ASSESSMENT OF DOMESTIC TOURISM AMONG THE RESIDENTS OF NAIROBI, KENYA

BY

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H60/6546/2003

A RESEARCH THESIS SUBMITTED IN PARTIAL FULFILMENT FOR THE REQUIREMENT OF THE DEGREE OF MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT IN THE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT, KENYATTA UNIVERSITY

NOVEMBER 2010
DECLARATION

I declare that this thesis is my original work and has not been presented for a degree in any other university or any other award.

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H60/6546/2003

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This thesis is dedicated to my parents the late Mrs. Rael Chesoiwo Bitok and Mr. Joshua Kipkurgat Bitok for being my mentors.
I am indebted to my two supervisors Prof. Judith Kimiywe and Dr. Onditi Anam for their guidance and support in writing this thesis. I would also like to acknowledge the many institutions I visited for provision of reading material and information.
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<tr>
<td>AT &amp; H</td>
<td>African Tours and Hotels</td>
</tr>
<tr>
<td>ASK</td>
<td>Agricultural Society of Kenya</td>
</tr>
<tr>
<td>CBD</td>
<td>Central Business District</td>
</tr>
<tr>
<td>CBS</td>
<td>Central Bureau of Statistics</td>
</tr>
<tr>
<td>CTDLTT</td>
<td>Catering Tourism and Development Levy Trustees</td>
</tr>
<tr>
<td>CTTR</td>
<td>Centre for Tourism Training and Research</td>
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<tr>
<td>DHS</td>
<td>Demographic Health Survey</td>
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<td>DTCK</td>
<td>Domestic Tourism Council of Kenya</td>
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<tr>
<td>EATTA</td>
<td>East African Tourist Travel Association</td>
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<tr>
<td>EE</td>
<td>Environmental Education</td>
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<tr>
<td>FAMEX</td>
<td>Family Expenditure</td>
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<td>GoK</td>
<td>Government of Kenya</td>
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<td>GPD</td>
<td>Gross Domestic Product</td>
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<tr>
<td>IMF</td>
<td>International Monetary Fund</td>
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<td>JKIA</td>
<td>Jomo Kenyatta International Airport</td>
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<td>KACC</td>
<td>Kenya Anti-Corruption Commission</td>
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<td>KAHK</td>
<td>Kenya Association of Hotel Keepers</td>
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<td>KATA</td>
<td>Kenya Association of Tour Agents</td>
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<td>KATO</td>
<td>Kenya Association of Tour Operators</td>
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<td>KTB</td>
<td>Kenya Tourist Board</td>
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<td>KTDC</td>
<td>Kenya Tourism Development Corporation</td>
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<td>KTF</td>
<td>Kenya Tourism Federation</td>
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<td>KU</td>
<td>Kenyatta University</td>
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<td>KWS</td>
<td>Kenya Wildlife Services</td>
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<td>KUC</td>
<td>Kenya Utalii College</td>
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<td>KIHBS</td>
<td>Kenya Integrated Household Budget Survey</td>
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<td>KNBS</td>
<td>Kenya National Bureau of Statistics</td>
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<td>LEI</td>
<td>Leading Economic Indicators</td>
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<tr>
<td>MOEST</td>
<td>Ministry of Education Science and Technology</td>
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<tr>
<td>MEU</td>
<td>Mobile Education Unit</td>
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<td>MOP</td>
<td>Ministry of Planning</td>
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<td>MTW</td>
<td>Ministry of Tourism and Wildlife</td>
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<td>MR&amp;D</td>
<td>Marketing Research and Development</td>
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<td>NCC</td>
<td>Nairobi City Council</td>
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<td>NCCUPP</td>
<td>Nairobi City Council Urban Policy Plan</td>
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<tr>
<td>NPGD</td>
<td>National Parks and Game Department</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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<tr>
<td>TDAPS</td>
<td>Tourism Development Action Program</td>
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<tr>
<td>UoN</td>
<td>University of Nairobi</td>
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<tr>
<td>UN</td>
<td>United Nations</td>
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<td>UNEP</td>
<td>United Nations Environmental Program</td>
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<tr>
<td>USA</td>
<td>United States of America</td>
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<tr>
<td>UN-WTO</td>
<td>United Nations-World Tourism Organization</td>
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<tr>
<td>WCK</td>
<td>Wildlife Club of Kenya</td>
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<td>WCMD</td>
<td>Wildlife Conservation and Management Department</td>
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ABSTRACT

Tourism is an instrument for promoting the economy and livelihood of the people in developing countries, Kenya included. The loss of revenue from the industry in the 1990's had to be made up by involving locals through domestic tourism who unfortunately are not utilizing the tourism products and services well. There is scanty information on the nature and extent of various socio-economic groups who are known to distinguish their status in education and the kinds of goods and services that they consume including tourism. An understanding of the nature and extent of domestic tourism through assessment among residents of Low, Middle and High income estates in Nairobi will guide policy makers to develop effective and supportive policies for domestic tourism marketing strategies. The study was conducted in Nairobi, the Capital City of Kenya. The targeted population was the Low, Middle and High income socio-economic groups. The groups were selected using systematic random sampling technique from the zoning map by the Nairobi City Council Urban Policy Plan (NCCUP). The sample size was determined using Fischer et al formula. Respondents from the three socio-economic groups using cluster random technique were selected for the study. The sample size which responded well was 180 making a response rate of 75 percent which is representative of the sample size. The study adopted a descriptive survey design using both quantitative and qualitative research methods to gather data. The validity and reliability of the questionnaire were tested during the pilot survey. Data were collected using the questionnaires, and the interview schedule. Data were analyzed using the Statistical Package of Social Sciences (SPSS). Descriptive Statistics were used to obtain the mean and mode especially for preference sites. Factors affecting perceptions of domestic tourism were subjected to the Kaiser Criterion principle component (factor analysis) to reduce the number of variables by varimax rotation. Most of the respondents interviewed used most of their leisure time reading (68.9%), followed by 61.7% spending their time indoors and only 22.8% spending their time on domestic tourism. A significant difference was identified between saving for domestic tourism across the economic classes in Nairobi which portrayed significant association with a p-value of 0.015 and the same trend was observed on the amount of money saved. Data were presented in bar charts, histograms and frequency distribution tables. The study of the six residential estates indicates that preferences on tourist attraction sites are controlled by kinds of occupation both economically and socially. Residents have different perceptions on domestic tourism and vest the responsibility for their education and understanding on government and tourist service providers. Respondents are aware they can visit attraction sites and are knowledgeable about the products and services delivered. The preference sites are influenced by demographic factors such as income and level of education. Participation has remained low because costs charged for accommodation and travel was considered expensive by residents.
1.1 Background of the Problem

The tourism industry is among the fastest growing industries in the world and plays an
important role in the developing countries economies (WTTC, 2002, Ikiara, 2001b).
Kenya is one such developing country that has actively supported the development of
tourism. Through inter-cultural exchange tourism fosters understanding between nations
and contributes to the balance of payments in developing countries (MoP, 2008). Kenya’s
tourism industry is nature driven. The development of the industry was based on “big
game” between 1900 and 1940 (Christie and Crompton, 2001). Travelers were attracted
from Europe and North America for Wildlife viewing and big game hunting in the game
parks and reserves (Akama and Ondimu, 2002). Tourists up to the 1990s consumed
undifferentiated and mass tourism products (Akama, 1999). Kenya was the leading
tourist destination in Africa and East Africa between 1981 and 1987 (Fig. 1.1). The
industry by then became the highest foreign exchange earner ahead of the agricultural
exports such as coffee, tea and horticultural produce (Economic Survey, 2007b, CBS,
2003).

Affluent tourists from the United Kingdom, the United States and Switzerland were
attracted to Kenya. This was because the exchange rates for the Kenya Shilling were
higher. For instance, 1 US Dollar to KES 7.143 (1963 – 1972), which gradually rose to
declined and the link existing to the tourism market through Jomo Kenyatta, Mombasa
and Malindi Airports realized an increased visitor reception (Sindiga, 1999). As a result, more hotels were built along the coast, in the game parks and reserves.

In the 1960’s there was a visitor growth of 36.2% annually over 1965-1970, which slowed during 1970-1980 (1.4%) and then rising to 7.5% between 1990 and 1995 (Ikiara, 2001b; fig. 1.1). Between 1995 and 1998, the sector registered annual negative growths of -1.5% for arrivals and -19.5% for tourism revenue (Ikiara, 2001a). The tremendous decline of tourist arrivals during this period is attributed to environmental degradation and deterioration of tourism products due to mass tourism leading to visitors overcrowding on popular attraction sites (Collins, 1998; UNEP, 2001). Only six out of the 57 Parks are popular; North Coast, Diani, Masai Mara, Amboseli, Nakuru and Nairobi (Bhandari, 1999).
A Comparison of the Trends Between International and Domestic Tourism in Kenya (1963 to 2007)

Fig. 1.1 Tourism Trends in Kenya between 1963 – 2007 (‘000). By Hotel Bed Occupancy

Source: Economic Survey, IMF and KNBS

In 1999, recovery began with an increase of 8.4% in visitor arrivals. In the year 2000, there was a further increase by 6.9%, and a decline of 4.1% in 2001 partly because of the 11 September 2001 terrorist attacks in the USA which led to travel bans in the UK and USA (Ikiara and Oketch 2002). The international tourist expenditure fell from USD 544M in 1990 to about USD 310M in 2001. This was indicated by a Hotel bed occupancy which fell from the average of 58% in 1990 to 33.9% in 1999 and recovery to 40.3% by 2001 (Fig. 1.1). The number of visitors to museums, snake park and historical sites fell from 0.9 Million in 1990 to 0.68 Million in 2001. Occupancy rate of Kenyatta International Conference Centre (KICC) fell from 74.8% in 1980 to 10.7% in 1999, and recovery to 17.5% by 2001.
1.2 Statement of the Problem

Tourism plays an important role in the developing countries’ economies (WTTC, 2002; Ashley and Goodwin, 200; Ikiara, 2001b). The industry contributes to the balance of payments and is an instrument for promoting the economy and the livelihood of the people (WTO, 2000; KTB, 2000). The tourism industry offers employment, raises human living standards and encourages investment and small enterprises (Economic Survey, 2007b; UNWTO, 2007), notwithstanding the benefits accruing in other economic sectors since the industry has higher multiplier effects (KTB, 2007). Kenya lost revenue from the international tourism industry in the 1990s and had to make up by involving the public through domestic tourism (Aduwo, 1999; Figure 1.1). This study is therefore an insight into the nature and extent of domestic tourism in Kenya.

Tourism products and services are not well utilized by Kenyan natives unlike their counterparts in the developed world (Sindiga, 1996a). Most of the European, American and Canadian tourists travel within their own countries with developing countries receiving the overspill from domestic tourism in these countries (Kiplagat, 2004). There have been critical shortcomings facing these international tourism market which included global economic recession, wars (1991, Gulf war) September 11 terrorist attacks and insecurity and political uncertainty within Kenya. This led to decline of the visitors by 16.1% (Ikiara and Oketch, 2002). It has not been clear to the hospitality and tourism industry and even to the policy makers, how to increase the domestic market in order to compare with the developed world.
The Domestic Tourism Council of Kenya (DTCK) and the African Tours and Hotels (AT&H) did not achieve much in their measures to encourage Kenyans to appreciate and utilize tourist facilities (Markandya, 2000; Mop, 2001). This study therefore analyzed the preference of Nairobi residents on tourist attraction sites, the relationship between demographic factors and perception of services at the attraction sites and the relationship between the residents’ expectations and the relationship between the residents’ expectations and the actual products and services delivered. This was to uncover the factors responsible for the residents’ low participation in tourism.

1.3 Justification of the Study

The domestic tourism market study is of benefit to stakeholders, who include the policy makers, the tourism and the hospitality industry through identified challenges facing the industry. August 1998 bombing of US Embassy in Nairobi, September 11 terrorist attacks in the USA in 2001, November 2002 terrorist attacks on Mombasa paradise lodge led to travel advisories by US and UK. As the travel advisories remained in force, Kenya lost over 1 million Euros in tourism earnings and other revenues (Ikiara, 2001b). Kenya’s tourism is highly seasonal with some tourist establishments closing down during low season (KTB, 2007). The seasonality trend leads to frequent seasonal employment and closure of some tourism establishments during the low season. This is largely due to inadequate enhancement of natural tourist products including the lack of facilities on Mount Kenya and other attractions, inadequate interpretation and explanation of tourist products and the inadequate supply of tourist information locally. The study will provide an insight of the preferred sites among Nairobi residents, their spending pattern and the
perception of domestic tourism in Kenya. The perceptions of the locals towards domestic tourism and extent of the economic influence and gaps between the local tourist expenditure and actual services delivered will further be identified.

1.4 Objectives of the study

The objectives of this study were:

1. To determine the nature and extent of domestic tourism among Nairobi residents
2. To determine what the residents preferred on different tourist attraction sites
3. To establish the residents perceptions towards domestic tourism in Kenya
4. To determine the extent of economic influence on the perception of the gap existing between the residents' expectation and the actual products and services delivered.

1.5 Hypotheses

This study was guided by the following null hypotheses:

H01 There were no factors influencing the preference of Nairobi residents in tourist attraction sites
H02 There would be no significant relationship between demographic factors and perception of services at the tourist attraction sites by Nairobi residents.
H03 There would be no significant relationship between the residents' expectations and the actual products and services delivered.
1.6 **Significance of the Study**

Theoretically the study was expected to contribute to the advancement of knowledge concerning domestic tourism development in Nairobi and Kenya as a whole and highlighted factors that influence residents' participation in domestic tourism. Practically the study may lead to the improvement of strategies by identifying the strengths and constraints incurred by domestic tourists. The study may be of immediate benefit to the tourism bodies such as Ministry of Tourism, KWS, KTB etc. Hospitality and the tourism industry in the formulation of future tourism policies aimed at enhancing domestic tourism and finally form a base on which others can develop their studies for instance researchers in tourism.

1.7 **Delimitations**

This study was delimited to low, middle and high income estates of Nairobi only.
1.8 The Conceptual Framework

Domestic tourism in Kenya which faces a lot of challenges has been the focus towards making up for losses that were brought about by the decrease in demands by the international visitors (International tourist). Government programmes such as KTB and DTCK through ASK shows, Media and other institutions have tried to diversify tourism products and services by cutting out market niches targeting different types of domestic visitors (tourist).

There are background conditions that are associated with the local residents before considering traveling for the purpose of tourism. These include age, gender, income, education levels, size of the family which have direct influence on one another with the preferred ways free time will be spent either staying indoors, visiting friends and relatives, museums and art galleries, animal orphanage, shopping or even going abroad. These are illustrated in figure 1.2

**Fig. 1.2 Conceptual Model That Explains Increase in Domestic Tourism**

Source: Mulabe J. K. page 25 (modified by Researcher)
1.9 Operational Definitions of Terms

**Age dependency:**

The population dependent (those aged below 15 years and above 64 years) on the working age population (15-64 years) (KIHBS, 2007)

**Culture:**

Way in which a group of people live socially (KNBS, 2008).

**Domestic Tourist:**

Travel of Nationals within their own country in search of leisure, recreational activities and business away from their usual places of residence for more than 24 hours (WTO, 1997).

**Eco-Tourism:**

Responsible travel to the natural areas that conserve the environment and improve the welfare of the local people (UNWTO, 2008).

**High Income Socio-Economic Groups:**

The residents who occupy the wealthier parts of Nairobi city, these parts have less than 200 persons per square kilometer (NCCUP, 1997). Their monthly income is over Kenya shillings 300,000.

**Household:**

A person or a group of people living in the same compound (fenced or unfenced), answerable to the same household head and sharing a common source of food and/or income. Domestic servants and other workers residing with the family were included as household members (KIHBS, 2007).
Household Head:
The senior-most member who makes key decisions in the household and whose authority is acknowledged by other members (KIHBS, 2007).

Industry:
It is defined in terms of goods produced, or services offered by the economic unit or establishment (Economic survey, 2007a).

Low-Income Socio-Economic Groups:
In this study the groups have a population of over 1,000 people per square kilometer (NCCUP, 1997). Their monthly income according to this study is less than KES 50,000 a month.

Middle Socio-Economic Groups:
These are residents who occupy middle-income residential zones and have between 201-1,000 persons per square kilometer hence the term medium density zones (NCCUPP, 1997) and have a monthly income of between KES 51,000 – 299,999 according to this study.

Population Density:
This is the average number of people in an administrative area per square kilometer in the residential estate (KNBS, 2008).

Resident:
In this study, a resident is one who has lived in Nairobi’s residential estates for a period over 12 months (one year).
Respondent:
Any member of the household who provides information to the interviewer. The head of the household or any other adult contributor to the household income who provides responses to sensitive issues such as incomes, transfers and major expenditures. Responses on other routine issues were provided by any adult respondent, provided he/she had accurate information (KIHBS, 2007).

Socio-Economic Groups:
The classification of the respondents into Low, Medium and High - income brackets according to socio-economic factors (NCCUPP, 1997).

Survey:
Sample of individuals studied and generalizations made from them to a larger population.

Sustainability:
Development that meets the needs of present without compromising the ability of future generations to meet their own needs (UNWTO, 2007).

The Unemployed:
Persons aged 15-64 years who were seeking for work or were available for work but not in any form of employment (KIHBS, 2007).

Tourism:
Temporal short term movement of people to destinations outside the places they live and work and the activities they are involved in during the period in the holiday destination (UNWTO, 2008).

Tourism Carrying Capacity:
Is defined as the amount of tourism damage a tourist site can assimilate without long term damage (UNWTO, 2007).
Tourist:
One who is in a destination for the purposes of leisure, pleasure or business away from his usual place of residence for more than 24 hours (WTTC, 2002).

Urban area:
This comprises urban centers whose population was estimated at 2,000 or higher during the 1999 population and housing census (KIHBS, 2007).
2.1 Introduction

2.2 Domestic Tourism in Kenya

Tourism in Kenya is an instrument for promoting the economy and livelihood of the people of Kenya (WTO 2002, KTB 2008). Tourism accounts for 12 percent of the Country’s Gross Domestic Product (GDP) and is the third foreign exchange earner. The tourism industry offers employment, raises human living standards and encourages investment and small enterprises (Economic Survey 2007b, UNWTO 2007). The industry has a higher multiplier effect leading to other economic sectors benefiting from the industry (KTB, 2007).

Kenya’s tourism sector experienced an unprecedented decline in the 1990’s due to internal and external factors, especially security concerns (Ikiara 2001b, KTB 2007). This decline resulted in low bed occupancy rates and a sharp fall in revenues by one million Euros. This lead to partial or full closure of some hotels and other tourist accommodation establishments especially at the Coast (MTW, 2007).

Developing Countries, Kenya included, have always promoted international tourism for its positive effect on the balance of payments and the much needed foreign exchange, thus ignoring domestic tourism. Kenya needed to diversify its source markets to include the domestic market (Melville, J, 2002). A firm foundation of domestic tourism had to be

Through Research and Development (MR&D), the Kenya Tourism Board (KTB) in strategy formulation and implementation has included domestic tourism in Kenya as one of the marketing efforts (KTB, 2007). Market research assists the Kenya Tourist Board to evaluate current performance, identify opportunities and develop products and services to allow it to exploit the opportunities. These include focusing on promotion of conference tourism, ecotourism, sports tourism, agrotourism and educational tourism in conjunction with the Ecotourism Society of Kenya (ESOK) the Tourism Sustainability Programme was formed. The programme aimed at building product awareness and the interior travel by the domestic market and working with the local travel trade to create products and packages relevant to locals to enable them to enjoy tourism. Diversification areas included Ecotourism as the key future differentiator for Kenya’s tourism (Ikiara & Caroline, 2002). Adventure: walking safaris, deep see fishing, big game fishing, white water rafting, kite surfing and mountain climbing; honeymoons and weddings, loirding and lepidotry; heritage and Historical attractions (KTB, 2007). In 2003 new products and touristic sites to be visited by Kenyans and residents were exposed. As a result of these, domestic tourism contributed to KES 18.2 billion in 2006 which was more than a quarter of the total tourism earnings (KNBS, 2008). The interest for travel amongst Kenyans increased in capacity which was at 12.7% of the total hotel bed occupancy in the destinations.

Domestic tourism should feature the same quality standards as those applying to international tourism. Accommodation is harder to find in some remote parts except for
the luxury foreign based hotels (UNWTO, 2007). The locals appreciate more what there
countrymen can offer in terms of hospitality and tourism (UNWTO, 2007). UNWTO in
collaboration with Kenya’s main tourism bodies for such as Kenya Tourist Board (KTB),
Kenya Utalii College (KUC), and Kenya Tourism Development Corporation (KTDC)
which are affiliate members, promote the development of the tourism resources and
attractions in a sustainable manner (UNWTO, 2006). Communities may be allowed to
build lodges around the parks to host the growing number of tourists. Capacity building
services be provided to communities, local NGOs and government authorities to reinforce
their knowledge and skills through training for management of tourism activities and
accommodation (KTB, 2008; Ashley and Goodwin, 2003). Kenya has 27 parks including
marine parks, and 34 reserves including marine reserves covering an area of 25,334
square kilometers (KWS). Each park and reserve has its own special character and many
are renowned for their high concentrations of a particular animal or bird. CTDLT is
mandated to establish and develop national standards for testing skills required by the
tourism industry and establishing, equipping and controlling establishments for the
training of persons for employment in hotels and restaurants (UNWTO, 2007). The
Ecotourism Society of Kenya (ESOK) covers both environmental and socio-economic
factors by promoting and increasing awareness of environmentally and socially sound
tourism business practices and it has a database of existing community based tourism
enterprises. The Kitengela Bridge Community Project is one such project.
Diversification through fruit and vegetable growing by the locals has been realized. The
produce may be sold to the hotels and lodges or cooked by the locals and sold to the
visitors. In 2003, WTO became a United Nation’s (UN) specialized agency to among
other things promote the development of tourism resources and attractions in a
sustainable manner (WWTC, 2002) especially in the developing countries (UNWTO, 2008). WTO is the only intergovernmental organization that serves as a global forum dealing with tourism policies and other issues.

Wildlife Clubs of Kenya (WCK) is a non profit, non political NGO which use Schools as an entry point, but intend to expose people, youth in particular regardless of station to conservation issues and solutions for sustainability. WCK contributes to Kenya's domestic tourism initiative through its five popular youth hostels and self-help guest facilities (Kiplagat, 2004). The facilities are at Nairobi, Nakuru, Kisumu, Nyeri and Mombasa. The Wildlife clubs of Kenya are organized groups of students. Spread across the Republic of Kenya. Park entry fees are waived for bonafide wildlife clubs traveling as a group, courtesy of Kenya Wildlife Service (KWS). WCK created the centre for Tourism Training and Research (CTTR) in 1999 (WCK, 2007). CTTR offers wildlife and environmental education. The centre offers certificate in Tour Guiding and Administration; Diploma in Tourism and Wildlife Management and a Diploma in Hotel and Restaurant Management, with accreditation from Moi University and Sarova Hotels Limited.

WCK has a Mobile Education Unit (MEU), a fully equipped vehicle that takes films, talks, slide and video shows to schools throughout Kenya. Education therefore plays a key role in domestic tourism. At least 8,000 audience members are reached per week. WCK also uses the 32 page full colour magazine to educate interest and involve WCKs thousands of young club members through the printed word. Training seminars and
workshops may be organized by the government to create awareness on conservation of the Ecosystem and benefits of visiting different attraction sites within the country.

The Domestic Tourism Council (DTC) formed by the Kenyan government policy development in 1984 didn’t achieve much in encouraging Kenyans to appreciate their country (Sindiga, 1999). DTC has been relaunched and has since changed its name to the Domestic Tourism Council of Kenya (DTCK). DTCK is geared to use Agricultural Society of Kenya Shows and other stakeholders to advertise and promote domestic travel (DTCK Strategic Papers 2008-2012). Kenya government has to bring together government organs directly linked to tourism and the private sector bodies in a concerted effort to strike a common goal in promoting domestic tourism. Kenyans go for uphazard bookings and hardly plan for their vacations (KTB, 2007).

Kenya should address major issues which include; improving general infrastructure including roads, airstrips, airports and communication, improve general security in order to establish perception of a safe and secure destination in the attraction sites locally and internationally and establish and implement policies on the ecosystem (Ikiara 2001b) and encourage good business levels year round (UNWTO, 2007). Road network by classification and type by the year 2007 show only 9,273.3 kilometers of road with bitumen and 54,301.15 kilometers with earth and gravel (Ministry of Transport & Communication). Most of the tourist attraction sites are found within the rural areas with a connectivity of weather roads. Travel during the rainy season is almost impossible. The most accessible park in Kenya is Nairobi National Park. The most popular destinations for Nairobians is Lake Naivasha and Mombasa.
Nairobi’s Wilson Airport provides bushflights which arrive and depart from small planes owned by small airlines. The flights cannot cater for the increasing numbers of domestic tourism. Jomo Kenyatta International Airport (JKIA) provides flights to the Mara and Mombasa mainly. Some visitors want to see a broader picture of Kenya and there is deed to increase flights. There is low railway line connectivity in Kenya as is indicated by the passenger traffic train. Earning reduced from 288 Million in 1998/199 to only 120 Million in 2007/2008. This is attributed to the many accidents due to derailment, bad weather and poor maintenance of the Railway line. In the year 1998-2000 there were 490 kilometers of railway passable which reduced to only 309 kilometers in the years 2001-2007.

Security in Kenya is an area of concern to travelers internally. The number of offences reported by the Kenya Police in the years 2005-2007 range between 75,500 to 65,000 (Kenya Police department 2008) the offences include car robbery, highway robbery, petty thefts, murder and burglary. Kenya Tourism Federation (KTF) and the government should ensure there is adequate security provided. Major causes of corruption in Kenya clearly show that the Kenya government needs to do a lot to raise the standard of living and income levels of its citizens. Among the leading causes of corruption are poverty at 65.1 percent, poor remuneration at 52 percent, high cost of living and poor leadership at 34.8 percent and 34.7 percent respectively (KACC, 2006).
2.3 The Nature and Extent of Domestic Tourism in Kenya

The World Trade Organisation defines domestic tourism as travel of Nationals in search of leisure, recreational activities and business away from their usual places of residence for more than 24 hours. Tourism products are a bundle of activities to facilitate the entire tourism experience: - to destination facilities (accommodation, recreation, culture and entertainment), accessibility (transport, travel services), pleasure and leisure activities (Stephen, L.J.J, 1994).

The nature and extent of domestic tourism has to be investigated over the years in order to diversify tourism products and services. International visitors to Kenya declined in the 1990s (Ikiara, 2010). Kenya government had to make up for the lost revenue by involving the public through domestic tourism (Ikiara 20019, Aduwo, 1999). Unfortunately, domestic tourism in Kenya has experienced several bottlenecks. The tourism products and services are not well understood by the locals due to the present public attitudes towards domestic tourism (Kiplagat; 2004, Ottichilo, 2000).

The global understanding that parks should pay for their running costs has affected visitor numbers to parks and reserves especially the local visitors (GoK, 1999; Bejou and Palmer, 1995; People and the Planet, 2000-2001). The Ministry of Tourism is currently promoting domestic tourism by urging Kenyans to enjoy their country through tourism (Ministry of Tourism, 2008) with options of holiday offers to choose from which include: Family holiday, Getaway, Honey Moons, Stop overs, Active travel in sporting activities, special events, Team Challenge with workmates in favourite travel destinations. The Ministry’s promotion led to a growth of 14.9% in 2007 which indeed is contributed to
aggressive marketing internationally and the promotion of domestic tourism and conferencing services. There was occupancy rate of 47.2% of which 12.7% beds were occupied by Kenya’s residents (Economic Survey 2007, KNBS 2007). Hotels and Restaurants contributed 1.6% to the Gross Domestic product at 20,814 Million in that year.

2.4 Preferences and Expectations of Tourism Products and Services by Distinct Groups

Distinct groups emerge when visiting attraction sites as various socio-economic groups are known to distinguish their status in education and the kinds of goods and services that they consume. 50% of Kenya’s population are literate and live in urban centers (Economic Survey, 2003). The urban population in Nairobi is composed of the 42 ethnic groups, Asians, Arabs and Europeans and speak Kiswahili and English as both the national and official languages. They earn over 50,000 Kenya Shillings a month and spend 24,000 on food and the rest on transport, rent and other miscellaneous expenses (IMF, 2004). They live in areas of 300 households per square kilometer and occupy modern buildings of brick and stone walls and there is a likelihood of a smaller family of 2 to 4 children (Economic Survey, 2003). There are two layers of cultural influences in every Kenyan. The traditional value system and the second layer consist of Western influences. This is greatly influenced by the degree of urbanization, tribal intermarriage, religion and level of education. Most Kenyan Societies are patrilinear and the authority of homes rests with the father.
Domestic participants prioritize short term interests due to scarce resources (Economic Survey, 2007). There is limited demand for tourist hotels from local sources since most Kenyans prefer staying at supplementary accommodation establishments or with friends and relatives (Ondimu, 2000; Ouma, 2000; CBS, 1999). Tourist hotels favour foreign tourist standards as dictated by tourism generating countries, the foreign managers and agencies (KAHC, 2008; KATO, 2008). This therefore favours foreign luxury and discourages Kenyans from utilizing tourist hotels. The possibilities for locals purchasing hotel products and services might increase if simpler technologies of hotel construction and operations are allowed to take place by the hotel sub-sector.

The aim of this study is to understand the preferences of Nairobi residents on attraction sites which will form a platform for the tourism and hospitality industry in designing plans and policies in order to address the locals’ needs towards tourist icons. Kenya uses a twelve-month calendar, which has got 52 weeks, 52 weekends and several public holidays. Most of those employed take a one-month leave, including Easter and Christmas holidays. Kenyans too travel as a family, group, as a couple, singly, with friends, club or society and what age group they are in (Weaver 1999, Tourism travel Journal, 2003). Those in the age group where they have not had families yet or their children have grown up are more flexible and less reliant on school holidays. The corporate client in the business world attending conferences and businesses plan according to the job at hand.
Education is an important factor in shaping the level of positive attitude towards domestic tourism (Akama et al. 1995). As the level of education increases, the level of negative attitude towards domestic tourism decreases. The exact level of education that may shape positive attitudes is what we cannot tell from this study. A minimum of secondary level education is thought to be sufficient enough in shaping positive public attitudes. Education increases the desire for people to see, experience new things, people and places hence a very important catalyst in shaping attitude. It is against this background that the level of attitude among urban residents is higher than those of rural communities (Kiplagat, 2004).

Trends of tourists especially the domestic tourists are generally changing. The current tourist is educated and more concerned with the ecosystem. They understand sustainable tourism which maintains a high level of tourist satisfaction through challenges and ensure a meaningful experience to the tourists (UNWTO, 2008).

Ecotourists prefer taking nature-based holidays (Beeton, 1998) Older people tend to prefer drinking than hiking or mountain climbing. People in the middle-life group who are interested in tourism may be restricted by family and financial considerations if they have dependent children (Beeton, 1996). The young, carefree want to have good time and prefer adventure and entertainment in the parks (Beeton, 1998). Family groups who form a large group of tourists are active consumers of national park facilities. The self contained/self regulated group prefers the National Parks to get away from the stresses of everyday life. Males generally have a greater interest in wildlife and tourism issues and hence are more likely to derive the necessary knowledge and urge to explore nature.
Females exhibit more anthropocentric tendencies and are strongly concerned about their own safety and protection. They will remain excluded from being adventurous and finding out new things. Females would perhaps not take the chance of being the first to try venturing into the wild in the name of tourism. This therefore plays a crucial role in shaping a negative attitude towards domestic tourism in protected areas. In African culture women are home makers and are expected to be attending to the kids when their husbands are out looking for the family bread.

2.5 The Perception of Locals/Domestic Tourists on the Products and Services offered on the Attraction Sites

To reach international standards, various Government agencies were created to plan, organize and control tourism development in Kenya (Roe, 2001). The Kenya Tourism Development Corporation (KTDC) was created in November 1965 to indigenize the tourist industry which was then predominantly foreign. KTDC up to date carries out investigations, formulation, planning, implementation and follow-up of work relating to tourism projects. KTDC participates with the private sector or alone in the provision of loan funds through revolving funds and commercial loan programmes. KTDC opened offices in the UK and US and other Far East countries (ACTS, 1998). This led to the formation of the Ministry of Tourism and Wildlife (MTW) in 1966 to make policies on tourism and wildlife matters which included allocating tourism resources to activities carried out by other tourism bodies (Ikiara, 2001b).
Efforts to promote domestic tourism have continued to bear little fruit. Majority of Kenyans believe that the tourism industry and the hospitality industry that goes with it belong to the white man (Eastman, 1995; Akama, 1999). Cultural values are important because they provide a way of looking at the World, People and at things. They provide a set of beliefs and attitudes that explain the structure and function of what is perceived in a particular society (Ondimu, 2000). This attitude was contributed by the ownership and management of economic activities related to the tourism industry that were entirely in the hands of foreign colonial settler population and later a few Asians (Dieke, 1991). Kenyans therefore alienate themselves from ownership and actual consumption of the products and services and view the tourism and hospitality industry as a potential employer to earn income (Ashley, et al, 2001). Indeed Kenyans occupy junior positions in the hotel and tourism industry while key positions belong to foreigners, with some Kenyan men and women indulging in commercial sex with the tourists as others even strip naked for the foreign tourists to take exciting photos for sale back home (Sindiga, 1999; Singiga, 1994). These in turn have affected the local peoples’ feelings, perception and views towards the tourism and hospitality industry and domestic tourism as a whole.

Land use planning policies in Kenya discourages native inhabitants from supporting wildlife (Bhandari, 1999; Akama, 1999; Ali, 1999). Kenya Government is committed to protected area conservation of wildlife and has laid strict legislations and policies on land reservations and wildlife conservation. Communities who live around the tourist attraction sites view the Government as only using game for the financial convenience of commercial hunters and hotel keepers (Sindiga, 1999; Beeton, 1998). Careful planning of tourist attraction and zoning of protected areas will be of benefit to bio-diversify, local
communities and local economies thus stimulating growth in income for the local communities such as Samburu and Maasai who have co-existed with the wildlife for a long time besides boosting the country’s GDP.

To promote domestic tourism a combination of incentives involving reduced tariff rates during the low seasons, discounted rates and lowering of entrance fees to parks and reserves have failed to make significant impacts (Markandya et al, 2002). Incentives for the Public to travel have been given before by the Railway Corporation in form of reduced fares by 10% and discounts of between 40% to 50% offered by large hotels was only taken by few Kenyans (Sinclair, 1990). The Kenya Railways ceased to provide effective and efficient services for the last decade aggravating the problem of domestic tourism travel. The railway system in the country has very low connectivity leaving domestic travelers the alternative of the expensive road transport.

The majority of Kenyans who have taken advantage of the incentive cannot afford hotel bills of the one week or two because of low incomes (Sindiga, 1996a). Other strategies have included use of Agricultural Society of Kenya (ASK) shows to provide information on internal travel. Domestic tourists’ exhibitions and mass media shows are used by tour companies in Nairobi to provide the same information. The Wildlife Clubs of Kenya (WCK), a non-Governmental Organization was formed in 1968 with an aim of promoting Wildlife and Environmental Education (EE) all over the country (Kiplagat, 2004). The organization has been taking the largest number of youths to parks and reserves in Kenya. This has led to the growth of youth tourism due to the perceptions the organization has been promoting. A combination of efforts by WCK and other government and private
organizations could correct the perceptions towards domestic tourism. It is the aim of this research to investigate prospects of revitalizing the domestic tourism industry.

2.6 Classification of Nairobi

Nairobi is Kenya’s Economic Administrative and Cultural Center (Economic Survey, 2003). Most administrative offices in the Public and Private Sector including the Tourism and Hospitality industry are in Nairobi. Nairobi therefore offers employment opportunities that attract many people from the rural areas adding up to the existing Permanent Nairobi residents that comprise all races of the World, Europeans, Asians and Arabs. Nairobi is centrally placed in the southern highlands of the country and enjoys favourable climate. Nairobi is the largest Capital City in Kenya founded in the 1890s during the colonial era and the building of the Kenya-Uganda Railway.
Fig. 2.1 Nairobi Province Zonal Map
Nairobi occupies 696 square kilometers and carries population density of 2,807,155. 49.8% (1,397,963) and 50.2% (1,409,192) are female (KNBS, 2008). The Nairobi City Council Urban Policy Plan (NCCUPP) classifies Nairobi Province into 20 major planning zones (units). The distinct boundaries are vital for the study since the socio-economic groups are clearly defined and identified. The criteria used for this classification are land uses, size and legally permitted plots, types of buildings and the availability of infrastructure. 16 of the zones and their exact locations fall under; High income, Middle income, Low income and special as slum (squatter settlement).

The boundaries (zones) are further defined as socio-economic boundaries. The wealthier parts of the city referred to as High-income or low density population zones are in planning units 5, 6, 12 and 13. They carry a population of less than 200 persons per square kilometer. Medium density population zones have between 201 – 1000 people per square kilometer. They are in planning units 3, 4 and 10. Low income settlements with high populations of over 1001 people per square kilometer occupy planning zones 2, 7 and 8. Slum settlement also referred to as informal or special density areas constitute parts of panning units 7, 15, 18 and 19. They also occupy units 9 and 11 entirely. Over 50% of Nairobi residents occupy these special density areas. The other planning units constitute the commercial areas which comprise the Central Business District (CBD), Westlands, Nairobi City Centre, Hurlingham, Yaya Centre, South B and Industrial Area. They are units 1, 14, 16 and 20 and parts of units 2, 4, 4, 9 and 10. Zone 20 comprise reserved areas; Airport, State House, Forests (Karura, Ngong City Park, and Aboretum), the military areas, National Parks and Recreational Parks.

In order to arrive at actual socio-economic boundaries by amounts earned, the research compared wage-earnings from The Kenya Integrated Household Budget Survey (KIHBS), those of the
International Monetary Fund (IMF), and the World Bank. The lower income index of consumer prices was designed to measure changes in retail prices of goods and services consumed by households in the lower income groups for those who spend less than Kenya Shillings 23,670 per month, (Appendix 4) (MOP, 2008). Nairobi middle income group were households spending between KES 23,671 to KES 119,999 in October 2005. The upper income group referred to those spending above 122,00 in October 2005. This greatly differs with that of World Bank and IMF which show an average earning rate of 50,000 Kenya Shillings for those estates living 300 people per square kilometer, which in this study refer to the middle-income socio-economic group. The study adopted the later and refer the low-income economic group to be those earning less than 50,000 Kenya Shillings per month. The middle income group to earn between 50,000 Kenya Shillings and 300,000 Kenya Shillings considering the type of building occupied in this zone and the average expenditure indices. The High income earn over 300,000 again considering the area occupied, expenditures and ratios between the groups and within the socio-economic groups. This was arrived at during the pilot survey. Their ratios being 200 people: 500 people to 1500 people ($1:2\frac{1}{2}:7\frac{1}{2}$).

2.7 Domestic Tourism in Other Countries

The study was arrived at having considered the predicament of domestic tourism in other countries, regions and states in both the developed and the developing world.

The under-research linked to domestic tourism in South Africa like Kenya was linked to the fact that tourism is more difficult to track since it does not involve crossing of international borders where the visitors are counted (Rogerson and Zoleka 2005). Rogerson
and Zoleka (2005) goes on to say that local tourists are often ignored by government planners in developing countries owing to their low expenditures which sometimes categorizes them as 'budget tourists'.

However a booklet by the Department of Environmental Affairs and Tourism and SA tourism on the strategic plans (2004-2007) to grow the domestic tourism market laid down objectives which included; increasing expenditure by local tourists, encouraging year round travel, improving the geographic spread of tourism to more destinations and activities, and finally increasing volumes, that is number of local tourists. SA population travelers over 18 years were considered. Most domestic tourists traveled within the province they lived thus requiring improvement on geographic spread. Domestic travel heavily focused around government school holiday periods.

The domestic market in South Africa is not a homogenous group and it had to be segmented in terms of travel behavior and consumption habits and lifestyle. Segmentation assumes that people with similar characteristics can be targeted with products and communication tailored specifically for their needs. seven consumer segments emerged; a) Young and upcoming, b) independent young couples and families c) striving families, d) well-off homely couples, e) Home-based low-income couples, f) Basic needs older families and g) Golden couples.

The SA government implemented promotion strategies supported by continuous research, strategic planning and partnerships with public and private sector based on these groupings.
The Tourism Industry in Sri-Lanka according to Shantha (2008) gave less attention to domestic tourism as compared to international tourism. Domestic tourism in countries which are in close proximity to Sri-Lanka like India, Bangladesh and the Maldives obtained economic benefits. The countries among other things provided adequate infrastructure, accommodation, food, transport and tour guiding to domestic tourists. During a case study on the Southeast Dry zone using the panel data approach, Shantha (2008) visited the sites, used discussions and observations including two sample surveys in the study area to gather information from domestic tourists, tourist establishments such as guest houses and hotels and residents of the study area in the vicinity. Questionnaires were adopted as has widely been used in the present study to assess domestic tourism among the residents of Nairobi.

Shantha (2008) also considered the sex, ages, education levels, occupation and income levels, ethnic groups, mode of transport, purpose of visit and duration of stay by the domestic tourists in the tourist attraction sites. These variables form the basis of the current study in assessing the residents of Nairobi, Kenya.

Unlike Nairobi in Kenya, according to the findings of this study, Sri-Lanka and South Africa, a study carried out in Australia within the developed world showed extreme disparities in terms of domestic tourism. At least 76% of the total tourism revenue is generated by domestic tourism (Allen and Ghialy, 2009) thus making a significant economic contribution to the Australian economy. Domestic tourism in Australia performed well during the occurrence of world unexpected events such as terrorist attacks.
in late 2001 and even during the outbreak of SARS virus in 2003. This implies therefore that domestic tourism can help to sustain tourism business when there is a fall in international tourism business due to the impacts of negative events (Allen and Ghilay, 2009). However as household income in Australia increased, more residents between 2000 and 2006 were willing to spend on more luxury and exotic overseas trips. This therefore indicates that changes in discretionary income, caused by declining real wages, changes in interest rates/living costs, affect tourism demand.

2.8 Summary of the Literature

The study from the three countries above noted that the issues require further exploration. The present study therefore has identified gaps in Kenya with special emphasis on these issues and some of the methods employed above.

Domestic tourism in Kenya has to be established and understood for its potential in being complementary to international tourism. Kenya government has to bring together organs directly linked to tourism and the private sector in order to strike a common goal in promoting domestic tourism. Kenya should adopt and implement Ecotourism since consumers demand for tourism that benefit the local people and protect the environment.

Kenya should address major issues which include improving the infrastructure and security so as to establish a perception of a safe and secure destination in the tourist attraction sites locally and internationally. This will alleviate bottlenecks experienced by domestic
tourism in Kenya. Kenyans will then understand tourism products and services as their attitude and perception improves. The literacy level of Nairobi residents is high and this is sufficient enough in shaping positive public attitudes.

Reasons for travel by the domestic tourists should be exploited in order to increase expenditure and length of stay at tourist attraction sites, reduce seasonality by encouraging year round travel, improving the geographic spread of tourism to more destinations and activities and finally increase tourist volumes.
CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter includes the research design, study area, target population and sample selection, research instruments and methods of data analysis.

3.2 Study Area

This study targeted the low, middle and high income socio-economic groups in the city of Nairobi. Nairobi has distinct boundaries of the socio-economic groups that are vital for the study. The revised zoning map (figure 3.3) by The Nairobi City Council Urban Policy Plan (NCCUPP, 1997) classifies the study sites into 20 major planning units (zones). The criteria used for this classification are land uses, size of legally permitted plots, type of buildings and the availability of infrastructure. The sample size for detailed analysis was chosen based on these planning zones. Sixteen (16) of the zones and their exact locations fall under high income, middle income and low income and special or slum (squatter settlement).

High-Income Residential Zones (Low Density Zones)

These are the wealthier parts of the city that have less than 200 persons per square kilometer. They constitute planning units 5, 6, 12 & 13. The estates in these planning unit and persons per kilometer square are Lavington 156, Muthaiga 34, Karen 37 and Kitisuru 93. The other estates are Spring Valley, Ridge Ways and Runda.
Middle Income Residential Zones (Medium Density Zones)
The planning units that fall under this category are planning units 3, 4, and 10 that carry 20 to 1,000 people per square kilometer. The residential estates that fall under this unit are Westlands, Parklands with 541 people per sq. km, Kileleshwa 443 per sq. km, Kilimani 214 per sq. km, Lang’ata, South B 200 per sq. km, South C, Golden Gate, Ngumo, Magiwa, Golf Course 214 per sq. km and Buruburu.

Low income Settlements (High Density Zones)
Planning units 2, 7, and 8 fall under this category. They are formal settlements with high populations of over 1,000 people per square kilometer. The residential estates that fall under this category include: Eastleigh, Kariobangi, Huruma 8134 persons per square kilometer, Land Mawe 4691 people per square kilometer and Dandora 9000 per sq. km

3.3 Target Population
Heads of households or their spouses were targeted from the households from the six estates of high, middle and low density zones of Nairobi. The household heads made key decisions in the households and their authority was acknowledged by the other members.

Another group targeted were the heads (Management) were targeted from ten tourist facility providers in order to gauge on tourist preferences. The facilities (Appendix 6) were; Kenya Comfort Hotels(KCH), Game Track Tours (GTT), Wildlife Clubs of Kenya (WCK), Kenya Tourist Board (KTB), Parklands Safari Club (PSC), African Touche Safari (ATS), Tourism Marketing Intelligence (TMI), Giraffe Manor (GM), and the Kenya Wildlife Services (KWS).
3.4 Research Design

This was a descriptive design with both qualitative and quantitative techniques (Mugenda and Mugenda, 1999). The study adopted a descriptive survey design to investigate the prospects of revitalizing the domestic tourism industry. The descriptive survey research was intended to produce the statistical aspects of education that will interest policy makers, community developers and educators. The descriptive survey design was used as it allowed the researcher to gather information, summarize and interpret for the purpose of clarification (Orodho, 2004).

The formula that was used to determine the sample size was Fischer et al (1998) since the population had characteristics being measured. \( N \) – is the estimate of the population size is used when the target population is more than 10,000.

\[
\frac{n^f}{1 + \frac{n}{N}} = n
\]

Where; \( n \) is used when the target population is more than 10,000

\[
\frac{n}{Z^2pq} = \frac{d^2}{n^f}
\]

Where;

\( n^f \) is the desired sample size (when the target population is less than 10,000);

\( z \) is the standard normal deviation at the required confidence level (in this case 95%);

\( p \) is the proportion in the target population estimated to have characteristics being measured;

\( q \) is \((1 - p)\) and

\( d \) is the desired precision of the test.
In this study, the target population (p) has characteristics being measured and 20% (0.2) will be used.

Therefore:

\[ P = 0.2 \]

\[ z - \text{statistic is } 1.96 \checkmark \]

\[ d = 0.05 \]

\[ q = (1 - 0.2) = 0.8 \]

\[ n = 900 \]

Therefore, \( n \) will be calculated as follows:

\[
\begin{align*}
  n &= (1.96)^2 (0.2) (1 - 0.2) \\
  &= (1.96)^2 (0.2) (0.8) = 246 \\
  &= (0.05)^2
\end{align*}
\]

For a target population (<10,000), the final sample estimate \( n^f \) will be as calculated below:

\[
\begin{align*}
  n^f &= \frac{246}{1 + (246)/900} \\
  &= 194
\end{align*}
\]

\( n \) is the estimate of the population size

A sample size of 240 was used to allow for attrition.

3.5 Sample Size and Sampling Procedures

The sample frames (list of all households) in the formal residential estates are available from NCCUP at city hall and the Central bureau of statistics (CBS). Two estates from the high income, two from the middle income, and two from the low income socio-economic estates were selected.
using the stratified random sampling technique to get different populations within a socio-economic group since the estates under these categories are listed and known. Each and every household in the residential estates was given an equal chance of inclusion in the sample. From the selected residential estates the interval random technique was applied to identify households at equal intervals since the household s were arranged in a sequence or strata. The ten tourist facilities were purposively selected to obtain varied information of the locals’ behaviour.

The formula that was used in sampling the households was as follows:

\[ K = \frac{U}{n} \]  
(Orodho, 2004)

Where:

- \( U \) is the total population of households in the chosen estates
- \( n \) is the number of sampled estates
- \( k \) is the number of the households’ interval (Sampling constant)

In this case:

\[ K^{th} = \frac{32}{6} = 5.33 \]

Therefore, the number of household’s interval is 5\textsuperscript{th}. Every 5\textsuperscript{th} household was selected. The household details were collected from household heads and/or their spouses since they had reliable information and had authority over other household members. The person had to own or rent the physical address occupied by the household. The respondents had to have stayed for a period of at least one year (12 months). There were no substitutions if the respondent did not fit into this category since the sample size was inflated by 20% to make up for any shortfalls.
3.6 Data Collection Procedures

The researcher sought permission from the Ministry of Education, Science and Technology (MOEST) before proceeding to collect data from the field. The researcher carried out a pilot survey on three targeted residential estates of Muthaiga, South C, and Eastleigh to be acquainted with the process of field study. The three estates were selected randomly from the three socio-economic groups. Two research assistants were trained during the pilot survey so that they could deliver the questionnaires and accept properly answered questions. The actual data was then collected by administering the instruments to the heads of households and the management of the tourist facilities.

3.7 Data Collection Instruments

The study was carried out among the heads of households of high, middle and low income estates in Nairobi between the months of March to August, 2006. Both Secondary and Primary data were used to collect; instruments for collection of Primary data included questionnaires, the likert-scale and the interview schedule. Secondary data was obtained. There were 19 questions in the questionnaire and they treated the heads of households (Appendix 7). To capture information on the perception of the respondents towards domestic tourism, a 21 item likert-scale was used (Appendix 8). A 16 item semi-structured interview schedule was developed and administered to the tourist service providers (Appendix 9). The validity and reliability for both the questionnaire and the interview schedule were subjected to judgment (Groubuch Alpha Coefficient and; Denscombe, 2002).
3.7.1 Primary Data

The Llikert type questionnaire was adapted from Kiplagat 2004 thesis and it was used to establish the perceptions and the attitudes of the heads of households. This was first hand information which was gathered by the researcher from the field. Interview schedules were also developed by the researcher to obtain in-depth information from tourist facilities and the Likert-scale were used to generate information on the nature and extent of domestic tourism. Questionnaires closed and open ended questionnaires were developed by the researcher to obtain general information from the heads of households.

3.7.2 Secondary Data

Secondary data were obtained from publications and official documents. The data were obtained from the Nairobi City Council (NCC), Ministry of Tourism, Kenya National Bureau of Statistics (KNBS), Libraries which included University of Nairobi (UON) and Kenyatta University (KU) Libraries, The Kenya Institute for Public Policy and Analysis resource centre (KIPPRA) and publications by the United Nations (UN), International Monetary Fund (IMF) and World Bank. Such data provided an insight into the nature and extent of domestic tourism prior to the actual survey. The use of already collected data had the merit of being low in cost.

3.8 Data Analysis

Data were subjected to both quantitative and qualitative analysis. The questionnaire and the interview schedule were tested for validity and reliability during the pilot survey. Two graduate students were trained as assistants during the pilot survey. The principal researcher supervised the field work during data collection. The two assistants assisted in the actual data collection. The principal researcher guided the research assistants through the process of data editing. Raw data
were entered into a computer for initial analysis using the Statistical Package for Social Sciences (SPSS).

Descriptive statistics were used to analyse data on the preference sites. Karl Pearson’s product moment correlation (R) was used to determine relationships between Independent and Dependent variables. Data were presented in bar charts, frequency distributions, tables, pie charts and histograms. The likert-scale type questionnaire was subjected to the chi-square ($X^2$) and Eigne Factor analysis test to determine perceptions and attitudes of the respondents.

3.8.1 Likert Scale

The respondents were asked to respond to twenty one statements on whether they strongly Agree; Agree; No opinion; Disagree; Strongly Disagree. This was used to establish perception of the residents towards domestic tourism. It provides an ordinal level measure of a person’s attitude. Responses that indicated a positive attitude were represented by values 4 and 3 while those that indicated a negative attitude were represented by a value of 1. Respondents who indicated lack of opinion were considered neutral and awarded a value of 2.

3.8.2 Chi Square ($X^2$)

$$x^2 = \sum_{i=1}^{k} \frac{(f_0 - f_e)^2}{f_e} \text{ Where: } \sum_{i=1}^{k} \text{ is sum of ratios}$$

- $f_0$ is observed number in a given category
- $f_e$ is expected number in a given category
Chi Square was used to determine the affinity of residents towards the tourist attraction sites. In determining the important factors affecting domestic tourism in tourist attraction sites and the independence of association between dependent and independent variables a multiway-cross tabulation with Chi-square test was used to test the association at 0.05 level of significance.

3.8.3 Factor Analysis

The 21 Likert type questions were subjected to the Factor Analysis Model. All factors with Eigne values > 1 were extracted and varimax rotated based on Kaiser Criterion. The method ensures that each factor is orthogonal (uncorrelated) to each other. Those items that had factor loadings of 0.45 or more were considered significant.
CHAPTER FOUR

RESULTS AND FINDINGS

4.1 Introduction

Several parameters were considered in the discussion and the variables correlated to discover their relationships. Socio-demographic factors, occupation of the respondents, expenditure patterns and activities during free time including preferred attraction sites were some of the variables investigated. Organization for family outings, constraints faced while visiting had to be understood to get an insight into the extent of travel. Tourist facilities and service providers were interviewed to get first hand information of how they were utilized. Perception of the respondents and their expectations of the actual services provided were considered in the discussion to understand the local traveler. The factor analysis has been used to identify the principal factors affecting perception of the domestic tourist. Resident characteristics and preferred sites were correlated to find their association.
Table 4.1: Socio-demographic Factors of the Respondents

### Income Status

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>High, n (%)</th>
<th>Middle, n (%)</th>
<th>Low, n (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender (n = 180)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>33 (55.0)</td>
<td>38 (63.3)</td>
<td>32 (53.3)</td>
</tr>
<tr>
<td>Female</td>
<td>27 (45.0)</td>
<td>22 (36.7)</td>
<td>28 (46.7)</td>
</tr>
<tr>
<td><strong>Age Distribution in Years (n=180)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 – 40</td>
<td>7 (11.7)</td>
<td>10 (16.7)</td>
<td>32 (53.3)</td>
</tr>
<tr>
<td>41 – 60</td>
<td>41 (68.4)</td>
<td>27 (61.7)</td>
<td>27 (45.0)</td>
</tr>
<tr>
<td>&gt;60</td>
<td>12 (20.0)</td>
<td>13 (21.7)</td>
<td>1 (1.7)</td>
</tr>
<tr>
<td><strong>Level of Education (n = 180)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td>3 (5.0)</td>
<td>3 (5.0)</td>
<td>16 (26.7)</td>
</tr>
<tr>
<td>Secondary</td>
<td>3 (5.0)</td>
<td>16 (26.7)</td>
<td>18 (30.0)</td>
</tr>
<tr>
<td>University/College</td>
<td>10 (16.7)</td>
<td>41 (68.3)</td>
<td>26 (43.3)</td>
</tr>
<tr>
<td></td>
<td>47 (78.3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>No. of Living Children (n = 180)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;3</td>
<td>17 (28.3)</td>
<td>22 (36.7)</td>
<td>13 (21.7)</td>
</tr>
<tr>
<td>3 – 5</td>
<td>30 (50.0)</td>
<td>25 (41.7)</td>
<td>27 (45.0)</td>
</tr>
<tr>
<td>&gt;5</td>
<td>13 (21.7)</td>
<td>13 (21.7)</td>
<td>20 (33.3)</td>
</tr>
<tr>
<td><strong>Length of Stay (n = 180)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 5 years</td>
<td>15 (25.0)</td>
<td>17 (28.3)</td>
<td>25 (41.7)</td>
</tr>
<tr>
<td>5 – 10 years</td>
<td>19 (31.7)</td>
<td>11 (18.3)</td>
<td>18 (30.0)</td>
</tr>
<tr>
<td>&gt; 10 years</td>
<td>26 (43.0)</td>
<td>32 (53.3)</td>
<td>17 (28.3)</td>
</tr>
</tbody>
</table>

Table 4.1 shows the socio-demographic factors of the respondents within their income status. Characteristics are spread across the income groups in terms of gender, age, level of education,
number of living children and the length of stay in the residential estates. Gender distribution amongst the Respondents in table 4.1 illustrates disparities in the three income groups studied. 55.0% Respondents in the high income were males compared to 45.0% of females. In middle income the figure were 63.3% being males as compared to 36.7% females. For the low income 53.3% were males and females were 46.7%. Although Shantha (2008) while carrying out a study in Sri-Lanka considers the sex, ages, education levels using the panel data approach which utilized visits for sites discussions, observations and sample surveys was given less attention as compared to international tourism.

4.2.1 Gender Distribution Of The Respondents

![Fig. 4.1 Gender Distribution of the Respondents](image-url)
The aggregate gender disparity of 57.2% to 47.8% representation of male and female respondents in this study (a ration of 5:4) reflects the estimated population ratios of both males and females in Nairobi City. Household heads live alone with some of the children while their spouses reside elsewhere probably in the upcountry rural home. (KIHBS, 2008). Statistics show 25.9 percent heads of households and 15.8 percent are spouses (KIHBS, 2008). Shantha (2008), using the survey method revealed that 58.5% of the domestic tourists of the sample were male while 41.5% were female.
4.2.2 Age Distribution of the Respondents

Age distribution of the residents showed the low income estates with relatively young respondents of 53.3%, 27 45% and 1.7% in the age group of 20-40 years, 41-60 years, and > 60 years respectively.

The high income estates had a majority of 68.4% in the age group of 41 – 60 years followed by 11.7% in the age group between 20 and 40 years of age with the least being 20.0% in the age bracket of greater than sixty years. The young respondents who are starting out in life can only afford humble estates unlike their older counterparts who have acquired some savings and assets including houses who can afford more affluent residential places. In total, 27.2% of the respondents were between the ages of 20 and 40 years with the majority 58.3% in the age bracket
of between 41 and 60 years while the least were in the age group of greater than sixty years of age representing 14.4% as indicated in figure 4.3.

Available statistics from KNBS support the results findings. Majority of Nairobi residents are between ages 15-64 years and comprise 64.6 percent of the total population (KIHBS, 2007). Thirty three percent are between ages 0-14 years and only 1.1 percent are above 60 years of age (KIHBS, 2007). Shantha (2008) found out that 60% of the sample were in the age 30 – 40 years. This therefore agreed with the current study findings. According to Beeton (1998) and Tourism Travel Journal (CBS, 2003), markets can be segmented according to age. Those of between 25 and 40 years are adventurers, working and earning are seeking success, status and recognition. Residents aged between 40 and 49 years are still raising children, developing their careers and paying off mortgages. They look for family-oriented holidays that provide for their children and themselves.
South Africa through continuous research and strategic planning has identified seven consumer segments of a) Young and upcoming b) Independent young couples and families, c) Striving families, d) Well off homely couples, e) Home based low income couples f) Basic needs older families and golden couples

4.2.3 Education Level Distribution of the Respondents

Majority of respondents in all the three income levels were highly educated with 78.3%, 68.3% and 43.3% of them having university/college education in high, middle and low respectively. 16.7%, 26.7% and 30.0% had achieved a secondary school education in the high, middle and low income respectively. Only a few respondents had acquired primary education in the sampled estates with 5.0% from the high, 5.0% middle and the majority within this category being 21.7% from the Low income group. 50% percent of Kenya’s population are literate and live in Urban Centers (Economic Survey, 2003). 95.3 percent of Nairobi residents are literate and can read and write (KIHBS, 2007). The results are supported by the fact that 96.6 percent of the Male can read and write and 93.9 percent females can read and write (KNBS, 2008). The respondents are distributed to different levels of education which are supported by Gok findings that 70 percent Nairobi residents’ have attended tertiary colleges, 49.4 percent Secondary School, and 33.9 percent Primary School only and 5.2 percent have reached University (KIHBS, 2007).
All in all on school education, 12.2% had achieved the primary education with 24.4% secondary and the majority being university/college qualifications at 63.3% of the total respondents. Kiplagat (2004) says that, the high level of literacy among the residents in Nairobi increases their level of appreciation and understanding of the natural environment around them and hence a positive attitude displayed on domestic tourism in attraction sites or icons. These supports the study findings. According, to Shantha (2008) those who traveled locally in Sri Lanka were those with general certification of examination, ordinary level (G.C.E., O level and above.
4.2.4 Number of children per household

The number of children/family members differed significantly across the three classes with the majority between 3 and 5 children which represented 45.6% of the total sampled population, 28.9% had less than 3 children and the least respondents had more than five children that is 25.6%

![Bar graph showing the distribution of children per household.

Fig. 4.5 Number of the children of the respondents

Among the high income groups 28.3%, 50.0% and 21.7% had less than 3, between 3 and 5 and more than 5 respectively. In the middle group 36.7%, 41.7% and 21.7% with less than three children, between 3 and 5 and more than five children respectively while in the low income group 21.7%, 45.0% and 33.3% had less than three children, between 3 and 5 and greater than 5 children respectively. The mean number of children in the study area was 5 children per family with the
The highest number of children being fifteen per family. Statistics available from KIHBS (2007) support the findings as it shows in Kenya the household mean size in the urban areas is 5 - 6.2 members for the low income earners and 3.6–4.4 members for the middle and upper income group earners (KIHBS, 2008). There is a likelihood of a smaller family of 2 to 4 children in the urban population (Economic Survey, 2003). Out of the 691,458 households, 28.8 percent have 1-2 members, 39.7 percent have 3–4 members, 21.3 percent have 5.6 members and 10.2 percent have 7+ members (KNBS, 2008; KIHBS, 2007). Children are further divided to sons living in the household at 25.9 percent and daughters were 20.9 percent. This indicates 46.8 percent are children and an average of 3-5 children per household. The size of family has a greater impact on domestic tourism as it dictates the spending pattern of the affected family and also in the selection of the sites to be visited.

According to growth Strategy Paper (2004-2007) in SA, home based low income couples had children of high school age. They spend fewer days on travel on selected months of the year (Decameter, January and April) based on school holidays.
4.2.5 Length of Stay in the Residential Estate

Variation in the length of stay at the current estate was significant with the median length of stay being 8 years, mean of 13 years, maximum of 48 years and the minimum stay in the current estate being only 1 year translating to a range of 47 years as shown in figure 4.6 and table 4.1.

![Length of stay of the respondents in the residential estates](image)

Fig. 4.6 Length of stay of the respondents in the residential estates

In the high income group 25.0% 31.7% and 43.0% had stayed at the current estate for less than 5 years, between 5 and 10 years and greater than 10 years respectively. For the middle class, 28.3%, 18.3% and majority of this category had stayed in their current estate for a period of over 10 years. 41.7%, 29.2% the remaining 29.2% of the low class had stayed at their current estate for less than 5 years, between 5 and 10 years and over 10 years respectively. The length of stay varies
according to ownership of the houses. According to KIHBS (2007) Those who own the houses by purchase or inheritance or as a gift tended to have lived longer in the houses, followed by those occupying government houses, Parastatals and local authority. Those occupying individually rented houses tended to change tenancy often and had not stayed long in the estates. This can be explained by the fact that governments and Parastatals offer more stable prices for the houses for longer periods as compared to individually owned houses with more unstable prices. The study findings are therefore supported.

4.2.6 Occupation Distribution of the Respondents

The results indicate that there is no equal distribution of those who are self-employed with those who are employed in the low income estates with relative percentages of 31.7% and 73.3% respectively. Nairobi residents are employed in industries, government offices and engage in other income generating activities; 30.9 percent received income inform of savings, interests and investment, 23.3 percent received pension and 51.7 percent received rental income (KIHBS, 2008). Occupation dictates leisure time. The employed take a one-month leave, Easter and Charismas holidays. The corporate client in the business world plan their leisure time according to workload programmes (Tourism Travel Journal; CBS, 2003). The middle income estate has a large proportion of 56.7% employed residents compared to only 43.3% self-employed in the estate. The high income estates have majority of residents being self-employed at 76.7% and 61.7%. Overall, the family employed residents formed relatively a bigger proportion of 63.9% and 51.7%, although in some cases respondents were either self-employed or the formally employed and some who had both been formally employed and self-—employed as shown in figure 4.7. According to
Shantha (2008), the majority of the domestic tourists in Sri-Lanka were executives like managers, administrative officers, doctors and educationists.

Fig. 4.7: Employment Status of the Respondents

4.2.7 Total Monthly Income of Nairobi Residents

From the results it is clear that a large percentage of 41.1% of Nairobi residents earn meagre monthly incomes of less than KES 50,000 a month. Only 32.8% of the sampled respondents earned monthly incomes of more than KES 300,000 which may be considered being adequate in financing a reasonably comfortable household lifestyle including some tourist holiday excursion. Among the high class estates, 68.3% earned over KES 300,000, 23.3% earning between KES 150,000 and 299,999 while only 8.3% earned between KES 50,000 and 149,000. For the middle estates the earning distributions were spread with 28.3% over 300,000, 23 (38.3%) earning
between KES 150,000 and 299,000, 16.7% earning between KES 50,000 and 149,000 and 16.7% earning below KES 50,000. Majority of the low estate earned below KES 50,000 representing 98.3% while only 1.7% earned over KES 300,000 as illustrated in the figure 4.8.

Fig. 4.8: Monthly Household Income Distribution of the Respondents

Wage employment and income monthly groups distribution in the years 2006 – 2007 shows that at least 102,448 residents of were Nairobi earned KES 14,999 and below and 374,252 persons earning between KES 15,000 and KES 30,000 (Economic Survey 2008). The average wage/salary should be KES 50,000 a month (Economic Survey, 2004). This explains why majority of Nairobi residents are involved in both formal employment and self-employment. 686,036 which (72%) households in Nairobi earn income other than earnings from formal employment; Savings and
investment, rental income, crop farming, livestock and poultry farming form other of income (KIHBS, 2007). It is clear in this study that unless the government reviews the incomes of its employees, participation in domestic tourism will remain low.

4.3 Expenses in the Households

The spending pattern among the sampled Nairobi residents ranged from; school, standing charges (house rent, electricity, water bills), household, medical, transport and the miscellaneous expenses. The table 4.2 illustrates the ranking from the three income groups on the expenditure above major spending lines. Expenses on schooling were higher for the low estate earners at 45.0% as compared to the rest at 30.0% and 20.0% for the high, middle and low income groups respectively. According to KIHBS (2007), the Low income group spent 71 percent of the total income on food on average compared to 58 percent spent by the Middle and High income groups. The Low income group spent an average of Kenya Shillings 2553 on food per adult in a month. The Middle and High income groups spent 4,654 Kenya Shillings per adult a month. For non-food items, the middle and high income earners spent eight times higher than the low income earners. Nairobi residents therefore have little disposable income. Of the 50,000 Kenya Shillings earned a month 24,000 is spent on food, and the rest on transport, rent and other miscellaneous expenses including tourism (IMF, 2004). People in the ages 40-60 year of age who are interested in tourism may be restricted by family and financial considerations if they have dependent children (Beeton, 1996). The cost of living in Kenya is high due to high inflation rates at 25.8% in 2007, leading to increased commodity prices and heavy taxation (Sindiga, 1996a).
Allen and Yap (2009) confirmed that household income and tourism prices are the influential factors in determining the demand for Australian domestic tourism. According to Tourism Research Australia, the high prices of Australian goods and services, particularly petrol, reduced the amount of income for discretionary spending and placed downward pressure on the number and duration of domestic tourism trips (Allen and Yap, 2009).
## Expenditure Patterns of the Respondents

### Table 4.2 Expenditure of the Respondents

<table>
<thead>
<tr>
<th>Economic Status</th>
<th>Characteristic</th>
<th>High, n (%)</th>
<th>Middle, n (%)</th>
<th>Low, n (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>School expenses (n=180)</strong></td>
<td>Highest</td>
<td>18 (30.0)</td>
<td>12 (20.0)</td>
<td>27 (45.0)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>2 (3.3)</td>
<td>10 (16.7)</td>
<td>16 (26.7)</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>23 (38.3)</td>
<td>13 (21.7)</td>
<td>6 (10.0)</td>
</tr>
<tr>
<td></td>
<td>Lower</td>
<td>2 (38.3)</td>
<td>7 (11.7)</td>
<td>3 (5.0)</td>
</tr>
<tr>
<td></td>
<td>Least</td>
<td>15 (25.0)</td>
<td>18 (30.0)</td>
<td>8 (13.3)</td>
</tr>
<tr>
<td><strong>Standing charges (n=180)</strong></td>
<td>Highest</td>
<td>8 (13.3)</td>
<td>9 (15.0)</td>
<td>10 (16.7)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>8 (13.3)</td>
<td>12 (20.0)</td>
<td>22 (36.7)</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>20 (33.3)</td>
<td>15 (25.0)</td>
<td>13 (21.7)</td>
</tr>
<tr>
<td></td>
<td>Lower</td>
<td>12 (20.0)</td>
<td>14 (23.3)</td>
<td>9 (15.0)</td>
</tr>
<tr>
<td></td>
<td>Least</td>
<td>12 (20.0)</td>
<td>10 (16.7)</td>
<td>6 (10.0)</td>
</tr>
<tr>
<td><strong>Household expenditure (n=180)</strong></td>
<td>Highest</td>
<td>20 (33.3)</td>
<td>12 (20.0)</td>
<td>7 (11.7)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>18 (30.0)</td>
<td>20 (33.3)</td>
<td>27 (45.0)</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>3 (5.0)</td>
<td>3 (5.0)</td>
<td>17 (28.3)</td>
</tr>
<tr>
<td></td>
<td>Lower</td>
<td>2 (3.3)</td>
<td>20 (33.3)</td>
<td>2 (3.3)</td>
</tr>
<tr>
<td></td>
<td>Least</td>
<td>15 (25.0)</td>
<td>5 (8.3)</td>
<td>7 (11.7)</td>
</tr>
<tr>
<td><strong>Medical expenses (n=180)</strong></td>
<td>Highest</td>
<td>15 (25.0)</td>
<td>5 (8.3)</td>
<td>4 (6.7)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>8 (13.3)</td>
<td>37 (61.7)</td>
<td>13 (21.7)</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>20 (33.3)</td>
<td>8 (13.3)</td>
<td>18 (30.0)</td>
</tr>
<tr>
<td></td>
<td>Lower</td>
<td>15 (25.0)</td>
<td>5 (8.3)</td>
<td>6 (10.0)</td>
</tr>
<tr>
<td></td>
<td>Least</td>
<td>12 (20.0)</td>
<td>5 (8.3)</td>
<td>19 (31.7)</td>
</tr>
<tr>
<td><strong>Transport/fare (n=180)</strong></td>
<td>Highest</td>
<td>10 (16.7)</td>
<td>12 (20.0)</td>
<td>6 (10.0)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>18 (30.0)</td>
<td>21 (35.0)</td>
<td>14 (23.3)</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>15 (25.0)</td>
<td>12 (20.0)</td>
<td>8 (13.3)</td>
</tr>
<tr>
<td></td>
<td>Least</td>
<td>12 (20.0)</td>
<td>5 (8.3)</td>
<td>19 (31.7)</td>
</tr>
<tr>
<td><strong>Miscellaneous (n = 180)</strong></td>
<td>(unplanned expenses)</td>
<td>5 (8.3)</td>
<td>5 (8.3)</td>
<td>10 (16.7)</td>
</tr>
<tr>
<td></td>
<td>Highest</td>
<td>5 (8.3)</td>
<td>3 (5.0)</td>
<td>6 (10.0)</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>2 (3.3)</td>
<td>15 (25.0)</td>
<td>5 (8.3)</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>10 (16.7)</td>
<td>12 (20.0)</td>
<td>6 (10.0)</td>
</tr>
<tr>
<td></td>
<td>Lower</td>
<td>41 (68.3)</td>
<td>25 (41.7)</td>
<td>33 (55.0)</td>
</tr>
<tr>
<td></td>
<td>Least</td>
<td>41 (68.3)</td>
<td>25 (41.7)</td>
<td>33 (55.0)</td>
</tr>
</tbody>
</table>
4.4 Activities during Free Time

Most of the residents sampled had 68.9% using their free time on reading, 5.17% preferred staying indoors, 50.6% reported to be utilizing their free time visiting friends, 34.4% on sports, 28.3% on shopping, 26.7% on visiting the hotels and 21% chose to be by their own. Only 22.8% and 17.2% out of the sampled population reported to engage themselves in park viewing and visiting historic sites respectively. This is supported by the fact that only 12.7% of tourists are Kenyans (domestic) (KNBS, 2008).

Fig. 4.9 Activities of respondents during free time

Ondimu (2000) says that Kenyans are not leisure minded and do not utilize tourist facilities (Ondimu, 2000). Residents between ages 40 to 49 have lower disposable income and are less interested in tourism (Tourism Travel Journal 2006). The older people prefer drinking and
participate in less involving games indoors while the young carefree want to have a good time and prefer adventure and entertainment in the parks (Beeton, 1996). Unfortunately, the majority who form sixty percent of the population have no income or are engaged in semi-skilled, unskilled manual and low income generating businesses. Active consumers of National Park facilities are family groups who may lack money to travel and tour and therefore resorted to cheaper convenient ways of spending free time. According to Domestic Tourism Growth Strategy in South Africa (2004-2007), 65% South Africans visited friends and relatives, 11% traveled for religious reasons, 6% traveled for medical purposes and 16% traveled for holiday purposes accounting for 44% of all expenditure in South Africa. The county therefore is focusing on increasing holiday travel so as to increase overall value of the domestic tourism market.

4.4.1 Staying Indoors

Over half the respondents preferred staying indoors during their free times with proportions of 50% at Landmawe, and Dandora, 83% in South (B), and Golf Course 47, Lavington and Karen.
70% of the male respondents indicated that they liked staying indoors while a minority 30% of females preferred the same. People in the middle life group who are interested in tourism may be restricted by family and financial considerations if they have dependent children (Beeton, 1996). They therefore remain indoors looking after for their families during free time – weekends, public holidays, Christmas and annual leave. They could include those residents outside employment or the unemployed who were 80% of the population. Kenyans have become passive participants in sporting activities and prefer to watch foreign league matches of football and NBA in the USA and other European Countries (KTB, 2008).

As far as age is concerned, 52% of respondents who preferred staying indoors were in the age group of between 41 and 60 years. It is possible that such a group prefer watching games like
soccer in their homes instead of going out for holidays. Another implication to be noted by the tourism service providers is the relationship between education level and the preference to stay indoors during free time. 71% of those who like staying indoors are college/university graduates. Only 17% and 12% of secondary and primary graduates preferred staying indoors during their free time. About 52% of those who preferred staying indoors earned a monthly income of Kenya shillings 50,000 or less. This shows that finances are the major issue. The analysis of some of the responses from the high income earners in Lavington and Karen attributed their affinity to staying indoors to their reading culture.

4.4.2 Preference for Sports

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Asymp. Std. Error(a)</th>
<th>Approx. T(b)</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interval by Pearson’s R</td>
<td>.058</td>
<td>.086</td>
<td>.773</td>
<td>.440(c)</td>
</tr>
<tr>
<td>Interval Ordinal by Spearman</td>
<td>.107</td>
<td>.076</td>
<td>1.428</td>
<td>.155(c)</td>
</tr>
<tr>
<td>Ordinal Correlation N of Valid Cases</td>
<td>178</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A very sizeable number of the male respondents 75% said that they liked sports during their free time while 25% of female respondents preferred sports and athletics during their free time. Although, there was no significant statistical association between gender and the sport among the respondent with r-value of 0.058.
When age was analyzed with respect to affinity towards sporting activities as indicated in figure 4.11, it was clear that the adult population in age bracket of 41-60 years dominate, 65% of them preferring sports during their free time. Only 20% of the younger sample groups of 20-40 years were in agreement. Even the Karl Pearson’s Product Moment Co-efficient $r$ is a negative (-0.127) indicating that the relationship between age and affinity towards sporting activities is ethnological (uncorrelated) and insignificant.
<table>
<thead>
<tr>
<th>Interval by Pearson’s R</th>
<th>Value</th>
<th>Asymp. Std. Error(a)</th>
<th>Approx. T(b)</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinal by Spearman</td>
<td>-.127</td>
<td>.067</td>
<td>-1.688</td>
<td>.093(c)</td>
</tr>
<tr>
<td>Ordinal Correlation</td>
<td>-.183</td>
<td>.068</td>
<td>-2.462</td>
<td>.015(c)</td>
</tr>
</tbody>
</table>

N of Valid Cases 176

Only 15% of the older generation above 61 years preferred sporting activities. Majority of the respondents (65.6%) of the sampled population indicated that they did not like sports. But a good proportion of those who agreed had acquired college/university education. It is therefore appropriate for tourist service providers to therefore develop products and services that target this group.

<table>
<thead>
<tr>
<th>Interval by Pearson’s R</th>
<th>Value</th>
<th>Asymp. Std. Error(a)</th>
<th>Approx. T(b)</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinal by Spearman</td>
<td>.681</td>
<td>.054</td>
<td>12.331</td>
<td>.000(c)</td>
</tr>
<tr>
<td>Ordinal Correlation</td>
<td>.680</td>
<td>.052</td>
<td>12.301</td>
<td>.000(c)</td>
</tr>
</tbody>
</table>

N of Valid Cases 178

As far as monthly incomes are concerned, there was a positive and fairly moderate correlation of 0.681 analysis of higher monthly incomes and preference for sports had 70% of those who earn more than KES 300,000 having positive attitudes towards sports conversely, 80% of those who earn less than KES 50,000 only liked sports. The current tourist is educated, understands and is concerned with ecotourism trends (KTB, 2007). The tourist wants to interact with the tourist host communities to appreciate their culture, scenic beauty and is even interesting in partaking of local menus. He gets involved in nature walks, all kinds of sports and athletics, nature trails, fishing, bird watching, skiing, golf and high attitude training in the camps.
4.4.3 Preference for Reading and Writing

<table>
<thead>
<tr>
<th>Interval by</th>
<th>Value</th>
<th>Asymp. Std. Error(a)</th>
<th>Approx. T(b)</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson’s R</td>
<td>-0.124</td>
<td>0.069</td>
<td>-1.652</td>
<td>.100(c)</td>
</tr>
<tr>
<td>Ordinal by</td>
<td>Spearman</td>
<td>-0.113</td>
<td>0.071</td>
<td>-1.496</td>
</tr>
<tr>
<td>Ordinal Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>176</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Generally, most respondents have poor reading and writing culture which is shown by a weak association using Pearson’s correlation co-efficient of r-value of -0.124.

This was the most dominant way of spending free time among the respondents. The findings indicated 70% were males than 30% were females are interested in this activity.

It is possible that women are engaged in household chores like cooking during their free times. According to KIHBS (2008), 95.3 percent of Nairobi residents can read and write, yet more than 90 percent earn less than Kenya Shillings 50,000. In addition majority are on loans or other borrowed monies. Nairobians therefore utilize their reading and writing skills indoors since they cannot afford leisure travel often.
4.4.4 Visiting Friends and Relatives

The Study found out that the gender distribution of respondents who were interested in visiting friends and relatives was at 60% to 40% males and females respectively. It is advisable, therefore for service providers in the tourism industry to consider a holiday package which involves family groups and friends. 65% of trips in South Africa were for purposes of visiting friends and relatives (DTGS, 2004-2007). As far as age is concerned figure 4.9 shows that the younger generation aged between the ages of 20-40 and 41-60 are likely to visit friends and relatives. Older people who were 60 years and above had misgivings towards the same.

The analysis of the results on education compared with the affinity to visiting friends and relatives shows that college/university graduates are more positive with 50% of the respondents being in agreement. Primary and secondary school graduates are less enthusiastic with proportions of 24% and 27% respectively. The income levels of respondents were a major determinant as far as visits to friends and relatives are concerned.
Fig. 4.13 Free time spent visiting friends and relatives

Respondents earning less than KES 50,000 per month 71% were the only ones who respondent positively at 71%. In the other categories only less than 20% agreed to be visiting friends and relatives.

4.4.5 Visiting Parks and Reserves

There is a clear indication from the findings of the study that gender is determinant in attitudes exhibited by the residents towards the visits. The male respondents who were in strong agreement in visiting game parks and other protected areas were at 68% while 32% were females.
78% of the respondents were negative about visiting game parks and only 22% were in the affirmative. Kiplagat (2004) says that Males generally have a greater interest in wildlife and tourism issues and hence are more likely to derive the necessary knowledge and urge to explore nature, hence a more positive attitude towards domestic tourism in tourist attraction sites.

Considering the level of education among the respondents 51% strongly agreed that local people should visit parks and reserves 31% agreed, while 6% had no opinion at all. 48% of these respondents fell under the secondary category level of education, 32% primary and 20% with tertiary level of education. Research indicates that the higher the education levels of the residents the higher the affinity towards visits to attraction sites like game parks. 77% of college/university graduates were positive compared to only 9% and 14% for secondary and primary school leavers respectively.

As far as incomes are concerned, the outcome of the study is that a very large percentage of 72% of those who earn less than KES 50,000 a month were not interested in visiting parks. None of the
respondents earning between KES 50,000 and KES 149,000 were interested either. However, a reasonable proportion of 46% of respondents were positive on the same.

4.4.6 Visits to Museums and Art Galleries

Another area of interest to the research was the preference of respondents towards visiting art galleries and museums. According to gender, 69% of the males formed such visits while only 25% females showed their appreciation of the same as shown in Figure 4.15

![Bar chart showing preference for visits to museums and art galleries by gender](image)

Fig. 4.15 Free Time Spent Visiting Museums and Art Galleries

The majority of the respondents were negative about visiting of the historic sites. Among those who strongly agreed, 51% came from the age group of between 41 and 60 years, 42% from 20-40 years and 7% from the age group of over 60 years.
The analysis of responses comparing educational levels with willingness to visit museums and art galleries gave a depressing outcome of nil percent for both primary and secondary school graduates. College/university graduates had 30% of the respondents being positive. The coefficient of correlation was moderately negative at \( r = -0.312 \).

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Asymp. Std. Error(a)</th>
<th>Approx. T(b)</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interval by Pearson's R</td>
<td>-0.312</td>
<td>0.034</td>
<td>-4.363</td>
<td>.000(c)</td>
</tr>
<tr>
<td>Ordinal by Spearman</td>
<td>-0.333</td>
<td>0.036</td>
<td>-4.679</td>
<td>.000(c)</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>178</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to KNBS (2008), the total number of both international and local visitors to museums, Snake Park, and sites ranged between 593,069 in the Year 2000 to 765,200 in the Year 2007, with an average of 680,000 visitors per year. This indicates that the historical sites are not favoured destinations for visitors.

When age was compared with the affinity towards galleries and museums, most of the respondents responded negatively. Of those who earned less than KES 50,000 of the total respondents studied were negative. The other income categories indicated a low propensity towards the same. 56% of the respondents studied were negative leaving 43% on the affirmative.
4.4.7 Visiting Hotels and Restaurants

There were more males and females, 70% and 27% respectively citing that they visit hotels and restaurants in their free time as indicated in Figure 4.16.

Fig. 4.16 Free Time spent Visiting Hotels and Restaurants

As far as age is concerned; the same negative trends were exhibited. The age category of 41 – 60 years, had twice as many respondents disagreeing representing 58% as compared to 29% who agreed. The younger generation who are in the age group of between 20 and 40 years had 55% in disagreement and only 13% were in agreement. The education levels of the respondents could not improve their affinity for hotels and restaurants. In fact college/university graduates were more averse at frequencies 81% no and only 19% were in agreement. The other education categories posted paltry results for both positive and negative responses.

The Hotel and Restaurant sector grew by 16.3 percent in 2007 due to aggressive marketing in traditional marketing destinations and the Far East (KTB, 2008). There was promotion of domestic tourism and conferencing services that were launched especially at the Kenyatta
International Conference Centre (KICC). Hotel bed occupancy for Kenya residents rose from 10.3 percent in 2006 of the total bed occupancy which was at 45.5 percent to 12.7 percent out of a total bed occupancy of 47.2 percent in 2007 (KNBS, 2008). Tourist hotels favour foreign luxury tourist standards which therefore discourage Kenyans from utilizing tour of hotels. Kenyans alienate themselves from the partnership and consumption of the products and services related to the tourism industry and view the industry as foreign and a potential employer to earn income (Ashley et al, 2001). These perceptions and views coupled with poor earning and socio-cultural ties contributed to the negative responses (Economic Survey, 2003).

In conclusion, monthly income earnings of the respondents illustrated the fact that it is the purchasing power and the socio-cultural ties amongst the respondents which discourage their spending in hotels and restaurants. For those whose earnings are less than KES 50,000 per month and, a massive 97% out of the sampled respondents were in the negative. The income categories of middle and high earners provided negligible figures for both positive and negative responses.

4.5 Savings for Leisure

Most of the respondents from the high economic status were putting aside money for leisure as reflected by a proportion of 25.0% and only 8.3% did not save towards the activity. There was no clear cutting in the middle economic status estates as the response was at 17% yes and no. For the low economic status estates 22.2% of the total respondents agreed to have been setting aside resources for the leisure activities while only 11.1% were not committing money towards the exercise.
Table 4.3: Saving of money for Leisure

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Saving of money</th>
<th>Not Saving</th>
<th>Statistical calculations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes, n (%)</td>
<td>No, n (%)</td>
<td>X2(Df)</td>
</tr>
<tr>
<td>Income group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>45 (25.0)</td>
<td>15 (8.3)</td>
<td></td>
</tr>
<tr>
<td>Middle</td>
<td>30 (16.7)</td>
<td>30 (16.7)</td>
<td>8.4 (2)</td>
</tr>
<tr>
<td>Low</td>
<td></td>
<td>40 (22.2)</td>
<td>20 (11.1)</td>
</tr>
</tbody>
</table>

There was a strong association of the respondents and saving for leisure among the three estates with a p-value of 0.015 at 95% confidence level using chi-square. According to KIHBS, (2007) Saving for recreation in Nairobi for the low income group is 3 percent and 3.2 percent for the High and Middle income groups of the total non-food expenditure. Few Kenyans have the money and can afford travel. The majority have little to live on due to the high level of unemployment (World Bank, 2000). Over 600 jobs each month are lost to retrenchments and layoffs (Economic Survey, 2004). Kenyans borrow heavily to meet their needs and costs which include subsistence needs, medical costs and farming (KIHBS, 2008). Travel is not a symbol of socio-economic status in Kenya as it is in Western Europe and North America (Shaw and Williams, 1994)
4.5.1 Actual Amount Saved

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Income Status</th>
<th>Statistical Calculations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High, n (%)</td>
<td>Middle, n (%)</td>
</tr>
<tr>
<td>Amount saved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; 20,000</td>
<td>22 (19.1)</td>
<td>11 (9.6)</td>
</tr>
<tr>
<td>10,000-19,999</td>
<td>18 (15.7)</td>
<td>4 (3.5)</td>
</tr>
<tr>
<td>5,000-9,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;5,000</td>
<td>5 (4.3)</td>
<td>15 (13.0)</td>
</tr>
</tbody>
</table>

There was a strong statistical association between the amounts of money saved across the estates studied with a p-value less than 0.001. The table 4.4 elaborates the distribution of the amount of money spend according to the income of the respondents. If 3% saved by the low income group and 3.2% saved by the middle and high income group is anything to go by then only Kenya Shillings 780 on average is set aside for leisure by the low income households and if six members have to travel, only Kenya Shillings 130 would be available for each household member to travel (KIHBS, 2008). The middle income saves at least 4800 Kenya Shillings on average which translates leads to Kenya Shillings 960 per household member each month. The high income saves an average of Kenya Shillings 12,800 per month and this translates to 2,560 Kenya Shillings per household member.
Fig. 4.17 Amount of money saved for use in leisure time (n=115)

Most of the respondents saved less than KES 5,000 which represented 42.6%, followed by greater than KES 20,000 (31.3%). This is a clear indicator that saving for the domestic tourist has not picked up in the country and a lot of sensitization is required for it to grow. According to Allen and Yap (2009), an increase in households’ income leads to Australian households preferring to travel abroad than domestically.

4.6 Frequency of Leisure Participation

Most people (50.6%) had their leisure less often followed by those who had it weekly at (28.9%), monthly (25.6%) and 11.1% respondents reported their participation in leisure on quarterly basis as shown in figure 4.18
Despite having 52 weekends, several Public Holidays, Easter and Christmas holidays, most Kenyans have their leisure less often. This is largely attributed to the meagre savings of 3 percent by the Low income earners and 3.2% by the Middle and High income groups each month. Rogerson and Lisa (2005) confirm that seasonality is a key to boost domestic tourism in South Africa since travel is heavily focused around government school holiday periods, with August to November being the lowest travelling months. According Allen and Yap (2009), Australians travel mostly during holiday seasons which occur during the month of January and July.

Hotel charges are high and the majority sought alternative accommodation even when discounts of 40% and 50% were offered by large hotels. Road transport and in flights are expensive (Sindiga,
1996a). The Railway line system which is cheaper has low connectivity of only 1083 kilometers of passenger line for the whole country. (Kenya Railways, Provisional, 2008. In Sri-Lanka travelers used their own vehicles, public transport and even motor cycles and bicycles (Shantha, 2008). This had no effect on the economic progress of the area coupled with the fact that most of the tourists got their meals provided by the items brought from home (Shantha, 2008)

4.7 Preference for Different Attraction Sites

Most respondents (48.3%) in the study preferred touring abroad as their preferred sites 14.4% indicated their preference for sites such as Mombasa, 11.7% pointed out that they preferred game parks, 8.3% animal orphanage, 3.9% preferred the shrines due to the age, religion and health status and only 2.8% liked going to the historical sites. Eco tourists prefer active, challenging nature-based leisure experiences while the young prefer the parks.
According to Ondimu (2002), Ouma (2000) and CBS (1999) domestic tourists do not utilize tourist hotels and prefer supplementary establishments or with friends and relatives. The study indicates a lot-of wishful thinking in the minds of residents who comprise 48.3 percent who would prefer to visit abroad.

4.8 Organization of the Outings in the Family

In most cases the whole exercise of organizing fell wholly on the responsibility of the head of the family. Most of the heads were men due to the fact that almost 99% ethnic groups in Kenya are patrilinear. Fifty three percent of the respondents reported that fathers were organizing the outing.
50.6% were mothers, 20.0% were sons, and 17.8% were done by the daughter and 9.4% by neighbours/friends as shown in Fig. 4.20

Fig. 4.20 Organization of outings in the family (n = 180)

According to KIHBS (2007), 80.8% of the households in Nairobi are headed by men and only 19.2% are headed by women a factor that the total wage employment by sex in Kenya is 70% male and only 30% female (KNBS, 2008). The traditional value system influenced by the degree of urbanization, tribal intermarriage, religion and level of education are the forces conflicting within every Kenya (CBS, 2003).
4.9 Constraints/Challenges to Domestic Tourism among the Study Population

Out of the total number of sampled Nairobi residents the following were cited as the main challenges facing domestic tourism. Most of the respondents (42.1%) reported lack of free time as their main challenge; expensive rates charged at the site to the local were also pronounced by 30.3% of the total respondents; 9.9% cited lack of sufficient security within the attraction sites, 7.9% was due to poor infrastructure. 6.6% cited bad health as part of the challenges hindering them from visiting some sites, 6.6%, and the least challenge was bad weather in the attraction sites at 3.3% as indicated in the table 4.5. According to KACC (2006) major problems facing the Urban population include; poverty/famine, unemployment, corruption, poor leadership/economy, inadequate healthcare, infrastructure and insecurity. In view of the challenges presented quick response is called for to address some of the problems for improved domestic tourism. Domestic tourists do not take long holidays of one or two weeks due to lack of resources (Ondimu, 2000).

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of free time</td>
<td>64</td>
<td>42.1</td>
</tr>
<tr>
<td>Expensive rates</td>
<td>46</td>
<td>30.3</td>
</tr>
<tr>
<td>Insecurity</td>
<td>15</td>
<td>9.9</td>
</tr>
<tr>
<td>Poor infrastructure</td>
<td>12</td>
<td>7.9</td>
</tr>
<tr>
<td>Health status</td>
<td>10</td>
<td>6.6</td>
</tr>
<tr>
<td>Bad weather</td>
<td>5</td>
<td>3.3</td>
</tr>
</tbody>
</table>
4.10 Suggested remedies for the Constraints/Challenges

In order to address the above challenges, 37.9% of the total respondents suggested improvement of the infrastructure in the country. 30.3% suggested security within the attraction sites to be improved. 17.2% suggested lower rates will help in the promotion of the domestic tourism. 4.8% suggested diversification of the services at the sites. Creation of awareness to the locals was an important aspect in the industry and it represented 4.8%, and the increase of in-flight at 4.8% of the total respondents as shown on table 4.6.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the infrastructure</td>
<td>55</td>
<td>37.9</td>
</tr>
<tr>
<td>Improve on security</td>
<td>44</td>
<td>30.3</td>
</tr>
<tr>
<td>Lower rates for locals</td>
<td>25</td>
<td>17.2</td>
</tr>
<tr>
<td>Diversify the services</td>
<td>7</td>
<td>4.8</td>
</tr>
<tr>
<td>Create awareness</td>
<td>7</td>
<td>4.8</td>
</tr>
<tr>
<td>Increase in-flight</td>
<td>7</td>
<td>4.8</td>
</tr>
</tbody>
</table>

4.11 Preference of Different Tourist Facilities by Respondents

In this study officials within tourist facilities and service providers were interviewed to avail their information on preferences of Nairobi Residents (Appendix 6). The facilities included Kenya Comfort Hotel, Game Tour Trackers, Tourism Marketing Intelligence, Kenya Wildlife Services,
Wildlife Clubs of Kenya, Kenya Tourism Board, African Touche Safari, National Museums of Kenya and the Giraffe Manor and Parklands Safari Clubs. The interviewed staff ranged from hotel managers, lecturers, senior wardens, tour consultants and marketing officers in the industry. The officials had been within the facility for at least five years with the longest serving staff at ten years. The mean experience of the interviewed management staff was eight and half years of service with the standard error of mean (SEM) being 1.2 and so had a clear knowledge of their clients and their preferences within the facility at different times of the year. Most of the facilities had lasted for two decades which indicates that tourism has been given priority and support by both the Kenya Government and the Private Sector; with some facilities having been established as early as 1906. The facilities target visitors throughout the year; ranging from foreigners to local citizens as shown in the Figure 4.21.

![Pie chart showing major tourists in the sampled facilities]({\textit{Fig. 4.21 Major tourist in the sampled facilities}})

High class ranking tourist facilities of 4-star and 5-star favor foreign tourists and their promotions dictate so. Kenya Association of Tour Operators was established in 1978 and works closely with KTB in diversifying the tourist product and source markets, promoting the destination and forging a partnership with neighbouring countries through the spirit of East African Co-operation (KATO,
Kenya is a great place to visit with high members of the Kenya Association of Hotel Keepers and Caterers (KAHC) which has been promoting the nation’s hospitality since 1944 (KAHC, 2008). The majority of the facilities received foreign visitors at tourist peak seasons of August – December, and June and July which represented 60% of the interviewed facilities and the rest reported constant tourists over the year at 40%. There were no clear records of both local and foreign visitors received in the facilities.

Kenyans visiting the facilities were mainly from the urban areas, majority of whom were Nairobians. Few came in from the rural areas in groups of church organizations, women groups, schools and youth organizations. It was encouraging to note that Kenyan visitors that visited the facilities were of native origin. Clients to the facilities were mainly adults of ages between 19 and 60 years who from the findings can afford travel. Youth tourism is encouraged at WCK during weekends and public holidays and majority of the youth take advantage of this. The senior citizens least frequented the facilities.

Products within the attraction sites were requested for by the residents. Those facilities that mainly dealt with marketing the tourist products realized a higher request for game parks, reserves and museums. The residents visit the attraction site during weekends and public holidays when there are no major commitments in the places of employment. High visitor months for locals were mainly the school holidays of April, August and December. The least visitor months for the locals were those in between these holidays except for school visits and group visits. Corporate and Commercial clientele visited at any time of the year depending on their nature of business. Rates charged differed from facility to facility depending on the products and services requested for.
Low rates charged from domestic visitors did not alter quality within the facility since they were provided at minimum profit margin compared to foreign visitors.

### 4.12 Locals’ Understanding of Domestic Tourism

The understanding of a domestic tourist differs between the different income groups of low (Dandora and Landmawe), middle (South B and Golf Course) and high (Lavington and Karen). Domestic tourism is defined as travel of Nationals in search of leisure, recreational activities and business away from their usual places of residence for more than 24 hours (WTO). While the low income groups perceive it as leisure travel, the middle income earners perceive domestic tourism in terms of adventure travel which includes international destinations. The high income group however, perceives domestic tourism in terms of adventure travel to destinations which includes international tourist attraction sites. On average 70% gave the correct definition as opposed to the remaining 30% who had incorrect understanding for a domestic tourist. Among the correct responses 26.7% were from the high, 25.0% were from the middle, and 18.3% were from the low income estates. There was a significant association between the definition of the domestic tourist among the three estates and the perception of who a domestic tourist was with a p-value of 0.007 as indicated in the table 4.10.

**Table 4.7: Domestic Tourism Definition Vs the Income Grouping**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>High, n (%)</th>
<th>Middle, n (%)</th>
<th>Low, n (%)</th>
<th>X2 (Df)</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is a Domestic Tourist?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correct</td>
<td>48 (26.7)</td>
<td>45 (25.0)</td>
<td>33 (18.3)</td>
<td>10.0 (2)</td>
<td>0.007</td>
</tr>
<tr>
<td>Incorrect</td>
<td>12 (6.7)</td>
<td>15 (8.3)</td>
<td>27 (15.0)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The destinations to tourist attraction sites for the middle income earners include the coast and academic study trips for their children. The high income earners visit local tourist attraction sites as well as foreign ones. These include America and UK (to experience first world ideas), Israel and other holy lands including Meccah for religious pilgrimages and India to visit their country of origin. The low income earners however did not have much to say on destinations because they hardly travel for tourist purposes.

Within Kenya, the tourist sites requested for most (Figure 4.19) according to the interview schedule include the coast (14.4%) for business travel and to relax at the beach, upcountry for sociological reasons and family visits, museums (2.8%) for historical learning, shrines (3.9%) for spiritual inspiration. The others (10.6%) included the Lake basin to study nature and the Nairobi Gymkhana for sports. This is true for both domestic as well as foreign tourists. (The site that was least requested for least was the Bomas of Kenya for all the income groups). There is need to educate the residents to participate and enjoy fully in the bundle of activities that facilitate the entire tourism experience which include accommodation, transport and travel services.
4.13 Extent of Economic Influence, Local Tourists’ Expectations and Actual Services Provided on Domestic Tourism

Among the economic factors that were found to influence domestic tourism in Kenya were cost, and transport among others.

4.13.1 Cost of visits and Residents’ attitudes

There was a strong disagreement on how the respondents perceived domestic tourism as shown in figure 4.22. They felt that it was expensive to visit tourist attraction sites, 36%; of all respondents strongly disagreed that it was cheap to visit tourist attraction sites while, 32% were in disagreement. Only 4% agreed and strongly agreed that it was cheap to visit tourist sites.

Fig. 4.22 Cost of visits to parks and residents attitudes
Figure 4.23 shows that 44% of respondents agreed that it was expensive for local people to visit parks. There was 28% strong agreement among all respondents of a high cost of park visits with 12% disagreeing and 8% strongly disagreeing. Lowering of entrance fees to Parks and Reserves failed to make significant impacts (Markandya et al, 2002). The upward entry adjustments to parks and reserves have affected the local visitors (GoK, 1999; LEI, 2008). This has been due to the global understanding that parks should pay for their running costs.

4.13.2 Hotel/Lodge rates

The study found that there was a general agreement among respondents that hotel and restaurant charges for accommodation, food and recreation were expensive as shown in figure 4.24.
Fig. 4.24 Charges in hotels/lodges.

From the findings 48% of the respondents disagreed with the statement that hotel charges at tourist hotels and lodges are affordable. In fact a significant 32% strongly disagreed with the same statement. The chi-squared analysis expenses and perception produced a statistically significant value of 20.583 and p-value less than 0.001.

There was a perceived general agreement among all respondents of all ages, levels of education and income groups that charges for accommodation at tourist sites were exorbitant. 40% agreed while 28% strongly agreed that accommodation charges at tourist sites discourage domestic tourism.
4.13.3 Transport and Costs

Cost of domestic tourism involves a voluntary exchange transaction between the domestic tourist and the willingness to travel and the service providers willing to sell their services. Incentives for the local public to travel have been given before by Kenya Railway Corporation in form of 10% reduction in fares whereas large hotels would give discounts of 40% to 50% (Sinclair, 1990). Although some Kenyans have taken advantage of this before especially during the low seasons and public holidays like Easter and Christmas festivities, the majority of them still cannot afford the hotel bills for a holiday of one week or two because of low incomes Sindiga (1996a). The Kenya Railways ceased to provide effective and efficient services for the last decade aggravating the problem of domestic tourism travel. The railway system in the country has a very low connectivity and does not cover many population centres. This leaves domestic travelers no alternative other than the expensive road transport.

However, it is clear that many Kenyans may not be going to international hotels nor use “tourist” mini buses. Majority of the Kenyans who travel stay in some medium-sized and small hotels which are relatively inexpensive in terms of accommodation and food. Such hotels tend to be far from national parks and thereby reduce the ability to travel and even access to these areas.

The issue of cost to the local public is debatable with recent (March 2003) park entry adjustments likely to affect visitor numbers to parks and reserves and especially the local public visitors. The tourism industry benefits in Kenya are skewed to the advantage of Multi-national Corporations (Economic Survey, GoK, 1999; Bejou and Palmer, 1995). This therefore encourages the leakage
of tourism benefits out of the country and hence, little is cultivated back in the conservation of parks and reserves.

4.14 Identification of Principal Factors Affecting Perception of Domestic Tourism by Factor Analysis Model.

In order to identify the principal factors affecting perceptions of domestic tourism, the 21 items on -Llikert Scale were subjected to principle component (factor analysis) to reduce the number of variables by varimax rotation as shown in (table 4.13a). Kaiser criterion was used to select only factors having Eigne values of more than 1.0. These were then subjected to variance maximizing process. Figure 4.25 shows the seven factors out of 21 which had Eigne values of more than one. These factors were considered to influence perceptions of domestic tourism by residents. The factors therefore provide the basis for policy formulation and decision-making by service providers and government institutions.
Table 4.8a Principal Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Factor</th>
<th>Eigen Values</th>
<th>% of Variance</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>1</td>
<td>7.468</td>
<td>35.561</td>
<td>35.561</td>
</tr>
<tr>
<td>B2</td>
<td>2</td>
<td>1.902</td>
<td>9.058</td>
<td>44.618</td>
</tr>
<tr>
<td>B3</td>
<td>3</td>
<td>1.778</td>
<td>8.467</td>
<td>53.085</td>
</tr>
<tr>
<td>B4</td>
<td>4</td>
<td>1.372</td>
<td>6.535</td>
<td>59.620</td>
</tr>
<tr>
<td>B5</td>
<td>5</td>
<td>1.299</td>
<td>6.187</td>
<td>65.807</td>
</tr>
<tr>
<td>B6</td>
<td>6</td>
<td>1.117</td>
<td>5.319</td>
<td>71.126</td>
</tr>
<tr>
<td>B7</td>
<td>7</td>
<td>1.041</td>
<td>4.956</td>
<td>76.082</td>
</tr>
</tbody>
</table>

Key

B1  Local people should visit the attraction sites.
B2  Attraction sites should not be visited by local people.
B3  It is costly for local people to visit attraction sites
B4  Cheap to visit attraction sites
B5  Awareness that tourist icons can be visited by Kenyans
B6  No information of tourist icons being visited by local people.
B7  The last time I visited an attraction site I had an exciting experience.

All the seven factors extracted had Eigne values of more than one (as shown on Table 4.13a). The results of factor analysis shows that factor 1 accounts for more than 35.5% of the variance; factor 2 accounts for 9%; factor 3 accounts for 8.5%; factor 4 accounts for 6.5%; factor 5 accounts for 6.2%; factor 6 accounts for 5.3% and factor 7 accounts for 5.0% of the total variance. The other factors from 8-21 were not important in predicting the domestic tourism status as they account for a very negligible percentage. The factors have been further rotated (table 4.9) in order to arrive at those with Eigne values > 0.450
### Table 4.8b: Rotated factor matrix and factor loadings

<table>
<thead>
<tr>
<th>Variance</th>
<th>Factor 1</th>
<th>Factor 2</th>
<th>Factor 3</th>
<th>Factor 4</th>
<th>Factor 5</th>
<th>Factor 6</th>
<th>Factor 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>B5</td>
<td>.910</td>
<td>.079</td>
<td>.031</td>
<td>.011</td>
<td>.053</td>
<td>.062</td>
<td>.114</td>
</tr>
<tr>
<td>B1</td>
<td>.497</td>
<td>.401</td>
<td>.228</td>
<td>-.025</td>
<td>.308</td>
<td>-.288</td>
<td>.339</td>
</tr>
<tr>
<td>B18</td>
<td>.106</td>
<td>.873</td>
<td>.089</td>
<td>-.035</td>
<td>.108</td>
<td>.070</td>
<td>.195</td>
</tr>
<tr>
<td>B8</td>
<td>.046</td>
<td>.092</td>
<td>.916</td>
<td>-.021</td>
<td>-.008</td>
<td>.046</td>
<td>-.037</td>
</tr>
<tr>
<td>B16</td>
<td>.001</td>
<td>-.023</td>
<td>-.023</td>
<td>.912</td>
<td>.048</td>
<td>.131</td>
<td>.069</td>
</tr>
<tr>
<td>B9</td>
<td>.066</td>
<td>.092</td>
<td>-.006</td>
<td>.047</td>
<td>.955</td>
<td>.042</td>
<td>.147</td>
</tr>
<tr>
<td>B2</td>
<td>.038</td>
<td>.045</td>
<td>.044</td>
<td>.116</td>
<td>.043</td>
<td>.943</td>
<td>.019</td>
</tr>
<tr>
<td>B7</td>
<td>.173</td>
<td>.213</td>
<td>-.055</td>
<td>.089</td>
<td>.199</td>
<td>.029</td>
<td>.859</td>
</tr>
<tr>
<td>B19</td>
<td>.118</td>
<td>.095</td>
<td>.129</td>
<td>.227</td>
<td>-.050</td>
<td>.202</td>
<td>.052</td>
</tr>
<tr>
<td>B6</td>
<td>.189</td>
<td>.028</td>
<td>.120</td>
<td>.103</td>
<td>.045</td>
<td>.071</td>
<td>.008</td>
</tr>
<tr>
<td>B12</td>
<td>.059</td>
<td>.219</td>
<td>.049</td>
<td>.073</td>
<td>.033</td>
<td>-.046</td>
<td>.172</td>
</tr>
<tr>
<td>B13</td>
<td>.090</td>
<td>.091</td>
<td>.099</td>
<td>.047</td>
<td>.022</td>
<td>.151</td>
<td>.114</td>
</tr>
<tr>
<td>B17</td>
<td>.074</td>
<td>-.037</td>
<td>.038</td>
<td>.220</td>
<td>.168</td>
<td>.084</td>
<td>.075</td>
</tr>
<tr>
<td>B4</td>
<td>.125</td>
<td>.051</td>
<td>.282</td>
<td>.158</td>
<td>.209</td>
<td>.046</td>
<td>-.088</td>
</tr>
<tr>
<td>B21</td>
<td>.190</td>
<td>.168</td>
<td>.204</td>
<td>.103</td>
<td>-.038</td>
<td>.011</td>
<td>.060</td>
</tr>
<tr>
<td>B10</td>
<td>.150</td>
<td>.191</td>
<td>.205</td>
<td>.094</td>
<td>-.003</td>
<td>.151</td>
<td>.205</td>
</tr>
<tr>
<td>B14</td>
<td>.146</td>
<td>.255</td>
<td>.145</td>
<td>.178</td>
<td>.159</td>
<td>.086</td>
<td>-.116</td>
</tr>
<tr>
<td>B20</td>
<td>.238</td>
<td>.083</td>
<td>.061</td>
<td>.139</td>
<td>.104</td>
<td>.173</td>
<td>.132</td>
</tr>
<tr>
<td>B15</td>
<td>.134</td>
<td>.235</td>
<td>.084</td>
<td>.159</td>
<td>.042</td>
<td>.048</td>
<td>.124</td>
</tr>
<tr>
<td>B3</td>
<td>.417</td>
<td>.061</td>
<td>.028</td>
<td>.081</td>
<td>.025</td>
<td>.216</td>
<td>.232</td>
</tr>
<tr>
<td>B11</td>
<td>.208</td>
<td>-.167</td>
<td>.280</td>
<td>.328</td>
<td>.140</td>
<td>-.014</td>
<td>.232</td>
</tr>
</tbody>
</table>

**Extraction Method:** Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 8 iterations. The method ensures that each factor is ethnological (Uncorrelated to each other.

**KEY:**
- **Factor 1**: Awareness of tourist attraction sites and icons
- **Factor 2**: Use of tourist service facilities
- **Factor 3**: Cost
- **Factor 4**: Hotel rates
- **Factor 5**: Education
- **Factor 6**: Transport
- **Factor 7**: Satisfaction
Factor 1 concerned with awareness, of tourist attraction sites and icons had B5 with factor loadings of 0.910 which indicated that Kenyans are aware that they can visit tourist icons. The other item that supported Factor 1 was B1 with factor loading of 0.497 concerned with local people visiting the attraction sites. Nairobi residents are literate (95.3%) can read and write. They are aware and have sufficient education of domestic tourism (Economic Survey, 2006).

Factor 2 was concerned with use of tourist service facilities had B18 having factor loadings of 0.873 greater on it. It is not a waste of time to visit game parks and reserves. Indeed Kenyans love to travel were it not for the challenges including high costs of travel, security and poor infrastructure (KACC, 2006).

Factor 3 concerned with cost was supported by B8 with factor loadings of 0.916 indicated that the last time the person went out he wasn’t excited. This shows that the standards in the attraction sites should be improved, packages improved and the products and services diversified in order to attract repeat visitors.

Factor 4 was concerned with Hotel rates and was supported by B16 with factor loading of 0.912 which shows the attitude that locals have about domestic tourism. They believe in diversification of products and services so that host communities could be allowed to farm on protected areas which could fetch more for the host community than wildlife which doesn’t benefit them directly.

Factor 5 was concerned with education of the locals. B9 had factor loading of 0.955 on this factor. Hotel charges in the tourist attraction sites are affordable. The local traveler especially those of the corporate word and the business people can afford the hotel charges. The prices are subsidized by
their employers. They can enjoy other amenities within the hotel. Kenyans lack the perception that tourism is essential to life and do not view travel as a symbol of socio-economic status (Shaw and Williams, 1994). Kenyans are not leisure-minded (Ondimu, 2000).

Factor 6 was concerned with transport and B2 had a factor loading of 0.943 on this factor which state that they shouldn’t visit the icons. The infrastructure; road, railway and air are all a challenge to travel in Kenya. Railway connectivity is low, road transport is expensive and tedious due to all weather roads of earth and gravel especially to the tourist attraction sites and icons. Naivasha and Mombasa have become popular destinations to Nairobi Residents since recarpeting of the Nairobi-Mombasa Road and the great north road leading to Naivasha (KTB, 2007).

Finally factor 7 concerned with satisfaction had B7 with factor loadings of 0.859. B7 indicated that the last visit to the attraction site was not exciting. This call for diversification of tourism products and services especially through eco-tourism. There is consumer demand for tourism that benefits the local people and protects the environment (people and the planet 2000-2001).
4.15 Association between Preferred Sites and Residents' Characteristics

Table 4.10 shows the association between the attraction sites preferred and residents' characteristics. In the sampled population, males were 1.7 times more likely to prefer visiting sites within the country as compared to female tourists.
Table 4.9: Preference of Attraction Sites versus the Demographic Factors

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Preferred Sites</th>
<th>Statistical Calculations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic, n(%)</td>
<td>Abroad, n(%) OR</td>
</tr>
<tr>
<td></td>
<td>(95%CI) P-Value</td>
<td></td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>59 (32.8)</td>
<td>44 (24.0)</td>
</tr>
<tr>
<td>Female</td>
<td>34 (18.9)</td>
<td>43 (23.9)</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤40</td>
<td>27 (15.0)</td>
<td>22 (12.2)</td>
</tr>
<tr>
<td>&gt;40</td>
<td>66 (36.7)</td>
<td>65 (36.1)</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary &amp; Below</td>
<td>13 (7.2)</td>
<td>9 (5.0)</td>
</tr>
<tr>
<td>Secondary &amp; Above</td>
<td>80 (44.5)</td>
<td>78 (43.3)</td>
</tr>
<tr>
<td><strong>No. of Family Members</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤3</td>
<td>40 (22.2)</td>
<td>44 (24.4)</td>
</tr>
<tr>
<td>&gt;3</td>
<td>53 (29.4)</td>
<td>43 (23.9)</td>
</tr>
<tr>
<td><strong>Household Family income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300,000</td>
<td>27 (15.0)</td>
<td>32 (17.8)</td>
</tr>
<tr>
<td>150,000 – 299,000</td>
<td>3 (1.7)</td>
<td>34 (18.9)</td>
</tr>
<tr>
<td>50,000 – 149,000</td>
<td>5 (2.8)</td>
<td>5 (2.8)</td>
</tr>
<tr>
<td>&gt;50,000</td>
<td>58 (32.2)</td>
<td>16 (8.9)</td>
</tr>
</tbody>
</table>

There was no significant association between gender and preferred sites in either abroad or domestic at p-value of 0.08 using $X^2$ test at 95% level of confidence. Young people below 40 years of age were 1.2 time more likely to have their leisure time locally as compared to their counterparts aged 40 years and above, although there was no significant association between preferred sites and the age of Nairobi residents. For the education level it was found that those Nairobi residents with basic education were 1.4 times more likely to visit the local site than the learned superior group of secondary education and above, however, there was not significant association between the educational level and the preferred sites. A very strong association exists
between the household income and the preferred sites with high earners preferring to visit abroad sites with a p – value of less than 0.001. There was a very high significance between the preferred sites (Domestic & Abroad) and the economic status of the Nairobi residents with a p-value of less than 0.001 using chi-square method at 85% level of confidence as shown on table 4.11:

### 4.16 Preference of Attraction Sites versus the residential status

<table>
<thead>
<tr>
<th>Characteristic Economic Status</th>
<th>Preferred Sites</th>
<th>Statistical Calculations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic, n (%)</td>
<td>Abroad, n (%) OR (95% CI)</td>
</tr>
<tr>
<td>High</td>
<td>31 (17.3)</td>
<td>29 (16.1)</td>
</tr>
<tr>
<td>Middle</td>
<td>13 (7.2)</td>
<td>47 (26.1)</td>
</tr>
<tr>
<td>Low</td>
<td>49 (27.2)</td>
<td>11 (6.1)</td>
</tr>
</tbody>
</table>

This was portrayed by the high proportion of the low economic group which preferred to visit the local sites (Domestic sites) with 49 (27.2%) as opposed to only 11 (6.1%) with the ambition to visit abroad sites. The same trend is portrayed by the middle economic residents, who prefer sites with abroad setting at 47 (26.1%) with only 13 (7.2%) of the same group preferring domestic sites. There was no clear cut as to which sites were preferred by the high economic estates living residents with 31 (17.3%) and 29 (16.1%) preferring domestic sites and abroad sites respectively.
CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Findings

The tourism products and services are not well understood by the locals due to the present public attitude towards domestic tourism. Locals perceive tourism as belonging to whites and foreigners and do not utilize hotels and lodges, which according to their view must be expensive.

Income, occupation, gender, age and education levels influence preference of domestic tourism. There was a significant relationship between the preferred sites and the economic status of the respondents. This indicated that income was the main influencing factor for the local travelers.

The understanding of domestic tourism differs between different income groups. The low income group perceive tourism as leisure travel, the middle income have the perception that it is adventure travel, whereas the high income group perceive tourism in terms of adventure travel to tourist attraction sites.

There was an agreement among respondents that hotel and restaurants' charges for accommodation, food and recreation were expensive. Owing to these perceptions majority of the Kenyans who travel stay in some medium-size and small hotels which tend to be far from national parks and thereby reduce the ability to access the tourist attraction sites.

The study revealed that income, occupation, gender, age, education levels influence the locals preference of domestic travel to the tourist attraction sites. There was a very strong relationship
between the preferred sites and the economic status using chi-square analysis. The null hypothesis was therefore rejected.

The demographic factors of age, gender and education levels were correlated with the attraction sites and no relationship was established. The null hypothesis was therefore true (accepted)

Respondents did not receive expected services at the tourist attraction sites. No significant relationship was registered between local’s services at the tourist attraction sites and variables that measure expectations which were; last time no experience, previously visit no experience, time in social activities satisfying and visiting tourists sites more satisfying. The null hypothesis proved to be true and was therefore accepted.

5.2. Conclusions of the Study

The study concluded that preference for the product and services available within particular attraction sites (Flora and Fauna and the activities in different sceneries) influenced and controlled by the kinds of occupation and the nature of activities the residents are involved in economically and socially.

The study registered an agreement of 56% among all ages that people should visit parks and reserves. Residents dealing in different disciplines and fields indicate a liking for attraction sites that tend to widen their scope of knowledge and improve their skills. For instance historians prefer historical sites within the museums, art galleries and animal parks.
Domestic tourism competes with other forms of expenditures like school fees, household expenses and medical care for the incomes of residents in Nairobi. Charges from accommodation within the tourist attraction sites were considered exorbitant by the respondents owing to meager disposable income. The results of the study further indicate that the residents within the six estates had different perception on domestic tourism. Kenya is perceived as a mass tourism destination with traditional marketing relying on beach and safari holidays which encourage crowding on single a single attraction sites. The government institutions in partnership with the private sector and the parastatals dealing in tourism products and services should diversify existing products and services marketed traditionally and undifferentiated, tailor-made tour packages should be made to encourage domestic travelers.

5.3 Recommendations for Policy and Practice

Tourism service providers who include the Ministry of Tourism, Kenya Tourism board (KTB), Domestic Tourism Council of Kenya (DTCK) should encourage domestic tourism through aggressive marketing.

Suitable tourism packages that include travel, food, accommodation, leisure and recreation activities within the tourism attraction sites need to be developed by the tourist service providers for different age groups and income groups.

Tourist services providers should target low international tourism season months when marketing domestic tourism so that the trends of domestic tourism can be monitored.
Tourism service providers especially the Ministry of Tourism and Kenya Tourism Board should maintain statistics on domestic tourists.

In order to maintain professionalism on quality management, institutions of training such as universities and colleges should set international standards fostering nature tourism development.

Kenyan natives do not demand foreign European Luxury. Therefore tourist product and service providers need to set supplementary establishments for local tourists with their relatives and friends.

Tourist service providers could introduce saving schemes such as those of National Social Security Fund (NSSF) and National Hospital Insurance Fund (NHIF) or bonafide membership in Wildlife Clubs of Kenya (WCK). This will encourage families to accumulate the savings set aside for leisure each month for substantial travel in future.

5.4 Recommendations for Further Research

Further research can be done on the following areas on the basis of this study.

1) To identify the preferable tourist attraction sites for the domestic tourist.

2) On the link between the cultural belief and traditions of the domestic tourist with the tourism attraction sites.

3) To determine new products and services that will attract the domestic tourist to cut out market niches.
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Appendix 1. Attraction Sites within Nairobi Province

Central Business District

Nairobi National Park

Ngong Forest

Major Roads

KEY
1. ARBORATUM
2. CITY PARK
3. GOLF COURSE MUTHAIGA
4. GOLF COURSE WINDSOR
5. UHURU PARK AND SERENA HOTEL
6. CENTRAL PARK
7. ROYAL NAIROBI GOLF CLUB
8. NGONG FOREST
9. MAMBA VILLAGE
10. OSTRICH PARK
11. BOMAS
12. WILSON AIRPORT
13. CARNIVORE
14. KASARANI SPORTS CENTRE
15. KARURA FOREST
16. SARIT CENTRE
17. STATE HOUSE
18. YAYA CENTRE
19. ADAMS ARCADE
20. VILLAGE MARKET, UNEP, ICRAF AND UNICEF
21. SAFARI PARK
22. RAILWAY STATION
23. NORFORK HOTEL
24. PANAFRIC AND FAIRVIEW HOTEL
25. NYAYO STADIUM
26. SNAKE PARK
27. CITY STADIUM
28. KAREN COUNTRY CLUB
29. KENYA WILDLIFE SERVICE HQ
30. NAIROBI SAFARI WALK
31. NAIROBI ORPHANAGE
32. NAIROBI NATIONAL PARK
Appendix 2. Tourism Map of Kenya
Appendix 3. Map of Wildlife Clubs of Kenya

- 2008 - WCK Education Centres with Hostels
- 2008 - WCK Regional Offices without Hostels
- 2013 - WCK Proposed Outreach Centres

BASE: FEBRUARY 2009 = 100

<table>
<thead>
<tr>
<th>Income Groups/Category</th>
<th>Lower Income Nairobi</th>
<th>Middle Income Nairobi</th>
<th>Upper Income Nairobi</th>
<th>Nairobi Combined</th>
<th>Provinces except Nairobi</th>
<th>Kenya CPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Weight</td>
<td>0.297</td>
<td>0.099</td>
<td>0.015</td>
<td>0.412</td>
<td>0.588</td>
<td>1.000</td>
</tr>
<tr>
<td>Food and Non-Alcoholic Drinks</td>
<td>106.97</td>
<td>106.48</td>
<td>103.31</td>
<td>106.48</td>
<td>108.45</td>
<td>107.64</td>
</tr>
<tr>
<td>Alcohol Beverages, Tobacco &amp; Narcotics</td>
<td>108.70</td>
<td>107.64</td>
<td>105.07</td>
<td>107.64</td>
<td>109.38</td>
<td>108.66</td>
</tr>
<tr>
<td>Clothing and Footwear</td>
<td>105.04</td>
<td>104.04</td>
<td>109.82</td>
<td>104.04</td>
<td>104.39</td>
<td>104.25</td>
</tr>
<tr>
<td>Housing, Water Electricity, Gas and other Fuels</td>
<td>106.79</td>
<td>105.94</td>
<td>108.44</td>
<td>105.94</td>
<td>104.61</td>
<td>105.16</td>
</tr>
<tr>
<td>Furnishing, Household Equipment and Routine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Maintenance</td>
<td>104.48</td>
<td>103.42</td>
<td>103.92</td>
<td>103.42</td>
<td>103.02</td>
<td>103.18</td>
</tr>
<tr>
<td>Health</td>
<td>107.09</td>
<td>106.53</td>
<td>112.45</td>
<td>106.53</td>
<td>104.83</td>
<td>105.53</td>
</tr>
<tr>
<td>Transport</td>
<td>111.61</td>
<td>110.25</td>
<td>110.01</td>
<td>110.25</td>
<td>103.74</td>
<td>106.42</td>
</tr>
<tr>
<td>Communication</td>
<td>100.51</td>
<td>100.13</td>
<td>98.66</td>
<td>100.13</td>
<td>99.39</td>
<td>99.70</td>
</tr>
<tr>
<td>Recreation and Education</td>
<td>101.07</td>
<td>101.25</td>
<td>105.95</td>
<td>101.25</td>
<td>100.96</td>
<td>101.08</td>
</tr>
<tr>
<td>Education</td>
<td>100.26</td>
<td>101.20</td>
<td>100.21</td>
<td>101.20</td>
<td>100.94</td>
<td>101.05</td>
</tr>
<tr>
<td>Restaurant &amp; Hotels</td>
<td>105.90</td>
<td>105.80</td>
<td>95.47</td>
<td>105.80</td>
<td>104.98</td>
<td>105.32</td>
</tr>
<tr>
<td>Miscellaneous Goods &amp; Services</td>
<td>103.01</td>
<td>102.57</td>
<td>103.05</td>
<td>102.57</td>
<td>103.68</td>
<td>103.22</td>
</tr>
<tr>
<td>Average all Categories</td>
<td>106.38</td>
<td>105.69</td>
<td>105.69</td>
<td>105.69</td>
<td>105.48</td>
<td>105.56</td>
</tr>
</tbody>
</table>

Inflation Rate in %

(May2010/May2009) 4.5 2.5 7.2 3.9 3.9 3.9

NB
1) NAIROBI LOWER INCOME GROUP- households spending less than KES 23,670 in October 2005
2) NAIROBI MIDDLE INCOME GROUP- Household spending between KES 23,671 to KES 119,999 in October 2005
3) NAIROBI UPPER INCOME GROUP – Households spending above KES 122,000 in October 2005

Source: KNBS, 2010
Appendix 5. Tourism Product and Service Offer in Kenya (Brief)

The tourism product provides a diverse range of attractions drawn from:

The Beach: A 480km coastline, non shark infested, hot all year round due to tropical climate, white sandy and shelly beaches, beautiful coral reefs and favoured by monsoon winds.

Wildlife: Both carnivores and herbivores are available and widely spread, 59 parks and reserves in protected areas e.g. the Big Five (lion, leopard, Rhino, Elephant & Buffalo).

Adventure: Can be experienced in all regions i.e. water, aerial and terrestrial due to favorable climate conditions as well as due to presence of a protected coastline with adventure activities ranging from mountain climbing, white water rafting, deep sea diving and rock climbing.

Scenic: The Great Rift Valley, mountains; Mts. Kenya, Elgon, Longonot, lakes; Nakuru, Naivasha, Turkana, Baringo, Bogoria, Victoria etc.

Sport: Water sports favoured by the water masses and monsoon winds, high altitude training facilities in Iten, Sotik & Nyahururu, Safari Rally Competitions, numerous golf sites like Windsor, Karen, Mt. Kenya, Mombasa etc.

Culture: Diverse cultures (42 languages), rich cuisine and different cuisines.

Specialist: Bird migratory corridors, archaeological sites; fort Jesus, historical sites & museums.

Parks & Reserves in Kenya

- Nairobi Nat. Park: Kenya’s oldest animal sanctuary, a glorious stretch of savannah set against the dramatic Nairobi skyline

- Hell’s Gate: Famous for hot geysers, eagle vulture breeding, rock climbing, walks in the Ol Njorowa Gorge.
• **Amboseli:** A place of wide plains and vivid sunrises & sunsets, where the horizon forms a dramatic backdrop to Kenya’s most impressive elephant population.

• **Kakamega Forest:** The sheer abundance of birdlife is overwhelming. It is Kenya’s remnant of the ancient rainforest that once spanned Africa.

• **Samburu, Shaba & Buffalo Springs:** A land of contrasts, arid terrain mottled with rivers and wetlands, giving rise to amazing biodiversity.

• **Laikipia Sanctuaries:** Home to Eco-tourism and considered a gateway to Kenya’s Northern frontier country. Much of it is covered by large ranches and Kenyan farmland.

• **Tsavo East & West Parks:** The twin parks form one of Africa’s largest wilderness reserves, 10 million acres of untainted fauna & flora.

• **Maasai Mara Reserve:** Named the 7th wonder of the world due to the spectacular annual wildlife migration. Home to the Big Five. Lion, Leopard, Rhino, Elephant and Buffalo

• **Lake Nakuru Park:** Home to the pink feathered flamingoes as well as a migratory corridor for birds, biggest white rhino sanctuary in Kenya.

• **Mt. Elgon:** Host the second tallest mount in Kenya as well as the only habitat to the caves elephants.

• **Sibiloi Park:** Located next to Lake Turkana, housing the early man archeological sites of Koobi Fora.

• **Mt. Kenya & the Aberdares:** This forms the mountain parks, source to numerous rivers in Kenya, rich biodiversity, adventure safaris
Lamu Archipelago (Lamu town, Shela, Matondoni, Kipungani): It is the oldest and the best preserved Swahili settlement in East Africa.

Lake Turkana Park: Home to the pink feathered flamingoes as well as a migratory corridor for birds, biggest white rhino sanctuary in Kenya.

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Lake Turkana: Contains early man’s fossils, breeding ground for Nile Crocodiles, hippos & snakes and a stopping point for migratory birds.

Mt. Kenya Park: The second largest mount in Africa with rich and diverse vegetation for research purposes, the only snow capped mount on the equator, source of volumes of water.

Samburu, Shaba & Buffalo Springs: A land of contrasts, arid terrain mottled with rivers and wetlands, giving rise to amazing biodiversity.

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- **Tsavo East & West Parks:** The twin parks form one of Africa’s largest wilderness reserves, 10 million acres of untainted fauna & flora.

- **Maasai Mara Reserve:** Named the new 7th wonder of the world due to the spectacular annual wildebeest migration. Home to the Big Five.

- **Lake Nakuru Park:** Home to the pink feathered flamingoes as well as a migratory corridor for birds, biggest white rhino sanctuary in Kenya.

- **Mt. Elgon:** Host the second highest mountain in Kenya as well as the only habitat to the caves elephants.

- **Sibiloi Park:** Located next to Lake Turkana, housing the remains of the early man archeological sites of Koobi Fora.

- **Mt. Kenya & the Aberdares:** This forms the mountain parks, source to numerous rivers in Kenya, rich biodiversity, adventure safaris.

- **Lamu Archipelago (Lamu town, Shela, Matondoni, Kipungani):** It is the oldest and the best preserved Swahili settlement in East Africa.

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### Appendix 6. Sampled questions of the interview schedule

#### Tourist Facility Provider

<table>
<thead>
<tr>
<th>Question</th>
<th>KCH</th>
<th>KWS</th>
<th>WCK</th>
<th>KTB</th>
<th>PSC</th>
<th>ATS</th>
<th>TMI</th>
<th>GM</th>
<th>GTT</th>
<th>NMK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Job title</td>
<td>Hotel Mgr</td>
<td>Chief warden</td>
<td>Lecturer</td>
<td>Marketing office</td>
<td>Sports Mgr</td>
<td>Tours consultant</td>
<td>Marketing Mgr</td>
<td>Senior Warden</td>
<td>Tours consultant</td>
<td>Chief Conservatio n</td>
</tr>
<tr>
<td>2. Period in facility</td>
<td>9 years</td>
<td>13 years</td>
<td>15 years</td>
<td>5 years</td>
<td>20 years</td>
<td>8 years</td>
<td>7 years</td>
<td>14 years</td>
<td>5 years</td>
<td></td>
</tr>
<tr>
<td>4. Targeted visitors</td>
<td>Local</td>
<td>Local/Foreign</td>
<td>Local/Foreign</td>
<td>Local</td>
<td>Local/Foreign</td>
<td>Local/Foreign</td>
<td>Local/Foreign</td>
<td>Local/Foreign</td>
<td>Local/Foreign</td>
<td></td>
</tr>
<tr>
<td>5. Majority of visitors</td>
<td>Kenyans</td>
<td>All races</td>
<td>Kenyan youth</td>
<td>All races</td>
<td>All races</td>
<td>Europeans</td>
<td>All races</td>
<td>All races</td>
<td>All races</td>
<td></td>
</tr>
<tr>
<td>6. High Season</td>
<td>All year</td>
<td>Aug, Sept, Oct</td>
<td>April, Aug, Dec</td>
<td>All year</td>
<td>All year</td>
<td>July, Sept, Nov</td>
<td>All year</td>
<td>Aug, Sept, Oct</td>
<td>All year</td>
<td></td>
</tr>
<tr>
<td>8. Type of Local visitors</td>
<td>Native Kenyans</td>
<td>All races</td>
<td>Native Kenyans</td>
<td>All races</td>
<td>All races</td>
<td>All races</td>
<td>All races</td>
<td>All races</td>
<td>All races</td>
<td></td>
</tr>
<tr>
<td>9. Age of Nairobi visitors</td>
<td>all</td>
<td>all</td>
<td>youth mainly</td>
<td>all</td>
<td>all</td>
<td>Adults</td>
<td>Adults</td>
<td>Adults</td>
<td>Adults</td>
<td></td>
</tr>
<tr>
<td>10. Products and Services requested for</td>
<td>Food and Beverage</td>
<td>Game and Safari</td>
<td>Parks and Reserves</td>
<td>Parks, beaches, safari</td>
<td>Sports</td>
<td>Parks and Safari</td>
<td>Parks and Reserves</td>
<td>Giraffes</td>
<td>Parks, beaches</td>
<td>Conserved animals</td>
</tr>
<tr>
<td>11. Days of the week</td>
<td>all</td>
<td>all</td>
<td>Public holidays/Weekends</td>
<td>all</td>
<td>all</td>
<td>Public holidays/ Weekends</td>
<td>Public holidays/ w weekends</td>
<td>all</td>
<td>all</td>
<td>all</td>
</tr>
<tr>
<td>12. Months of Nairobi residents visits</td>
<td>all</td>
<td>H- Aug, Sept, Dec</td>
<td>L- Jan, Feb, March</td>
<td>H-Dec L-Jan, Feb</td>
<td>H-Aug, Dec L-Jan</td>
<td>all</td>
<td>H-Dec L-Jan</td>
<td>H-Dec L-Jan, Feb</td>
<td>all</td>
<td>H-Dec L-Jan</td>
</tr>
<tr>
<td>13. Rates charged</td>
<td>Depends on products consumed</td>
<td>Fixed for type of visitor</td>
<td>Different for members and non members</td>
<td>Different with site and service</td>
<td>Fixed for members and non members</td>
<td>Differ</td>
<td>Differ</td>
<td>Differ</td>
<td>Differ</td>
<td>Differ</td>
</tr>
<tr>
<td>15. Strategies</td>
<td>Low rates</td>
<td>Fair rates</td>
<td>Fair rates</td>
<td>Quality service</td>
<td>Fixed for members and non members</td>
<td>Fair rates</td>
<td>Fair rates</td>
<td>Fair rates</td>
<td>Quality service</td>
<td></td>
</tr>
</tbody>
</table>

**H** - High

**L** - Low
Appendix 7. Questionnaire
A. Introduction

Good morning/Afternoon, my Name is .................................., a student from Kenyatta University. Am currently collecting data towards an assessment of domestic tourism among residents of low, middle and high income estates in Nairobi Kenya. All data collecting will be used for research purpose only. Please answer the questions honestly and exhaustively.

Date: ........................................ Name: (Optional) ........................................
Gender Male........................................ Female: ........................................
Age  20 – 40 .................................. 41 – 60 .................................. 61> ..................................
Levels of Education:
Primary .................................... Secondary ......................... University/college .................
Estate ..................................... Length of stay in estate ................................
Number of children (family members) ........................................

1. What do you do to earn your living?
   If working; Self ........................................ Employed ..............................

2. What is your total household monthly income?
   □ Over KES. 300,000
   □ KES 150,000 – 299,000
   □ KES 50,000 – 149,000
   □ KES 50,000
3. Indicate your expenses according to the order below


☐ School expenses
☐ Standing charges (House rent, electricity, water bills e.t.c.
☐ Household expenditure
☐ Medical expenses
☐ Transport/fares
☐ Miscellaneous expenses (funeral, welfare, e.t.c)

4. What do you do during your fee time?

☐ Stay indoors playing indoor games and watching television
☐ Engage in athletics and other sports
☐ Reading/Writing
☐ Stay alone
☐ Visit friends and relatives
☐ Visit animal parks
☐ Go shopping and window shopping
☐ Visit museums/galleries and historic sites
☐ Visit hotels and restaurants

Give reasons for the activities above .................................................................

................................................................................................................................

5. Do you save any money to spend on leisure with your family?

☐ Yes  ☐ No
6. How much do you save?

☐ Over KES 20,000
☐ KES 10,000 – 19,000
☐ KES 5,000 – 9,000
☐ Below KES 2,000

7. How often do you and your family go out purposely for leisure?

☐ Weekly
☐ Monthly
☐ Quarterly
☐ Less often (When?)

8. Who is a tourist according to you? .................................................................

...............................................................................................................................

9. If you were a tourist, where would you have liked to visit and why?

...............................................................................................................................

10. Who organizes for the outings in your family?

☐ Father
☐ Mother
☐ Son (s)
☐ Daughter (s)
☐ Relative
☐ Neighbours/Friends

11. Does your family spend the night out on such occasions?

☐ Yes ☐ No
12. If yes, state the places:

- [ ] Hotels
- [ ] Camps
- [ ] Institution – School, Churches

13. How many days do you take on such occasions?

- [ ] Less than 7 days
- [ ] Over a month
- [ ] 7 – 14 Days
- [ ] 2 Weeks – 1 Month

14. What parts of the country do you like visiting?

(Head of household)

Give reasons

.................................................................
.................................................................

15. What parts of the country does your family like to visit?

Mother ......................................................

Give reasons ...........................................................

Daughters .....................................................

Give reasons ...........................................................

Sons ...............................................................

Give reasons ............................................................
16. Which are some of the attraction sites that you visit each time you go out?

Give reasons

17. Which are some of the attraction sites that you rarely visit?

Give reasons

18. List hindrance encountered in visiting some of the parts of the country

19. Suggest ways which you would like the attraction sites to be improved to suite your needs
Appendix 8. Likert – Type questionnaire
State whether you:

<table>
<thead>
<tr>
<th>5. Strongly agree</th>
<th>4. Agree</th>
<th>3. No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Disagree</td>
<td>1. Strongly disagree</td>
<td></td>
</tr>
</tbody>
</table>

| 1. Local people should visit the attraction sites available in Kenya |
| 2. The attraction sites should not be visited by local people |
| 3. It is costly for local people to visit attraction sites |
| 4. It is cheap to visit attraction sites |
| 5. I am aware that tourist’s icons can be visited by local people |
| 6. I have no information that the tourist’s icons can be visited by local people |
| 7. The last time I visited an attraction site, I had an exciting experience |
| 8. My previous experiences in a tourist site was not exciting |
| 9. Hotel charges in the tourist sites are affordable |
| 10. The rates charged for accommodation in attraction sites discourage me from visiting them. |
| 11. Educating Kenyan citizens on the need for domestic tourism is the Government responsibility |
| 12. Tourist service providers are not responsible in educating local people on the importance of domestic tourism |
| 13. Spending free time in social activities with relatives and friends is more satisfying than in tourist attraction sites. |
| 14. It is more satisfying to visit tourist attraction sites than in social places |
| 15. We need protected areas in Kenya to conserve wildlife |
| 16. All protected areas need to be converted to farmlands |
| 17. It is a waste of time to visit wildlife protected areas |
| 18. It is not a waste of time to visit Game parks and reserves |
| 19. Staying alone indoors is very satisfying |
| 20. Accessibility to the tourist attraction sites hinders me from visiting them |
| 21. Transport to the attraction sites does not prohibit me from visiting them. |
Appendix 9. Interview Schedule

Introduction

Good Morning/Afternoon. My name is ..................................................., a student from Kenyatta University. I am currently collecting data towards an assessment of domestic tourism among residents of low, middle and high income-estates in Nairobi. All data collected will be used for research purposes only. Please answer the questions honestly and exhaustively.

Name of the tour organization ................. Name of respondent .................

Job title .......................................... period worked in organization.................

1. When was the organization established?

2. Who are your targeted visitors?
   □ Local visitors’   □ Foreign visitors

3. Who are the majority of the tourists?
   □ Europeans
   □ Asians
   □ Arabs
   □ Chinese
   □ Japanese
   □ Africans (Non-Kenyans)
   □ Kenyans

4. Which time of the year (season, months) do the tourists in 3 above visit

   Give reasons ..........................................................
5. Are their visits constant in numbers over the years?
   Give reasons if not constant (increase) ..............................................................
   Give reasons for decrease .................................................................................

6. Who are the Kenyans that visit the attraction sites
   [ ] Rural population
   [ ] Urban Population
   Give reasons ...........................................................................................................

7. Who are the majority of the local Kenyan tourists
   [ ] Kenyans of native origin  [ ] Kenyans of other races

8. What is the age of the Nairobi urban tourists that visit the attraction site?
<table>
<thead>
<tr>
<th>Site</th>
<th>Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children below 12 yrs</td>
<td></td>
</tr>
<tr>
<td>Teenagers 13 - 19 yrs</td>
<td></td>
</tr>
<tr>
<td>Adults 20 - 40 yrs</td>
<td></td>
</tr>
<tr>
<td>Adult 41 - 60 yrs</td>
<td></td>
</tr>
<tr>
<td>Over 60 yrs</td>
<td></td>
</tr>
</tbody>
</table>

9. Which are the attraction sites requested for the most?
   (List them and give reasons for their popularity)

10. Which are the attraction sites requested by the urban residents the least?
    (List them and give reasons for their unpopularity)
11. Which days of the week do the Nairobi residents visit?

☐ Week days
☐ Public holidays
☐ Weekends

In which months do the urban domestic tourists from Nairobi visit the attraction sites?

☐ Month of high visits
☐ Month of low visits

Give reasons ...............................................................

12. What are the rates charged for the tourists?

<table>
<thead>
<tr>
<th></th>
<th>Local</th>
<th></th>
<th>Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>☐</td>
<td>Children</td>
<td>☐</td>
</tr>
<tr>
<td>Students</td>
<td>☐</td>
<td>Students</td>
<td>☐</td>
</tr>
<tr>
<td>Adults</td>
<td>☐</td>
<td>Adults</td>
<td>☐</td>
</tr>
<tr>
<td>Groups</td>
<td>☐</td>
<td>Groups</td>
<td>☐</td>
</tr>
</tbody>
</table>

13. (Charging Kenyan residents low rates is a strategy towards encouraging domestic tourism). Does this affect the quality of the services offered in the tourist attraction sites?

14. Who meets (pays) the charges for the Nairobi urban tourist?

☐ Corporate (Company, Organization sponsors)
☐ Self (individual) sponsors
☐ Group
15. Are you putting efforts towards encouragement of local tourists?

☐ Yes
☐ No

16. List some of the strategies used in 15 above.

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................