘Born Free’ (Lakin D. undated). Meru National Park presents the widest variety of landscapes and habitats. The number of visitors to Meru National Park has stagnated or declined in the last five years.

The level of tourist activity in Kenya is measured by the number of hotel bed-nights occupied by tourists. The number of hotel bed-nights occupied by Kenyan residents for three years between 1995 and 1997 is some 13.6%, 15.5% and 15.8% respectively, of the total tourist bed-nights in the country as shown in Table 1.1 below:

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<tr>
<td><strong>Total Bed-nights</strong></td>
<td>5,054,800</td>
<td>5,061,200</td>
<td>4,910,300</td>
</tr>
<tr>
<td><strong>Kenya residents</strong></td>
<td>689,300</td>
<td>782,600</td>
<td>776,800</td>
</tr>
<tr>
<td><strong>% share (Kenya)</strong></td>
<td>13.6%</td>
<td>15.5%</td>
<td>15.8%</td>
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The data on Table 1.1 shows the size of domestic tourism is small compared to international tourism, in spite of incentives such as reduced tariffs which are offered by tourist hotels during low seasons.

The use of hotel bed nights as a measure of tourism activity has a short-coming in that a local people may visit national parks for viewing while staying with friends and relatives, without necessarily being accommodated in hotels and lodges.

1.2 Statement of the problem

Kenya Government has heavily invested in tourist infrastructure and facilities. It has built access roads to national parks and created institutions such as Kenya Wildlife Services to protect wildlife against poaching. Kenya Tourist Development Corporation to finance tourist enterprises and Kenya Tourist Board to market tourism locally and internationally. However, Kenyan residents do not use the tourist facilities in large numbers as expected. It is only a small number of Kenyan residents that participate in domestic tourism.

The Government’s concern about increased participation of the residents in tourism led to the establishment of Domestic Tourism Policy in 1984. The policy encourages residents to travel locally during low season for international tourism, by giving incentives such as reduction of tourist hotel tariffs for local people, and reduced entry fees to national parks. However statistics show that only a small share of total hotel bed-nights are occupied by Kenyan residents. That many Kenyans have not taken advantage of the Domestic Tourism Policy raises the following issues (a) are Kenyan residents
aware of the tourist facilities? (b) can they afford the facilities? (c) is the infrastructure to
the national parks in good condition? (d) is there affordable means of transport? and (e)
is the level of security acceptable?

Domestic tourism is now being seen as having the potential to revive the tourist industry.
and bring long-term sustainability of tourism. This study contributes in establishing the
gways in which domestic tourism can be improved, to achieve the Government’s goal of
poverty reduction by employment generation and income creation.

1.3 Objectives of the study

The broad objective of this study is to investigate factors that hinder domestic tourism
in Kenya, with Meru region as a case study.

Specific Objectives:

1) To identify factors that hinder Kenyan residents from visiting tourist attractions
   such as wildlife viewing and mountain climbing in Meru region.
2) To identify the kind of facilities and services offered to tourists in Meru region.
3) To establish the cost of services offered by hotels and tour operators, and the
   perception of local tourists about the costs.
4) To determine the state of infrastructure and security in the national parks, and
   how these affect domestic tourism in the region.
5) To look into what can be done to increase Kenyan participation in domestic
   tourism.
1.4 Research Questions

1) What factors hinder Kenyan residents from visiting tourist facilities in Meru region?

2) What kind of facilities and services are offered to tourists visiting Meru region?

3) What is the cost of the facilities and services, and what are the local tourists perceptions about the cost?

4) What is the state of infrastructure and security in the national parks?

5) In what ways can Kenyan residents be motivated to improve domestic tourism?

1.5 Significance of the Study

Increased domestic tourism has the potential of bringing about socio-economic development by meeting recreational needs for Kenyans, promoting social integration, creating employment and generating income to the rural people through tourism based small and micro-enterprises.

The tourist industry stakeholders especially hotel owners and tour operators will benefit from the findings of this study. They will gain new insights on local tourist needs such as cheap and decent accommodation and affordable commuter transport to tourist attractions. If tourist needs are adequately addressed, it will motivate the residents to travel within the country, and in the process increase domestic tourism business.

The findings of the study will also be useful to Government officials especially in the Ministry of Tourism. The study findings will assist them to make informed policy decisions such as up-grading indigenous hotels to meet the needs of the domestic
traveler. The study will also benefit the consumers and the local communities at the tourist destinations. The consumers who are the Kenyan residents will benefit from improved tourist facilities, while the local communities will benefit from increased tourist activity, increased employment and incomes as well as improved social amenities.

The research data gathered by this study will be of interest to scholars interested in domestic tourism. The research will add to the existing body of knowledge, and also give insights on areas that require further research which this study could not cover owing to time and financial limitations.

1.6 The scope of the study

Although domestic tourism is an important economic activity, this study cannot exhaustively address all issues related to domestic tourism in Kenya. The study will therefore narrow its focus to domestic tourist activities which are directly linked with tourist attractions and facilities in Meru region. Meru region was selected for the study because it contains important national tourist attractions such as mountain climbing in Mt. Kenya National Reserve and game viewing in Meru National Park.

The study respondents will be the industry stakeholders consisting of hotel and lodge managers, tour operator firms, government officials, Kenya Wildlife Services officials, local tourists and local residents.
1.7 Assumptions and Limitations of the study

1.7.1 Assumptions

The study was undertaken assuming the following facts to be true, as they had not been verified.

(a) That Kenyan residents like visiting places for pleasure.

(b) That there are plenty of attractive tourist sites and facilities in the region.

(c) That Kenyans know the benefits of tourism.

1.7.2 Limitations

The limitations of the study were

(a) It was not secure to go to certain parts of the park for data collection. The researcher had to seek assistance of the KWS wardens to visit lodges in the parks for data collection. Similarly it was necessary to be accompanied for site visit of undeveloped tourist sites.

(b) The state of infrastructure to the national park was in very bad state. The researcher had to hire a four wheel vehicle and seek services of a local driver, which strained the research budget.
CHAPTER TWO
LITERATURE REVIEW

2.1. Introduction to Literature Review

This chapter is a review of literature relevant to domestic tourism with a view to identify the limitations, weaknesses, strengths and gaps which the previous researchers failed to address. The study aims to address both the limitations and weaknesses in order to fill the existing gaps.

2.2. Main Review

This section contains a review of general literature which is relevant in addressing issues on domestic tourism, the past studies done in the area, and the conceptual framework on which the research is based.

2.2.1. General Literature

Schlenk and Stewig (1983) associates the evolution of domestic tourism with a country's stage of economic development. According to the development stage theory the number of social classes participating in domestic tourism increases as development increases. In Kenya which is in the early stages of economic development, it is only the elite who have enough time and money to afford leisure travel. This may explain the low level of participation in domestic tourism by the residents. The government should therefore focus on development in order to increase incomes of the residents and empower them to participate in domestic tourism.
International organizations support tourism as a leisure activity and a basic right to each individual. The World Tourism Organization (WTO) suggests specific measures to encourage development of domestic holidays. These measures include low cost accommodation and cheap travel through incentives for package holidays adapted to the needs of all wage earners (World Tourism Organization, 1984, p.41). This declaration obliges national governments to operate some social tourism for its citizenry. It also supports the endeavors for promotion of domestic tourism by Kenya government as a right for Kenyans.

Gunn (1988), conceptualizes tourism as a functioning system consisting of demand and supply components which are related in a dynamic way. According to Gunn, the demand consists of a population of people interested to travel and having the ability to do so. Pearce (1989), groups the range of goods and services at the destination as attractions, transportation, accommodation, supporting facilities and services and infrastructure. According to Pearce, the attractions encourage tourists to visit the area. transport services enable them to do so. the accommodation and support services (e.g. shops, banks, restaurants), cater for their well being while at the destination and infrastructure assures the essential functioning of all these. This study aims to establish whether lack of these factors could be hindering domestic tourism in Meru region.

2.2.2 Domestic Tourism in Kenya

Kenya’s modern tourism was started as domestic tourism in 1920’s by the white settlers and administrative officials when they started going to the coastal town of Malindi for holidays (Migot-Adhola, Mkangi and Mbindyo, 1982). The pre-independence period
saw the birth of mass tourism, with poorer tourists visiting the beaches, while their wealthier counterparts spent their time in national parks in photographic and hunting safaris. By 1960's Kenya had become a famous international tourist destination, with tourism activity being concentrated in coastal beaches and a few national parks and reserves. Kenya's domestic tourism activity still follows the structural pattern established by the international tourism, where infrastructure and tourist facilities are well developed.

Soon after independence in 1963, Kenya Government recognized the tourism potential and upgraded tourist infrastructure and encouraged local and foreign entrepreneurs to invest in tourism industry. In 1965, it established the Kenya Tourist Development Corporation (KTDC) and mandated it to indigenize the tourist industry which was dominated by foreigners. KTDC was instrumental in Kenyanization of tourist industry through direct and equity participation as well as financing local tourist enterprises. The Corporation has since divested from direct ownership of hotel enterprises by selling its equity, but still retains the financing role. However owing to poor management and cash flow problems, it is not able to reach the small indigenous hotels who mainly serve domestic tourists.

In 1984, Kenya Government established a Domestic Tourism Policy to encourage residents to travel locally especially during the low season for international tourism. The central objective of the policy was to even out the seasonality pattern thereby preserving jobs year round. The policy was short-sighted because it targeted the use of facilities which were specifically developed for international tourists. The hotels and lodges were
neither suitable nor attractive to the local tourists, as they were located away in the parks and urban centers, and their tariffs are far above the incomes of the average Kenyans.

In 1989, the Ministry of Tourism and Wildlife together with Domestic Tourism Council introduced National Tourism Exhibitions (NTE) at Kenyatta International Conference Centre (KICC). The exhibition which was later renamed Kenya International Tourism Exhibition (KITE) had the following among its objectives: creation of awareness in domestic tourism in the country and to propagate the value of domestic holidays to the general public. However, this strategy did not achieve the desired objective. A recent market research on domestic tourism commissioned by the Kenya Tourism Board (KTB), found that the overall strategy and organization in tourism is perceived not conclusive to attract local people in promoting the industry (Research International, 2002). Local tourism is outweighed by international tourism, marketing is mainly overseas, and there is a perceived neglect by the key stakeholders in promoting domestic tourism.

In 1996, Kenya Government established the Kenya Tourism Board to market the country both locally and internationally. Among the mandates of the Kenya Tourist Board is to develop the domestic tourist market. Kenya Tourist Board has endeavoured to execute this mandate by sensitizing Kenyans about tourist attractions in the country and creating the culture of holiday travel to Kenyans. The KTB market research on domestic tourism indicated that most Kenyans perceive tourism as a foreign concept and associate it with white people. Also Kenyans consider holiday as a foreign concept and would rather
spend money drinking with friends, instead of traveling to other parts of the country for
day.

The Ministry of Tourism and Wildlife participates in Agricultural Society of Kenya
Shows (ASK), to educate the public by exhibiting major attractions in game reserves and
national parks. Although these promotional measures create awareness of the game
parks as tourist attractions to local people, the majority of Kenyans do not seem to have
created sufficient interest to visit the national parks. To most Kenyans an ASK show is
an end in itself and does not lead to their participation in domestic tourism. This study
therefore sought to establish the underlying factors that inhibit many Kenyan residents
from engaging in domestic tourism.

Tourism to young people is encouraged through schools, colleges and Wildlife Clubs of
Kenya (WCK). Sindiga (1999), sees Wildlife Clubs of Kenya as the best example of
domestic tourism. These clubs have centers in Nairobi, Nakuru, Nanyuki, and Voi with
hostel type of accommodation. Members on safari can sleep in hostels or pitch tents on
the centre grounds at subsidized rates. Although Wildlife clubs of Kenya activities do
not translate to tangible domestic tourism earnings, the clubs play an important role in
inculcating positive attitudes to wildlife conservation and awareness of domestic tourism
to the young people.

In Kenya the size of domestic tourism is currently measured by the number of bed-
nights occupied by the residents. Table 2.1 indicates the size of domestic tourism
Table 2.1 Bed-nights occupied by Kenyan residents (1994-1998)

<table>
<thead>
<tr>
<th>Year</th>
<th>Kenyan</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>689.600</td>
<td>Visitors share in Total</td>
</tr>
<tr>
<td>1995</td>
<td>689.300</td>
<td>13.0%</td>
</tr>
<tr>
<td>1996</td>
<td>782.600</td>
<td>13.6%</td>
</tr>
<tr>
<td>1997</td>
<td>776.800</td>
<td>15.4%</td>
</tr>
<tr>
<td>1998</td>
<td>696.900</td>
<td>15.8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>24.7%</td>
</tr>
</tbody>
</table>


Figures in Table 2.1 do not include residents who stay in local hotels, catering exclusively for the low income people who are mainly residents of Kenya, because these are not classified.

The number of Kenyan residents visiting tourist facilities located in areas other than coastal beaches and Nairobi is small compared to the total number of domestic tourists. Out of 696,900 bed-nights occupied by residents in 1998, only 187,100 were occupied in the lodges and other areas (Economic Survey, 1999). This figure represents 26.85% of the total bed-nights in that year. This indicates that domestic tourism activity is still concentrated in the coastal beaches and urban areas which are favoured by international tourism. This study sought to establish the factors that hinder domestic tourism in Meru region, which is outside the main locations favoured by international tourists.
2.3 Critical Review of the major issues

The major issues that may have significant effect on domestic tourism in Kenya can be summed up as follows:

- Lack of awareness
- Low incomes
- Attitudes towards tourism
- Kind of facilities and services offered
- Cost of facilities and services
- State of infrastructure.
- Security

Lack of awareness

Awareness of the tourist attractions and facilities within the country creates interest and desire to visit the attractions and use the facilities. Although the Ministry of Tourism and Wildlife creates awareness by exhibiting major attractions in game reserves and national parks in Agricultural Society of Kenya (ASK) shows, the exhibitions may not be reaching the target market or the Kenyans with money to spend in the parks. Promotion of domestic tourism should aim at right market segment.

Low incomes

The population must have enough disposable income to spend on leisure after satisfying the basic needs. The majority of Kenyans live below the abject poverty line (i.e. one US dollar per day). It is only the elite who have financial resources and time to spend on
leisure travel. Domestic tourism will be expected to increase as the level of development improves and more local residents are able to afford holiday travel.

- **Attitudes towards tourism**

The attitudes of indigenous Kenyans towards tourism may be a major obstacle to their participation in domestic tourism. A recent study commissioned by Kenya Tourist Board indicates that Kenyan residents have a negative attitude towards tourism (Research International, 2002). Majority of Kenyans perceive tourism stakeholders as only interested in foreign tourists and having no time for the local people. This perception is reinforced by media reports showing expensive promotional overseas campaigns aimed at foreign tourists, and the preferential treatment given to white tourists in local hotels. A lot more needs to be done to change Kenyans' attitudes towards tourism, if domestic tourism is to be improved.

- **The kind of facilities**

The kind of facilities offered must be suitable to local tourists. Most tourist facilities in Kenya were designed for foreign tourists. These include luxurious air conditioned rooms, and exotic menus that are tailored to foreign tourist home situation. Tourist facilities are also located in exclusive enclaves which are only accessible by someone driving. On the other extreme are the local hotels catering for low income groups whose basic hygienic standards are unacceptable to middle class travelers from other parts of the country. Also the transport offered by tour operators to tourist attractions is too expensive for the local tourists. There are also no organized cheap commuter transport to game reserves or other attractions for the local tourist.
Cost of services

The cost of services offered has a direct effect on the level of tourist activity. The hotel accommodation rates for most hotels is too high for local tourists. Even the discounted low season tariffs are still high for the average middle income Kenyan to afford a one week's holiday. To visit a game park one has to have a four-wheel drive vehicle or hire from a tour operator. This makes local tourism an exclusive affair for a few Kenyan elite or a very occasional affair for those able to organize group excursions. These costs can be a major hindrance to domestic tourism.

Infrastructure

Infrastructure is essential for tourism activity. Good access roads, power and clean water are important to assure tourists of comfort, and encourage them to travel to a destination. Tour operators and individual tourists would not risk damage to vehicles in destinations where there no proper roads. The poor state of roads especially those leading to national parks could be contributing to the low number of tourists visiting the national parks.

Security

People are generally sensitive to anything that might harm them, especially in unfamiliar areas. Press reports of incidents of thuggery on tourist routes is sufficient to scare away local and foreign tourists from an attractive destination. Security is therefore a major issue in domestic tourism. Insecurity caused by bandit attacks on the pastoral communities around Meru National Park could have contributed to the stagnation of tourist activity in the region.
2.4 Summary of Literature Review and Gaps to be filled by this study.

Literature on domestic tourism in Kenya is scanty. However, there is clear evidence that Kenya Government has endeavored to encourage domestic tourism through various policy measures, but these have not achieved much to increase the Kenyan residents participation in domestic tourism.

Kenya's domestic tourism was started by the white settler community who started going for holiday at the coastal town of Malindi in 1920s (Migot-Adhola, Mkangi and Mbido, 1982). Kenya's domestic tourism is limited to the coastal beaches, urban centres and game parks where the infrastructure was developed to cater for international tourism. This study sought to establish how lack of infrastructure limits domestic tourism in other areas of the country.

Since independence, Kenya Government has established a number of institutions to promote tourism. However, these institutions had only limited success in encouraging Kenyans to travel within the country. The Kenya Tourist Development Corporation which was established in 1965, attempted to indigenize tourist enterprises which were mostly foreign owned. However, the Kenya Tourist Development Corporation has not succeeded in providing finances for upgrading small scale hotel enterprises which mainly cater for the low income indigenous Kenyans. The study examined the kind of facilities offered to tourists in the region. It also sought to establish the costs of these facilities, and whether these could be hindering Kenyan resident's participation in domestic tourism in the region.
The establishment of Domestic Tourism Policy in 1984 was intended to enable Kenyans travel locally to tourist hotels during low seasons for international tourism. This policy focused on the existing facilities developed for international tourists and failed to cater for local tourists wishing to visit other areas of the country. The study of domestic tourism in Meru region intended to fill the existing gap as no other studies have been undertaken on tourism in this region.

The Ministry of Tourism and Wildlife as well as the Kenya Wildlife Services, promotes tourist attractions in game parks by exhibiting in Agricultural Society of Kenya shows. However, these promotional measures have only marginally increased the level of domestic tourism in the country. This is because the awareness campaigns have focused on the tourist product rather than on the consumer needs. The Ministry of Tourism and, Kenya Wildlife Services do not offer transport services to most national parks for the local tourists. Kenya Wildlife Services only offers transport services to local tourists visiting Nairobi and Nakuru National Parks. The study examined whether the cost of services such as means of transport hinder domestic tourism in the region especially in the national park.

The Kenya Tourist Board (KTB) was created to market Kenya locally and internationally. However, the KTB has laid more emphasis on marketing the country overseas to attract foreign exchange. Moreover, the Kenya Tourist Board promotion strategy focuses on the tourist product, by sensitizing Kenyans on the available tourist attractions. It also sensitizes Kenyans on the value of domestic holidays. However the Kenya Tourist Board has not given due consideration to the kind of facilities which are
suitable and affordable by the local tourists, such as cheaper hotel accommodation. The region has both classified and unclassified tourist hotels which are used by local tourists. The study examined whether the cost of these facilities could be an hindrance to domestic tourism.

2.5 The Conceptual Framework

The conceptual framework for the study is as shown in figure 2.5

FIG. 2.5  THE CONCEPTUAL FRAMEWORK: FACTORS HINDERING DOMESTIC TOURISM IN KENYA

Lack of awareness

Low incomes

Attitudes

Kind of facilities

Cost of services

Infrastructure

Security

These factors on their own and interacting with each other

Affect

Domestic Tourism

Independent Variables

This conceptual framework shows that the independent variables on their own and interacting with each other affect domestic tourism. Lack of awareness, low incomes,
negative attitudes, kind of facilities, high cost of services, poor infrastructure and lack of
security are the possible causes for the small number of Kenyan residents visiting tourist
attractions.

If the study establishes the above as the factors hindering domestic tourism, then
appropriate interventions can be taken to increase domestic tourism in Kenya.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research design

Descriptive research design was used in this study to establish how such factors as lack of awareness, incomes, cost of facilities, state of infrastructure and security affect domestic tourism in the region. Survey method was applied to collect, analyze and interpret data that was needed to achieve the study objectives.

A sample of tourist stakeholders operating in the region was used to obtain baseline data, using questionnaires. Considering the breadth, scope, time and financial limitations a small, manageable and representative sample was used in this study.

The Dependent Variable in the study is Domestic Tourism. The Independent variables are: Awareness; Incomes; Attitudes towards tourism; Kind of Facilities; Cost of Services; Infrastructure, and Security.

3.2 Target Population

The target population for this study consisted of all tourist class hotels shown in the region's District Development Plans: 2002-2008 (3 in Meru South, 5 in Meru Central, 3 in Meru North, 2 lodges and 2 self-service bandas in Meru National Park); 204 tour operating firms listed in the Kenya Association of Tour Operators (KATO) Members Directory 2004/2005; Senior Central and Local Government officials in the three Districts in the region (including the District Commissioner and County Council Clerk):
Senior wildlife officials in the regions three districts, resident tourists found in the sample hotels and lodges, and local residents in the region. The sampling frame from which the respondents was taken is as shown in Table 3.1.

Table 3.1. The Sampling Frame

<table>
<thead>
<tr>
<th>Population</th>
<th>No. of elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels and lodges</td>
<td>15</td>
</tr>
<tr>
<td>Tour operators</td>
<td>204</td>
</tr>
<tr>
<td>Government officials</td>
<td>15</td>
</tr>
<tr>
<td>Kenya wildlife officials</td>
<td>6</td>
</tr>
<tr>
<td>Resident tourists</td>
<td>30</td>
</tr>
<tr>
<td>Local residents</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total Number of elements</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>


The sampling procedure for selecting respondents from each category is explained in the next section.

Since the target population of resident tourists and the local residents is infinite, a few respondents were selected from each category as explained in the next section.

3.3 Sample Size and Sampling Procedure.

3.3.1. Sample Size

A sample size of 63 respondents was selected from the sampling frame in Table 3.1 using various sampling methods. This sample size is 21% of the target population, and
is considered adequate for this kind of study. According to Gay, (1983), 10% of accessible population is enough for descriptive studies.

3.3.2. Sampling Procedures.

Various sampling methods were used to select the study subjects from the target population. These included purposive, cluster and random sampling. Purposive sampling method was used to select the Meru region, tour operator firms and government officials. Meru region was purposively selected for the study because it as well known tourist attractions such as Mt. Kenya which is suitable for scenery viewing and mountain climbing, and the Meru National Park which is well known for game viewing. Purposive sampling method was also used to select tour operator firms based in Nairobi but who operate in Mt. Kenya region. The same method was also used to choose Government and Kenya wildlife officials who are believed to have knowledge about tourism in the region. The Government officials included District Commissioners, Meru Museum Curator and County Council Clerks.

Cluster sampling method was used to select hotels and lodges in the study region. Meru region was divided into three clusters corresponding to the regions administrative districts, namely Meru South, Meru Central and Meru North. The District Development Plans (2002/8) for the three districts showed that Meru South had three tourist hotels, Meru Central five, and Meru North three. Random sampling method was then used to select 2 out of 3 hotels in Meru South, 3 out of 5 hotels in Meru Central and 2 out of three hotels in Meru North. One (1) tourist hotel and one (1) KWS self service temporary shelter were selected to make a sample of 9 from this category.
Random sampling was used to choose 10 local tourists who were found in the hotels sampled during the field study, and 9 local residents within the region.

The sample distribution is shown in Table 3.2, below:

<table>
<thead>
<tr>
<th>Population</th>
<th>No. of elements</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels and lodges</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Tour operator firms</td>
<td>204</td>
<td>20</td>
</tr>
<tr>
<td>Government officials</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Kenya wildlife officials</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Resident tourists</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>Local residents</td>
<td>30</td>
<td>9</td>
</tr>
</tbody>
</table>

| Total Sample Size        | 300             | 63          |

Source: Researcher and GoK, Meru South, Meru Central and Meru North District Development Plans 2002/2008

3.4 Data Collection Instruments.

The main data collection instrument used in this study was the questionnaire. Six separate questionnaires were designed to collect data from various categories of respondents in the study sample namely: managers of hotels and lodges, managers of
tour operator firms, Government officials, KWS officials, local tourists and local residents. The research instruments used in this study are described below:

Structured questionnaires with standardized questions were used. The questionnaires contained both closed and open-ended questions to ensure the responses focused on the research objectives, and encouraged the respondents to volunteer information relevant to the study.

**Hotels and Lodges Questionnaires (Appendix A)**

The questionnaires for hotels and lodges were administered to the hotel and lodge managers or their assistants. The questionnaire was designed to capture data on the facilities that an hotel has, its charges for accommodation, local guests the hotel receives per month, what respondent considered as hindering domestic tourism, and suggestions for improvement.

**Tour operator firms questionnaire (Appendix B).**

The questionnaires for tour operator firms were administered to managers of the firms. It and was designed to capture data on the services they give to local tourists, the kind of clients they serve (individuals, groups, etc.), whether their clients are aware of attractions in Meru region, how they got to know these attractions, facilities their clients visit, the services they offer, the role they play in promoting domestic tourism, the factors they consider as hindering domestic tourism, state of infrastructure and security, and suggestions on how domestic tourism can be improved.
Government Officials Questionnaire: (Appendix C)
The questionnaires for government officials were administered to three categories of government officials namely: District Commissioners who gave the background of tourism on the region, County Council Clerks who lease the tourist facilities in the parks, and the Museum Curator who is responsible for the protected historical and cultural sites. The questionnaire for this category of respondents was designed to capture information on the tourist attractions in the region, the state of infrastructure, security, creation of awareness, factors that hinder domestic tourism and how to improve domestic tourism in the region.

Kenya Wildlife Officials Questionnaire (Appendix D)
The questionnaire for Kenya Wildlife Officials was administered to the officials and was designed to capture data on tourist attraction that are within the Kenya Wildlife services mandate especially the national park. The questionnaires sought information on the local tourists visiting the park, the facilities and services KWS provides, cost of those facilities, the state of infrastructure and security at the parks whether KWS provides transport, its role in promoting domestic tourism and the suggestions for improving domestic tourism.

Local Tourists Questionnaire (Appendix E)
The questionnaire for this category of respondents was administered to the tourists found in the hotels and lodges that were in the study sample. The questionnaire captured information on age, gender and income of the respondents, the purpose of the visit to the region, means of transport used, awareness of tourist attractions source of awareness.
attractions visited, evaluation of services they received, state of the roads to tourist attractions, security and suggestions to improve domestic tourism.

Local Residents Questionnaire (Appendix F)

The questionnaire for local residents was administered to the residents within tourist destination. The questionnaire was used to capture data on their awareness of tourist activity, residents linkages with the tourist stakeholders, the state of security and infrastructure whether they visit national parks, their relationship with KWS and how tourism can be improved.

3.5. Data Collection Procedure

3.5.1. Piloting the instruments

The questionnaires were tested with a cross section of tourism stakeholders corresponding to respondents in various categories, to find out whether questions were understood and the responses would collect accurate and relevant data to address the study objectives. The respondents in the test group were asked to state whether they understood the questions and to comment on any ambiguities. On the basis of the responses received from pilot study the questionnaires were modified for use in the actual data collection.

3.5.2. Actual Data Collection

Questionnaires were individually given to the respondents at their place of work or location in the case of local tourists for filling. The researcher introduced himself and the purpose of the study, pointing out that the findings of the study may be beneficial to
the respondents or their organizations. The respondents were then asked to read and respond to the questions as per the instructions on the questionnaire.

Some respondents filled the questionnaires on the spot and sought clarification from the researcher wherever necessary. Others requested to remain with the questionnaires to fill at their own time for collection the next day.

Responses were received from 43 out of 63 respondents. The response from various categories of respondents is shown in Table 3.3, below.

Table 3.3: Responses to questionnaires.

<table>
<thead>
<tr>
<th>Population</th>
<th>Sample size</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels and lodges</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Tour operating firms</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>Government Officials</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Kenya Wildlife Officials</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Local tourists</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Local residence</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>63</td>
<td>43</td>
</tr>
</tbody>
</table>

Completed questionnaires were collected from the respondents, and the information organized and coded for data analysis.
3.6. Data Analysis

Data analysis was done using two methods namely: qualitative and quantitative.

3.6.1 Qualitative Analysis:

Qualitative analysis used in this study included capturing respondents' opinions, ideas, and views on the opened ended questions such as the state of infrastructure, security, hindrances to domestic tourism and what can be done to improve domestic tourism. The views and opinions of various respondents were presented in frequency tables and percentages to make comparisons between categories of data and make conclusions.

Qualitative methods were also used to capture the respondents' description of undeveloped tourist sites and the researchers' own observations.

3.6.2. Quantitative Analysis

Quantitative method was used in analyzing data captured from closed ended questions, and presenting data in tabular form.

The Statistical Package for Social Sciences (SPSS) computer programme was used to capture the data, build data base and analyze the data to produce descriptive statistics.
3.7 Logistical and Ethical Considerations

3.7.1. Pre-field work logistics

The Researcher applied to Kenya Wildlife Services Director and obtained approval to collect data from Kenya Wildlife Services stations in Meru National Park. The research also pre-tested the research instruments in a pilot study and modified it as necessary.

3.7.2. Fieldwork logistics

Data collection from some areas such as the Meru National Park was difficult because of poor road network. The researcher had to hire the services of local help to drive to the national park. Also he had to seek the company of game rangers to visit some sites located in the forest.

3.7.3. Ethical Considerations

The researcher found it necessary to assure the respondents, especially managers of hotels and lodges that he would keep the information given confidential. Similarly assurance was given that the names of those who gave information will not be disclosed in the report.
CHAPTER FOUR
RESULTS, INTERPRETATION AND DISCUSSION

4.0 Introduction

This chapter gives the results of the study as well as the interpretation and discussions of the research findings.

4.1 Characteristic of local tourist

4.1.1 Local tourists by age group

The local tourists by age group is shown in Table 4.1 below

<table>
<thead>
<tr>
<th>Age Group (in years)</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>30-39</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>40-49</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>50-59</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>&gt; 60</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 4.1 above shows that half of the respondents were aged between 40 and 49 years, while the other half were between 50 and 59 years old. There were no respondents in the youth and young adults between 20 and 39 years. Also there were no respondents aged above 60 years.
The results indicate that Kenyans in the middle age group who are able to travel and pay accommodation charges in the tourist facilities. There is a possibility that young adults engaged in domestic tourism are seeking accommodation on cheaper hotels. Tourist stakeholders should target the younger residents in marketing domestic tourism.

4.1.2 Local Tourists by Gender

The local tourists by gender is shown in Table 4.2 below.

Table 4.2: Local Tourists by Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5</td>
<td>83.3</td>
</tr>
<tr>
<td>Female</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.2 above shows that the respondents were predominantly male (83.3%), while only 16.7% were female. Further investigations revealed that the female local tourists were attending a seminar in the hotel where they were found. The finding suggested that Kenyan women still do not prefer traveling unaccompanied. The tourist stakeholders should target couples or families for holidays travel.

4.1.3 Local tourists by monthly income

The respondents by monthly income is shown on Table 4.3 below.
Table 4.3: Local Tourists Monthly Income

<table>
<thead>
<tr>
<th>Monthly income (Kshs.)</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10,000</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>10,000 – 15,000</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>15,000-20,000</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>25,000-30,000</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>&gt;30,000</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.3 shows that 33.3% of the local tourists had average monthly income of less than Kshs. 10,000 while a similar percentage had over ksh.30,000. The respondents with monthly incomes above Ksh15,000 were 16.7% and a similar number had incomes above ksh.25,000. Further scrutiny showed that all the respondents earning Sh. 30,000 and below were attending seminars, while those earning over sh. 30,000 were in the region for business. Therefore none of the local tourists were in the region for leisure or holiday. The tourist stakeholders should concentrate on informing Kenyans the value of domestic holiday and visiting tourist attractions in the region.

4.1.4 Local Tourists Awareness of Tourist Attractions

The local tourists awareness of tourist attraction in Meru region is shown in Table 4.4
Table 4.4: Local Tourists Awareness

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Attraction site</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td>Meru National Park</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>Aware</td>
<td>Mt. Kenya/Wheat farms</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Aware</td>
<td>&quot;Miraa&quot; area</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Not aware</td>
<td>-</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.4 above shows that 33.3% of the respondents are familiar with the Meru National Park attraction in the region. It also shows that 33.3% of the respondents were not aware of any tourist attraction in the region. Also 16.7% of the respondents indicated that they were aware of Mt. Kenya, Timau wheat farms and "miraa" area, respectively. Two respondents indicated that they had visited Meru National Park and other attractions outside the region.

This result implies that the majority of the respondents are aware of the main tourist attraction on the region. However only one third of 33% had visited some attractions in the region. There is need to create interest and offer incentives to Kenyan residents to encourage them to visit the tourist attractions.
4.1.5 Source of Awareness of Tourist Attractions

The source of respondents' awareness of tourist attractions in the region is as shown in Table 4.5 below.

Table 4.5: Source of Awareness of Tourist Attractions in Meru region

<table>
<thead>
<tr>
<th>Source of Awareness</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through Agriculture Society of Kenya Shows</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Advertisement in the press</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>Through friends</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>No response</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 4.5 above shows that 33.3% of the respondents got to know about the tourist attractions through press advertisements, 16.7% from the ASK shows and another 16.7% got the information from friends. 33.3% did not respond to the query.

The results mean that the press is the major media for promotion of awareness of products, but other means are equally important. There is therefore need to use all available means to disseminate information about tourist attractions in order to improve domestic tourism.

4.2 Tourist Attractions in Meru Region as Identified by Tour Operators.

Tourist attractions identified by tour operators in Meru region are as shown in Table 4.6
### Table 4.6 Tourist Attractions In Meru Region

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Location</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain climbing</td>
<td>Mt.Kenya (Chogoria)</td>
<td>2</td>
<td>14.3</td>
</tr>
<tr>
<td>Bird watching</td>
<td>Meru National Park</td>
<td>2</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>Nkunga sacred lake</td>
<td>2</td>
<td>14.3</td>
</tr>
<tr>
<td>Game Viewing</td>
<td>Meru National Park</td>
<td>4</td>
<td>28.6</td>
</tr>
<tr>
<td>Culture and Art</td>
<td>Meru National Park lodges</td>
<td>1</td>
<td>7.1</td>
</tr>
<tr>
<td>Scenery Viewing</td>
<td>Timau wheat farms</td>
<td>1</td>
<td>7.1</td>
</tr>
<tr>
<td></td>
<td>Nyambene hills</td>
<td>1</td>
<td>7.1</td>
</tr>
<tr>
<td></td>
<td>Mt.Kenya</td>
<td>1</td>
<td>7.1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>14</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4.6 above is a summary of tourist attractions identified by tour operators in the Meru region. Similarly the table shows that Meru National Park is the most mentioned attraction featuring bird and game viewing as well as culture and art. Mt Kenya is associated with scenery viewing and mountain climbing.

The table also shows that the attractions in this region are many and wide ranging and can therefore appeal to large cross section of people with varying interests.

The Kenya Tourist Board and other tourist stakeholders in the region should market the region as a tourist destination to improve domestic tourism. There is also need to
develop the undeveloped tourist sites such as Nkunga secret lake and improve the infrastructure to facilitate tourism in Mt. Kenya East region.

4.3 Factors That Hinder Domestic Tourism in Meru Region

4.3.1 Hotels and Lodges managers views

The views of managers of hotels and lodges on the hindrances to domestic tourism are as shown in Table 4.7 below

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td>5</td>
<td>62.5</td>
</tr>
<tr>
<td>Poor infrastructure</td>
<td>6</td>
<td>75.0</td>
</tr>
<tr>
<td>General insecurity</td>
<td>2</td>
<td>25.0</td>
</tr>
<tr>
<td>Low incomes</td>
<td>1</td>
<td>12.5</td>
</tr>
<tr>
<td>Cost of services -perception</td>
<td>1</td>
<td>12.5</td>
</tr>
</tbody>
</table>

Table 4.7 above shows that poor infrastructure was identified by 75% of the respondents as the major hindrance to domestic tourism. This is closely followed by lack of awareness as stated by 62.5% of the respondents. General insecurity, low incomes, and the perception that tourism is expensive were cited by 25%, 12.5% and 12.5% of the respondents respectively, as hindrances to domestic tourism.
The results imply that tourism potential is not fully exploited because of lack of proper roads. It is therefore important to address the issue of infrastructure to the known destinations, while sustaining awareness campaigns to improve domestic tourism.

4.3.2 Tour Operator firms managers views

The tour operators' views on hindrances to domestic tourism are shown in Table 4.8 below.

Table 4.8: Tour operator firm managers views

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Total Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td>14</td>
<td>14</td>
<td>100.0</td>
</tr>
<tr>
<td>Low incomes</td>
<td>5</td>
<td>14</td>
<td>42.9</td>
</tr>
<tr>
<td>Attitudes of local tourists</td>
<td>6</td>
<td>14</td>
<td>35.7</td>
</tr>
<tr>
<td>Cost of services and facilities</td>
<td>3</td>
<td>14</td>
<td>21.4</td>
</tr>
<tr>
<td>Limited information</td>
<td>3</td>
<td>14</td>
<td>21.4</td>
</tr>
<tr>
<td>Poor infrastructure</td>
<td>3</td>
<td>14</td>
<td>21.4</td>
</tr>
<tr>
<td>Attitudes of hotels and lodges towards local tourists</td>
<td>1</td>
<td>14</td>
<td>7.14</td>
</tr>
<tr>
<td>Insecurity</td>
<td>1</td>
<td>14</td>
<td>7.14</td>
</tr>
</tbody>
</table>

Table 4.8 above shows that lack of awareness of tourist attractions was identified by all the respondents as the main hindrance to domestic tourism. Low incomes and attitudes towards tourism was identified by 42.9% and 35.7% respectively, as important factors.
that hinder Kenyan participation in domestic tourism. Other factors that were identified by tour operators as hindering domestic tourism include cost of services, limited information, poor infrastructure, attitudes of hotels and lodges towards local tourists and insecurity.

The tour operator firms have a first hand information as they relate to tourists and other stakeholders on a continuous basis. Their assessment should be taken seriously by the policy makers and planners. Also Kenyans need to be sensitized about the tourist facilities in the country and be encouraged to participate in domestic tourism.

4.3.3 Government officials' views

The government officials responses on the factors that hinder domestic tourism in Meru region are shown in Table 4.9 below.

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>Low incomes</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>Attitudes of local tourists</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>Cost of services and facilities</td>
<td>3</td>
<td>75</td>
</tr>
<tr>
<td>Poor infrastructure</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>Lack of facilities</td>
<td>2</td>
<td>50</td>
</tr>
</tbody>
</table>
Table 4.9 above shows that all the government officials who responded to the questionnaires (100%) were unanimous that lack of awareness and low incomes are major hindrances to domestic tourism in Kenya. Three respondents (75%) cited cost of facilities and services as another hindrance to domestic tourism, while 50% cited poor infrastructure and a similar number cited lack of facilities as an hindrance. The government officials views are consistent with other stakeholders views that lack of awareness is a strong factor that should be addressed to move forward in domestic tourism.

A Senior Curator at Meru National Museum further indicated that the region has many undeveloped tourist sites, which are known by local residents but not known by local tourist outside the region. These include: M’Mwenda Mau Mau caves in Kibirichia, Thai sacred lake-Muchene forest, Nkunga sacred lake—all in Meru Central, and Igombe salt lick in Meru North. These tourist attractions cannot be easily accessed because of poor infrastructure and insecurity as they are all located in the forest reserve.

4.3.4 Kenya Wildlife Services officials views.

Only two out of six Kenya Wildlife Services officials responded to the questionnaire. These are the Warden Kenya Wildlife Services-Meru station and Kenya Wildlife Services Research Scientist at the Meru National Park. The Kenya Wildlife Services officials identified under-development of tourist sites, lack of funds for development and poor infrastructure as the main hindrances to domestic tourism in the region.
"King Muhuru" (Giant Meru Oak) which is located just 3km from Meru forest station in Mt. Kenya forest is a unique attraction with great cultural value. It is said that the Mau Mau freedom fighters used it as a hideout during the struggle for independence against the British colonial rule. However this attraction is not accessible to tourists as there is no proper road to the site and security is not guaranteed to tourists. During the field study the researcher had to be escorted by KWS rangers for site visit.

Nkunga sacred lake is also located 4km from Meru town but the site is not developed for meaningful tourist activity. Field research at Lake Nkunga revealed that an attempt was made to develop nature trails and picnic sites at the sacred lake, but the project was reportedly abandoned due to lack of funds.

The KWS Research Scientist at Meru National Park indicated that there was a lot of tourism in the park in 1970s and early 1980s but this changed following insecurity and massive poaching in the park. The situation is however currently improving. Site visit by the researcher revealed that KWS self-service temporary shelters in the park are not frequently used because of low tourist activity, since the road to the national park is under construction.

The researcher further found that although the charges for the KWS temporary shelters at Ksh.750 per person per night is within reach of local tourists, however local cannot the facilities as they are located deep inside the park. Provision of transport by KWS to the national park from Maua town is considered necessary to spur domestic tourist activity in the park.
4.3.5 Local tourists views

The local tourists responses to queries on the factors that hinder domestic tourism are as shown in Table 4.10 below.

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td>3</td>
<td>50.0</td>
</tr>
<tr>
<td>Low incomes</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Cost of services and facilities</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Poor infrastructure</td>
<td>6</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.10 above shows that all the six respondents (100%) identified poor infrastructure as the main hindrance to domestic tourism. However, 50% of the respondents cite lack of awareness as a main factor hindering domestic tourism. The other hindrances to domestic tourism identified by this category of respondents are low incomes, cost of facilities and insecurity.

The local tourists views are significant because they are directly involved in tourism activity. Moreover, they are echoing the views of the other stakeholders. It is imperative that infrastructure needs to be attended to, and awareness campaigns be intensified to popularize domestic tourism in the region.
4.3.6 Local residents' views

The nine local residents to whom the questionnaire was administered identified various factors that hinder domestic tourism in the region, as poor infrastructure, lack of education about tourism, lack of sensitization by KWS to visit the parks, high park entry fees and lack of organized transport to the park. The local residents also lamented that KWS does not compensate them for loss of life and crop destroyed by wild animals, which creates animosity against KWS.

4.4 Facilities Offered and Local Tourists' Perception of Costs

4.4.1 Facilities Offered by Hotels and Lodges.

The hotels and lodges indicated that they offer facilities shown in the Table 4.11 below.

Table 4.11: Facilities offered by hotels and lodges.

<table>
<thead>
<tr>
<th>Facilities offered</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar &amp; restaurants</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td>Self contained bedrooms</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td>Double rooms</td>
<td>7</td>
<td>88</td>
</tr>
<tr>
<td>Single rooms</td>
<td>6</td>
<td>75</td>
</tr>
<tr>
<td>Restaurants</td>
<td>6</td>
<td>75</td>
</tr>
<tr>
<td>TV Lounge</td>
<td>5</td>
<td>63</td>
</tr>
</tbody>
</table>

Table 4.11 above shows that all the respondents' hotels and lodges had bars and restaurants and self contained rooms. 88% had double rooms, while 75% had single...
rooms. Other suitable leisure facilities such as TVs and restaurants are in most of the accommodation facilities.

4.4.2 Additional Facilities and Services Offered.

The additional facilities offered by hotels and lodges are as shown in table 4.12 below.

**Table 4.12: Additional Facilities Offered by Hotels and Lodges.**

<table>
<thead>
<tr>
<th>Facilities offered</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>6</td>
<td>75.0</td>
</tr>
<tr>
<td>Video</td>
<td>5</td>
<td>62.5</td>
</tr>
<tr>
<td>Games</td>
<td>4</td>
<td>50.0</td>
</tr>
<tr>
<td>Nature walks</td>
<td>1</td>
<td>12.5</td>
</tr>
<tr>
<td>Swimming pool</td>
<td>1</td>
<td>12.5</td>
</tr>
</tbody>
</table>

Table 4.12 above shows that 75% of the respondents has in place additional facilities for entertaining the guests. 62.5% had video, while 50% had sport and games.

This implies that the hotels and lodges had quality facilities suitable to local tourists.

Therefore the kind of facilities offered is not a significant factor affecting domestic tourism in the region.

4.4.3 Staff Competences

The staff competences that the hotels and lodges indicated that they had is shown in Table 4.13 below.
Table 4.13: Staff Competencies

<table>
<thead>
<tr>
<th>Staff training</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionally trained</td>
<td>8</td>
<td>100.0</td>
</tr>
<tr>
<td>Where Trained</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utalii college</td>
<td>4</td>
<td>50.0</td>
</tr>
<tr>
<td>Other institutions/in-house</td>
<td>4</td>
<td>50.0</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.13 above shows that the staff offering service in the accommodation facilities were well trained. The table further shows that 50% had received professional training at Utalii College while the other 50% received training in other institutions and in-house. The implication of this finding is that guests to these facilities can expect quality and professional services.

4.5 Cost of Facilities and Services.

4.5.1 Hotels and lodges cost of accommodation

Table 4.14 below shows the average cost of accommodation per person per night at the respondents hotels and lodges.
Table 4.14: Average Cost of Accommodation Per Person Per Night

<table>
<thead>
<tr>
<th>Kshs</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1000</td>
<td>2</td>
<td>25.0</td>
</tr>
<tr>
<td>1000-1500</td>
<td>5</td>
<td>62.5</td>
</tr>
<tr>
<td>1500-2000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>&gt;2000</td>
<td>1</td>
<td>12.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

It was anticipated that the cost of accommodation in these facilities was too high for local tourists. Table 4.14 above shows that majority of the hotels and lodges (62.5%) charge between Kshs 1000-1500 per person per night, while 25% charge below Ksh.1000 per person per night. Only 12.5% charge more than Ksh.2000. These costs are considered reasonable for the local tourists. Since the cost of accommodation is reasonable many Kenyan tourists can afford to use these facilities.

Leopard Rock Lodge, which is located inside the park indicated that it charges US$220 per person per night to foreign guests, and Ksh.8400 per person per night to Kenya residents. This cost is clearly far above the reach of most local tourists. Site visit by the researcher found no guests were in the lodge. The staff explained that some guests who had booked a few weeks earlier had cancelled the booking.
4.5.2 Local Tourist Perception of Accommodation Charges

The local tourist perception of accommodation charges in these facilities is shown in Table 4.15 below.

Table 4.15: Local Tourists Perception of Accommodation Charges

<table>
<thead>
<tr>
<th>Perception of cost</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair</td>
<td>4</td>
<td>50.0</td>
</tr>
<tr>
<td>Reasonable</td>
<td>4</td>
<td>50.0</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>100.0</td>
</tr>
</tbody>
</table>

All the local tourists testified that the accommodation charges in these facilities were fair and reasonable.

4.5.3 Tour Operators Charging Methods

The charging methods used by tour operators are as shown in Table 4.16 below.

Table 4.16: Tour Operators Charging Methods

<table>
<thead>
<tr>
<th>Charging method</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>2</td>
<td>14.3</td>
</tr>
<tr>
<td>Distance Kshs./km</td>
<td>1</td>
<td>7.1</td>
</tr>
<tr>
<td>Package/Person</td>
<td>11</td>
<td>78.6</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.16 above shows that most tour operator firms prefer the package charging method.
The respondents said that the package charge include transport and hotel accommodation. However some of the tour operators indicated that they also do charge daily rates or for distance covered at the customer request. In this case the customers pay the accommodation charges directly to the hotel.

Most tour operator managers interviewed indicated that they rarely take their clients to Meru region. When they do so, they use the Mt. Kenya circuit through Nanyuki, Isiolo Shaba and Samburu National Reserves.

Since most tour operators do not cover the Meru region, they cannot be expected to promote domestic tourism in the region. There is therefore need to encourage local entrepreneurs to venture into tour operations in order to promote local tourism in the region.

The tour operators further identified failure by the resident tourists to plan for holidays as an hindrance to domestic tourism. It would be important to advice Kenyan residents to be planning for holidays in advance as part of promotion of domestic tourism

4.6 **Government's Role In Building Tourist Infrastructure**

The tour operator's views on the Government role in provision of tourism infrastructure is shown in table 4.17 below.
Table 4.17: Government's Role In Building Tourism Infrastructure

<table>
<thead>
<tr>
<th>Role of Government</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government has role</td>
<td>11</td>
<td>78.6</td>
</tr>
<tr>
<td>Government has no role</td>
<td>3</td>
<td>21.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

What Government Needs To do

<table>
<thead>
<tr>
<th>Improve roads</th>
<th>11</th>
<th>78.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing security</td>
<td>3</td>
<td>21.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>14</td>
<td>100</td>
</tr>
</tbody>
</table>

Most of the respondents (78.6%) felt that the government has the responsibility to develop infrastructure around or leading to tourist attractions. 21.4% thought that duty was not entirely for government. Provision of security and improvement of roads are the main areas suggested that government should work on.

It's the Government duty to build and maintain tourist infrastructure. It is its stated policy to diversify tourism and spread tourism earnings to the rural areas. This would not only enhance domestic tourism but also bring about regional and national development.
4.7 Suggestions for Improving Domestic Tourism.

4.7.1 Tour Operators Suggestions for Improving Domestic Tourism

The views of tour operators on how domestic tourism in Kenya can be improved are shown in table 4.18 below.

**Table 4.18: Suggestions for Improving Domestic Tourism**

<table>
<thead>
<tr>
<th>Suggestions to improve domestic tourism</th>
<th>Frequency</th>
<th>Percent Of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve roads and security</td>
<td>7</td>
<td>23.3</td>
</tr>
<tr>
<td>Give discount to local tourists</td>
<td>7</td>
<td>23.3</td>
</tr>
<tr>
<td>Ministry should give security to local tourist</td>
<td>6</td>
<td>20.0</td>
</tr>
<tr>
<td>Give loans to small scale hotels</td>
<td>3</td>
<td>10.0</td>
</tr>
<tr>
<td>Local tourists complain as they do for foreign tourists</td>
<td>3</td>
<td>10.0</td>
</tr>
<tr>
<td>Subsidize transport to parks</td>
<td>2</td>
<td>6.7</td>
</tr>
<tr>
<td>Emphasized in school curriculum</td>
<td>1</td>
<td>3.3</td>
</tr>
<tr>
<td>Incentives to travel should be given</td>
<td>1</td>
<td>3.3</td>
</tr>
<tr>
<td><strong>Total Responses</strong></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 4.19 above shows that tour operators offered varied suggestions to improve domestic tourism. These include improvement of infrastructure: especially access roads leading to tourist attraction sites, giving price incentives to the local tourists and improving security. Other suggestions are giving loans to small-scale hotels, attending to local tourists complaints and subsidizing transport to parks, including tourism in school curriculum and giving travel incentives to local tourist.
Tourism needs a common approach from all stakeholders. The tour operators, hotel owners, the government and the local communities should forge a common approach in developing domestic tourism.

4.7.2 Hotels and Lodges’ Suggestions for Improving Domestic Tourism

Table 4.19 below shows the views of hotels and lodges.

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering security to tourism industry</td>
<td>3</td>
<td>33.3</td>
</tr>
<tr>
<td>The government sponsors seminars</td>
<td>2</td>
<td>22.2</td>
</tr>
<tr>
<td>The government constructs and maintains roads</td>
<td>2</td>
<td>22.2</td>
</tr>
<tr>
<td>Organizing exhibition through the ministry of tourism</td>
<td>1</td>
<td>11.1</td>
</tr>
<tr>
<td>Reduce entry fee to game parks</td>
<td>1</td>
<td>11.1</td>
</tr>
<tr>
<td><strong>Total Responses</strong></td>
<td><strong>9</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 4.19 above shows that hotels and lodges (33.3%) see enhancement of security at tourist sites as a priority in increasing domestic tourists. Second in rank with 22.2% were government led seminars for spreading awareness for more people to visit the sites and roads construction and maintenance.
While security and infrastructure are legitimately the Government responsibility, hotels and lodges as stakeholders should play their part in advertising and promoting tourism with the region, as they will be the direct beneficiaries of improved tourism.

4.7.3 Government Officials Suggestions for Improving Domestic Tourism

The suggestions by government officials in improving domestic tourism are as shown in table 4.20 below.

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low class hotels for local tourists</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>Subsidized tourist transport to National parks</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Conserve tourism attraction areas</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Database for all stakeholders to be kept</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Joint marketing by investors to reduce costs</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td><strong>Total responses</strong></td>
<td><strong>6</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The government officials main suggestion was the establishment of lower class hotels that more local tourists could afford. Also suggested were conservation of the tourist attraction areas, subsidized transport and joint marketing by the stakeholders as a way of reducing the associated costs.
4.7.4: Kenya Wildlife Services Suggestions for Improving Domestic Tourism

The suggestions of KWS officials for improving domestic tourism are as shown in Table 4.21 below.

Table 4.21: KWS Officials Suggestions For Improving Domestic Tourism

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up picnic sites</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Domestic marketing</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Providing transport to parks</td>
<td>2</td>
<td>100</td>
</tr>
<tr>
<td>Lowering entry fees</td>
<td>2</td>
<td>100</td>
</tr>
</tbody>
</table>

On their part wildlife officials recommended lowering park entry fees and providing transport to the national parks. 50% of the respondents suggested setting up of picnic sites in conservation areas.

In general all the stakeholders were unanimous that deliberate measures touching on policy change, focused and aggressive marketing as well as infrastructure development should be put in place for growth in local tourism to be realized.
CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter gives a summary of the study, the main findings and conclusions based on the findings. It also highlights the recommendations, areas for further research and the contribution of the study.

5.1 Summary of the study

The study focused on the factors that hinder domestic tourism in Kenya, taking Meru region as a study case.

The broad objective of the study was to investigate the factors that hinder Kenyan residents from visiting tourist attractions and facilities in Meru region. The addressed the following specific objectives:

(1) To identify the kind of facilities and services offered to tourists in the regions; (2) to establish the cost of services offered and the perception of the local tourists about the costs; (3) to determine the state of the infrastructure in the national parks and how this affects domestic tourism in the region, and (4) to explore ways and means of motivating Kenyan residents to increase participation in domestic tourism. In summary, the study revealed the following:

1. Lack of awareness was identified by all tour operator firm managers and government officials (100%) and most of hotels and lodges managers (62.5%) as the main hindrance to domestic tourism. That the main stakeholders consider
ignorance as a major factor in hindering domestic tourism, means that much needs to be done to disseminate information to the local people about tourist facilities and attractions in the region in order to improve domestic tourism.

2. Poor infrastructure was identified by all local tourists (100%), 75% of the hotels and lodges, and 50% of the government officials as a major factor hindering domestic tourism. The respondents' verdict concurs with the common knowledge about the bad state of the national road network which affect all sectors of the national economy. It was also evident from the field study that the road leading to a well known tourist destinations, the Meru National park is in deplorable state, making it difficult for tourists to access the destination. There was also ample evidence that many locally known tourist sites are inaccessible due to lack of infrastructure.

3. Low incomes was identified by all government officers (100%), 42.9% of tour operators, 16.7% of local tourists and 12.5% of hotels and lodges, as factors that hinder residents from participating in domestic tourism. The government officials assessment should however be taken with caution because the officials are not directly involved in tourism. Moreover these officials are stationed at the rural areas where they interact more with the less well-off Kenyans and have less interaction with more well-off Kenyans who constitute the bulk of domestic tourists. The tour operators assessment may be based on their experience on tourists who use their services, who are likely to be have higher disposable incomes. The verdict of the local tourists and hotels and lodges at 16.7% and
12.5% respectively implies that low incomes are not a major hindrance to domestic tourism. The assessment by these respondents may be more realistic because they are themselves involved as tourists or service providers. The implication of this observation is that low income is not a major hindrance to domestic tourism and many Kenyans can afford a holiday.

4. Attitudes of Kenyans towards tourism was identified by 35.7% of tour operators and 25% of government officials as an hindrance to domestic tourism. Hotels and lodges as well as local tourists did not consider attitudes as an hindrance. This would be expected considering that the respondent hotels and lodges are in the rural-urban setting outside the established tourist circuits with predominant foreign tourist influence. It also implies that the Kenyan perception that tourism is white peoples preserve is gradually changing, as Kenyans become more enlightened.

5. Cost of services and facilities was identified by 75% of government officials, 21.4% of tour operators and 16.7% of local tourists as an hindrance to domestic tourism. The government officials assessment should be taken with caution because they are not directly involved. The tour operators and local tourists are directly involved and their views may be more realistic, implying that the tourist facilities in the region are affordable by Kenyan residents. This observation is reinforced by the local tourists statements that accommodation charges as fair and reasonable.
6. Insecurity was cited as a factor hindering domestic tourism by 25% of hotels and lodges and 7.14% of tour operators. This implies that security is not a significant factor affecting domestic tourism in Kenya at the moment. The establishment of the special tourist police unit has adequately addressed tourist security concerns, while the Kenya Wildlife Services is sufficiently dealing with security at the parks.

Another hindrance to domestic tourism in the park is lack of transport for majority of local tourists. It is only tourists with vehicles who are able to visit the national park.

Meru region has well known tourist attractions. The most commonly known are the Meru National Park which features game viewing and bird watching, while Mt. Kenya offers scenery viewing and mountain climbing. The region also features a few unique but undeveloped tourist sites, such as Nkungu sacred lake and "King Muhuru" in the outskirts of Meru town. The attractions in the region are many and varied and can appeal to a large cross-section of tourists with varied interests. If Kenyans are made aware of these tourist products and the infrastructure is improved, domestic tourism activity in the region would substantially increase.

The study revealed that the region has diverse and wide ranging attractions. However, many of these are not developed. Development of these sites by construction of infrastructure, and encouragement of conservation by the stakeholders in partnership with the local community can boost tourism in the region.
5.2 Conclusion

The findings of the study clearly show that lack of awareness of tourist attractions to Kenyan residents is a major hindrance to domestic tourism. Also the poor state of roads to leading to major attractions has a significant negative effect on the level of domestic tourism. However, the facilities and services offered to tourists are adequate and affordable by the resident tourists. Therefore low incomes and cost of facilities do not significantly hinder Kenyans visiting tourist attractions. Kenyans wishing to visit tourist attractions can do so and be accommodated by friends, if the parks are accessible.

The study found that Kenyan attitudes towards tourism especially the perceptions that tourism is for white people, are gradually changing as Kenyans social conditions improves. Security is also not a major issue now since the introduction of special tourism police a few years ago.

Transport to national park came out as a major hindrance for the local people willing to visit the park. The local residents living around the park wishing to visit the park cannot do so unless they organize transport. Kenya wildlife services should provide subsidized transport from the near urban centers to encourage local residents visit the park in real numbers.

The Government Policy of encouraging Kenyans residents to visit tourist facilities within the country can realized if the major issues highlighted by the study are adequately addressed. The Government needs to address the issue of tourist infrastructure by allocating sufficient funds to build and maintain roads leading to
national parks. It should also work with other stakeholders in creating awareness of tourist attractions, and disseminating information on the importance of tourism. Government should also sensitize local communities on the importance of conservation and the value of tourism.

The stakeholders in the Meru region need organize a stakeholders forum to market tourist facilities and agree on the common approach to issues affecting the interested parties in the region.

These measures will increase domestic tourism in the region, improve tourist based enterprises, create employment, improve incomes and lead to regional and national development.

5.3 Recommendations

5.3.1 To Government Planners and Policymakers.

1. Public awareness

There is need for the government to increase public awareness of the tourist facilities in the region through literature, exhibitions, print and electronic media to encourage local tourist to visit them, and to sensitize local community on the importance of conservation and the value of tourism to Kenya. This can be done through the Kenya Tourist Board and directly through schools. It should also introduce tourism curricula in schools to capture the interest of the young people at an early stage. Widespread awareness of the existing facilities will increase the level of domestic tourism in the region.
2. Infrastructure development

The government should develop the infrastructure especially roads leading to tourist attractions and also to the undeveloped tourist sites as a matter of priority. It should also sensitize the local communities to be actively involved in conservation and preservation of tourist sites through community based eco-tourism. This would change the local community attitudes towards tourism and enable them to appreciate the value of tourism for their own development.

3. Regional tourist stakeholders forum

The government should encourage the tourist stakeholders to form a regional body to coordinate formal and informal tourist activities in Meru region. A regional tourist body would create a platform where industry stakeholders could address common problems such as infrastructure, marketing, standards of tourist facilities and security.

4. Provision of credit to local entrepreneurs

The government should create avenues for local entrepreneurs to gain access to funds which would enable them to invest in tourist related businesses such as the transport of tourists to the national parks, and to upgrade their hotels to an acceptable standard for local and international tourists. The government should target for support of local entrepreneurs in areas such as tour guides and hotel keepers for training in customer care and managerial skills.
5.3.2 To Kenya Wildlife Services.

1. Transport to the national park

The Kenya Wildlife Services should introduce cheaper means of transport to the national park from towns such as Maua and Meru and encourage local tourists to visit the park.

2. Reduction of park entry fees for local tourists

The KWS should reduce park entry fees for local tourists and for vehicles carrying local tourists to encourage them to visit the parks.

3. Reduction of accommodation fees for KWS “bandas”

The KWS should reduce the cost of self-service “bandas” to encourage local people to visit the parks.

4. Co-operation with the local communities

The KWS should work closely with the local communities in the area of conservation and settle claims for damages to their crops. It should consider establishing a compensation fund and levy a small percentage of fees from every tourist to sustain the fund.
5.3.3 Areas for further research.

This study focused attention on hindrances to domestic tourism in Meru region. Further research could be undertaken in the following areas:

1. Identification and documentation of tourist sites in the region and highlight these for conservation and preservation, for posterity and for development for both domestic and international tourism.

2. Studies could be undertaken to highlight areas for potential tourist development in the region. Research on this area could point out opportunities for local investors.

3. Cultural tourism. The vast untapped cultural heritage could be of interest to researchers of cultural tourism. Meru region is the home of Chuka drummers and the revered “Njuri Ncheke” council of elders.

5.4 Contribution of the study

This research revealed existence of undeveloped unique tourist features which could be conserved, preserved and protected for the good of the local community. The new undeveloped tourist sites identified in this study form a good data bank resource for researchers, scholars and investors.
BIBLIOGRAPHY


APPENDIX A

QUESTIONNAIRE FOR HOTEL AND LODGE MANAGERS

(Please tick, answer/comment as appropriate)

1. Name of hotel/ lodge

2. Name of owner

3. Nationality of owner (a) Local | (b) Foreign

4. Nationality of employees (a) Local | (b) Foreign

5. Number of employees (a) local | (b) foreign

6. What facilities does your hotel/lodge have?
   (a) Self-contained bedrooms | Rooms with shared bathrooms/showers
   (b) Double bedrooms | No.
   (c) Single bedrooms | No.
   (d) Restaurants | No.
   (e) Bar & Restaurant | No.
   (f) TV/Lounge | No.
   (h) Others – specify | No.

7. What kind of facilities do you offer your clients to motivate them?
   (a) Sports | specify
   (b) Entertainment | specify
   (c) Video
   (d) Others | specify

8. Are your key staff (manager, kitchen, front office, housekeeping) professionally trained? Yes | No

   Where are they trained?
   (a) Local college | (b) Other (specify)
   (c) In-house

9. Is your hotel/lodge classified and licensed by the Ministry of Tourism?
   Yes | No

   If yes, which classification? a) One star | b) Two star | c) Three star | d) Other – specify

68
10. **How much do you charge for accommodation per day?**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>sh. 500 - 1000</td>
<td>(c)</td>
</tr>
<tr>
<td>(b)</td>
<td>sh. 1000 - 1500</td>
<td>(d)</td>
</tr>
</tbody>
</table>

11. **Where do most of your visitors come from?**

<table>
<thead>
<tr>
<th></th>
<th>Foreign</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>&lt; 100</td>
<td></td>
</tr>
<tr>
<td>(b)</td>
<td>100-200</td>
<td></td>
</tr>
<tr>
<td>(c)</td>
<td>200-300</td>
<td></td>
</tr>
<tr>
<td>(d)</td>
<td>&gt; 300</td>
<td></td>
</tr>
</tbody>
</table>

12. **No. of visitors you receive per month**

<table>
<thead>
<tr>
<th></th>
<th>Local</th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>&lt; 100</td>
<td>(a) &lt; 100</td>
</tr>
<tr>
<td>(b)</td>
<td>100-200</td>
<td>(b) 100-200</td>
</tr>
<tr>
<td>(c)</td>
<td>200-300</td>
<td>(c) 200-300</td>
</tr>
<tr>
<td>(d)</td>
<td>&gt; 300</td>
<td>(d) &gt; 300</td>
</tr>
</tbody>
</table>

13. **Where do your local visitors mostly come from?**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>Meru region</td>
<td>(f) Rift Valley Province</td>
</tr>
<tr>
<td>(b)</td>
<td>Nairobi</td>
<td>(g) Coast Province</td>
</tr>
<tr>
<td>(c)</td>
<td>Eastern Province</td>
<td>(h) Western Province</td>
</tr>
<tr>
<td>(d)</td>
<td>Central Province</td>
<td>(i) Nyanza Province</td>
</tr>
<tr>
<td>(e)</td>
<td>North-Eastern Province</td>
<td></td>
</tr>
</tbody>
</table>

14. **What is the main purpose for their visit?**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>Attend Conferences</td>
<td></td>
</tr>
<tr>
<td>(b)</td>
<td>On business</td>
<td></td>
</tr>
<tr>
<td>(c)</td>
<td>On Holidays</td>
<td></td>
</tr>
<tr>
<td>(d)</td>
<td>Social purposes e.g. weddings.</td>
<td></td>
</tr>
<tr>
<td>(e)</td>
<td>In transit to other destination</td>
<td></td>
</tr>
</tbody>
</table>

15. **How much do you charge for accommodation?**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>sh. 1000</td>
<td>(c)</td>
</tr>
<tr>
<td>(b)</td>
<td>sh. 1000 - 1500</td>
<td>(d)</td>
</tr>
</tbody>
</table>

16. **What do the local visitors think about the accommodation charges?**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>Very high</td>
<td>(b)</td>
</tr>
</tbody>
</table>
17) What problems do you face in your business operations?
(a) Inadequate finance | | (d) Competition | |
(b) Lack of skilled workers | | (e) Others (Specify)----------------------
(c) Lack of security | |

18) Does your firm play any role in promoting domestic tourism? Yes | No |
Please comment.---------------------------------------------------------------
(a) .................................................................................................................
(b) .................................................................................................................
(c) .................................................................................................................

19) What kind of service do you offer to consumers to encourage them to use your facilities?
(a) .................................................................................................................
(b) .................................................................................................................
(c) .................................................................................................................

20) From your own point of view, what are the factors that hinder domestic tourism?
(a) Lack of awareness | | (d) Poor infrastructure | |
(b) Low incomes | | (e) General insecurity | |
(c) High cost of accommodation | | (f) Others (specify)----------------------

21) Does the government play any role in promoting your business? Yes | No |
Please comment---------------------------------------------------------------
(a) .................................................................................................................
(b) .................................................................................................................
(c) .................................................................................................................

22) Does the government play an important role towards domestic tourism?
Yes | No |
State how it plays that role. -------------------------------------------------
---------------------------------------------------------------

Thank for your cooperation.
APPENDIX B
QUESTIONNAIRE FOR TOUR OPERATOR FIRM MANAGERS

(Please tick, answer/comment as appropriate)

1. Name of the firm

2. Nationality of owner(s)
   (a) Local [ ]
   (b) Foreign [ ]

3. No. of employees
   (a) local [ ]
   (b) Foreign [ ]

4. Average no. of clients per month
   (a) < 100 [ ]
   (b) 100-300 [ ]
   (c) 300-500 [ ]
   (d) > 500 [ ]

5. Do you give services to local clients (Kenyan residents)? Yes [ ][ ]
   No [ ][ ]
   If yes, how frequently? (a) often [ ]
   (b) occasionally [ ]
   If not, give reasons
   (a) [ ]
   (b) [ ]

6. What kind of local clients do you get?
   (a) Individuals [ ]
   (b) Organized groups [ ]
   (c) Others (specify) [ ]

7. Are your local clients aware of the tourist attractions in Meru region?
   Yes [ ][ ]
   No [ ][ ]
   If yes, how did they get to know about the attractions?
   (a) [ ]
   (b) [ ]
   (c) [ ]

8. Identify (by name) the tourist attractions your clients visit in the Meru region?
   Attraction: Mountain climbing
   Locations/sites: [ ]
   Birds watching
   [ ]
   Game viewing
   [ ]
   Cultural/art
   [ ]

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9. For what type of activities do Kenyan residents visit Meru region?
(a) holidays/recreation
(b) conferences
(c) sports
(d) educational
(e) others - specify

10. Identify (by name) tourism facilities (e.g., hotels, lodges etc) in Meru region.

   Facility | Location
   (i)      |                          
   (ii)     |                          
   (iii)    |                          
   (iv)     |                          
   (v)      |                          
   (vi)     |                          

11. Identify the facilities and services in the above hotels/lodges.
(a) Traditional dances | (d) Others - specify
(b) African dishes |                     
(c) Art and craft |                     

12. Please state the services you offer to your clients
(a)  
(b)  
(c)  

13. What problems do you usually face in your business operations?
(a)  
(b)  
(c)  

14. How do you charge for your service?
(a) Daily Ksh. / day  |  |
(b) Distance Ksh. / Km  |  |
(c) Package / Person  |  |

15). Does your firm play any role in promoting domestic tourism? Yes | No

Please comment

16). From your own point of view, what are the factors that hinder domestic tourism?

(a) 

(b) 

(c) 

17). Does the Government play any role in tourism infrastructure?

Yes | No

Please comment

18). Do you feel secure when driving your clients to the national parks.

Yes | No

Please comment

19). Does the Government play any role in domestic tourism? Yes | No

Please comment

20). Give suggestions on how domestic tourism can be improved in Kenya.

(a) 

(b) 

(c) 

Thank for your cooperation
APPENDIX C
QUESTIONNAIRE FOR GOVERNMENT OFFICIALS

(Please tick, answer/comment as appropriate)

1. Name

2. Designation

3. District

4. Ministry

5. Department

6. Briefly describe the status of tourism in this district

7. Are there tourist class hotels in this district? Yes | No
   Please identify them (by name)
   (a) ........................................ (c) ........................................
   (b) ........................................ (d) ........................................

8. Identify the main tourist attractions/sites in the district?
   (a) Mountain climbing | |
   (b) Game watching | |
   (c) Scenery viewing | |
   (d) Others(specify) ........................................

9. Are these attractions easily accessible to the tourists? Yes | No
   Comment on the state of access roads.
   (a) ........................................
   (b) ........................................

10. Are the local people aware of the tourist attractions? Yes | No
    If yes, do they visit the tourist sites/attractions Yes | No
    If no, why?
    (a) They cannot afford | |
    (b) They are not interested | |
    (c) They don't consider it important | |
11. How do you create awareness of tourist attractions in game parks?
   (a) Exhibitions at ASK Shows [ ]
   (b) Wildlife Clubs in schools [ ]
   (c) Other – specify

12. Do you consider tourism as important to the local economy? Yes [ ] No [ ]
    If yes, how? (tick as many as possible)
   (a) Creates employment [ ]
   (b) Creates business for local people [ ]
   (c) Hotels buy local farm produce [ ]
   (d) Tourist business pay cess to local councils [ ]
   (e) Others – specify

13. Do you keep statistics of tourists visiting the district per month? Yes [ ] No [ ]
    If yes, give the number of visitors
   (a) Local [ ]
   (b) Foreign [ ]

14. Do you offer any facilities and services to the tourist sector in this district?
    Yes [ ] No [ ]
    If yes, state which ones in particular?
   (a)
   (b)
   (c)

15. Do you encounter any problems in offering tourist services? Yes [ ] No [ ]
    Briefly state the problems
   (a)
   (b)
   (c)

16. Is security a problem in this area? Yes [ ] No [ ]
    If yes, state how it affects tourism
   --------
   --------
   --------
   --------
17. What in your opinion are the factors that hinder domestic tourism in this region?
   (Tick as many as many as possible)
   (a) Lack of awareness [ ]
   (b) Negative attitudes towards tourism [ ]
   (c) Low incomes [ ]
   (d) High cost of services [ ]
   (e) Lack of facilities [ ]
   (f) Poor infrastructure [ ]

18. Do you have any plans to overcome the hindrances
    Yes [ ] No [ ]
    Please comment

19. What interventions are you putting in place to promote domestic tourism?
   (a) ________________________________
   (b) ________________________________
   (c) ________________________________

20. What is the expected outcome of these interventions?
   (a) ________________________________
   (b) ________________________________
   (c) ________________________________

21. What suggestions can you offer to improve domestic tourism in this region?
   (a) ________________________________
   (b) ________________________________
   (c) ________________________________

Thank you for your cooperation.
APPENDIX D

QUESTIONNAIRE FOR KENYA WILDLIFE SERVICE OFFICIALS.

(Please tick, answer/comment as appropriate)

1. Name

2. Designation

3. National Park/Reserve

4. Give a brief history of tourism in the national park

5. List the main tourist attractions in this park/reserve?
   (a) Natural features
   (b) Animals
   (c) Others

6. What is the average number of tourists visiting the park per month?
   (a) Local
   (b) Foreign

7. Do you offer any facilities and services to the local tourists visiting the park/reserve? Yes [ ] No. [ ]
   If yes, state which ones in particular
   (a) Accommodation
   (b) Other – specify

8. What do you charge for accommodation to the local tourists per day? Ksh
   Charge for other services (specify)

9. Do you experience any problems in service delivery? Yes [ ] No. [ ]
   If yes, identify the problems
   (a)
   (b)
   (c)
10. What has been the trend of tourists visiting the game park in the last five years?

<table>
<thead>
<tr>
<th>Year</th>
<th>Local tourists</th>
<th>Foreign tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. What means of transport do the local tourists use to travel to the national park?

(a) Own vehicles [ ]
(b) Tour vans [ ]
(c) Hired vehicles [ ]
(d) Others – specify

12. Does KWS provide means of transport to local tourists to the park?

Yes [ ] No. [ ]

13. What is the state of infrastructure to and in the park?

(a)  
(b)  
(c)  

14. How does this affect the number of visitors to this park?

(a)  
(b)  

15. What plans do you have to improve the infrastructure?

(a)  
(b)  
(c)  

16. Does security affect tourism in this park? Yes [ ] No. [ ]

If yes, what measures are taking to deal with the problem?

(a)  
(b)  
(c)  

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17. What measures are you taking to promote domestic tourism, especially in the park?
   (a)                                                                                      
   (b)                                                                                      
   (c)                                                                                      

18. What is the expected result of these measures?
   (a)                                                                                      
   (b)                                                                                      
   (c)                                                                                      

19. Identify (by name) the stakeholders operating within the park?
   (a)                                                                                      
   (b)                                                                                      
   (c)                                                                                      

20. What is the stakeholders approach towards domestic tourism?
   (a)                                                                                      
   (b)                                                                                      
   (c)                                                                                      

21. What suggestions can you offer to improve domestic tourism in the region?
   (a)                                                                                      
   (b)                                                                                      
   (c)                                                                                      

Thank you for your cooperation.
APPENDIX E

QUESTIONNAIRE FOR LOCAL TOURISTS

(Please tick, answer/comment as appropriate)

1. Name

2. Name of the hotel/lodge

3. Place of permanent residence in Kenya

4. Age
   (a) 20 – 29 [ ] (d) 50 – 59 [ ]
   (b) 30 – 39 [ ] (e) > 60 years [ ]
   (c) 40 – 49 [ ]

5. Sex (a) Male [ ] (b) Female [ ]

6. Marital status (a) Married [ ] (b) Single [ ]

7. State your occupation (e.g. farmer)

8. Give an estimate of your income per month
   (a) < Sh 10,000 [ ] (d) Sh. 20,000 – 25,000 [ ]
   (b) Sh 10,000 – 15,000 [ ] (e) Sh 25,000 – 30,000 [ ]
   (c) Sh. 15,000 – 20,000 [ ] (f) > Sh 30,000 [ ]

9. Do you have time for leisure/holiday? Yes [ ] No [ ]
   (a) Visit friends [ ] (e) Visit tourist attraction [ ]
   (b) Go-up-country [ ] (f) Visit hotels [ ]
   (c) Visit sceneries [ ] (g) Drink with friends [ ]
   (d) Relax at home [ ] (h) Go to church [ ]
   (i) Others – specify [ ]

10. Indicate the purpose of your visit to this region.
    (a) Holiday [ ]
    (b) Business [ ]
    (c) Visit tourist attraction [ ]
    (d) Other specify [ ]
11. Indicate the means of travel to this place
   (a) Own car [ ]
   (b) Organized by tour company/guide [ ]
   (c) Organized by group [ ]
   (d) Others (specify)---------------------------------------------

12. Are you aware of any tourist attractions in Meru region? Yes [ ] No. [ ]
    If yes, state the ones you know.
    (a)-----------------------------------------------------------------
    (b)-----------------------------------------------------------------
    (c)-----------------------------------------------------------------
    (d)-----------------------------------------------------------------

13. How did you come to know about the tourist attractions.
    (a) Through Agriculture Society of Kenya Shows [ ]
    (b) Through Tour Operators [ ]
    (c) Advertisement in the press [ ]
    (d) Through Wildlife Clubs of Kenya [ ]
    (e) Through friends [ ]
    (f) Through Schools [ ]
    (g) Others – specify---------------------------------------------

14. Have you visited any tourist attraction in the region? Yes [ ] No [ ]
    If yes, indicate the ones you have visited
    (a)-----------------------------------------------------------------
    (b)-----------------------------------------------------------------
    (c)-----------------------------------------------------------------
    (d)-----------------------------------------------------------------

15. Indicate the services you have been offered in this facility (e.g. food, accommodation, animals)
    (a) Accommodation. (i) Excellent [ ] (ii) Very good [ ]
        (iii) Good [ ] (iv) Satisfactory [ ]
    (b) Food (i) Excellent [ ] (ii) Very Good [ ] (iii) Good [ ]
        (iv) Satisfactory [ ]
16. Are you getting value for the money you are paying? Yes | No

Please comment:

17. Do you think the Government plays an important role towards domestic tourism?

Yes | No

State how it plays the role:

18. How did you find the state of the roads to the tourist attraction?

19. Do you feel secure in the park or at the attraction?

Yes | No

Please comment:

20. Were you able to visit all the sites of interest in the park? Yes | No

If no, state why:

21. Are you satisfied with the services you have received so far? Yes | No

Briefly comment:

22. What suggestions can you offer to improve domestic tourism in Kenya?

Thank you for your cooperation.
### APPENDIX F

**QUESTIONNAIRE FOR LOCAL RESIDENTS**

(Please tick, answer/comment as appropriate)

1. Name 

2. Place of residence 

3. Age
   - (a) 20 - 29 
   - (b) 20 - 39 
   - (c) 40 - 49 
   - (d) 50 - 59 
   - (e) Over 60 years 

4. Sex
   - (a) Male 
   - (b) Female 

5. Marital status
   - (a) Married 
   - (b) Single 

6. Occupation (e.g. businessman) 

7. Are you aware of tourist sites/attractions in this region? Yes [ ] No [ ]
   If yes, state the ones you know.
   - (a) 
   - (b) 
   - (c) 

8. Give the names of the nearest tourist class facilities (e.g. hotels, lodges.) in the locality
   - (a) 
   - (b) 
   - (c) 

9. Who are the owners of the hotels/ lodges you have identified?
   - (a) Local people 
   - (b) People from other parts of Kenya 
   - (c) Others – specify 

10. Who are the main clients of these hotels or lodges
    - (a) Foreign tourists 
    - (b) Local Kenyans 
    - (c) People from this area 

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TO WHOM IT MAY CONCERN:

Dear Sir/Madam,

RE: RESEARCH PROJECT: DATA COLLECTION

This is to confirm that the above named is an M.SC (Entrepreneurship) student in the School of Business, Kenyatta University, and she/he is embarking on her/his project this semester before she/he completes her/his degree programme.

Any assistance you may accord her/him will be highly appreciated.

DR. G. GONGERA
CHAIRMAN, BUSINESS ADMINISTRATION DEPARTMENT
11. Do these hotels/lodges buy local products? Yes [ ] | No. [ ]
   If yes, specify the products they buy:
   (a) [ ]
   (b) [ ]
   (c) [ ]
   If no, specify where they buy from:
   (a) [ ]
   (b) [ ]
   (c) [ ]

12. Identify ways in which the hotels/lodges benefit the local people?
   (a) [ ]
   (b) [ ]
   (c) [ ]

13. Does domestic tourism benefit people from this area?
   Yes [ ] | No. [ ]
   If yes, please state how:
   (a) [ ]
   (b) [ ]
   (c) [ ]

14. Do you think the government plays an important role in promoting domestic tourism? Yes [ ] | No. [ ]
   State how it plays that role:
   (a) [ ]
   (b) [ ]
   (c) [ ]

15. Is security a major issue in this area? Yes [ ] | No. [ ]
   If yes, how does it affect tourism in the national park?

16. What is the state of the roads to the national park/reserve? Yes [ ] | No [ ]
   (a) Very good | (b) Good | (c) Fair | (d) Poor | (e) Very poor |
17. Do the local residents visit the national park? Yes | | No | | If yes, specify the means of transport do they use?

If no, state why?
(a) 
(b) 
(c) 

18. Are you aware of any human-wildlife conflict in this area? Yes | | No 
If yes, please specify 
(a) 
(b) 
(c) 

19. How does the conflict affect the local communities relationship with Kenya wildlife services?
(a) 
(b) 
(c) 

20. What suggestions can you offer to improve domestic tourism in this area?
(a) 
(b) 
(c) 
(d) 

Thank you for your cooperation.
LETTER OF INTRODUCTION.

To Esteemed Respondent

Dear Sir/Madam

RESEARCH QUESTIONNAIRE

I am a post-graduate student at Kenyatta University (Msc. Entrepreneurship) undertaking a Research Project titled “An Investigation into Factors that Hinder Domestic Tourism in Kenya: Case of Meru region”.

You have been identified as one of the respondents who will facilitate data collection for the research project by filling the attached questionnaire.

All the responses given will be treated in strict confidence, and data collected will be used for the sole purpose of this study.

Thanking you for your cooperation.

J.M. RARAMA
PRINCIPAL RESEARCHER
## APPENDIX I

**TOUR OPERATOR FIRMS IN STUDY SAMPLE**

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abercrombie &amp; Kent</td>
<td>- Mombasa Rd., Nairobi</td>
</tr>
<tr>
<td>Acts Safaris- Link</td>
<td>- College Hse., Nairobi</td>
</tr>
<tr>
<td>African Jacana Safaris</td>
<td>- Postal House, Nairobi</td>
</tr>
<tr>
<td>CKC Tours &amp; Travel Ltd</td>
<td>- Verdi Hse., Nairobi</td>
</tr>
<tr>
<td>Dallago Tours &amp; Safaris</td>
<td>- Mercantile Hse., Nairobi</td>
</tr>
<tr>
<td>El-Molo Tours &amp; Travel</td>
<td>- Emperor Plaza, Nairobi</td>
</tr>
<tr>
<td>Gametrackers (K) Ltd</td>
<td>- Nginyo Towers, Nairobi</td>
</tr>
<tr>
<td>General Tours &amp; Travel</td>
<td>- Norwich Union Hse., Nairobi</td>
</tr>
<tr>
<td>Grand Edition Tours</td>
<td>- Jubilee Exchange, Nairobi</td>
</tr>
<tr>
<td>Hotel &amp; Adventure Travel Ltd.</td>
<td>- City Hall Annex, Nairobi</td>
</tr>
<tr>
<td>Karibu Paradise Safaris</td>
<td>- Golden Gate, Nairobi</td>
</tr>
<tr>
<td>Kimken Investments</td>
<td>- Kiambu Rd, Nairobi</td>
</tr>
<tr>
<td>Lindberg Holidays &amp; Safaris Ltd.</td>
<td>- Rameo Hse., Nairobi</td>
</tr>
<tr>
<td>Madhukha Tours &amp; Safaris</td>
<td>- College Hse., Nairobi</td>
</tr>
<tr>
<td>Maniago Travel &amp; Cruises Ltd.</td>
<td>- ABC Place, Westlands</td>
</tr>
<tr>
<td>Penfam Tours &amp; Travel Ltd.</td>
<td>- Trust Building, Nairobi</td>
</tr>
<tr>
<td>Rita's Tours &amp; Car Hire</td>
<td>- Mid-East Bank, Nairobi</td>
</tr>
<tr>
<td>Sportsmen's Safaris &amp; Tours L.t.d.</td>
<td>- Uniafric Hse, Nairobi</td>
</tr>
<tr>
<td>Supersonic Travel &amp; Tours L.t.d.</td>
<td>- Anniversary Towers</td>
</tr>
<tr>
<td>Tekko Tours &amp; Travel</td>
<td>- Standard Hse, Nairobi</td>
</tr>
<tr>
<td>Tropical Nature &amp; Cultural Safaris</td>
<td>- New Rehema Hse, Nairobi</td>
</tr>
</tbody>
</table>
# APPENDIX J

## TOURIST HOTELS AND LODGES IN MERU REGION

<table>
<thead>
<tr>
<th>NAME OF HOTEL</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elsa Kopje Lodge</td>
<td>Meru National Park</td>
</tr>
<tr>
<td>Hotel Three Steers</td>
<td>Meru Town</td>
</tr>
<tr>
<td>Kimwa Farmers Hotel</td>
<td>Chuka Town</td>
</tr>
<tr>
<td>Kiringo Hill Lodge</td>
<td>Maua Town</td>
</tr>
<tr>
<td>KWS Murera Banda</td>
<td>Meru National Park</td>
</tr>
<tr>
<td>Leopard Rock Lodge</td>
<td>Meru National Park</td>
</tr>
<tr>
<td>Maua Basin Hotel</td>
<td>Maua Town</td>
</tr>
<tr>
<td>Meru County (Travelers) Hotel</td>
<td>Meru Town</td>
</tr>
<tr>
<td>Meru Safari Hotel</td>
<td>Meru Town</td>
</tr>
<tr>
<td>Nyambene Lodge</td>
<td>Maua Town</td>
</tr>
<tr>
<td>Pig &amp; Whistle Hotel</td>
<td>Meru Town</td>
</tr>
<tr>
<td>Transit Motel</td>
<td>Chogoria</td>
</tr>
<tr>
<td>White Star Hotel</td>
<td>Meru Town</td>
</tr>
</tbody>
</table>
WORK PLAN

The study was undertaken as per the following work plan:

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jan</td>
</tr>
<tr>
<td>1 Review of literature &amp; identification of the problem</td>
<td></td>
</tr>
<tr>
<td>2 Formulation of Research proposal</td>
<td></td>
</tr>
<tr>
<td>3 Construction of Research instrument</td>
<td></td>
</tr>
<tr>
<td>4 Preparation of the proposal and presentation</td>
<td></td>
</tr>
<tr>
<td>5 Piloting the study and Data collection (secondary)</td>
<td></td>
</tr>
<tr>
<td>6 Collecting primary data.</td>
<td></td>
</tr>
<tr>
<td>7 Data Analysis and report writing.</td>
<td></td>
</tr>
<tr>
<td>8 Submission of project report to the university</td>
<td></td>
</tr>
</tbody>
</table>